



Seven Dials Analyst Day 24 September



SEVEN DIALS
LONDON - EST.1690



Shaftesbury



Contents

1. Asset Management

Charles Owen

2. Retail

Sam Bain-Mollison

3. Food, Beverage and Leisure

Julia Wilkinson

4. Marketing & PR

Karen Baines

5. Corporate Social Responsibility

Penny Thomas

6. Other Information

1

Asset Management

Shaftesbury



1 Seven Dials overview

ERV¹: £23.0m

Current income¹: £16.9m

Reversion¹: 36%

86

46%²

Shops

117,000 sq. ft.

37

26%²

Restaurants, cafés & pubs

90,000 sq. ft.

81

11%²

Residential

50,000 sq. ft.

Offices

17%²

63,000 sq. ft.

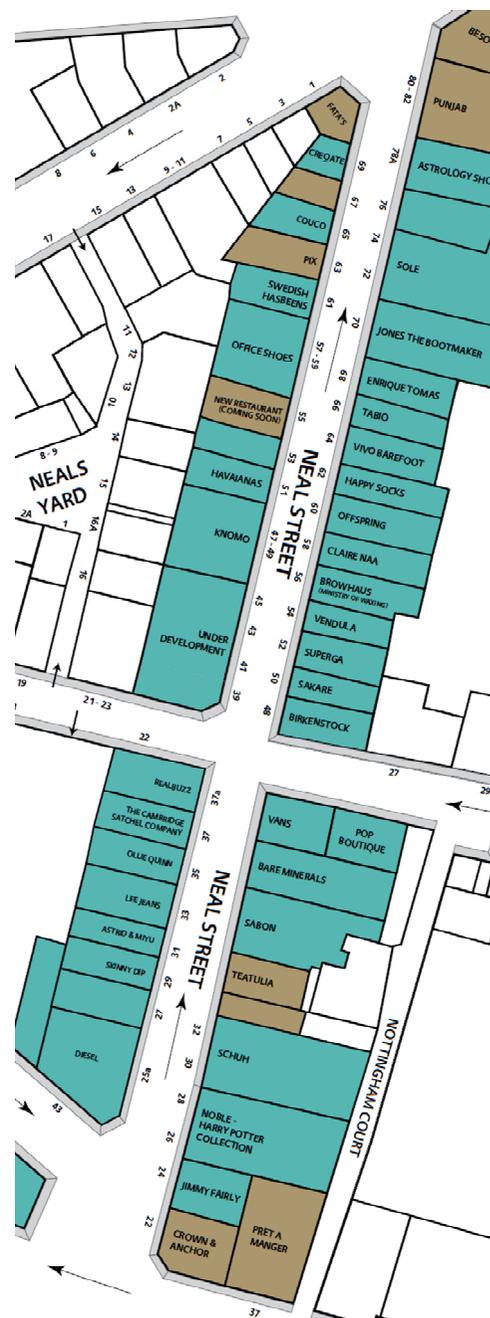


1 Strategy and focus



1 Neal Street acquisitions

- 15 buildings acquired since 2016
- £86.7m invested
- Frontage ownership increased from 31% to 70%



