



MAGNA GROUP

magnagroup.co.uk

WELCOME TO MAGNA GROUP

INTRODUCTION

Established in 2014 Magna Group was set up primarily as a residential developer with a focus on maximising asset value by correct asset purchase and then adding value through working the planning process, mix of units, specification and understanding the local market.

Magna established itself in the market place throughout 2015/2016 in the West London commuter belt and now looks for further expansion into a wider geographic reach within its growth plan. The company has formed strategic partnerships with both the central Government and Local Councils, specifically the Borough of Woking with whom we have a strategic PRS Joint Venture.

Magna's strategic relationships and proven asset purchases have enabled the relatively fast paced growth throughout 2016 and we now seek further partnerships to deliver the growing pipeline and take advantage of the opportunities we are coming across in the market place currently.

Primarily Magna took advantage of the Permitted Development angle in the first few projects but is now also exploring mixed use development, PRS/Build to Rent and town centre redevelopment schemes as the pipeline expands and the business gains more traction.

The longer term vision for the business has always been clear from day one, a developer delivering a high quality product, satisfying the market demand for the housing shortage and creating iconic buildings. With the longer term vision to branch out into luxury hotels and mixed use developments with the aim for global developments in key strategic cities.

MAGNA IN 30 SECONDS

- **Specialities – creating luxury homes for the starter housing market, maximising asset value, strategic design, clear vision of real estate landscape**
- **Development areas – Greater London commuter belt**
- **Team – core team of 10 professionals**
- **Directors – Over 100 years' combined experience in construction, planning, investment, development and project delivery**
- **Based in Berkeley Square, Mayfair, London W1J 6BD**
- **Projects completed and secured – £188m GDV**
- **Current pipeline – £500m GDV +**
- **Magna in 2 years – £2.5bn GDV**
- **Values – integrity / safety / profitability / quality / innovation**
- **Vision – Global Developments, Leader is PRS, Luxury Hotels**
- **Exit – Partially or entirely IPO Magna Group 5-10 Years plus**
- **EBITDA – 2018 – 4,001,500**
- **EBITDA – 2019 – 15,085,700**

A BUSINESS BUILT ON VALUES

Our values are at the core of every thing we do.

For our customers this mean luxury, opulence and high quality design. For partners and investors this means integrity, safety, profitability and quality.

INTEGRITY

People are absolutely crucial to the Magna way of working. Our team culture is founded on the three pillars of vision, energy and control, ensuring that what we do is well planned, beautifully executed and delivers outstanding results for all of our stakeholders.

SAFETY

Our delivery team acts with military precision meaning that projects will be completed on time and well within budget whilst meeting the most stringent health, safety and environmental requirements.

PROFITABILITY

Our land and development team leverages their expert local and national knowledge in planning policies and sourcing to find the most valuable land available.

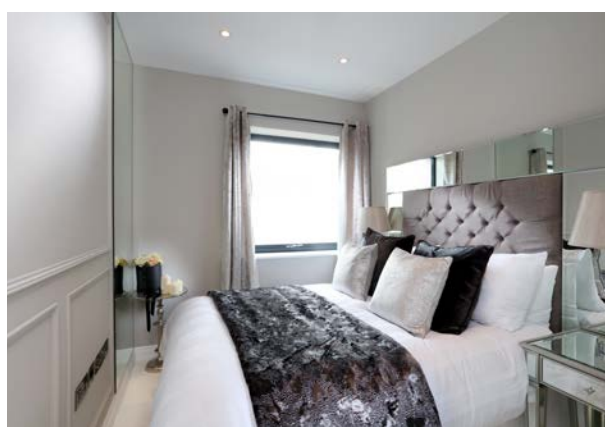
QUALITY

Our design team delivers industry-leading bespoke services tailored to deliver intelligent, luxury living spaces.

INNOVATION

Magna is committed to bringing together exceptional levels of quality, expertise and total commitment to urban revival using high quality, contemporary and intelligent design





THE MAGNA PRODUCT

Magna Group works on the ethos that luxury and build excellence should not be confined to a certain size or a certain place.

