



LIVERPOOL ONE
PHASE 3



The third and final phase of X1 Liverpool One

After the enormous successes of X1 Liverpool One Phases 1 and 2, the third and final phase of this development is destined to follow in the footsteps of its predecessors.

Containing 98 luxury studios and 8 stunning rooftop penthouse apartments, each and every one of X1 Liverpool One Phase 3's 106 apartments will follow the same rigorous high-end specifications as the earlier phases, providing prime student accommodation for a vastly undersupplied market.

X1 Liverpool One is the perfect student hub—not only is this development within a 20 minute radius of all four

of Liverpool's iconic universities, but X1 Liverpool One also finds itself on the doorstep of Liverpool's vibrant city centre, just a stone's throw away from a plethora of bars, restaurants and shops to suit every budget and inclination.

Students increasingly want more for their money in this modern landscape, so luxury amenities and a city centre location are high on the wish-list of most savvy students, both of which X1 Liverpool One offers its tenants.

X1 LIVERPOOL ONE
PHASE 3

NEW LAUNCH

ASSURED 7% NET
RETURNS FOR 1 YEAR

X1 LIVERPOOL ONE
PHASE 2

SOLD OUT
AND FULLY
TENANTED

X1 LIVERPOOL ONE
PHASE 1

SOLD OUT
AND FULLY
TENANTED

55%

Only 55% of students are happy with the choice of accommodation provided by their institution

NUS, 2015

Financial projections

36%

Students are paying up to 36% more for their accommodation than non-students living in the area

StuRent, 2015

Investment options for X1 Liverpool One, Phase 3:

Studio apartments.....	£79,995
Roof-top penthouses.....	£99,995

Example financial projection for a studio apartment:

Purchase price:	£79,995.00
Est. annual rent:	£7,680.00
Est. service charge:	£1,085.96
Est. management fee:	£614.40
Est. ground rent	£250.00
Est. NET income:	£5,729.64
Est. NET yield:	7.16%

Example financial projection for a roof-top penthouse apartment:

Purchase price:	£99,995.00
Est. annual rent:	£8,640.00
Est. service charge:	£1,085.96
Est. management fee:	£691.20
Est. ground rent	£250.00
Est. NET income:	£6,612.84
Est. NET yield:	6.61%

* All figures and floor plans are based on forecasts provided by the developer, are indicative only and are subject to change. Any financial information provided in this document is intended as a guide and does not constitute a contract

Liver Building:
Part of Liverpool's UNESCO
designated World Heritage site



The new era of student accommodation

45%

Students in Liverpool pay 45% more on average for purpose-built student accommodation than Houses of Multiple Occupation (HMO)

Knight Frank, 2014

The student accommodation landscape is changing—gone are the days of outdated halls of residence and dreary student houses. Nowadays modern students want more for their money: they are looking for a taste of independent living and the luxury that comes with this.

In a recent survey conducted by Glide Utilities, a huge 74% of students say that inclusive bills are essential in choosing their accommodation, with a further 61% demanding double beds and 59% seeking large living or communal areas. Naturally all these features come at a premium, but these are amenities that research has found students are not willing to compromise on.

Modern students now want their accommodation to be more like residential apartments, complete with hotel-like amenities such as on-site facilities, a central location and inclusive bills. This all-inclusive lifestyle is becoming vastly appealing to today's students, with the majority seeking ease of living from their accommodation.

Purpose-Built Student Accommodation (PBSA) offers all of these features in abundance, which is why Knight Frank's Student Report 2014 has shown that students are willing to pay up to 70% more to live in bespoke private accommodation. Bob Crompton, Chief Executive of the Student Housing Company, comments: "UK universities sell themselves as top-class places of education, and with that comes an expectation of top-class accommodation".

High-quality accommodation is now at the forefront of student needs, so much so that the accommodation offerings are now even dictating students' choice of university—research by the National Union of Students



(NUS) indicates that a huge 45% of students said their choice of university was actively influenced by the quality of accommodation offered.

