

THE SIDINGS

WATERLOO'S SOCIAL SIDE

**DISTINCTIVE RESTAURANTS,
RETAIL AND ENTERTAINMENT**

**BE PART OF THIS NEW EXPERIENCE,
LIMITED AVAILABILITY LEFT**

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OUTSIDE, LOOKING NORTH EAST ON THE CURVE

BE A PART OF LONDON'S NEWEST EXPERIENCE, DINING AND RETAIL DESTINATION, THE SIDINGS, WATERLOO AT THE HEART OF THE SOUTH BANK

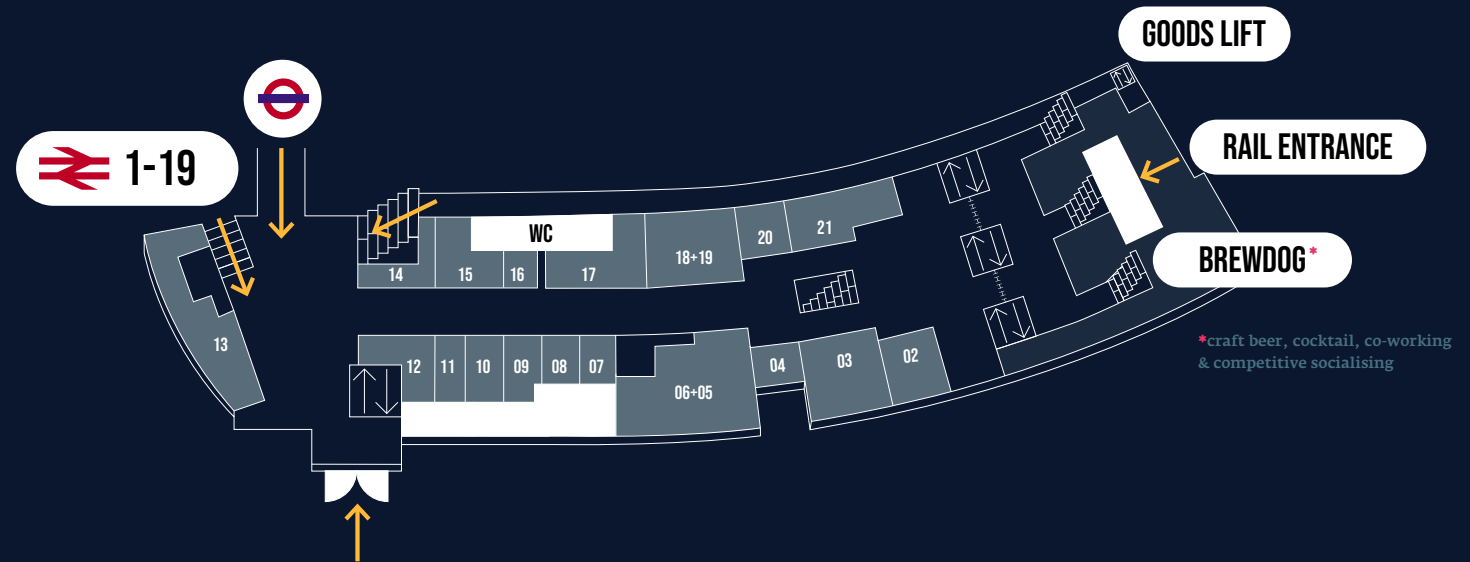
- The Sidings is shaping up to become one of the capital's most exciting new destinations. The world's biggest BrewDog, an immersive theatre experience, innovative eateries and interesting retail all come together to bring something brand new to the South Bank
- Being a part of London's South Bank means you'll be rubbing shoulders with world-class destinations like the London Eye, Royal Festival Hall, National Theatre, Oxo Tower, British Film Institute, South Bank Centre, London Aquarium, House of Vans, Leake Street and County Hall
- **THE PERFECT SPOT** - The Sidings' prime location is just 4 minutes walk from the riverside and next to one of London's busiest train stations
- **PEOPLE** - Your brand will be highly visible, we expect footfall at The Sidings to be 22.1 million per year
- **POSITIONING** - The Sidings' goal is to provide an experiential, inspiring and accessible proposition; a blend of established venues and independent brands
- **CONSIDERED** - The Sidings' offer is research-led which means we're picking the perfect venues to attract visitors, residents, workers and commuters from across London and beyond
- **WHO'S VISITING** - Our guests are predominantly young, affluent, discerning, digitally connected individuals & families, seeking new brands and experiences
- **SIGNIFICANT SPEND** - Our visitors are expected to be spending £78 million per annum from a total catchment available spend of £4.8 billion
- **A BAR WITH A SLIDE!** - BrewDog's 26,000 sq ft new concept flagship at The Sidings includes a brewery, bowling, Speakeasy cocktail bar, Grind coffee shop, food truck, meeting rooms, workspace, podcast studio, outside terrace and a slide!
- **IMMERSIVE THEATRE** - Alice's Adventure Underground is a multi-sensory adventure in the converted 45,000 sq ft basement, bringing a totally unique experience to the scheme along with a wonderland-themed restaurant and bar