£285 ZA¹

Shops

Restaurants, cafés and pubs

£480 ZA¹

1 Schemes – compound benefits

- Meet occupier requirements
- Improve income
- Add value
- Compound benefits



1 Public realm & estate management

Earlham Street - before



Earlham Street - after



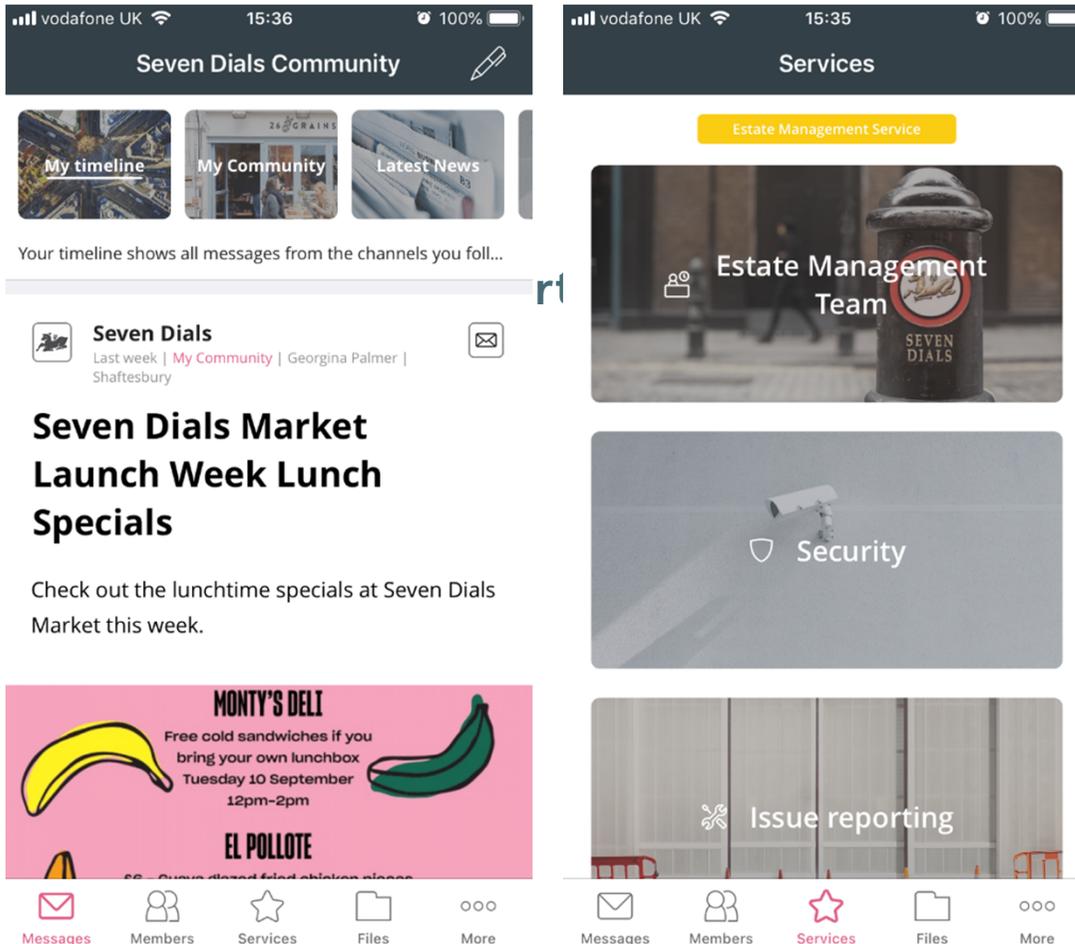
1 Office market

- Changing market
- Occupier requirements
- Agile response

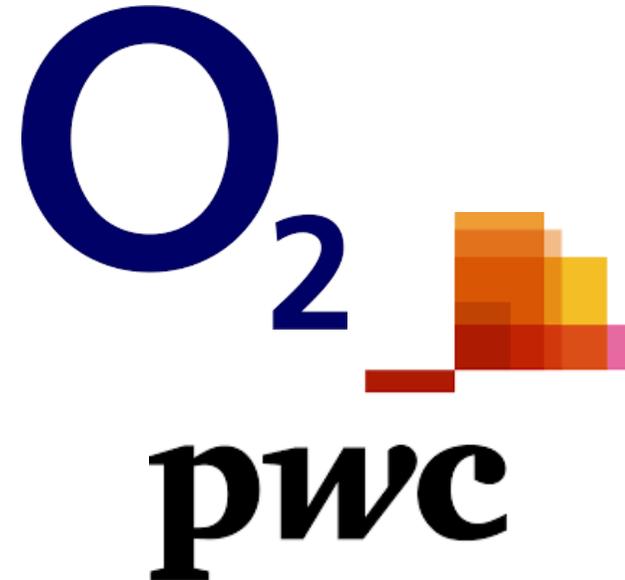


1 Community engagement & data analytics

Community portal



Consumer data



2

Retail

Shaftesbury



2 Key stats

86 shops

22% independents and one-offs

22 first stores

