

Large-Scale Urban Redevelopment Project in London

Mitsui Fudosan to Start Sales of Residential Housing in Television Centre

Key Points of the Project

- This redevelopment project plans to transform the former British Broadcasting Corporation (BBC) studios and offices into a mixed-use facility comprising residential housing, offices, a hotel, and other facilities
  - This is the Group's first residential sales project in London
- (Approximately 900 units will be constructed in the first and second phase projects combined)

Mitsui Fudosan Co., Ltd. announced the full-scale sales of residential housing, The Helios and The Crescent, started on April 23, 2016, as phase 1 of the London Television Centre through its UK subsidiary, Mitsui Fudosan (U.K.) Ltd. Of the total 432 units in the first phase project, approximately 250 units remaining from the pre-sale during September to December 2015 will be sold.

The project is a large-scale redevelopment Mitsui Fudosan has been pushing forward after the acquisition from the BBC in July 2012. Combined with the redevelopment project at the adjacent White City Place, acquired from the BBC in June 2015, the total site area of approximately 1,338,000 sq ft (approximately 124,000 m<sup>2</sup>) and total floor space of approximately 4,263,000 sq ft (approximately 396,000 m<sup>2</sup>) is the largest-ever city development in London by a Japanese company.

The project plans to transform the site into a mixed-use facility comprising residential housing, offices, a hotel, restaurants, cinema, and other facilities. The residential housing has retained the original building and some details that many will remember as features of the BBC broadcasting network, creating new charm and value in a British heritage.



The Helios



The Crescent



The Crescent



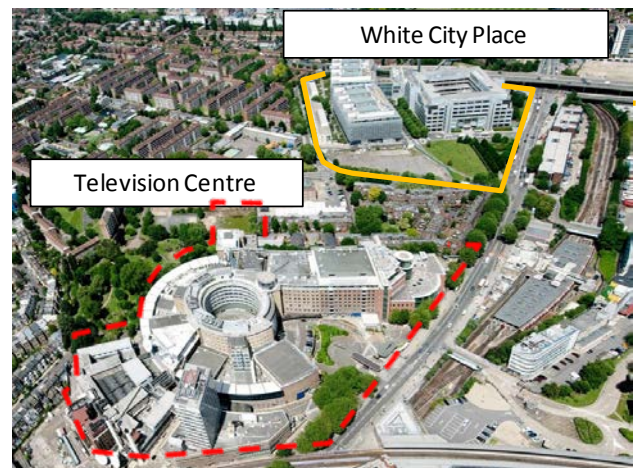
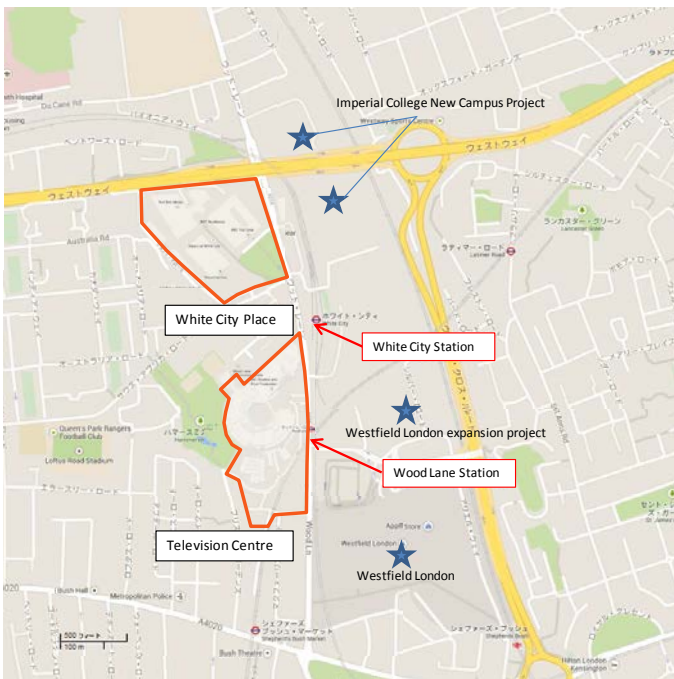
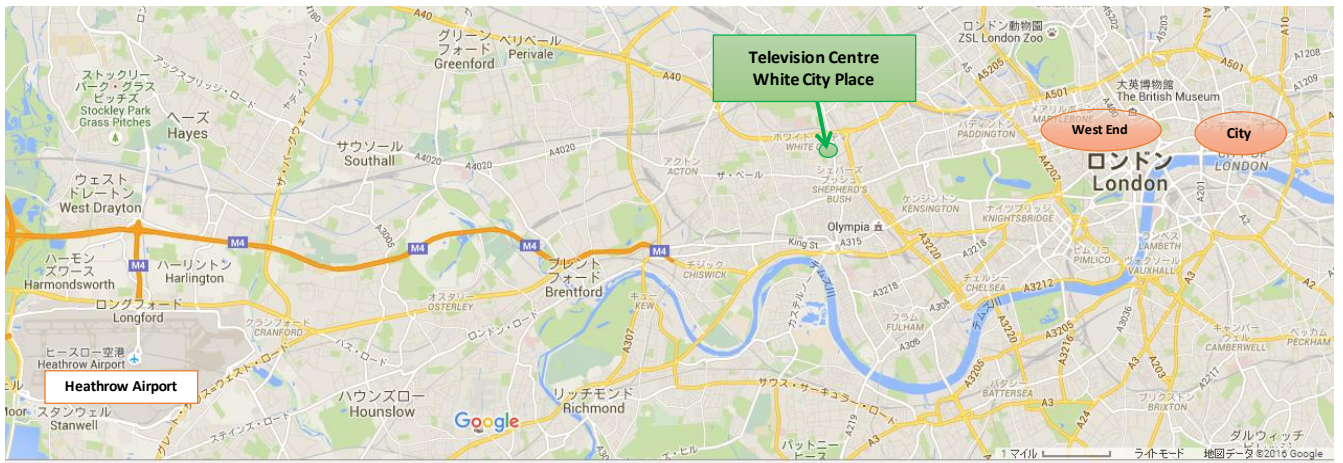
The Helios



