

Commercial property & post-pandemic recovery

OWNER REQUIREMENTS

May 2022





Post-pandemic trends - Offices

WHY HIGH-QUALITY SERVICE DELIVERY IS SO IMPORTANT

- Office vacancy rates increased significantly in 2020: 91% in San Francisco, 45% in Edinburgh, 32% in London and 27% in Berlin¹
- Two-thirds of large/medium sized firms planned to re-configure their office space away from desks and private offices toward more team spaces and conference rooms - 30% office space reduction on average¹
- 20-25% of workers in advanced economies could work remotely 3+ days a week on a long-term basis¹
- Average amount of time employees spend in video meetings each week has reached 11.7 hours²
- In 2022, 25 percent of respondents state that their biggest struggle when working remotely was not being able to unplug³
- Reduced space, more hot-desking - greater demand for improved office connectivity and mobility

¹ Source: McKinsey, The future of work after COVID-19

² Source: Gartner, Workforce consumer survey

³ Source: Statista, Struggles with working remotely

Canary Wharf Group

NEW SERVICE MODELS, FLEXIBLE WORKSPACES



- Offices are adapting to meet demand for a new age of flexible workforces
- Canary Wharf MadeFor Office has been designed for collaboration, hybrid working and sustainability
- Attracting and retaining business demands the highest standards of connectivity

"We now offer our customers any type of solution to meet their needs – from taking a few desks in our L39 community to managed services via the MadeFor platform to a bespoke sustainable build to suit.."

Shobi Khan, CEO,
Canary Wharf Group – 21/2/22

Large scale offices and commercial campuses

EVOLVING BUSINESS AND SERVICE MODELS FOR BOTH TENANTS AND OWNERS



King's Cross campus



Canary Wharf campus



MediaCityUK campus



ARM HQ Cambridge



The Leadenhall Building



Linklaters HQ



Post-pandemic trends – Shopping Malls

CONTINUING HEADWINDS CHALLENGE RETAIL RECOVERY

- Footfall in shopping malls declined by 37.5% in January 2022 – below the 3-month average decline of 36.5%¹
- 56 percent of consumers said they intended to continue to major on online grocery shopping post-pandemic²
- Retail sales slow to recover: sales volumes in retail stores fell by 7.9% in March, down from a fall of 6.9% in February 2022³.
- Post-pandemic recovery impeded by the fallout from energy price rises and Ukraine

¹ Source: British Retail Consortium, February 2022

² Source: McKinsey, Adapting to the next normal in retail

³ Source: ONS, Retail Sales, March 2022

Footfall is a key driver

AN OUTSTANDING SHOPPING EXPERIENCE IS THE ENABLER



Mobiles used extensively by shoppers

73% of shoppers prefer to use their mobile device in store rather than ask a shop assistant for help¹

69% use their smartphone to review in store purchases²



Retailers rely on high quality mobile coverage

Retailers depend on indoor mobile services to support retail transactions, targeted advertising & loyalty schemes.

Contactless payments now account for 51% of all UK transactions³



Improving the utility of retail space

92% stated leased commercial space was more attractive if there was good quality connectivity⁴



Key differentiator in a competitive retail market

49% of retailers said mobile was their top customer engagement priority⁵

25% of visitors will leave a centre due to a poor mobile signal⁶

¹ Curalate, The Mobile Shopping Mall Experience, 2017

² RetailMeNot, Retail Shopping Study, 2019

³ UK Payments Markets Report, June 2020

⁴ Signal Boosters InBuilding connectivity report, 2018

⁵ BRP, Special Report - In Store Mobility, 2019

⁶ Global Wireless solutions, Nationwide test of shopping centre coverage, 2019

UK leaders in retail

OWNERS INNOVATING IN DIFFERENT WAYS



Westfield



Canary Wharf Retail



Trafford Centre



Bluewater



Lakeside



Meadowhall



Post-pandemic trends – Stadiums

FANS ARE BACK, DEMAND HAS ESCALATED

- Fans and visitors are returning to stadiums after two years of increased streaming and online activity
- Stadium owners and operators adapting to the pandemic placing greater emphasis on digital transformation for mobile ticketing, push information and crowd control
- Operational security and associated communications prioritised

Fan engagement and in-stadium experience are key drivers

MOBILE CONNECTIVITY INTEGRAL TO THE VISITOR EXPERIENCE



Connecting fans

97% of fans bring a mobile device to a game¹

Connectivity seen as the number one enabler for creating new in-stadium revenue streams²



Fan engagement

Over 80% of fans seek a more immersive and content rich experience during live events¹

Mobile connectivity is the key delivery mechanism to maximise the fan experience¹



Driving F&B revenues

Connected stadiums benefit from increased F&B revenues – express pick ups, reduced queue time and faster POS¹

In-seat / in-game ordering r – a key driver for improving the F&B experience³



Sponsorship & advertising

Facilitating sponsors and advertisers – delivering targeted and timely marketing – e.g. F&B / merchandise offers before and after matches¹

¹ Keeping sports fans engaged 2020, Deloitte

² The Stadium as a Platform 2019, Deloitte

³ The Stadium of the Future 2019, Oracle

UK leaders in sport

GROWING DIVERSITY OF SERVICE DEMAND



Anfield Stadium
UK's first neutral-host 4G stadium DAS



BT Murrayfield
First 4G DAS with dynamic capacity allocation



Lord's Cricket Ground
UK's first neutral-host cricket ground DAS



Ibros Stadium
Forecast activation 2023

Landlords, venue operators, owners of real estate

STILL LOOKING FOR THE SAME THINGS POST PANDEMIC

Trusted advisor

Market leading
commercials

Turnkey service
with full lifecycle
management

Long term
partnership

“Putting our fans first, improving their match day experience and helping them to enjoy their time at Anfield is integral to our strategy. Using expertise from WIG we're tackling this challenge with high quality 4G services throughout the stadium to provide a much better match day experience.”

Andrew Robinson
Head of Technology & Transformation
Liverpool Football Club

“ We were looking for a partner capable of designing, deploying and managing a single wireless solution to complement our existing communications network. The experts at WIG rose to the challenge and were able to meet our unique requirements by delivering one of the UK's largest and most advanced wireless communication solutions. We're now supporting the mobile demands of MediaCityUK, as well as having an appropriate network upgrade path to support emerging wireless technologies over time.”

Paul Clennell, CTO,
dock10, MediaCityUK

“ WIG was our first choice when it came to launching superfast 4G technology at intu Trafford Centre. We needed a partner who could help bring the world of online and offline retail together. WIG ticked this box by providing a single solution and comprehensive mobile coverage on a multi-carrier, multi-technology basis across our shopping centre. Our customers can now stay more connected while visiting intu Trafford Centre.”

Gordon McKinnon,
Regional Centre Director,
Intu Properties plc



Thank you