9 global flagships

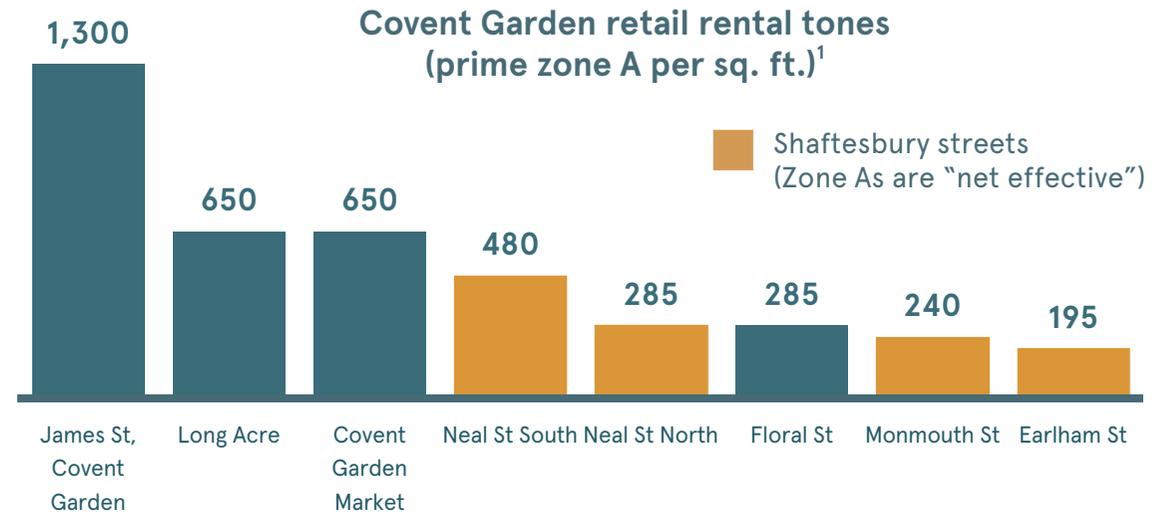
9 new openings in 2019

15 lease renewals to date in 2019



2 Retail trends

- Good demand for store sizes of 500 – 1,500 sq. ft.
- Low availability
- Wellness, jewellery, eyewear, accessories, health & beauty, affordable art and outdoor wear
- Second stores or strengthening of London portfolios
- F&B halo effect
- Competitive rents

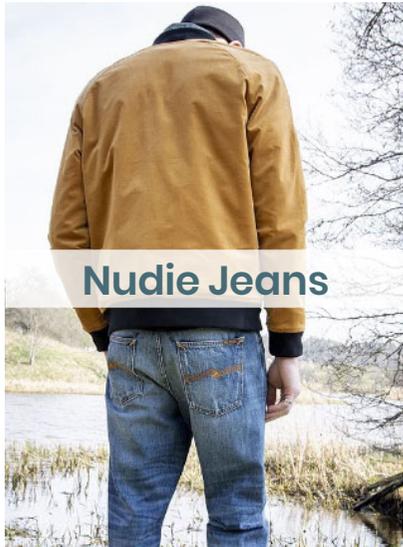


2 Retail strategy

- Development, configuration and refurbishment
- Creation of smaller stores
- Relocations
- Trial stores
- Pop-ups
- Marketing
- Research
- Travel