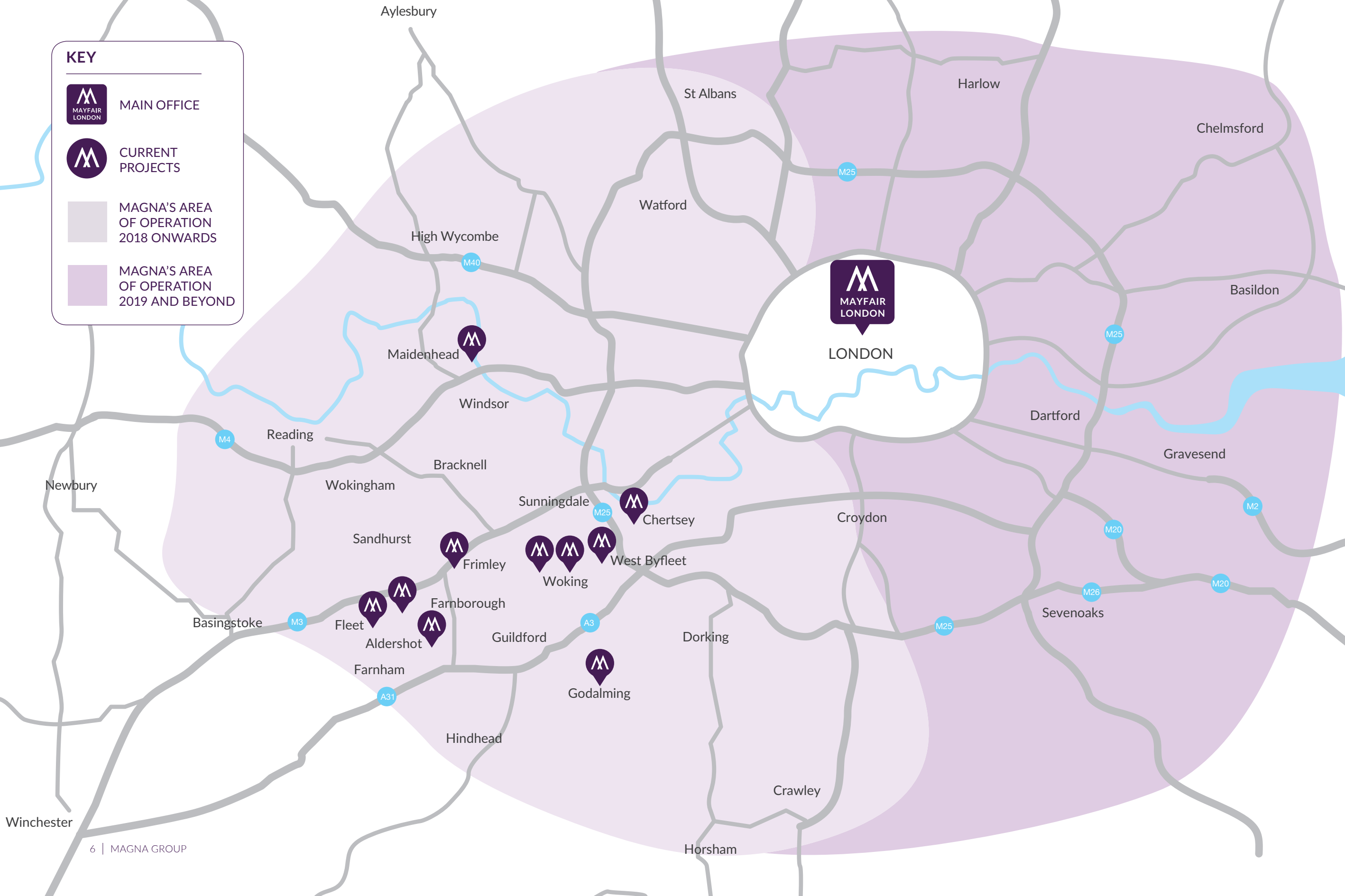
We have a strong vision to develop intelligent and interesting urban living spaces in new build and regeneration schemes.

Magna's approach is to purchase undervalued assets such as commercial office buildings, brownfield sites and run down property in the commuter belt, turning them into high quality, high specification and affordable homes.

For the Private Rental Sector and Build to Rent our remit is to create opulent, functional and exciting places to live and work for the next generation of graduates and young professionals, with excellent onsite facilities.

Our team's wide range of experience, professional approach and entrepreneurial thinking ensures that the maximum possible value is extracted from every site. Magna is completely committed to maximising the full potential of all our schemes.

Luxury
WITHIN REACH



PRS – THE OPPORTUNITY

Magna have seen an excellent opportunity with the movement of the rented sector and are looking to establish a PRS brand and deliver a portfolio of rented units. Keeping the same “Luxury within reach” branding, we believe we can offer unique homes and living spaces that are both affordable and produce excellent income. Magna have spoken to LIV Group in terms of a white labelled operation for the tech and management of the units. The goal would be to establish the portfolio with a target of 10,000 units plus, on a regional scale targeting our existing area and looking to key cities such as Manchester, Birmingham and Bristol where the rents are projected to rise according to recent figures from Savills. For the London market the Co-Living model would be introduced to applicable sites. The exit could be to an institution in 5–10 years.

