



telfordhomes





DEVELOPING THE HOMES AND CREATING THE PLACES THAT LONDON NEEDS

WHY TELFORD HOMES?

LONDON

London's local developer

REPUTATION

Respected across the industry

PARTNERSHIPS

A business built on relationships

PEOPLE

Looking after our employees

PLANNING

Knowledge across the boroughs

CONSTRUCTION

Vast experience of complex sites

SAFETY

A first class safety record

SUSTAINABILITY

Building a living legacy

QUALITY

Focus on what our customers want

SERVICE

100% recommendation rate for 2017

PIPELINE

4,000 homes to underpin growth

OPPORTUNITY

A shortage of new homes in London



OUR BUSINESS MODEL

OUR KEY RESOURCES AND RELATIONSHIPS



RESOURCES

Land
Knowledge
Construction expertise

Our people
Respected brand
Strong balance sheet



RELATIONSHIPS

Land owners
Local authorities
Housing associations

Our customers
Build to rent investors
Supply chain

WHAT WE DO AND HOW WE CREATE VALUE



LAND ACQUISITION

Buying the right land in the right locations across London



PLANNING

Using our knowledge to work with partners and optimise policy compliant schemes



DESIGN

Developments that fit in with local communities and meet the needs of customers



CONSTRUCTION

Controlling the process with in-house expertise to deliver a quality product on programme



SALES

Reducing risk, driving capital returns and delivering excellent customer service

AMBITION AND STRATEGY

OUR AMBITION

There is a chronic shortage of new homes in London. Our goal is to grow Telford Homes over the next few years to help address this shortage. This will involve significantly increasing our output of homes in one of the world's greatest cities.

OUR STRATEGY

Increasing our average site size to achieve economies of scale

OPERATE EFFICIENTLY

Broadening our geographic focus within London to access more opportunities

ACCESS TO LAND

Focusing on affordable non-prime locations for open market sale homes

MEETING DEMAND

Positioning Telford Homes as a key build to rent developer and partner across London

ACCELERATING GROWTH

Maintaining a strong forward sold position to limit risk

REDUCING RISK

Driving the evolution of our sustainability strategy

OPERATE RESPONSIBLY

EXECUTIVE DIRECTORS



JON DI-STEFANO
CHIEF EXECUTIVE

Jon Di-Stefano joined Telford Homes as Financial Director in October 2002. Prior to this he had one year with Mothercare following five years with Arthur Andersen.

Jon became Chief Executive in July 2011 and since his appointment he has overseen significant profit growth and increasing shareholder value. Supported by the rest of the Board he is responsible for the Group's strategic direction including setting the land buying strategy, its area of focus, the approach to risk management and all other long term business planning. He is also a Non-Executive Director and a member of the Audit Committee of Urban&Civic plc, following his appointment in September 2017.



KATIE ROGERS
GROUP FINANCIAL DIRECTOR

Katie joined Telford Homes in 2007 as Financial Analyst following four years at PwC. Katie progressed to Group Financial Controller within a year and was appointed to the Board as Group Financial Director in July 2011. Besides leading and managing the finance team for the Group, she is responsible for long term profit forecasts and for maintaining ongoing relationships with the Group's banking partners.

In 2017 Katie secured a £210 million five-year revolving credit facility with a club of banks and in 2016 secured a £110 million joint venture facility with LaSalle Investment Management. Together with Jon, Katie also develops and maintains relationships with institutional investors and build to rent investors. She has overall responsibility for delivering the Group's build to rent strategy.



JOHN FITZGERALD
GROUP MANAGING DIRECTOR

John Fitzgerald began his career in 1987 with Willmott Dixon Construction followed by Willmott Dixon Housing. He has over 25 years' experience in the construction and housebuilding sector and spent the four years prior to joining Telford Homes with Furlong Homes, where he was responsible for their more prestigious developments. He joined Telford Homes in February 2003 and was appointed a Board director in 2007.

In his role as Group Managing Director he is responsible for operations across the business including construction, health and safety and sustainability.



DAVID CAMPBELL
GROUP SALES & MARKETING DIRECTOR

David Campbell joined Telford Homes in November 2011 and was appointed as Group Sales & Marketing Director in April 2012. He is responsible for all residential and commercial property sales, along with customer relationships and customer service.

