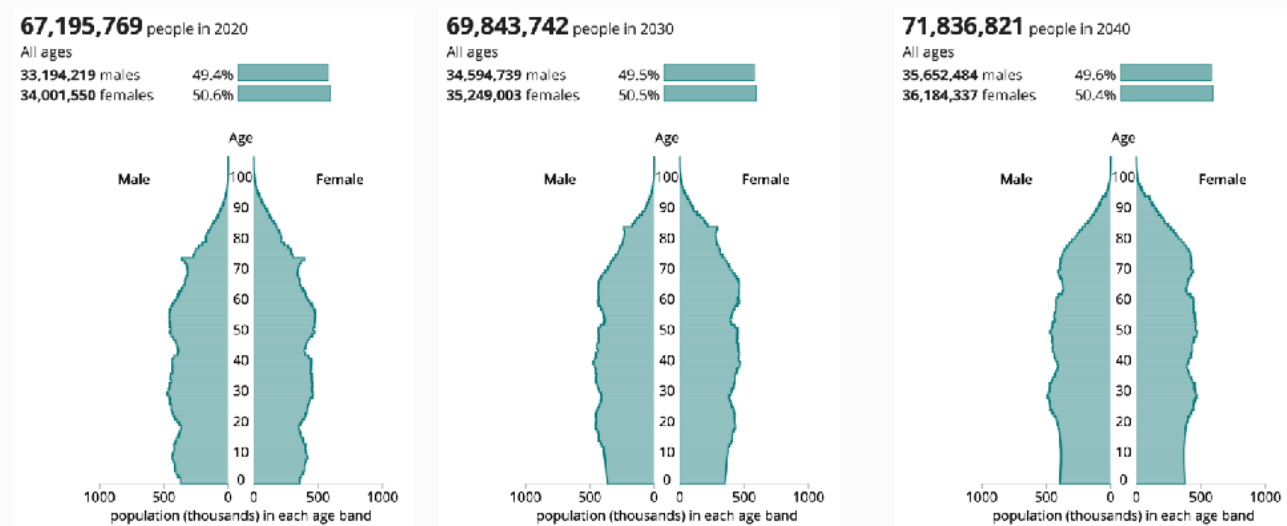
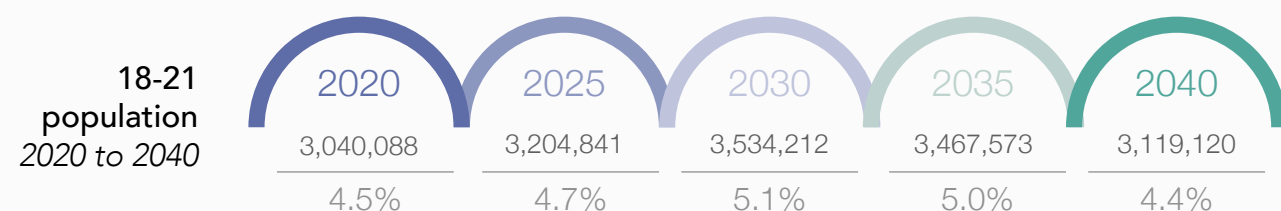


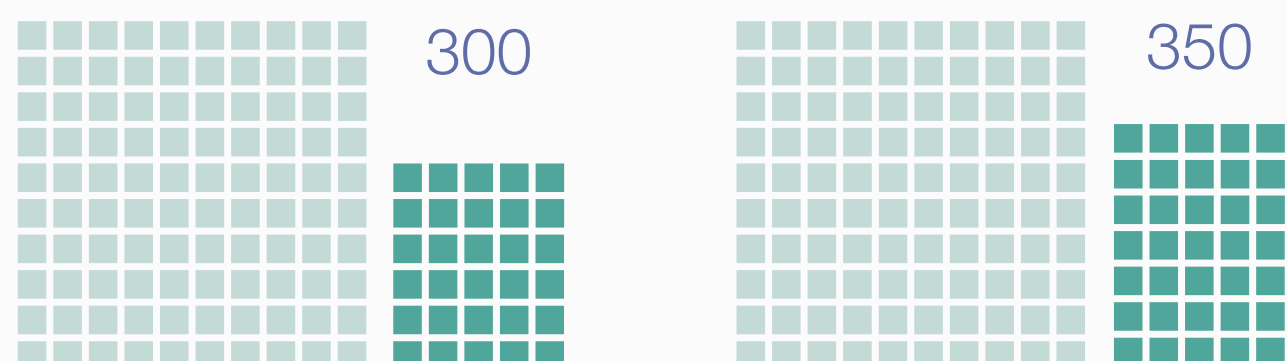
THE UK'S SHIFTING POPULATION



UNIVERSITY AGE



SUPPORTING OUR ELDERERS



In 2020, 1,000 people of working age support about 300 people of pensionable age.