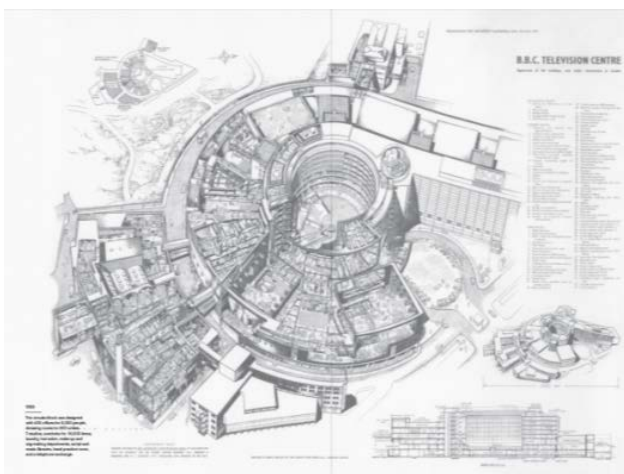
The Crescent



【Map】



<Access>  
 One minute by foot from either of the 2 stations (White City, Wood Lane) accessing 3 Tube lines (Central, Hammersmith & City, Circle), and from either station it is approximately 14 minutes to the West End and approximately 22 minutes to the City



BBC Television Centre Design (1958)



Perspective view of the Television Centre

【Overview of the Project】

**East side office building (café, restaurants, cinema, member's club)**  
A 10-story office building. The first floor will contain a café, restaurant, and cinema, while the private member's club Soho House will be located on the top floor.  
Gross floor area: Approximately 426,000 sq ft (approximately 39,600 m<sup>2</sup>), Completion: 2017 (planned)

**West side office building**  
An office building overlooking Hammersmith Park. A café will be located on the first floor.  
Gross floor area: Approximately 147,000 sq ft (approximately 13,700 m<sup>2</sup>), Completion: 2019 (planned)

**Hotel**  
Soho House will operate a 47-room hotel. There are views of the famous BBC courtyard.  
Gross floor area: Approximately 48,000 sq ft (approximately 4,500 m<sup>2</sup>), Completion: 2017 (planned)

**The Helios \*Properties of commencing full-scale sales**  
162 residential housing units (including the penthouse)  
Gross floor area: Approximately 290,000 sq ft (approximately 26,900 m<sup>2</sup>), Scale: 9 floors, Completion: 2017 (planned)

**The Crescent \*Properties of commencing full-scale sales**  
270 residential housing units (including the penthouse)  
Gross floor area: Approximately 325,000 sq ft (approximately 30,200 m<sup>2</sup>), Scale: 9 floors, Completion: 2018 (planned)

**Studio**  
Following completion of refurbishments, the BBC plans to continue using the facility from early 2017.  
Gross floor area: Approximately 67,000 sq ft (approximately 6,200 m<sup>2</sup>)

**Phase 2 area**  
The second stage plan is mainly to provide additional residential housing.

【Mitsui Fudosan's Overseas Strategy】

The Mitsui Fudosan Group has positioned overseas business as one of its growth areas. Under the Group's "Innovation 2017 Stage II" medium-term business plan through fiscal 2017, announced in May 2015, the Group is planning to execute investments of approximately ¥550 billion in Europe, the Americas, and Asia over a period of three years from 2015 to 2017. At present, the Group is making steady progress with those investments.