Unsurprisingly, there has been a huge demand for high-quality bespoke accommodation in the student sector from two different fronts. Students are flocking in their thousands towards luxury student accommodation, whilst there is growing demand from investors seeking to provide the kind of high-end accommodation that students actually want.



Premium luxury student living

To capitalise on this almost insatiable student demand for luxury accommodation, the third phase of X1 Liverpool One consists of a selection of luxury studio and penthouse apartments, all of which are fully furnished* and finished to the highest of standards.

Features in each apartment include fully-fitted and integrated kitchens, a beautifully designed bathroom and even a state-of-the-art 32" wall-mounted television to appeal to today's cosmopolitan students.

As well as ultramodern features, which perfectly befit luxury student living, residents of X1 Liverpool One will also benefit from stunning views of either the dynamic city of Liverpool, or its incredible skyline.

In addition to stunning private apartments, residents of X1 Liverpool One can also benefit immensely from the development's

vast array of amenities, all of which would not look out of place in a boutique hotel.

It is clear that X1 Liverpool One has been meticulously designed with its student residents in mind—from the on-site private gym to the cutting-edge cinema room and high-spec communal areas, occupants will never be at a loss for entertainment.

The development's security is also second-to-none, benefitting from a electronic, fob-operated door entry system, so residents can feel safe, secure and happy in their new home.

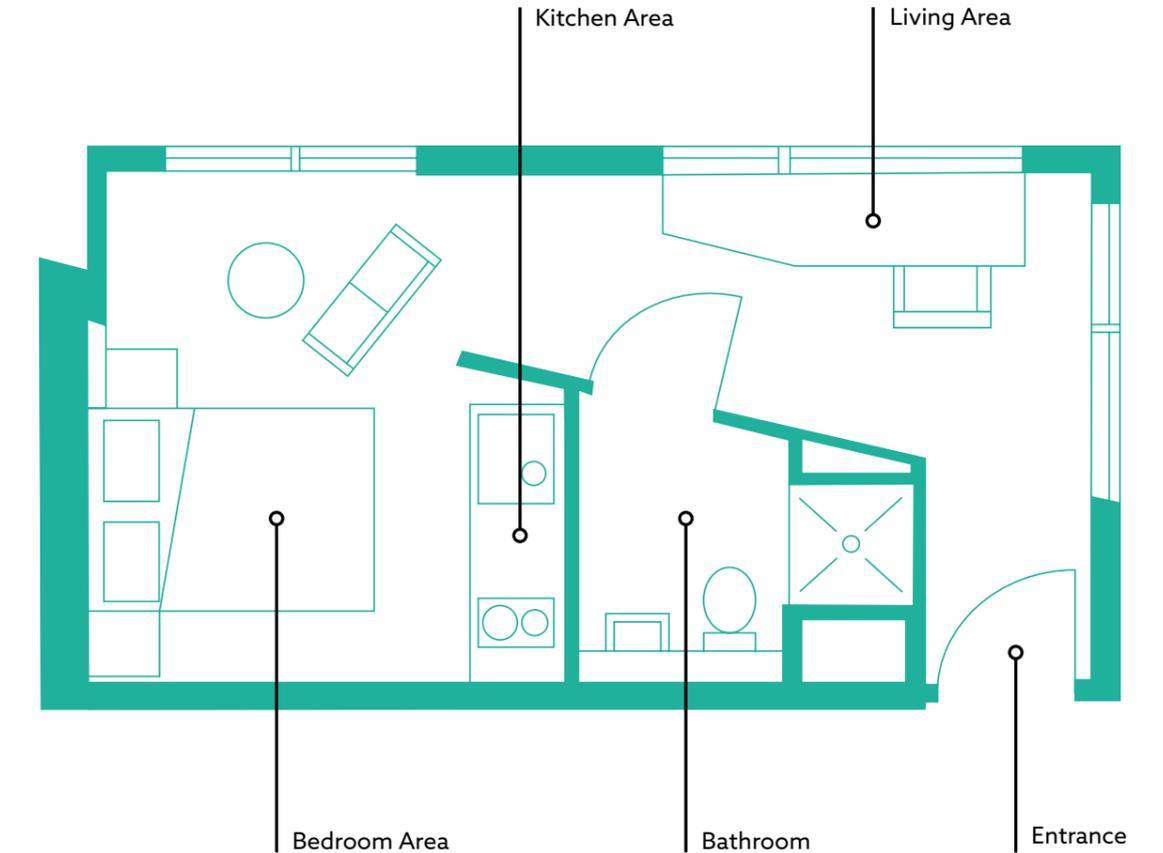
Ultimately, Liverpool's modern student market has been well catered for with X1 Liverpool One.

