



British Land signs the UK's first JOHN REED gym and six new retailers at Broadgate's 100 Liverpool Street

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Broadgate's transformation into a world class, mixed use destination continues, with the UK's first JOHN REED gym and six new retailers signing at 100 Liverpool Street. The new lettings take total retailer occupancy (excl. F&B) in the building to 83%, with just two units left to let ahead of the building's opening this summer.

German gym operator JOHN REED will be opening a 22,000 sq ft gym over two floors. JOHN REED is a unique fitness concept, focussing on cosmopolitan design, great music including live DJs and a range of challenging fitness exercises suitable for everyone.

Further retailers to commit to 100 Liverpool Street include Tommy Hilfiger, the premium American clothing brand; British jeweller Monica Vinader; skincare, beauty and cosmetics brand L'Occitane and footwear retailer, Dune London. Luxury beauty retailer Space NK and International British fashion brand Reiss are returning to Broadgate following the success of their previous stores at 100 Liverpool Street.

They will join GANT, Kiehl's, Watches of Switzerland, Neom and The Body Shop, in addition to office occupiers including law firm Millbank, Japanese bank Sumitomo Mitsui Banking Corporation Europe and advisory house Peel Hunt in the building.

100 Liverpool Street is a 520,000 sq ft redevelopment designed by Hopkins Architects, with a focus on technology, sustainability and wellbeing. Over 11,000 tonnes of carbon have been saved through the construction of the building; 7,200 tonnes of embodied carbon saved thanks to around 50% of 100 Liverpool Street's existing structure and foundations being retained, with a further 4,100 tonnes set to be saved through carbon-efficient design and low-carbon materials.

Marcus Adam, Head of Marketing and Music, JOHN REED, said: "We are proud to announce JOHN REED's first opening at Broadgate, London. With its vibrant music, culture, arts and lifestyle scene, we are very excited to be bringing our lifestyle fitness concept to the city."

Andy Lightfoot, CEO of Space NK, said: "We are delighted to bolster our London store portfolio with a prime city location. Broadgate's 100 Liverpool Street will provide an opportunity for our customers to shop some of the world's most coveted beauty brands at their convenience."

David Lockyer, Head of Broadgate, British Land said: "We've had exceptional leasing success at Broadgate, where the calibre of retail occupier really sets the tone for the rest of the campus. The commitment of these high quality brands to Broadgate is an excellent endorsement of our strategy to transform the campus into a vibrant, mixed use destination."

The masterplan for Broadgate will deliver 4.9 million sq ft of new and redefined workplaces, retail and restaurants, bringing people together to work, shop, drink and dine.

CWM and CBRE advised Broadgate JV on the lettings.

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About British Land

Our portfolio of high quality UK commercial property is focused on London Offices and Retail around the UK. We own or manage a portfolio valued at £15.4bn (British Land share: £11.7bn) as at 30 September 2019 making us one of Europe's largest listed real estate investment companies.

Our strategy is to provide places which meet the needs of our customers and respond to changing lifestyles - Places People Prefer. We do this by creating great environments both inside and outside our buildings and use our scale and placemaking skills to enhance and enliven them. This expands their appeal to a broader range of occupiers, creating enduring demand and driving sustainable, long term performance.

Our Offices portfolio comprises three office-led campuses in central London as well as high quality standalone buildings and accounts for 55% of our portfolio. Our Retail portfolio is focused on Regional and Local multi-let centres, and accounts for 41% of our portfolio. Increasingly our focus is on providing a mix of uses and this is most evident at Canada Water, our 53 acre redevelopment opportunity where we have plans to create a new neighbourhood for London.

Sustainability is embedded throughout our business. Our places, which are designed to meet high sustainability standards, become part of local communities, provide opportunities for skills development and employment and promote wellbeing. In April 2016 British Land received the Queen's Award for Enterprise: Sustainable Development, the UK's highest accolade for business success for economic, social and environmental achievements over a period of five years.

Further details can be found on the British Land website at www.britishland.com

About Broadgate

Broadgate is where innovation and finance play.

It is the largest pedestrianised neighbourhood in Central London: a diverse community connecting innovation and finance, and a public arena for new food, retail and culture.

Lying adjacent to the busy transport hub of Liverpool Street station and surrounded by Shoreditch, Spitalfields, Old Street and the City, Broadgate connects Europe's capitals of investment and technology.

Joint owners British Land and GIC are investing £1.5 billion in Broadgate's evolution into a world class, mixed use destination for London.

Their masterplan for Broadgate will deliver 4.9 million sq ft of new and redefined workplaces, retail and restaurants, bringing people together to work, shop, drink and dine.

Broadgate's rare collection of public spaces combines the community and feel of the historic piazza with the energy of modern London. These spaces play host to over 100 cultural events annually, providing a showcase for emerging ideas and talent.