

THE WARING HOTEL BY SIGNATURE LIVING

9 - 13 WARING STREET
BELFAST, BT1 2DX



— BELFAST WILL BE
DOUBLING ITS VALUE
OF TOURISM TO
£870,000,000 BY 2020

CONTENTS

04

About
Signature

05

Signature
Timeline

06

Our
Hotels

07

Signature
Numbers

08

The
Hotel

09

The
Investment

12

About
Belfast

14

Why
Hotels?

16

UK Hotel
Market

19

No.1 Trip
Advisor

20

Lifestyle
Hotel

22

Contact
Signature

ABOUT SIGNATURE

The **Signature Living Group** has developed some of the most successful large-scale property schemes in the North West over the past few years. Our company operates over 1000 beds in Liverpool in particular, comprising of both hotel rooms and serviced apartments. By offering a unique proposition for larger groups of guests, our hotels have an average occupancy rate of 95%, far higher than the local average of 73%. Each development features unique leisure facilities, increasing their popularity across a broad range of people.

Signature Investments is part of the Signature Living Group of companies which is privately owned business with a dedicated and experienced management team with a proven track record in the delivery of value for its stakeholders. Our team of seasoned professionals have over 250 years of technical & investments experience. We have a keen eye for deals, a reputation for deliverability and a track record to match. We focus on the delivery of high-quality assets primarily within the hospitality and real estate sectors with defined strategies in hotel, serviced apartments and residential. From developing to selling and managing, we are revolutionising property investment around the globe. Unlike other companies who source properties to sell, we create them and then we manage them.

2013 2014 2015 2016 2017

THE FIRST HOTEL

The first Signature Living Hotel was located on Stanley Street, in the heart of the Cavern Quarter area of the city. The derelict building was transformed into a 15 suite, genuine aparthotel with on-site bar and private rental space located on the lower ground.

30 JAMES STREET

Conversion of the Grade II* former Albion House which was the headquarters of the White Star Line Shipping Co into a 63 suite boutique hotel, with a rooftop bar and restaurant (Carpathia), full spa facility (Morgan's Spa) and a grand hall that caters for weddings and conferences.

THE SHANKLY HOTEL

Conversion of a former 145k sq ft former council owned office block (acquired from Liverpool City Council for £3.5million in February 2015) into an 87 suite Bill Shankly themed hotel with a Shankly themed bar and restaurant on the ground floor.

DANIEL HOUSE

Completed apartments with excellent rental returns close to the major Liverpool Waters regeneration area.

WEST AFRICA HOUSE

Conversion of a 35,000 sq ft former office building known as West Africa House into 42 high end serviced apartments.

60 OLD HALL STREET

Conversion of a 58,000 sq ft former office building at 60 Old Hall Street, Liverpool into a 115 apartment residential scheme under our Signature Residential brand.

ONE ARTHOUSE SQUARE

One Arthouse Square is a stunning development located in Liverpool's vibrant Ropewalks district. It is also the home of our first Signature Works office location.

SIGNATURE WORKS

Signature Works is the new and exciting co-working office business in the Signature group.

BLING BUILDING

Co-Working spaces in the heart of Liverpool within one of Liverpool's most recognisable buildings.

THE EXCHANGE HOTEL

The Exchange Hotel is the remarkable development of one of Cardiff's most iconic landmarks.

BANKFIELD PARK

A former City of Liverpool College site in West Derby to be turned into 100 luxury one and two-bed apartments.

SIGNATURE MILL

A former textile mill in Manchester is to be converted into one & two-bed apartments

THE GEORGE BEST HOTEL

A unique city centre development of one of Belfast's most iconic buildings to be turned into a George Best themed hotel.

SIGNATURE TIMELINE

COMPLETED SIGNATURE HOTELS



30 JAMES STREET

Full conversion of historic building into a luxury hotel with focus on the building's history



THE EXCHANGE HOTEL

The Exchange Hotel is the remarkable development of one of Cardiff's most iconic landmarks.



THE SHANKLY HOTEL

Unique football-themed, 128 bedroom hotel development featuring Bill Shankly museum.



