



General Power Financial Services (GPFS) has requested that Nestwood present their findings of the relocation review to the panel, providing a development to best maximise site and business return, supported by local market data.

General Power Financial Services was founded in the 1980's and its current mission is to consolidate the company into one location and cut back on their operations. These new headquarters will streamline operations and create a leaner and more efficient workforce. Nestwood will ensure that the core values of GPFS to a forward thinking, dynamic, progressive company will remain intact upon completion of the relocation.

Main goals of the relocation:

- Connectivity
- Flexible work space
- Security
- Sustainability
- Talent pool

The presentation will outline the needs of GPFS for their relocation. We identified the needs and carried out a SWOT analysis on Berlin and came to the conclusion that Berlin would not meet the needs of GPFS. After which we carried out a macro analysis of nine major cities within Europe and ranked the financial centres, tax rates and main industries.

From this, Nestwood came to the agreement to carry out a SWOT analysis of London. The result of this proved that London was best suited for the needs of the client. Following this, a team was sent to London to view several buildings and decide which was best suited for GPFS. The presentation will highlight how London meets the needs of the client and will then go into a breakdown of the London neighbourhoods in which the buildings are located.

A Real Estate Norm (REN) analysis was then carried out to help decide which building would be best suited. 99 Bishopsgate was selected from the results of the REN analysis. The presentation will outline the building layout, the new ways of working within the office and the costs of outfitting.

The presentation will finish with highlighting key reasons on why London and 99 Bishopsgate is the best option for the relocation:

- #1 financial centre in the world
- Well educated workforce
- Connectivity
- Sustainability
- Flexible work space: efficient floor plan for innovative open space design

Appendixes:

Building Comparisons

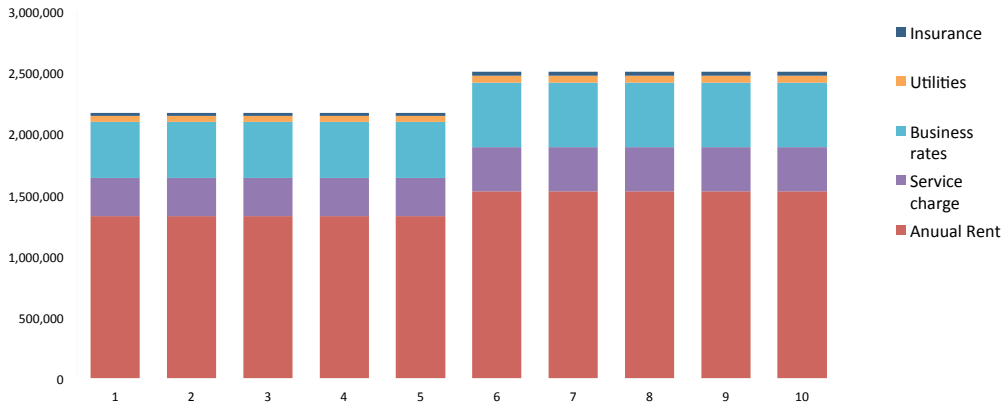
	100 New Oxford St					Moorgate Exchange					99 Bishopsgate				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Access to natural light		Red								Green					Green
Exterior prominence			Yellow				Red								Green
Possibility of growth			Yellow							Green					Green
Local Ammenities				Green				Yellow					Yellow		
Lease Terms			Yellow					Yellow					Yellow		
Sustainability Ranking (BREEAM or LEED)				Green						Green					Green
Urban location/proximity to competitors		Red						Yellow							Green
Existing talent pool			Yellow							Green					Green
Efficiency of floorplate design			Yellow							Green					Green
Columnless space			Yellow							Green				Green	
Cost			Yellow						Green					Green	
Connectivity to major transit					Green			Yellow						Green	
Connectivity to local transit					Green			Green							Green
<b>Total</b>	250					291					316				
<b>Percentage of total scores</b>	29.2%					34.0%					36.9%				
Avg percentile	25%														
% of Capture	116.69%					135.82%					147.49%				