* Furniture subject to an additional charge.



Example floor plan

22%
Private rental costs in Liverpool are predicted to rise by as much as 22% by 2021
National Housing Federation



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70%

Students are willing to pay up to 70% more to live in bespoke private accommodation

Knight Frank, 2014



Why invest in student property?



The student market, in Liverpool and in the UK as a whole, is going from strength to strength. Often seen as the highest-performing asset class of recent years, the student accommodation market has truly skyrocketed in the past decade, offering its investors attractive yields, reliable tenancies and an influx of potential student tenants, meaning low void periods.

To highlight the sheer growth in the private student accommodation market, Savills recorded unprecedented investment levels in the sector in 2015, with a massive £4.2bn invested in student accommodation in the first five months alone—70% above last year's level. If that wasn't enough, June 2015 saw foreign investors pumping a huge £670 million into student property investments on a single day, showing the scale of demand in such a lucrative market.

The demand for Purpose-Built Student Accommodation (PBSA) has stemmed from the chronic undersupply of available housing provided by university institutions, so historically students (unable to be housed at their respective universities) had no choice but to look to the private market for their accommodation. However, this has now all changed—students are actively choosing PBSA to live in rather than university-provided halls of residence, mainly due to the high quality amenities and far superior service they provide. What's more, such demand for Purpose-Built Student Accommodation is only set to grow as student numbers continue to rise.

But what makes the student market so appealing to investors? As well as generally selling at a lower market price than their residential investment counterparts, student accommodation also offers things that most mainstream investments do not, such as guaranteed occupancy (with student tenancies often arranged way in advance even before the academic year), as well as assured secure returns, either in the form of parental guarantors or assured periods guaranteed by the developer (or even sometimes both).

In addition, research has shown that 84% of landlords agree that students make good tenants, with an additional 69% of landlords and letting agents actually preferring to let to students rather than traditional residential tenants. Furthermore, with Unipol research indicating that student rents have risen 24% in the past 5 years and are expected to rise by 7% or more in the coming years, landlords are also poised to benefit from increasing annual rent thanks to the incredibly buoyant market.

So all-in-all there has never been a better time to invest in student accommodation.

China Town Liverpool:
Oldest Chinese community in Europe.

The UK's former capital of culture

Liverpool is a thriving metropolis in the North of England. Proud of its status as one of the largest cities in Britain, Liverpool is a hub of activity, famous for its culture, sport and music. The city has everything you could ever want—a plethora of bars, restaurants, clubs and bars, as well as more museums and galleries in the UK than anywhere outside of the capital.

Unsurprisingly, the city is hugely popular with tourists and residents alike, with Rough Guides last year naming the city the third-best city to visit in the world.

A jewel in the city's crown is by far Albert Dock, a stunning Listed site situated on the picturesque Mersey waterfront. This space has seen impressive footfall since

undertaking a huge regeneration that was completed in 2003, with Albert Dock now the most visited multi-use attraction in the UK, outside of London. This has been such a transition that Rough Guides described the area's rejuvenation as "a full-blown cultural renaissance".

The city of Liverpool has something to offer both its residents and tourists in equal measure, with the perfect cultural attraction to suit every taste, budget and inclination available in such a diverse and vibrant city.