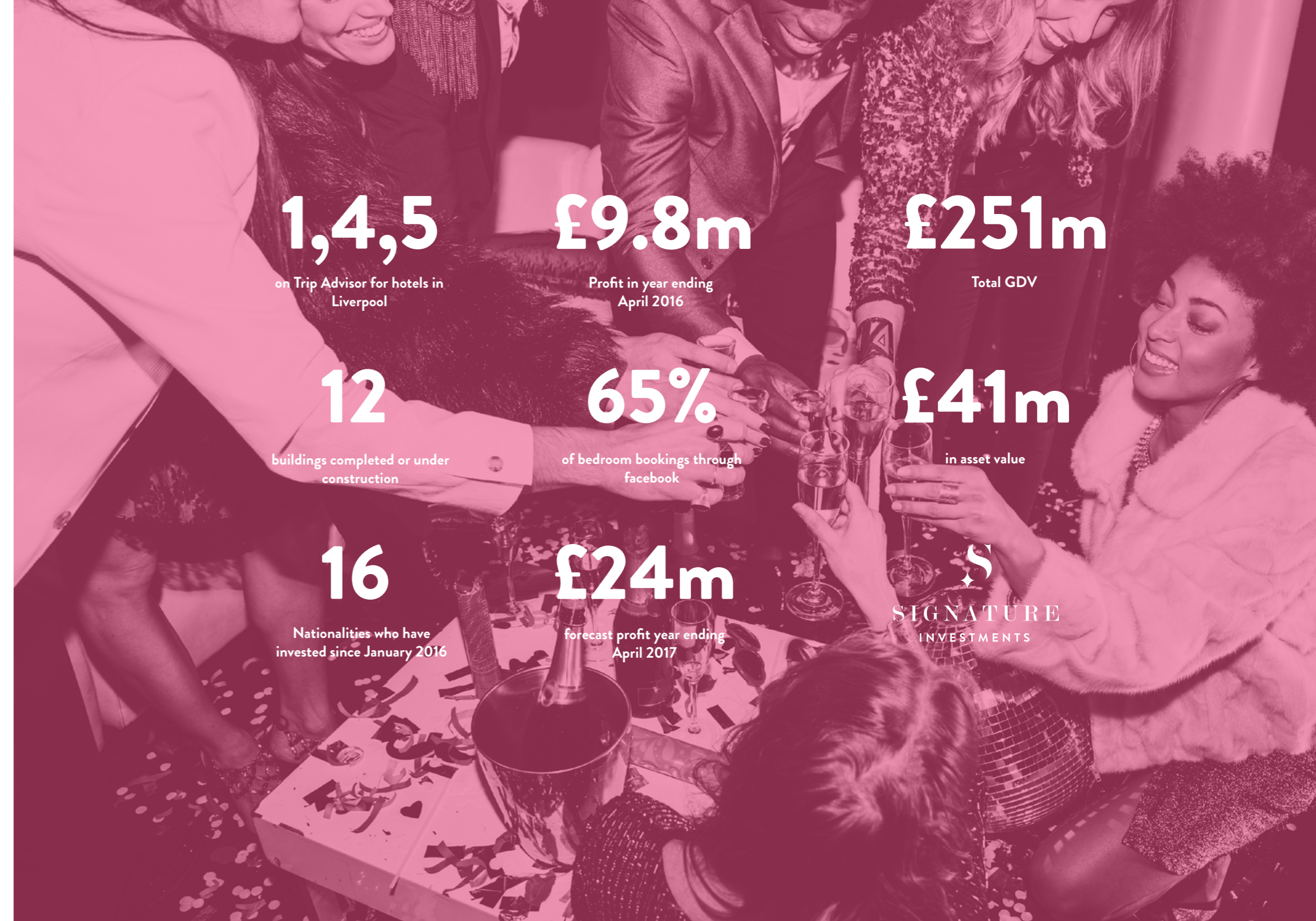
ARTHOUSE HOTEL

A unique apart-hotel development is complete with luxurious apartments that cater for larger groups.



SIGNATURE LIVING

Development of an existing hotel into a 111 bed hotel catering for larger groups.