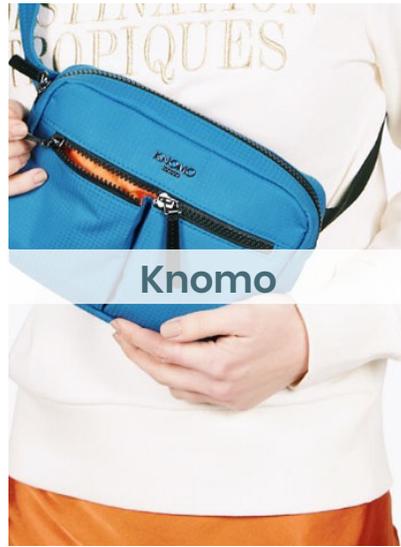
2 Recent signings



Nudie Jeans



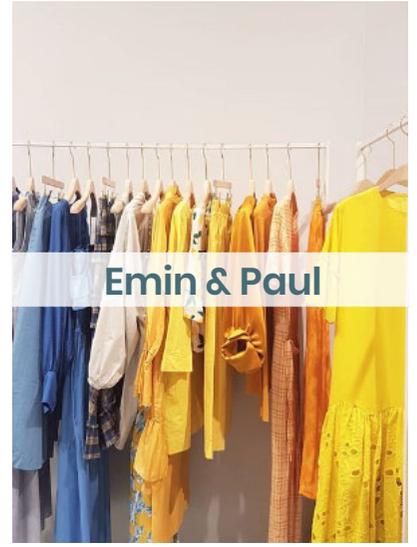
Choosing Keeping



Knomo



Nappa Dori



Emin & Paul



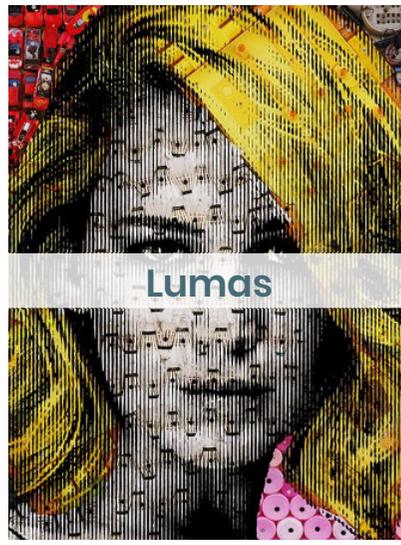
Aime



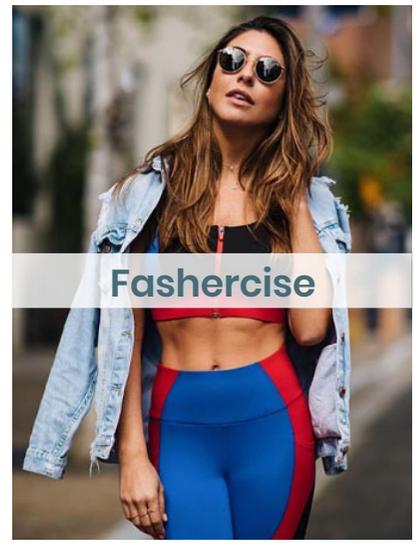
Astrid & Miyu



Bloch



Lumas



Fashercise

3

Food, Beverage and Leisure

Shaftesbury



3 Key stats

37 restaurants, cafés & pubs

5 new openings in 2019

14 independent operators
(plus 26 in Seven Dials' Market)

6 first sites

7 international concepts



3 Food, beverage and leisure strategy



- Increase the number and range of F&B offer
- Enhances street activity
 - Attracts new customers
 - Increases dwell-time
- Neal's Yard - on-going repositioning
- Seven Dials Market

