



THE
GALLERIA
HATFIELD

 LandSecurities

The Galleria has a compelling mix of retail and leisure

Key facts

SIZE:	320,000 sq ft (29,728 sq m)
NUMBER OF UNITS:	85+
FOOTFALL:	4.7 million⁽¹⁾
ANCHOR AND MAJOR UNITS:	Gap, TK Maxx, M&S, HMV, Nike and Odeon Cinema

RESIDENTIAL CATCHMENT POPULATION:	2,675,242⁽²⁾
MARKET POTENTIAL:	£165.9 million⁽²⁾
CAR PARKS:	1,700 car parking spaces

The Galleria

The popular 320,000 sq ft outlet centre offers a compelling mix of brands including Jaeger, GAP, Calvin Klein Underwear, French Connection, Gant, Nike, Marks and Spencer's, and TK Maxx. The centre also houses a nine-screen Odeon cinema and a host of restaurant and café chains including Nando's, Caffe Nero, Frankie & Benny's and Harvester.

The unique centre is a key shopping destination with one of the highest catchment populations of any outlet in the UK attracting a footfall of 4.7 million visitors a year. It is ranked 7th out of the UK outlets in CACI's Retail Footprint rankings. The iconic high profile building straddles the A1 motorway with approximately 18 million vehicles passing underneath it each year.

Hatfield

Hatfield is located near the main A1 road, only 20 miles to the north of London. The town has excellent transport links with the main railway from London to York running through the district and the commute to London being only 22 minutes.

The University of Hertfordshire which is attended by 22,000 students is located in Hatfield. There is also the Hatfield business park which contains 2,000 houses and 3.5 million sq ft of business space with 10,000 workers. The business park is located next to The Galleria and includes key business tenants such as Everything Everywhere, Porsche, Ocado and Royal Mail.

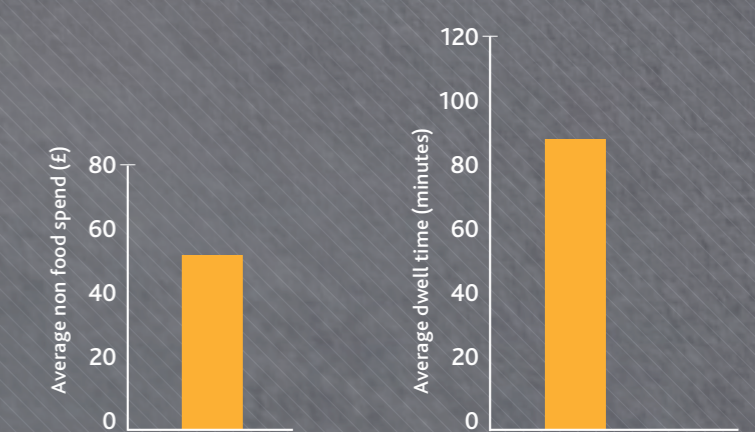
Annual weighted spend and annual household spend by category⁽⁴⁾

The Galleria has a resident catchment population of 2,675,242 which offers a comparison goods spend of £165.9m

Category	Annual Weighted Expenditure (£m)	Annual Household Spend (£)
Clothing	£38.9	£1,503
Footwear	£6.8	£261
House & Home	£6.7	£257
Leisure Goods	£29.7	£1,145
Personal Goods	£8.1	£311
Personal Care	£19.6	£755
Durable Goods	£56.2	£2,171
Comparison Goods	£165.9	£6,403
Convenience	£115.2	£4,446
Catering	£39.4	£1,519
Total Retail Spend	£320.4	£12,369

Average retail spend⁽⁴⁾ (spenders only)

Shoppers at The Galleria spend an impressive average of 88 minutes at the centre and have an average spend of £52