In Europe and North America, Mitsui Fudosan is involved in development projects for various uses including offices and rental housing. Taking into account the changes in society and economy, Mitsui Fudosan plans to further expand opportunities going forward, including development of trophy properties such as the Television Centre and White City Place.



## 1. Overview of the Television Centre

|                                  |   |
|----------------------------------|---|
| Location                         | Television Centre, 101 Wood Lane, London  |
| Site area                        | Approximately 597,000 sq ft (approximately 55,000 m <sup>2</sup> )  |
| Gross floor area                 | Approximately 2,000,000 sq ft (approximately 186,000 m <sup>2</sup> )   |
| Main uses of developed buildings | Offices: Planned floor area approximately 588,000 sq ft (approximately 55,000 m <sup>2</sup> ); Residential housing: Phase 1 project 432 units, first and second stages planned for an approximate total of 900 units); Hotel; and Club |
| Project Schedule*                | Phase 1 Project<br>November 2015: Start of main construction<br>2018: Completion of Phase 1<br>Phase 2 Project<br>Undecided   |

\* This project will be divided into two stages. The first stage project is to deliver residential housing, offices, a hotel, and a club. The second stage project is mainly to provide residential housing. Note that the site area and total floor space are the accumulated total of the area for the two stages.

## 2. Overview of the White City Place

|                                  |  |
|----------------------------------|--|
| Location                         | White City Place, 201 Wood Lane, London  |
| Site area                        | Approximately 741,000 sq ft (approximately 69,000 m <sup>2</sup> )   |
| Gross floor area                 | Approximately 2,263,000 sq ft (approximately 209,000 m <sup>2</sup> )  |
| Main uses of developed buildings | · Broadcast Centre (Office building: currently on loan to the BBC)<br>· Media Centre (Office building: renovate and lease)<br>· White City 1 (Office building: redevelop and lease)                |
| New Buildings                    | Multiple buildings planned for construction (details undecided)<br>Total gross floor area: Approximately 714,000 sq ft (approximately 66,000 m <sup>2</sup> )<br>Project overview: Build and lease |
| Project Schedule                 | June 2015: Acquired the property<br>October 2015: Started renovation of existing buildings<br>2017: Complete renovation of existing buildings  |

One Angel Court

|                  |  |
|------------------|--|
| Location         | 1 Angel Court, London EC2  |
| Completion       | December 2016 (planned)  |
| Site area        | Approximately 42,000 sq ft (approximately 3,900 m <sup>2</sup> )   |
| Gross floor area | Approximately 496,000 sq ft (approximately 46,000 m <sup>2</sup> ) |
| No. of floors    | 27 floors above ground, 2 floors below ground                      |
| Main uses        | Offices, retail  |



2. 70 Mark Lane

|                  |  |
|------------------|--|
| Location         | 70 Mark Lane, London EC3   |
| Completion       | November 2014  |
| Site area        | Approximately 18,000 sq ft (approximately 1,700 m <sup>2</sup> )   |
| Gross floor area | Approximately 250,000 sq ft (approximately 23,000 m <sup>2</sup> ) |
| No. of floors    | 16 floors above ground, 1 floor below ground                       |
| Main uses        | Offices, retail  |



3. 8-10 Moorgate

|                  |  |
|------------------|--|
| Location         | 8-10 Moorgate, London EC2  |
| Completion       | May 2014   |
| Site area        | Approximately 22,000 sq ft (approximately 2,000 m <sup>2</sup> )   |
| Gross floor area | Approximately 180,000 sq ft (approximately 17,000 m <sup>2</sup> ) |
| No. of floors    | 9 floors above ground, 1 floor below ground                        |
| Main uses        | Offices, retail  |



4. 5 Hanover Square

|                  |  |
|------------------|--|
| Location         | 5 Hanover Square, London W1                                      |
| Completion       | March 2012   |
| Site area        | Approximately 12,000 sq ft (approximately 1,000 m <sup>2</sup> ) |
| Gross floor area | Approximately 86,000 sq ft (approximately 8,000 m <sup>2</sup> ) |
| No. of floors    | 7 floors above ground, 1 floor below ground                      |
| Main uses        | Offices, retail, rental housing                                  |