3 Seven Dials Market



Shaftesbury

3 Recent signings



4

Marketing & PR

Shaftesbury

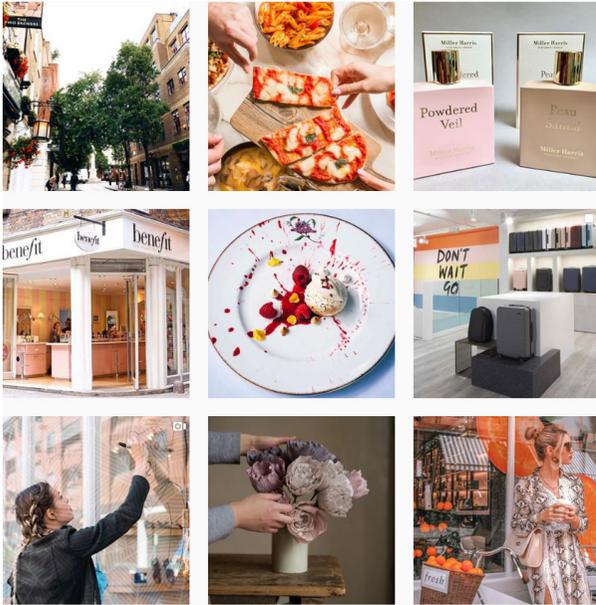


4 Marketing & PR strategy

- Core marketing objectives
 - Drive long-term asset value
 - Protect and enhance the reputation of Seven Dials
 - Support tenants
 - Reinforce demand for prospective tenants

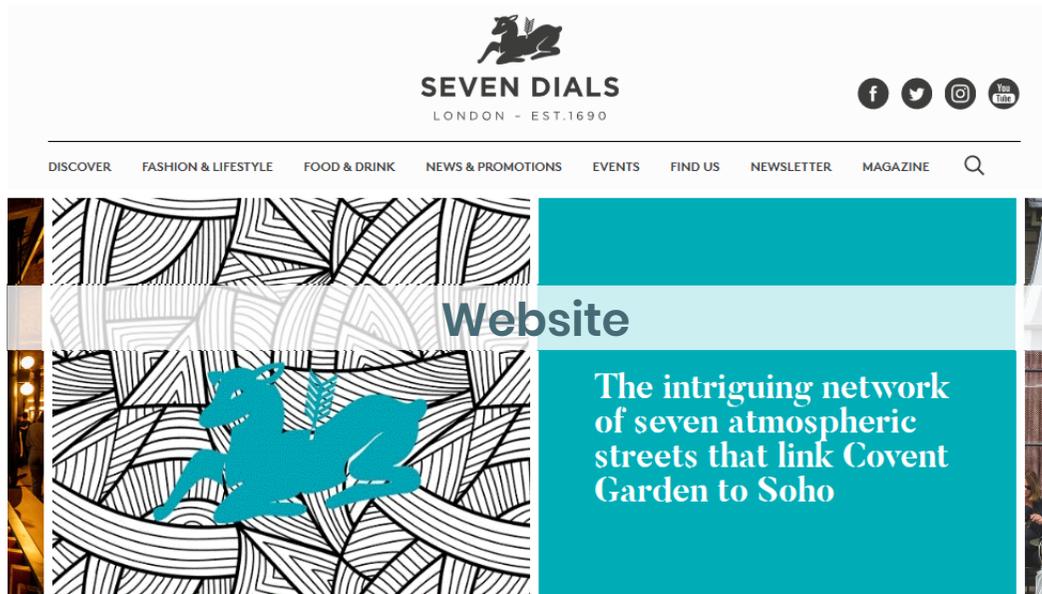


4 Marketing & PR strategy



Shaftesbury

4 Targeted integrated strategy



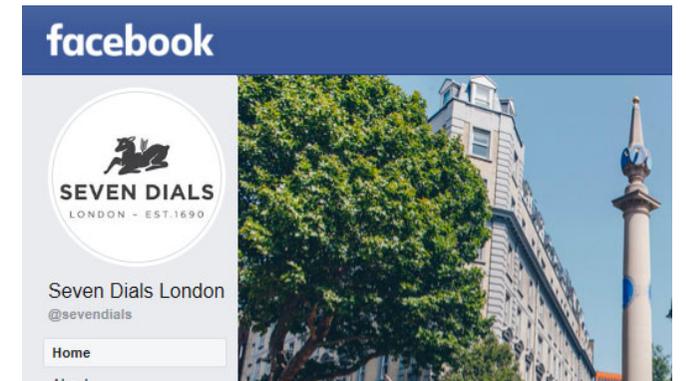
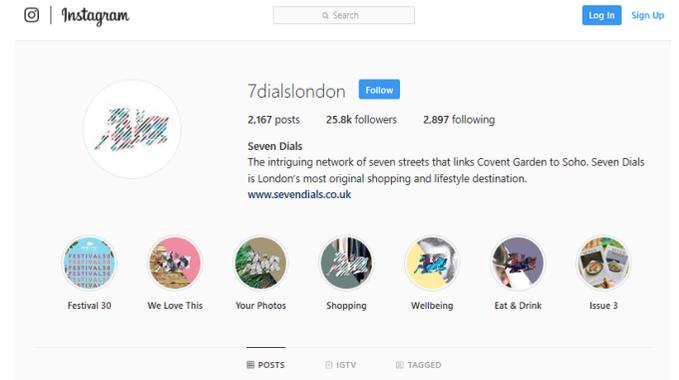
Magazine