RENTAL PROJECTIONS FOR THE NEXT FIVE YEARS

London/South East – 24%	Birmingham – 17%
Manchester – 17%	Bristol – 27.5%

MAGNA WEST: WEST BYFLEET

HOW WE ADDED VALUE

- Acquired site 10,000 sq ft office with 14 oversized unit PD permission in place with a GDV of £4.4m
- Changed to 22 smaller sized units 350 – 420 sq ft 1 beds (GDV increase of £600k)
- Upgraded specification – Magna Spec
- Maximised the asset value with an additional planning application to add 2 additional floors as 5 duplex penthouses – GDV increase of £2.3mu

Magna West 27 units
GDV £7.5m
Timeframe 18 months



MAGNA VITA: FRIMLEY

HOW WE ADDED VALUE

- Acquired site 30,000 sq ft office with 36 oversized units PD permission in place with a GDV of £9m
- Changed to 58 smaller sized units – Increased the GDV to £12.5m
- Added further PD (62 units total) and reshuffled mix to add duplexes – Increased the GDV to £14.5m
- Added further PD (91 units total) in the undercroft parking area – Increased the GDV to £19.5m
- Upgraded specification – Magna Spec

Magna Vita 91 units
GDV £19.5m
Timeframe 18 months



CORNERSTONE: WOKING

HOW WE ADDED VALUE

- Acquired site 56,000 sq ft with 70 oversized units PD permission in place with a GDV of £16m
- Utilised the floor area in the lower level and changed the mix to 158 smaller sized units mix of studios / 1 and 2 beds
- Upgraded specification – Magna Spec
- Maximised the asset value with an additional planning application to add 2 additional floors as 34 planning standard sized units 1 and 2 bed

Cornerstone 158 units
 GDV £33m
 Timeframe 20 months



MAGNA RIVERSIDE: GODALMING

HOW WE ADDED VALUE

- Acquired site 1 a 12,000 sq ft office with no PD permission in place with a low vacant value. Purchased for £2.6m
- Obtained PD for 31 small studio and 1 bed units – mainly to establish the residential consent. The GDV for this scheme is £4.6m
- Acquired site 2 a 11,000 sq ft office with no PD permission in place with a low vacant value. Signed option subject to planning for £3m

Riverside 16 units
 GDV £4.6m
 Timeframe 12 months



UPCOMING PROJECT: WOKING

HOW WE ADDED VALUE

- Magna Group, using our considerable expertise and knowledge of the local planning system and town plan of Woking, were successfully granted full consent for a 12 storey tower in central Woking
- Potential for PRS



UPCOMING PROJECT: PREMGATE WOKING

HOW WE ADDED VALUE

- Magna Group is currently in pre-app for a multi-story mixed use complex in Woking Town Centre.



THE EXECUTIVE TEAM



CHRIS MADELIN
Chief Executive Officer

Chris, one of the founding partners, leads Magna Group as the CEO. His career is a testament to his energy, drive and ambition. Hailing from a family of well-esteemed construction professionals he has bolstered this tradition by starting his own companies in construction, property acquisition and property development.

Starting from the foot of the construction ladder, he is a self-taught professional and has experienced most aspects of construction and residential real estate development. He has a relentless work ethic and this, combined with an outstanding knowledge of construction, real estate, raising capital, equity markets and business, gives him an excellent foundation to lead Magna Group to continued success.

Chris has remarkable leadership qualities and is adept at building and managing high performance teams. He has successfully raised tens of millions of pounds in joint venture equity for use in real estate development projects. He is an accomplished networker and an avid reader, attending many courses each year on personal development, leadership, sales, real estate funds, private equity and family offices.



OLIVER MASON
Acquisitions Director

Oliver, one of the founding partners, leads the acquisitions department within the company as the Acquisitions Director. He has worked alongside Chris in a variety of roles within the construction, property and real estate development industry prior to establishing Magna Group.

Oliver's work ethic could be described as very much hands-on. His key strengths include analysing the viability of projects and assembling the correct project team.

His sales and management skills have been vital in finding the best opportunities, initiating joint ventures and seeking and securing investments for the business. Oliver has successfully raised multiple millions in joint venture finance as well as attracting foreign investment.

In sharing the same corporate vision, he brings huge reserves of leadership and energy to his professional team.



JONATHAN BEACH
Development Director

Jonathan's career has incorporated working in major corporate environments as the Land and New Homes Director at Townends Group as well as a seven year period as an Equity Director at Savills, where he established the largest Land and New Homes department in the South East of England.

Jonathan has also successfully established his own businesses in development consultancy. He founded Homes 2 Own as a developer and new homes provider before joining forces with Magna Group in the early stages.

With a wealth of experience working within the residential real estate agency market, planning and development, Jonathan has developed an encyclopaedic geographical knowledge of London and Southern England.

Through his career as a chartered planning and development surveyor as well as quantity surveyor, Jonathan has gained extensive understanding of the procedures in house building. Jonathan's range of contacts in the industry is invaluable.



JOHN LAMOND
Chief Financial Officer

John is a highly experienced CFO with a strong commercial background in real-estate.