DID YOU KNOW:

- The city was heralded as an international World Heritage Site in 2004 (alongside the likes of the Great Wall of China)
- Liverpool has more museums and galleries than anywhere else in the UK outside London
- The Anglican Cathedral in the city centre is the largest in Britain, and the fifth largest in the world
- The city of Liverpool welcomes approximately 58 million visitors per year

£3.64bn

Liverpool's visitor economy is worth £3.64bn per year, supports 48,600 jobs and sees 58m visitors per annum

STEAM

World-class shopping destination

7.1%

Liverpool ONE saw a 7.1% increase in sales and attracted a record-breaking 27.5m visits in 2014

Liverpool Echo

As well as all of its cultural offerings, Liverpool also boasts a shopping experience that is truly unrivalled. The city is home to thousands of shops, ranging from an eclectic array of independent boutiques and high-street chains to high-end luxury designer brands, all of which are housed in stunning bohemian streets, bespoke shopping arcades, and top-of-the-range multiplexes.

The city centre of Liverpool alone has over 400 high-street shops, whilst the nearby Cavern Walks boasts a vast range of independent retailers, including the famous boutique Cricket, home to high-end fashion brands and popular with national celebrities.

However, the most highly sought-after shopping experience in Liverpool is by far its namesake—the now iconic Liverpool ONE shopping centre. Already capitalising on its reputation as the largest outdoor shopping complex in the UK, Liverpool ONE is home to over 170 shops, as well as a large variety of cafés, bars and restaurants for busy shoppers to enjoy after a long day of retail therapy.

Since its completion in 2009, Liverpool ONE has been wildly successful, having

significantly boosted the local economy as well as lifted Liverpool into the top five most popular retail destinations in the UK.

There is truly something for everyone in Liverpool, a world-class shopping destination.

John Lewis:
Department store



Liverpool: a vibrant university city



The University of Liverpool

Mainly based around a single urban campus a short walk from Liverpool City Centre, The University of Liverpool occupies 100 acres and contains 192 non-residential buildings that house 69 lecture theatres, 114 teaching areas and state-of-the-art research facilities.

Student population: **21,345**
 Courses offered: **1,188**
 Student beds available: **4,460**



Liverpool John Moores University

Widely considered to be the third-oldest university as well as being the 20th largest in the UK, Liverpool John Moores University is based around three campuses: City Campus (a mixed site), Mount Pleasant, home to the faculty of Business and Law, and I M Marsh, housing the Education, Community and Leisure faculties.

Student population: **21,315**
 Courses offered: **500**
 Student beds available: **3,263**



Liverpool Hope University

Known for being the only outwardly Christian university in Europe, Liverpool Hope University bases its teachings around Christian principles yet embraces those of different faiths, and offers its student populace three main areas of study—Arts & Humanities, Education and Science.

Student population: **6,204**
 Courses offered: **784**
 Student beds available: **1,138**



The Liverpool Institute of Performing Arts (LIPA)

The Liverpool Institute of Performing Arts is one of the UK's leading institutions in that field, often gaining number one rankings for several of its courses (with offerings including the likes of acting, dance and behind-the-scenes management) and is often ranked in the top 10 for specialist institutions.

Student population: **720**
 Courses offered: **11**
 Student beds available: **0**



- X1 Liverpool One
- Liverpool ONE Shopping
- Lime Street Station
- Central Library
- Philharmonic Orchestra
- Art Gallery
- Albert Docks
- Concert Arena
- Theatre
- 3D & 2D Cinema
- Bars & Restaurant Areas
- Central Train Station
- Central Bus Station
- Ferry Terminal
- Universities

Developer profile

X1 is one of the premier development companies in the North West, dedicated to the provision of high-end buy-to-let properties in areas of vast growth, such as Manchester, Liverpool and Leeds.

Having launched over 20 projects to date, X1 has a vast portfolio of both high-end residential developments and luxury student accommodation projects in major cities around the North West, at a value of over £290 million.

Such portfolio highlights include the award-winning X1 The Quarter scheme, a £50m five-phase project in the heart of Liverpool, as well as X1 Media City, the largest residential development in the North West, consisting of over 1,000 luxury apartments and set over four iconic glass towers.