Privilege card



Shaftesbury



4 Partnerships



MAYOR OF LONDON

EveningStandard.



LONDON
& PARTNERS



Shaftesbury



4 Year round events



International Women's Day
4-10 March 2019

Celebrate IWD with a series of FREE events, activities, promotions and more

@7DialsLondon #IWD2019 #BalanceforBetter



The Artist's Artist Project
January - December 2019



FREE one day festival
Saturday 29 June 2019 | 11am-6pm

FESTIVAL30
FESTIVAL30
FESTIVAL30



SevenDials.co.uk
#Festival30



Pride
5 June - 8 July



FOOD MONTH

August 2019

Secret Menu Trail, special events, promotions and more.

#SevenDialsFood
SevenDials.co.uk



MERRY CHRISTMAS FROM SEVEN DIALS

You are invited to the
Seven Dials Christmas event

THURSDAY 15 NOVEMBER
5-9PM

@7DialsLondon #SevenDialsChristmas SevenDials.co.uk

5

Corporate Social Responsibility

Shaftesbury



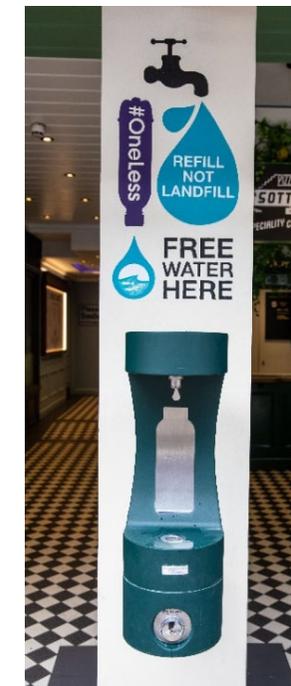
5 Strategic goals

- Environmentally sustainable re-use and management of buildings
- Engage with our stakeholders
- Invest in our community
- Fair and ethical framework for employees including our supply chain



5 Environment and sustainability

- Committed to
 - Operate in an environmentally sustainable manner
 - Minimising our environmental impact
- Sustainability inherent in the strategy
 - Re-use and reconfiguration of buildings
 - Preserve the West End's heritage



5 Social



- Working with community stakeholders, to ensure the West End remains a place where people want to live, work, eat and shop
 - Charities
 - Not-for-profit organisations
 - Education

5 Industry recognition



Shaftesbury

6

Other Information

Shaftesbury

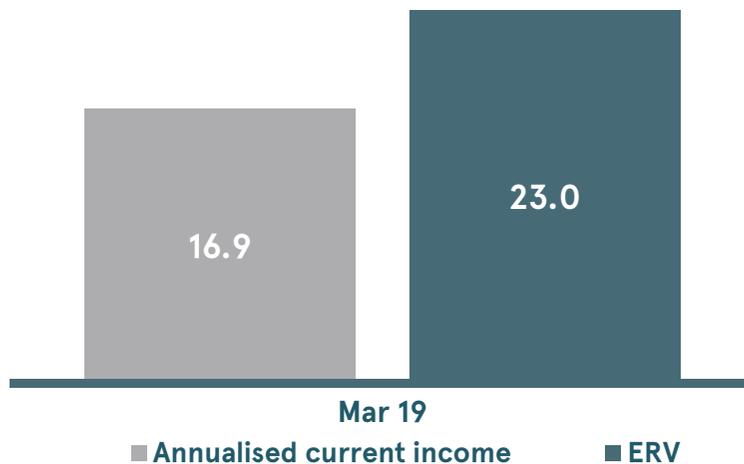


6 Seven Dials – in numbers



	Sept 2018	Mar 2019
Valuation	£601.9m	£606.3m
Acquisitions	£24.4m	£3.0m
Capital expenditure	£3.1m	£1.6m
Capital value return (L-f-L)	+3.6%	0.0%
Equivalent yield	3.34%	3.34%
Reversion	£5.5m	£6.1m