His extensive experience encompasses investment, divestment and development, deal structuring, corporate finance, tax planning, credit assessment, financial control and reporting to investors. He also brings a wide range of funding contacts as a founding partner of the specialist development finance advisor Propfinco.

The companies he has worked for include Samuel Montagu, Matrix, The Portman Estate, Genesis Housing, JointEquity, Prestbury and Stow Securities.

John is professionally qualified as a Fellow Chartered Management Accountant and gained a BSc (Hons) in finance from University of East Anglia and an MBA from Manchester Business School.



DAVID WHITE
Associate Construction Director

David is a resourceful and highly experienced project manager with impeccable standards.

He has been employed in the construction industry without break since graduating from University 20 years ago.

He worked for RGCM on many successful development projects within the retail sector.

He moved to Bovis Lend Lease as client lead on large commercial and mixed use residential projects within Central London.

His previous clients include Peel Land and Property, British Land and Land Securities. David has delivered in excess £500m project value.



ALISTAIR BURCHETT
Investment Director

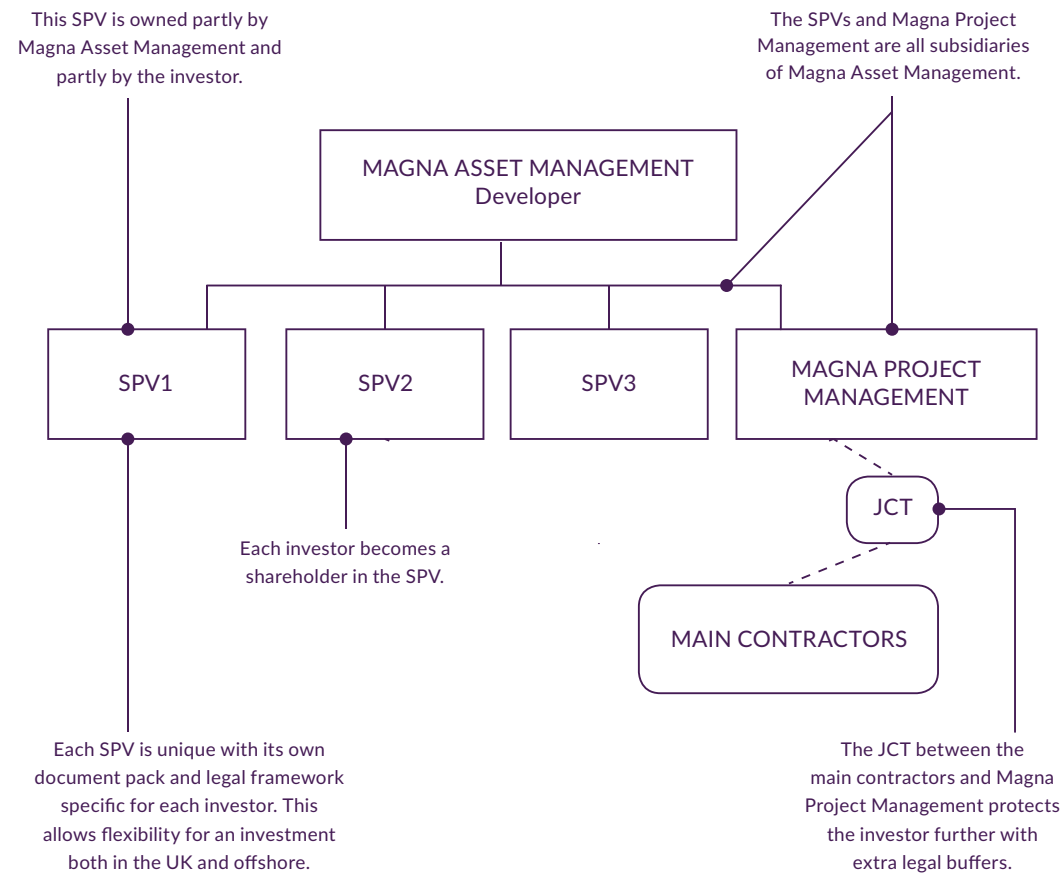
With a background in international real estate, Alistair has worked with global firms and UHNW clients, providing investment consultancy on the management of their worldwide property portfolios as well as advising on the macro and micro economics of global property markets and property acquisitions in line with clients' investment criteria and portfolio strategies.

Previously based in Hong Kong and Africa, Alistair now heads up incoming and outgoing investments for Magna Group as well as deal origination, financing and strategic planning.

A DYNAMIC APPROACH TO BUSINESS

Our specialist team has created a vibrant, exciting business through careful market research, the use of top quality professional services, strategic site selection and an intelligent blend of refurbishment and regeneration of tired urban areas and new build.

Magna is committed to building lasting relationships with its customers and business partners.



WORKING WITH





MAGNA GROUP

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