Additionally, X1 also operates a successful lettings and management company, X1 Lettings, with an equally impressive track record of delivering high-quality service, expertise and high-end maintenance throughout the property's lifecycle.

X1 is the perfect choice for anyone looking to invest in the North West, with a track record of past developments that speaks for itself.



UNITED KINGDOM
PROPERTY AWARDS
DEVELOPMENT

in association with

GAGGENAU



BEST RESIDENTIAL DEVELOPMENT MERSEYSIDE

X1 The Quarter
by X1 Developments

2014-2015

Developer snapshot

100%

X1 Lettings has a 100% occupancy rate across all of their completed student projects

X1 The Plaza

Manchester - **New Launch!**

X1 The Plaza is the perfect cosmopolitan oasis set in the heart of Manchester—each of X1 The Plaza's 201 stunning apartments contain picturesque outside spaces including balconies, terraces or beautiful gardens.



X1 Aire

Leeds - **New Launch!**

The newest addition to Leeds's prime rental market, X1 Aire will consist of 147 stunning apartments, providing the perfect living environment for the city's surplus of young professionals.

X1 Media City

Salford Quays - **In Construction**

The largest residential development in the North West, the first of X1 Media City's four iconic towers is currently in construction, set to house 275 luxury apartments within its walls.



Previous developments

With the launch of X1 Liverpool One Phase 3, X1 have brought 20 UK developments to market in both the residential and student sector, launching over 2,700 units at a total value of £299.5m.

63%

X1 have launched 19 developments to date, of which 12 (63%) are completed and tenanted