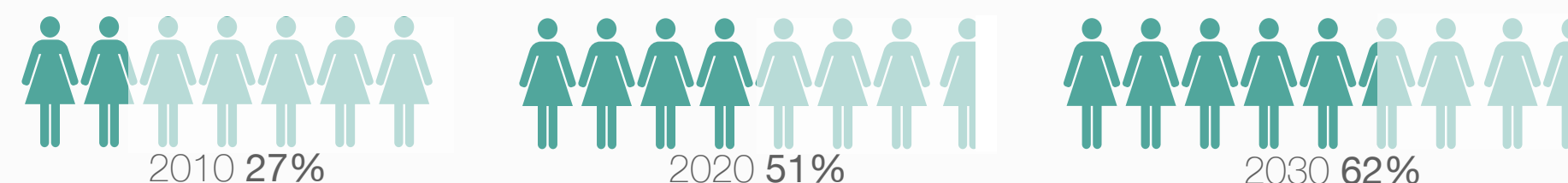
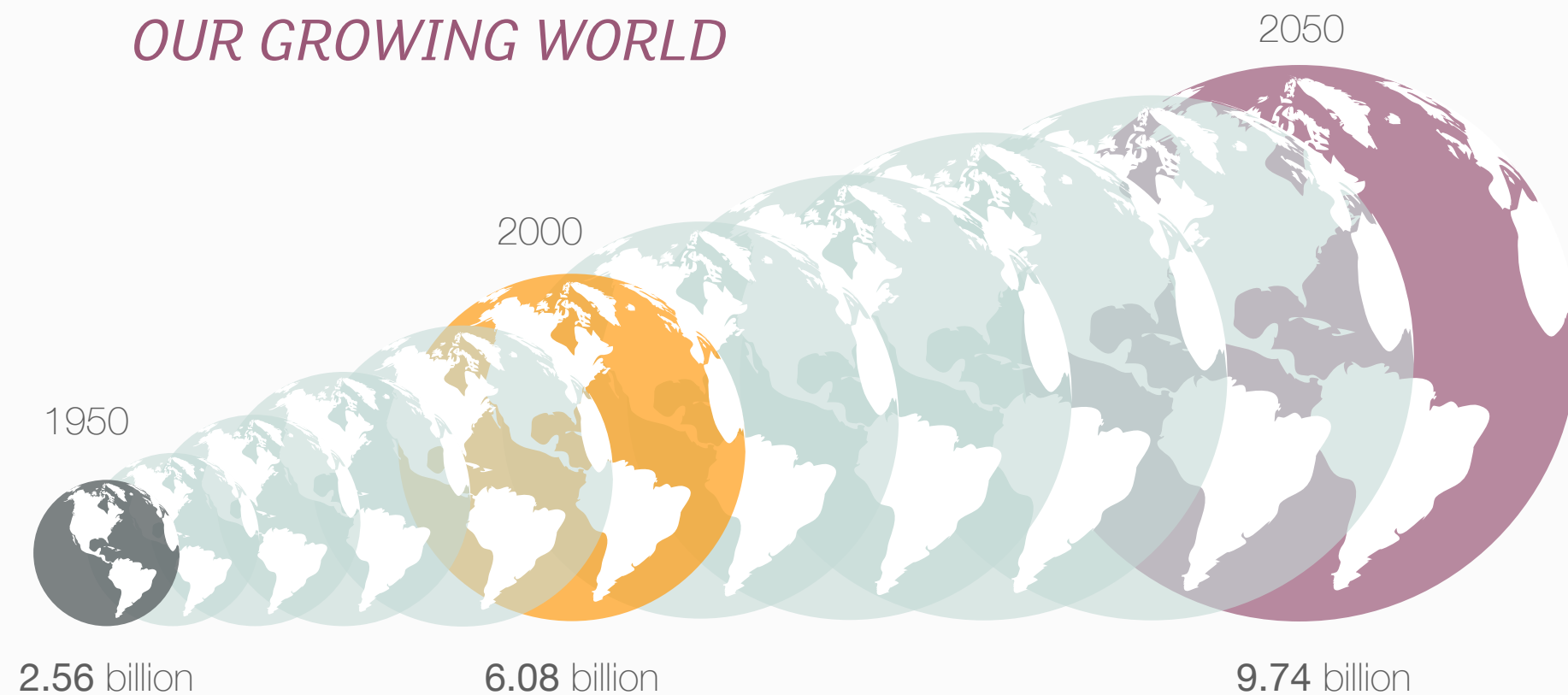
By 2040, 1,000 people of working age will be supporting about 350 people of pensionable age.