1,4,5

on Trip Advisor for hotels in Liverpool

£9.8m

Profit in year ending April 2016

£251m

Total GDV

12

buildings completed or under construction

65%

of bedroom bookings through facebook

£41m

in asset value

16

Nationalities who have invested since January 2016

£24m

forecast profit year ending April 2017

- 450,000 STUDENTS
- £250M IN VISITOR ECONOMY
- 7TH POPULAR DOMESTIC DESTINATION

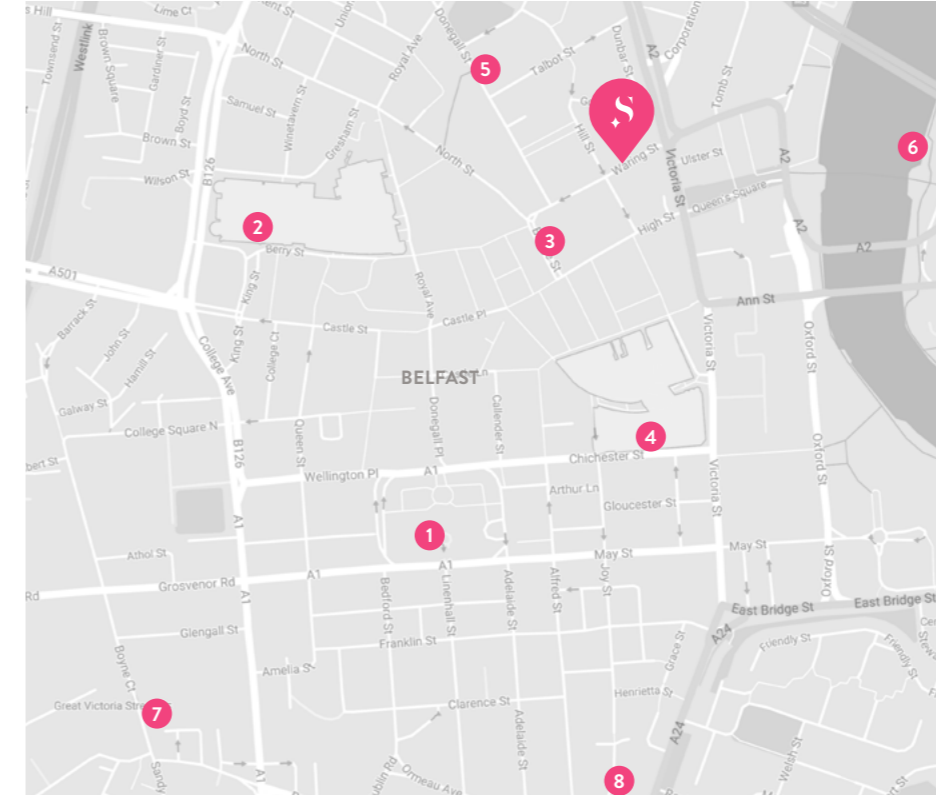


BELFAST

Belfast has undergone a resurgence in tourism over the past decade and last year the city was crowned Best UK City. With 1.4 million visits which contribute over £278 million to the economy and support 17,000 jobs, Belfast's growth is only just beginning. Belfast is the driving force behind Northern Ireland's economy and is a hub for not only international visitors but also domestic. The city which has an eclectic vibe, with a plethora of restaurants, bars, attractions and landmarks to explore.

The local council has outlined plans to increase the cities growth 100% by 2021, which will be achieved by improving transport links, more events and refining visitor experience. This growth has been recognised by many key companies across a broad range of sectors including accommodation, food & beverage and entertainment.

There are currently 27 new hotel developments in the pipeline for Belfast, bringing 3,747 additional bedrooms to the city. This highlights the elevated interest in Belfast and the expected growth over the next couple of years, making now the perfect time to invest in the city.



1. Belfast City Hall

Located in Donegall Square Belfast City Hall is the civic building of the city council.

2. Castle Court

A busy shopping centre in the city that has an estimate of 16 million visits per year.

3. Cathedral Quarter

Home to bars and contemporary restaurants, Cathedral Quarter is a popular area for belfast nightlife.

4. Victoria Shopping

Belfast's premier shopping centre features stores, restaurants and a cinema.

5. St Annes

The one hundred year old church of Ireland cathedral is a popular landmark in Belfast.