X1 Liverpool One Phase 2

Liverpool
SOLD OUT & TENANTED

X1 Eastbank

Manchester
SOLD OUT & IN CONSTRUCTION

X1 Salford Quays Phase 3

Manchester
SOLD OUT & IN CONSTRUCTION

X1 The Exchange

Manchester
SOLD OUT & IN CONSTRUCTION

X1 The Terrace

Liverpool
NEW LAUNCH & IN CONSTRUCTION

The Studios at X1 The Quarter

Liverpool
SOLD OUT & TENANTED

The Courtyard at X1 The Quarter

Liverpool
SOLD OUT & TENANTED

The Gallery at X1 The Quarter

Liverpool
SOLD OUT & TENANTED

X1 The Edge

Liverpool
SOLD OUT & TENANTED

X1 Salford Quays Phase 2

Manchester
SOLD OUT & TENANTED

X1 Town Hall

Manchester
SOLD OUT & TENANTED

X1 Chapel Street

Manchester
SOLD OUT & TENANTED

X1 Salford Quays Phase 1

Manchester
SOLD OUT & TENANTED

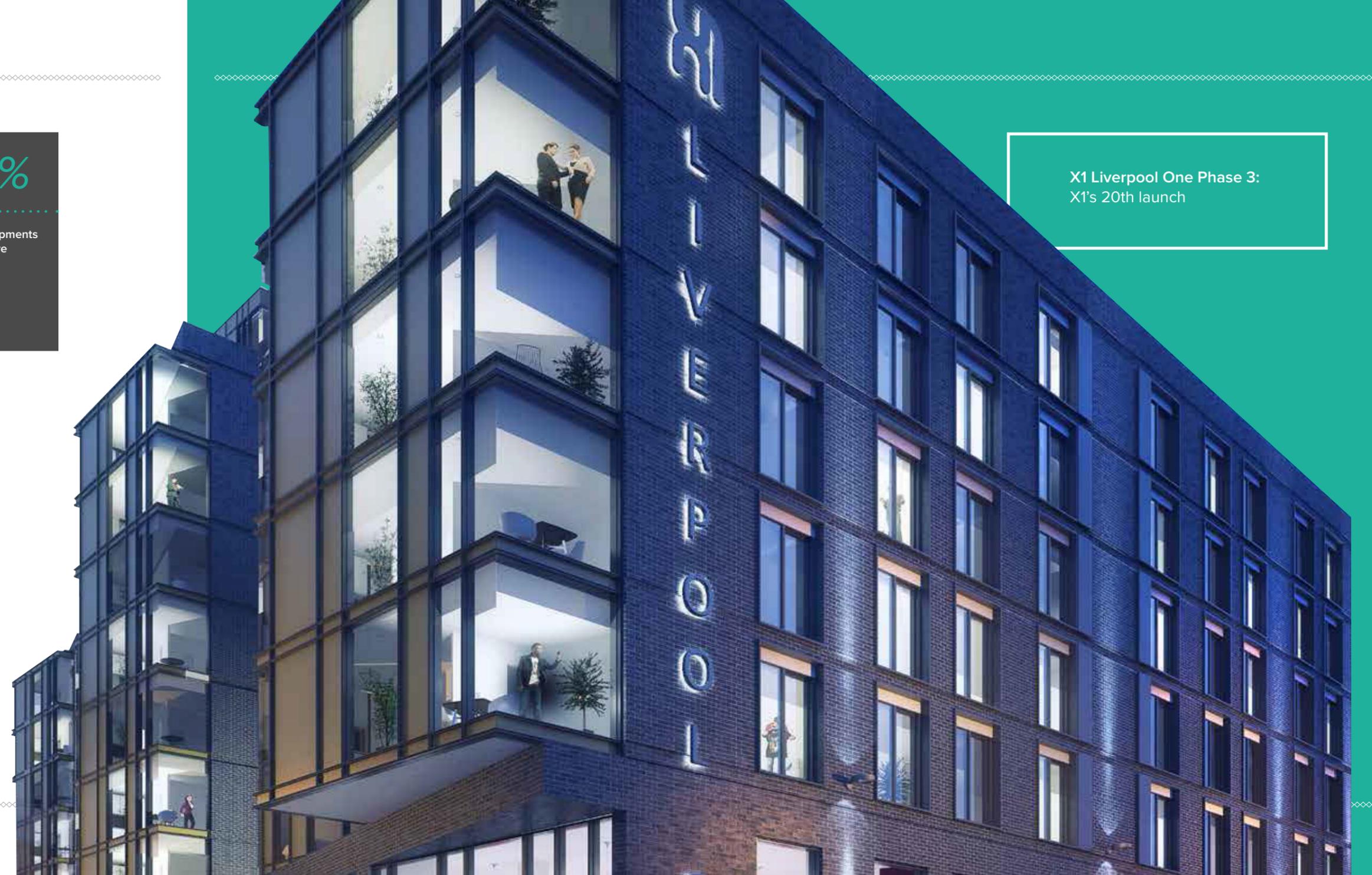
X1 Arndale House

Liverpool
SOLD OUT & TENANTED

X1 Borden Court

Liverpool
SOLD OUT & TENANTED

X1 Liverpool One Phase 3:
X1's 20th launch



Liverpool Cathedral:
Fifth-largest cathedral in the world

Q&A

What is the address?

Site 22, Paradise Street Development Area, Seel Street, Liverpool, L1 4AU

Is this development freehold or leasehold?

999 years leasehold

Is X1 Liverpool One Phase 3 a new-build or conversion project?

This project is a new-build development which will be furnished to the highest of standards

Can I get finance on this development?

No, the developer does not currently offer finance on this development

When is my rental income paid?

Income is paid quarterly in arrears, direct to your bank account from completion

Are there any restrictions if I want to sell?

Yes, X1 Liverpool One Phase 3 is a student development, so the room must be sold as student accommodation

Is there a management company in place?