UK URBAN LIVING



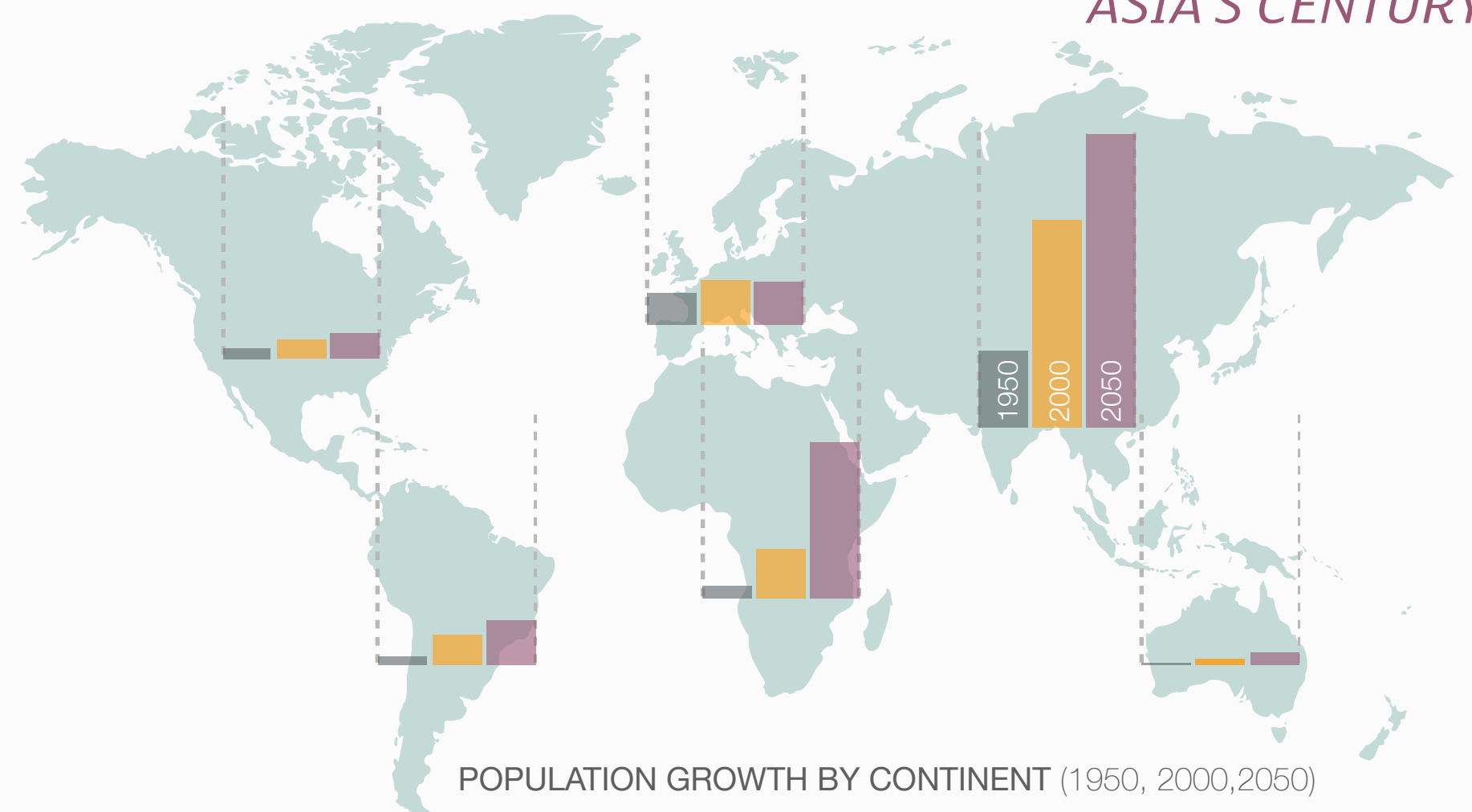
IN THE UK, 92% OF US WILL LIVE IN CITIES - BY 2030