6. SSE Arena

An entertainment centre is part of the Belfast Harbour and holds 11,000

7. Great Victoria Street

Belfast's Great Victoria Street Station is one of the two major stations in the city.

8. Queens University

Belfast's popular university is over 100 years old with over 17,000 students enrolled.



THE WARING HOTEL

BY SIGNATURE LIVING

The Waring is set to be transformed into a hotel with 64 units which will take on the highly successful and recognised Signature Living Hotel branding. Widely recognised as a fun and energetic aspect of the groups ventures, the Signature Living Hotel will follow the same footprint as the original hotel in Liverpool with quirky interiors, themed rooms and onsite bar & restaurant.

Located in the lively party district of Belfast, the Signature Living Hotel will fit right in with the cities young, fun and vibrant surroundings with two stylish bars & restaurants located on the ground floor and rooftop space of the building, something which is particularly unique for the centre of Belfast.

The suites will cater for a previously un-acknowledged type of customer, those is groups with suites sleeping anything from 2 to 16 guests, which like the rest of the Signature Living brand, focuses on ensuring guests have a memorable experience.

THE WARING HOTEL

£85K

PRICES FROM

64

AVAILABLE UNITS

7%

ROI FOR YEARS 1-3

8%

ROI FOR YEAR 4

9%

ROI FOR YEAR 5 +

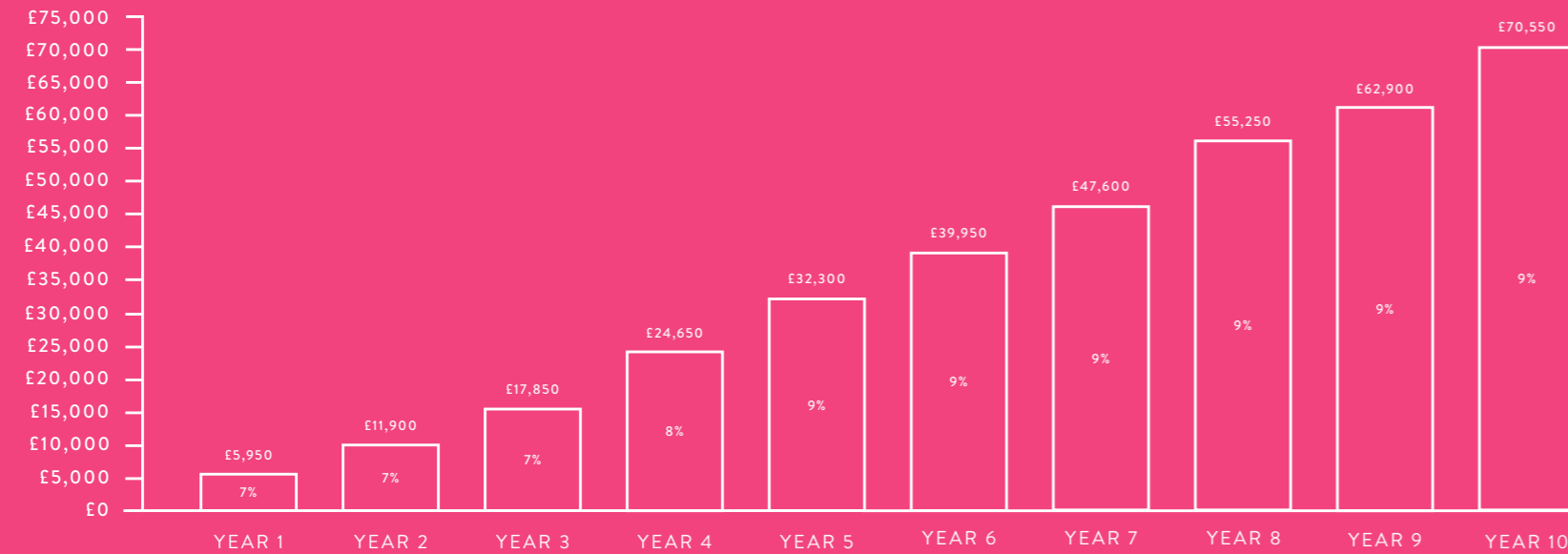
BELFAST TO DELIVER MORE THAN £390 MILLION TO THE LOCAL ECONOMY BETWEEN 2016 AND 2020

FINANCE ANALYSIS

The ownership model is simple yet effective. Its hands-off format enables you to enjoy regular payments directly to your bank account. At the end of year 10 your capital shall be repaid in full, plus an additional 12% uplift and including your rental income the overall return on investment is an astonishing 95% return accumulative for the 10 years averaging out at 9.5% per annum.