Reversion (£m)



6 Repositioning of Neal's Yard

Previously

- Tired offer with a dated appearance, dominated by a poor quality seasonal salad bar operator who had several units

Now

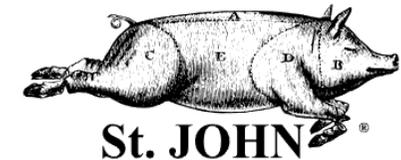
- A buzzy, year-round restaurant and lifestyle courtyard with a variety of independent, healthy and provenance driven food concepts clustered around al-fresco seating, and planting
- Building facades and points of interest refreshed and enhanced, signage and way-finding improved

5 year annualised current income and ERV CAGR - Mid-to-late single digit

HOMESLICE



Redemption



- Shops
- Restaurants, cafés & pubs
- Theatres, hotels & members' clubs

Shaftesbury



6 Scheme examples

16-20 Shorts Gardens

Description: Full refurbishment of the 1st and 2nd floor offices, reconfiguration of the layout and upgrade to street level entrances.

Est. total capex spend: £3.4m

Scheme timing: Autumn 2019 to Summer 2020



39-45 Neal Street

Description: Refurbishment of upper floor office space and reconfiguration of two retail units, to improve the quality of space.

Est. total capex spend: £2.6m

Scheme timing: Autumn 2019 to Summer 2020



St Martin's House, 65-75 Monmouth Street

Description: Reconfiguration of the roof shape, refurbishment of the shopfronts and conversion of some of the office upper parts into residential on the 2nd, 3rd and 4th floors.

Total capex spend: £3.4m

Scheme timing: Completed



6 Shaftesbury's Seven Dials Team



Tom Welton
Property Director



Charles Owen
Portfolio Executive



Julia Wilkinson
Group Restaurant Strategy
Executive



Samantha Bain-Mollison
Head of Retail



Krystal Moore
Portfolio Manager



Karen Baines
Head of Marketing and
Communications



Georgina Palmer
Marketing Manager



Rob Jessett
Head of Finance & Tax



Penny Thomas
Company Secretary



Annabel Rowe
Finance Analyst

Disclaimer

This presentation may contain certain “forward-looking statements” with respect to Shaftesbury PLC (the Company) and the Group’s financial condition, results of its operations and business, and certain plans, strategy, objectives, goals and expectations with respect to these items and the economies and markets in which the Group operates. Forward-looking statements are sometimes, but not always, identified by their use of a date in the future or such words as “anticipates”, “aims”, “due”, “could”, “may”, “should”, “expects”, “believes”, “intends”, “plans”, “targets”, “goal” or “estimates” or, in each case, their negative or other variations or comparable terminology.

Forward-looking statements are not guarantees of future performance. By their very nature forward-looking statements are inherently unpredictable, speculative and involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. Many of these assumptions, risks and uncertainties relate to factors that are beyond the Group’s ability to control or estimate precisely. There are a number of such factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements.

Any forward-looking statements made by, or on behalf of, Shaftesbury PLC speak only as of the date they are made and no representation or warranty is given in relation to them, including as to their completeness or accuracy or the basis on which they were prepared. Except as required by its legal or statutory obligations, Shaftesbury PLC does not undertake to update forward-looking statements to reflect any changes in its expectations with regard thereto or any changes in events, conditions or circumstances on which any such statement is based.

Information contained in this presentation relating to Shaftesbury PLC or its share price, or the yield on its shares, should not be relied upon as an indicator of future performance. Nothing contained in this presentation should be construed as a profit forecast or an invitation to deal in the securities of the Company.