## Cost – Tenant Cash Flow

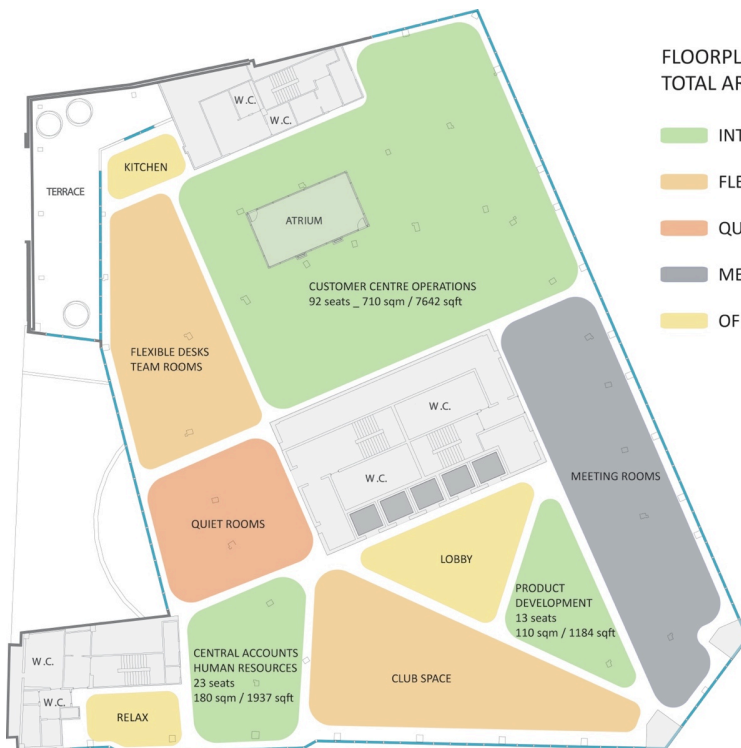
YR	1	2	3	4	5	6	7	8	9	10
RENT COST (GBP)	2,809,907	2,171,633	2,171,633	2,171,633	2,171,633	2,505,321	2,505,321	2,505,321	2,505,321	2,505,321

Tenant Cash flow



Cost per employee (USD), year 1 – 16,757.87  
 Cost per employee (USD), year 2 and on – 10,477.18

GPFS EUROPE HQ RELOCATION



# Executive Summary

January 14, 2014

Space and occupancy	Initial	Planned	Difference
People	342	342	0
- per seat	1.00	1.46	+0.46
Seats	342	235	-107
Total area (m <sup>2</sup> )	5,455	2,630	-2,825
- per person (m <sup>2</sup> /person)	16.0	7.7	-8.3
- per seat (m <sup>2</sup> /seat)	16.0	11.2	-4.8
Seat average size (m <sup>2</sup> /seat)	16.0	7.2	-8.8

Seats	Required	Available	Utilization %
Seats	235	235	100 %

Spaces	Required (m <sup>2</sup> )	Available (m <sup>2</sup> )	Utilization %
Office spaces		2,630	
Workspaces	1,645	1,700	97 %
Meeting spaces	394	400	99 %
Office services		200	
Circulation		330	
Other spaces		0	
Total		2,630	

Person groups	Name	People	Work arrangement	People per seat	Seats required
	Credit Card	55	Flexible	1.85	30
	Credit Control, Customer Security Fraud and Recovery	42	Flexible	1.85	23
	Common Financial Services	35	Flexible	1.85	19
	Community & Government Financing	18	Flexible	1.85	10
	Board	15	External	5.25	3
	Central Accounts	15	Internal	1.00	15
	Product Development	13	Internal	1.00	13
	Retail Finance Division	11	Flexible	1.85	6
	Vehicle Finance	11	Flexible	1.85	6
	Corporate Responsibility and Sustainability	10	Flexible	1.85	5
	Marketing	10	External	5.25	2
	Human Resources	8	Internal	1.00	8
	Public Relations	7	Flexible	1.85	4
	Customer Center Operations	92	Internal	1.00	92
	Total	342		1.46	235