Yes, this building will be let and fully managed by experienced UK company X1 Lettings

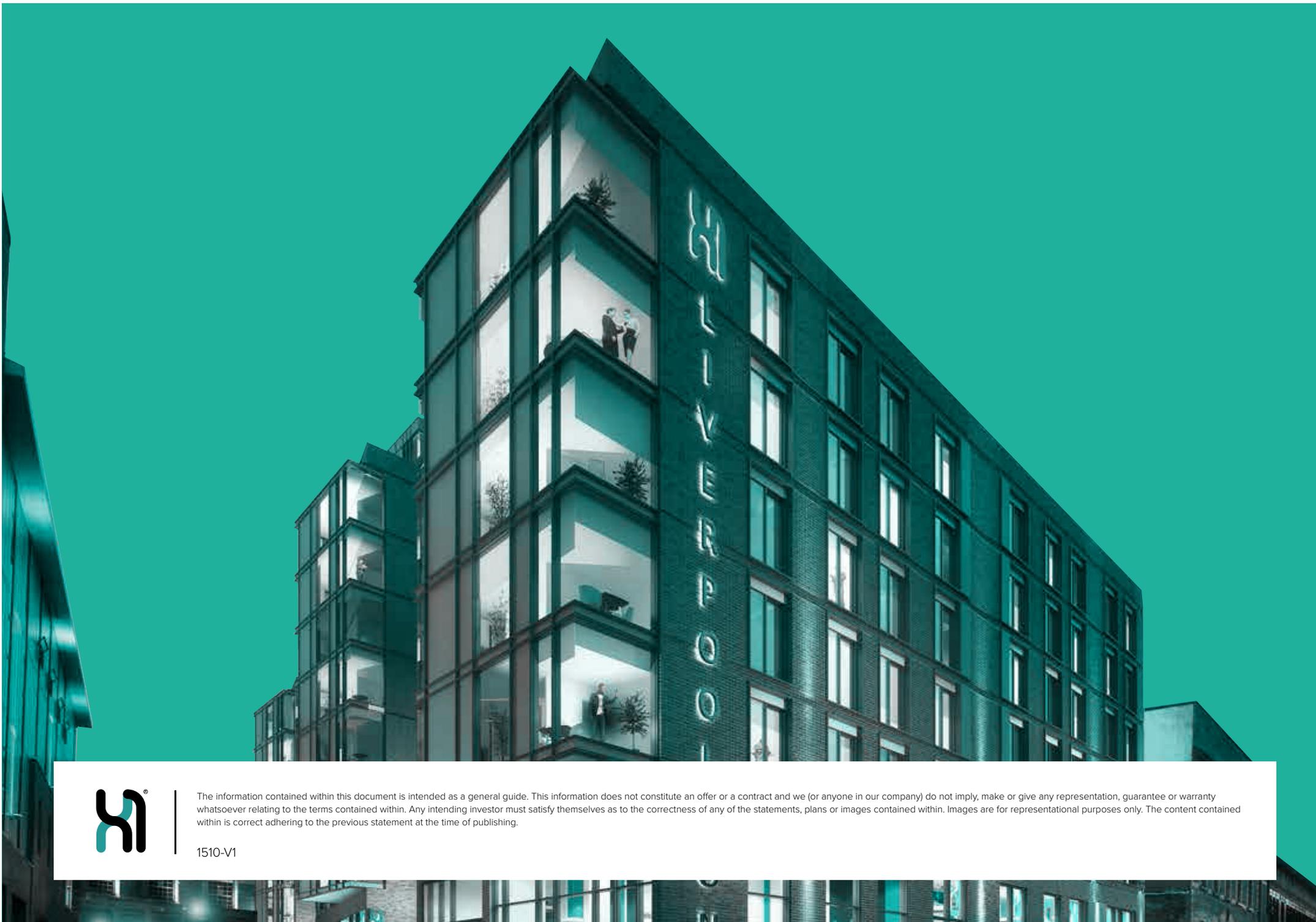
Next steps

- 1 Speak to your designated property consultant about the investment options
- 2 Select your perfect apartment and pay the deposit
- 3 Both sets of solicitors are instructed, and the legal documents and sales pack sent out to you
- 4 50% of the balance is payable upon exchange of contracts
- 5 The remaining balance (50%) payable upon completion of your unit

75%

Nearly 75% of undergraduates want their student accommodation to be 'modern and high-quality, but a massive 1 in 3 don't think their current arrangements meet this standard

Unite Student Insights Report 2015



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