David has over 30 years' experience, operating as both a Sales & Marketing Director and Regional Managing Director for a number of major residential and mixed use developers, including the Berkeley Group, Barratt Developments and Wilson Bowden Plc. He brings a wide appreciation of the development process and the importance of strategic planning for long term complex projects.



JEROME GEOGHEGAN
GROUP LAND & PLANNING DIRECTOR

Jerome Geoghegan joined Telford Homes in January 2018 and was appointed to the Board in February 2018. Jerome has been working in residential development for over 25 years and for the past 20 years was at the L&Q Group most recently as the Executive Director of Development and Sales. Prior to that he was at East Thames Housing Group.

Jerome has led on the significant and successful growth of L&Q delivering substantial volumes of new homes through regeneration and placemaking. He has also led on creating their own construction arm and acquiring and overseeing a strategic land business. He is responsible for the Group's land buying strategy, land acquisition and maintaining key partnerships.

FINANCIAL HIGHLIGHTS

Formed in 2000 and listed on AIM in 2001

Stock market value of £300 million

Net assets in excess of £200 million

Strong growth in reported and forecast revenue and profit

Over 280 people directly employed by the Group

Responsible for the delivery of over **12,000 homes** in London to date

Current development pipeline valued at **£1.5 billion** of future revenue

A BUSINESS BUILT ON PARTNERSHIPS

Dedicated supply chain ensuring availability and value

Multiple long standing affordable housing partners

Long term banking relationships with RBS, HSBC, AIB and Santander

Successful joint venture developments with diverse partners

People want to work with and for Telford Homes

Long term relationships based on **trust and track record**

A reputation for **doing what we say we will do**

BUYING LAND, SECURING PLANNING



In-house legal, market research, pre-construction and design expertise

Strong relationships across London Boroughs and with the GLA

- Sourcing land via competitive tenders, agency relationships and off-market
- Ability to act quickly to secure opportunities
- Repeat business with major landowners
- Successful track record in public sector land procurement
- In-depth planning knowledge maximises potential of each site

OPERATIONAL CAPABILITY



Experience of multiple complex construction sites and all aspects of high rise brownfield development

Industry leading 100% of customers in 2017 would recommend Telford Homes to others

- Act as a 'main contractor' on all schemes to control quality and value
- An excellent safety record over many years
- A focus on quality and customer service
- Skill set includes development of commercial and community buildings
- Ability to accommodate up to 10,000 homes under construction