FLOORPLAN

UPPER GROUND FLOOR

UNIT	NIA FT ²
UG-02	1,317
UG-03	2,705
UG-04	775
UG-05/06	4,534
UG-07	925
UG-08	899
UG-09	1,037
UG-10	1,102
UG-11	886
UG-12	1,654
UG-13	4,904
UG-14	768
UG-15	1,015
UG-16	439
UG-17	1,183
UG-18/19	2,335
UG-20	1,062
UG-21	2,211

LIFESTYLE SHOPPING, EXCITING BRANDS AND NEW CONCEPTS



**130,000 FT² OF SHOPPING AND
LEISURE OVER THREE FLOORS IN
THE UK'S BUSIEST STATION**

FLOORPLAN

GROUND FLOOR

DISTINCTIVE DINING, SOCIALISING, CULTURE AND ENTERTAINMENT

UNIT	NIA FT ²
G-05	2,215
G-06	1,978
G-07	1,068
G-08	873
G-09	752
G-10	1,446
G-11	970
G-12	1,767
G-13	2,779
G-15	2,200
G-16	966
G-17	615
G-18	1,302
G-19	932
G-20	697
G-21	1,378
G-22	1,486
G-26	509



40 PRIME RETAIL AND LEISURE UNITS

LOCATED IN THE FORMER EUROSTAR TERMINAL

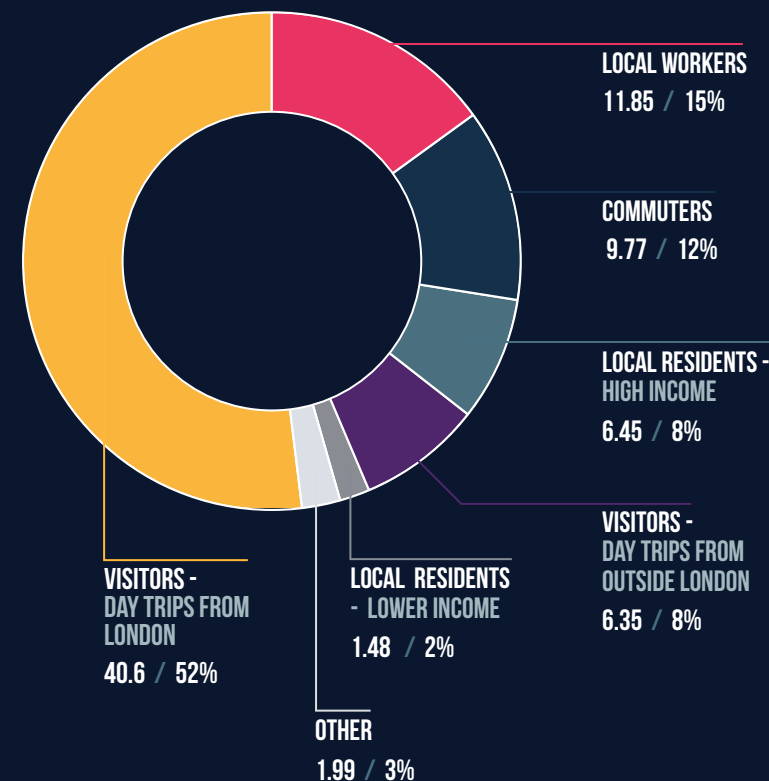
CATCHMENT DEMOGRAPHIC PROFILE

£78 MILLION PROJECTED SPEND SPLIT BY MOSAIC PROFILE TYPES AND USER SEGMENTS

HIGHEST CONTRIBUTIONS TO PROJECTED TURNOVER BY MOSAIC PROFILE TYPES

TYPE	CONTRIBUTION TO TURNOVER	DESCRIPTION
A04 Metro High-Flyers	10.30%	Career-minded 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities
K45 City Diversity	8.28%	Households renting social flats in busy city suburbs where many nationalities live as neighbours
o63 Flexible Workforce	7.76%	Successful young renters ready to move to follow worthwhile incomes from service sector jobs
N58 Culture and Comfort	7.71%	Thriving families with good incomes in diverse suburbs
A02 Uptown Elite	6.79%	High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort
G26 Cafés and Catchments	5.56%	Affluent families with growing children living in upmarket housing in city environs
A03 Penthouse Chic	4.94%	City professionals renting premium-priced flats in prestige central locations

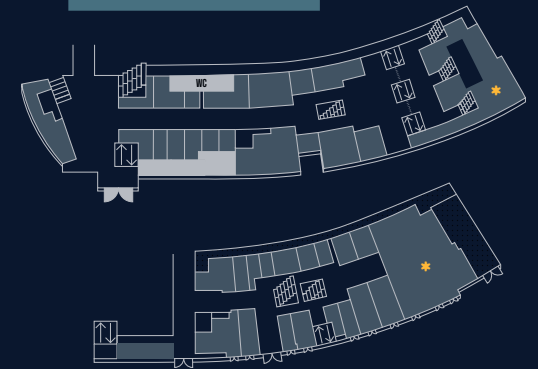
PROJECTED AVAILABLE SPEND FROM USER SEGMENTS (TOTAL £78M PA)





THE NEW BREWD OG CONCEPT AT THE SIDINGS IS THE BIGGEST BREWD OG IN EUROPE, ENCOMPASSING TWO FLOORS OF CRAFT BEER, SPIRITS, FOOD AND ENTERTAINMENT

LOCATION