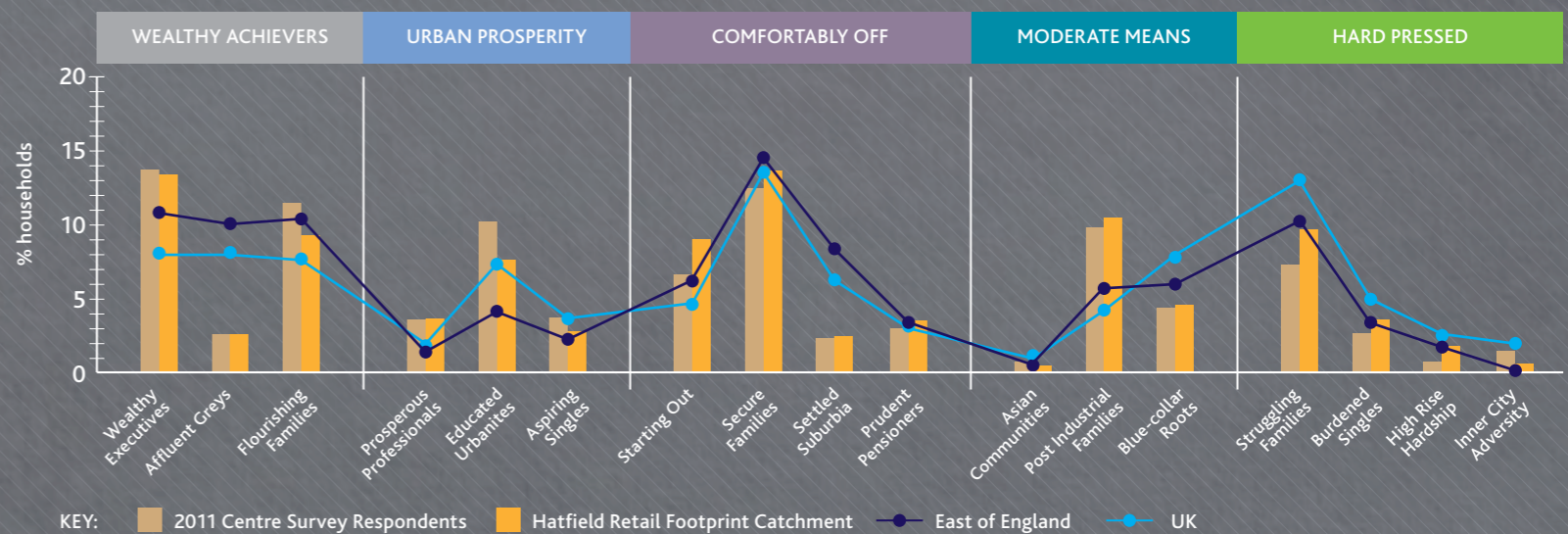


“WE’RE IMPRESSED BY THE CALVIN KLEIN UNDERWEAR STORES PERFORMANCE TO DATE AND LOOK FORWARD TO EXCITING TRADING OPPORTUNITIES AHEAD”

“WE ARE DELIGHTED WITH OUR NEW AND RECENTLY OPENED JAEGER OUTLET STORE AT THE GALLERIA IN HATFIELD, WHICH IS ALREADY TRADING ABOVE EXPECTATIONS”