BUILD TO RENT / MULTIFAMILY

Fundamental lack of supply of new homes versus need in London

Continued growth in demand for private rented homes

Renting is increasingly a lifestyle choice for some generations

Forward funded transactions improve capital returns and will increase output

Existing partners include M&G Real Estate, L&Q, Folio and Greystar

1,400 BTR homes in design or under construction

Desire to **significantly increase** BTR pipeline over the next few years

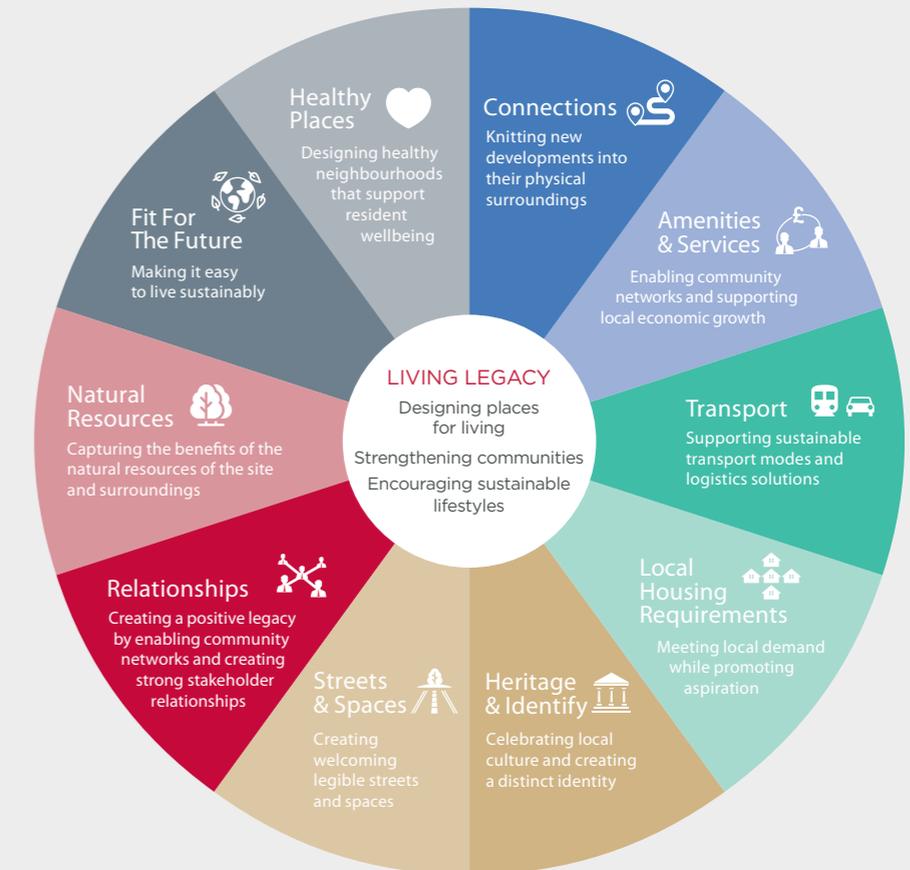


BUILDING A LIVING LEGACY

OUR SUSTAINABILITY MISSION

Built by passionate people and strong relationships, we will use innovative land, design, and development solutions to create a legacy of high quality sustainable homes and places.

- LIVING LEGACY** Creating thriving places that enable people to live sustainable lifestyles
- BALANCED RESOURCES** Making our money work harder through efficient use of resources across our business
- CREATIVE BUILDING SOLUTIONS** Collaborating with our partners to identify innovative building techniques and deliver the homes of the future
- SMART BUSINESS** Investing in people and relationships to ensure we deliver lasting value for all stakeholders



THE PAVILIONS, N1



New build to rent homes on a compromised site.

- Residential development of 156 homes
- Secured planning despite challenging negotiations
- Sold to L&Q for built to rent
- Completed in 2018

CARMEN STREET, E14



Swift land acquisition completed within a few weeks.

- Residential development of 206 homes
- 150 homes sold to M&G Real Estate for build to rent shortly after site purchase
- 56 affordable homes sold to Poplar HARCA
- Due for completion in 2019

THE FORGE, E6



Unconditional site purchase without planning.

- Secured planning for 192 new homes
- 125 homes sold to M&G for build to rent
- 67 affordable homes sold to East Thames
- Due for completion in 2019

NEW GARDEN QUARTER, E15



Joint venture with Notting Hill Housing Group.

- Mixed use development of 471 new homes, commercial space and a new public park
- Secured detailed planning consent
- 112 homes sold to Folio London for build to rent
- Due for completion in 2019

PARKSIDE, NINE ELMS, SW11



Significant build to rent development in partnership with Greystar.

- Nearly 900 build to rent homes with extensive resident amenities
- Close to the new US Embassy
- Pre-construction development agreement subject to securing planning

CITY NORTH, N4



Major mixed use development including new access to Finsbury Park station.

- 355 new homes and 109,000 sq.ft of commercial space
- Joint venture with the Business Design Centre
- Due for completion in 2020

STRATOSPHERE & STRATFORD PLAZA, E15



Two mixed use developments in the heart of Stratford.

- 562 new homes and 69,400 sq.ft of office and retail space
- 36 and 26 storeys respectively
- Both developments completed and occupied

BERMONDSEY WORKS, SE16



New homes and schools spearheading regeneration of the area.

- 158 new homes and one of the longest roof terraces in London
- Provision of a primary school and a City of London sixth form academy
- Completed in 2017

VIBE, E8



Multiple award winning development on a tight urban site.

- 101 new homes which enabled the delivery of a new primary school
- Housing Design Award winner 2017
- Completed in 2016

AVANT GARDE, E1



Significant mixed use development on a prominent site in Shoreditch.

- 360 new homes in a joint venture with William Pears Group
- 36,850 sq.ft of commercial, retail and office space
- Completed in 2014

Telford Homes Plc

Telford House
Queensgate
Britannia Road
Waltham Cross
Hertfordshire EN8 7TF

Tel: 01992 809 800
www.telfordhomes.london

Jon Di-Stefano

Chief Executive
jon.di-stefano@telfordhomes.london

Katie Rogers

Group Financial Director
katie.rogers@telfordhomes.london