OUR GROWING WORLD



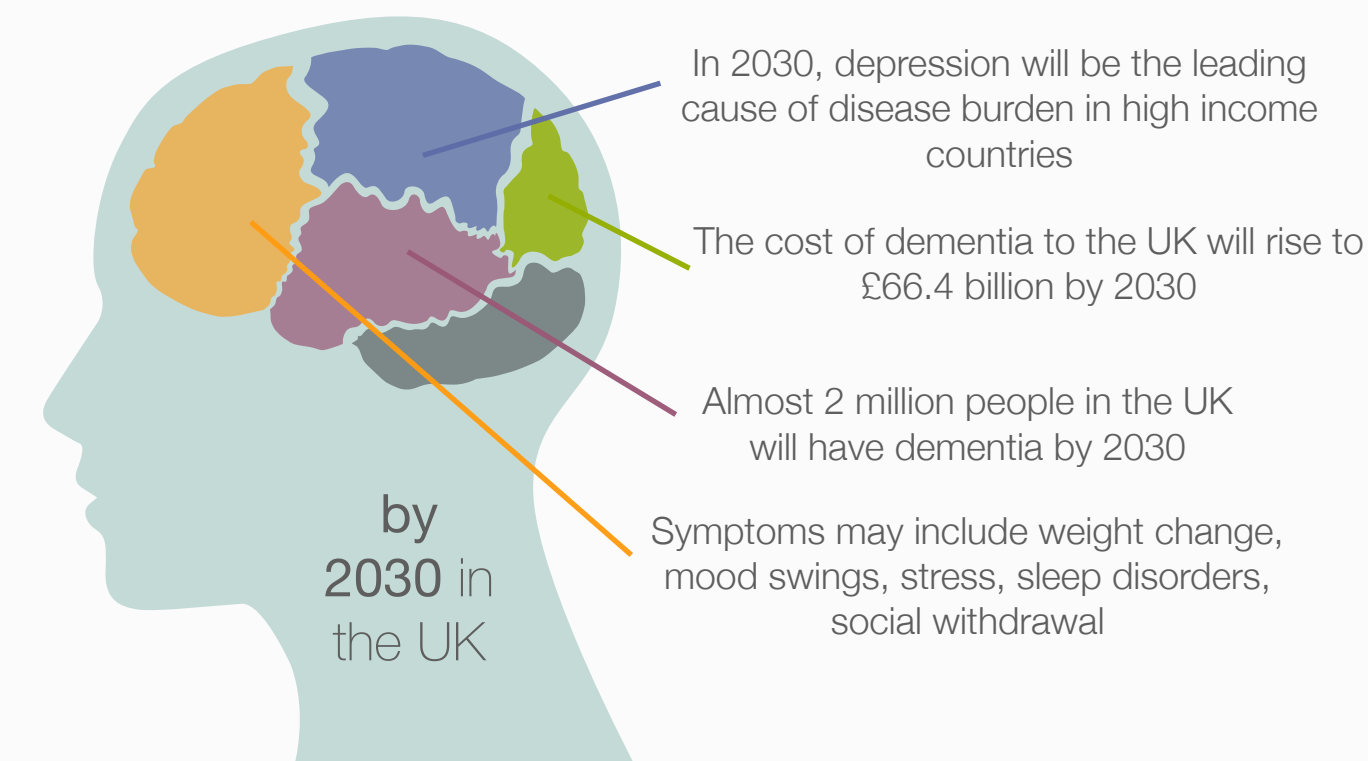
THE RISING MIDDLE CLASS

PERCENTAGE OF GLOBAL POPULATION



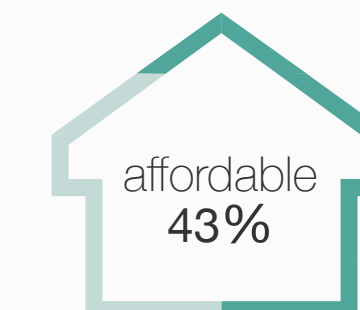
MIND OVER MATTER

MENTAL HEALTH IS A GROWING ISSUE



GENERATION RENT

To meet the current and forecast demand, we need to build 340,000 new homes a year, of which 145,000 (43%) need to be affordable, each year to 2031.



By 2025, 50% of 20-39 year olds will be renting privately