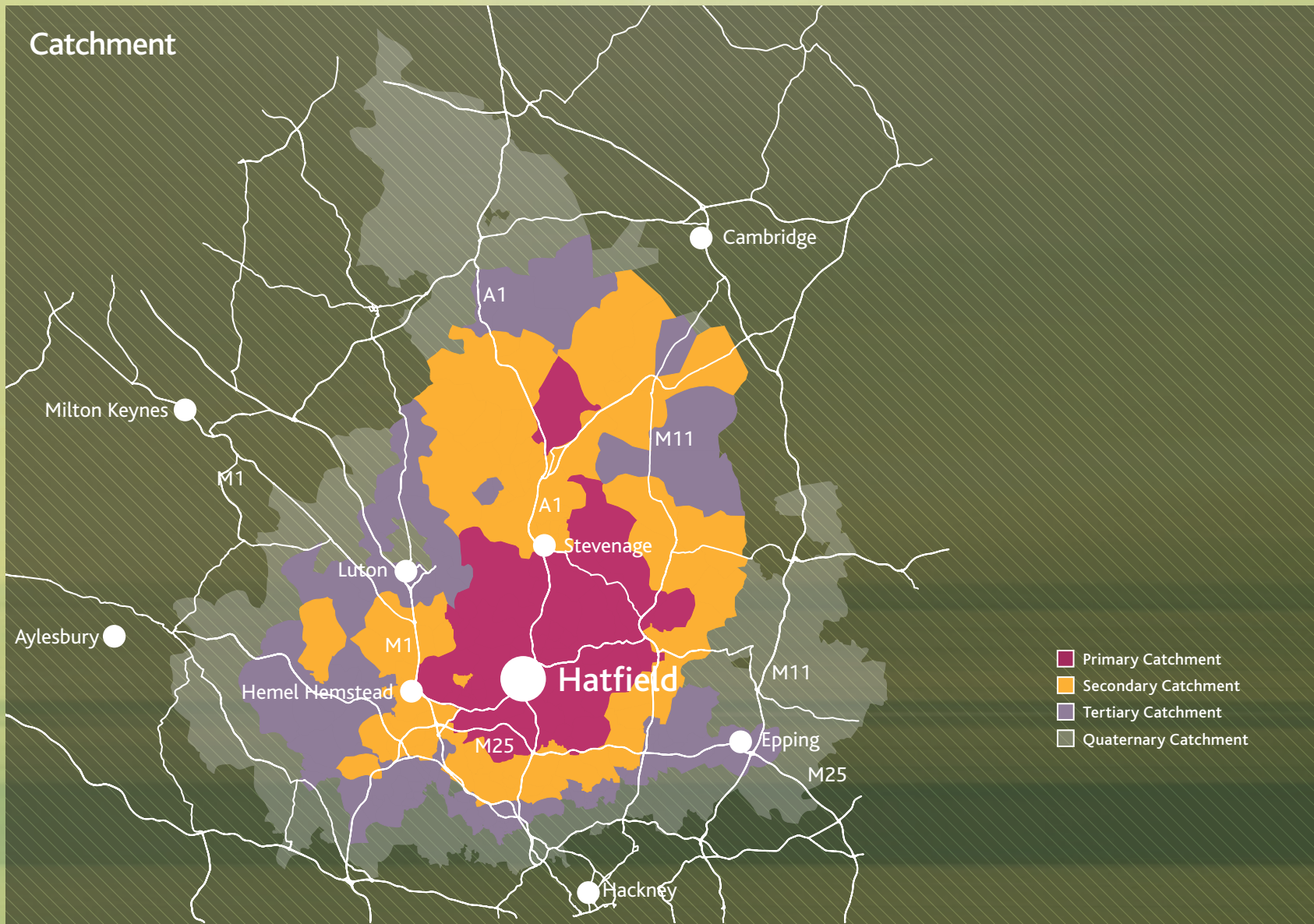
ACORN profile⁽⁴⁾

The Galleria has an over-representation of the affluent ACORN groups with 70% of shoppers coming from the top 3 groups. Particularly prevalent are Wealthy Executives, Flourishing Families, Educated Urbanites and Secure Families



Source: 1. Annual Footfall Report 2011 2. CACI PCG Rankings Report 2011 3. CACI RF Retail Ranking 2011 4. CACI Centre Report 2011

Catchment



- Primary Catchment
- Secondary Catchment
- Tertiary Catchment
- Quaternary Catchment

Trade Area	Resident Catchment Population	Comparison Goods Spend (£m)
Primary	328,665	83.7
Secondary	528,999	41.2
Tertiary	704,636	24.6
Quaternary	1,112,942	16.4
Total Catchment	2,675,242	165.9

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 20 June 2011

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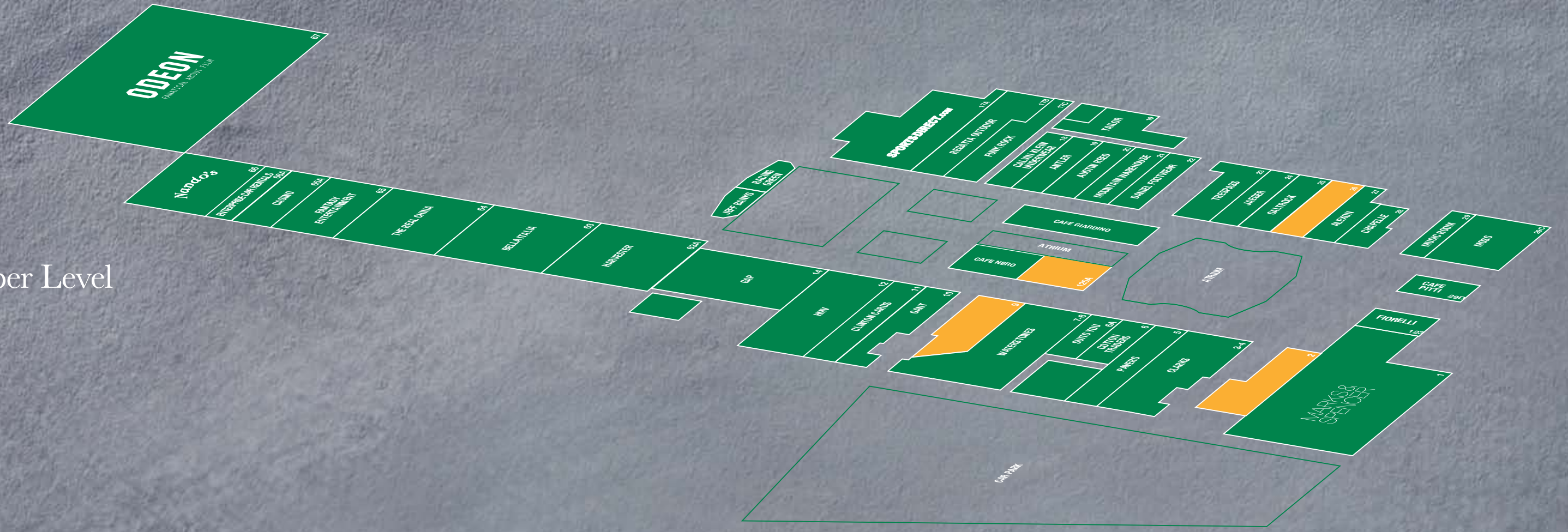
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THE
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Upper Level



Lower Level