BrewDog's 26,000 sq ft new concept global flagship includes a carbon negative brewery, Speakeasy cocktail bar, Grind coffee shop, food truck, bowling, workspaces, podcast room, meeting room, slide, and outside terrace.

This immersive BrewDog experience is a destination for anyone seeking out great independent food, great drinks and an amazing time. The freshest beer anywhere in the capital is served from the on-site brewery that customers can see and even tour around. From regular favourites to exclusive, one-off creations, beer doesn't get any better or more unique than this.

In addition, BrewDog has partnered on the project with cult coffee brand Grind; the hugely influential London brand has opened a coffee shop within BrewDog at The Sidings.

BrewDog is the world's first carbon negative brewery, in line with their mission to become the most sustainable drinks brand on the planet.



ALICE'S ADVENTURES UNDERGROUND.

LABYRINTH, FORMED BY THE CREATORS OF THEATRE COMPANY LES ENFANTS TERRIBLE, BRING THE OLIVIER AWARD-NOMINATED ALICE'S ADVENTURES UNDERGROUND TO THE SIDINGS

LOCATION



Alice's Adventures Underground is an interactive, puppetry-packed fusion of storytelling, music, circus and spectacle.

Occupying more than 45,000 sq ft in a specially converted basement within The Sidings, the multi-sensory adventure allows visitors to engage with their favourite characters from Alice in Wonderland up close during an interactive 90-minute theatrical show.

LABYRINTH is also home to a fantastical restaurant, The Rosarium, and a new bar, Underland, offering both delicious food and bespoke Alice's Adventures Underground cocktails alongside classic wines, spirits and beers.

The Rosarium Restaurant offers diners a gastronomic adventure with a wonderland twist. In-keeping with the destination's spirit, it includes performative and sense-heightening experiences, including an Afternoon Tea and cocktail menu, with an indoor terrace and private dining room options.



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MISREPRESENTATION ACT 1967 & PROPERTY MISDESCRIPTIONS ACT 1991

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