ACCUMULATIVE RETURN



10 YEAR PROTECTION

INITIAL INVESTMENT	£85,000
ANNUAL RENTAL INCOME	
YEARS 1 - 3	£5,950
YEAR 4	£6,800
YEAR 5 +	£7,650
TOTAL 10 YEAR	£70,550
BUYBACK UPLIFT	£10,200
TOTAL RETURN	£80,750

BUYING PROCESS



CHOOSE AN INVESTMENT UNIT TO BUY



TRANSFER 50% OF THE FUNDS ON EXCHANGE



PAY A £2500 RESERVATION FEE & INSTRUCT SOLICITORS



TRANSFER 50% OF THE FUNDS ON COMPLETION



SIT BACK AND ENJOY YOUR HANDS OFF INVESTMENT!

Our dedicated team of advisors are experts in planning the best strategy for you to achieve your investment goals. From the initial enquiry through to completion, our consultants will work closely with you to make the buying process as easy as possible.

We are known for developing a number of extremely success schemes over the years and therefore expect this project to be in high demand. We advise any interested parties to get in touch with our advisors as soon as possible to avoid disappointment. Backed by an experienced team and a history of successful projects, our purchase process is clear and transparent. Our advisors are on-call to take you through each step of the way.

1

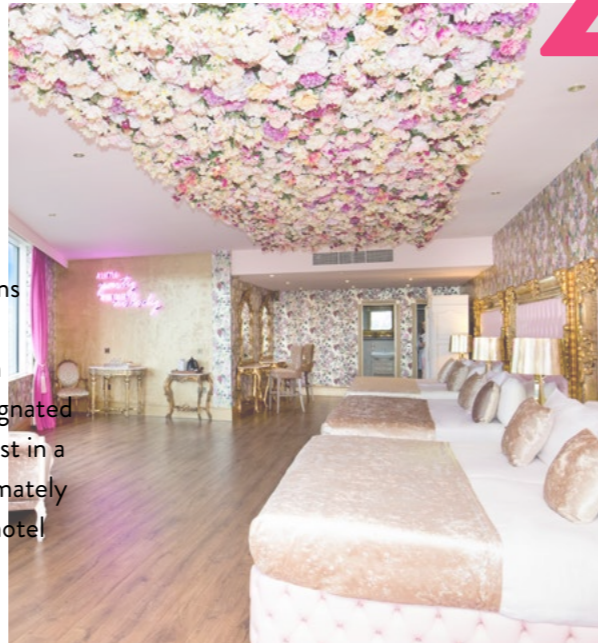


HANDS OFF INVESTMENT

Hotel investment is an easy and stress-free way to invest. Simply invest in your chosen room and let us do all the work for you. From managing the room & wider hotel to marketing it and taking care of any maintenance issues, you simply collect the income. When you invest, the hotel room stays a part of the hotels stock which means it is treated as part of the wider venue which is taken care of by Signature Living.

EASE AND ACCESSABILITY

The hotel industry is one of the fastest growing sectors in the world which means there is abundant opportunity to invest. Historically, it was very hard to invest in hotels as individual rooms were not designated for sale, this meant that you had to invest in a hotel investment fund which would ultimately take away control for the investor. As hotel room investment becomes increasingly available, it's never been easier to be in control of your investment.



2

3



GUARANTEED RENTAL YIELDS

Signature Living investments are low risk as they come with a guaranteed rental yield which makes calculating your returns simple. The rental yield you receive varies depending on the room you choose to invest in. All of our hotel room investments come with a guaranteed buy-back offer after year 3.

LOW RISK

Hotel room investment with Signature Living is relatively low risk. As an established hotelier, Signature are experienced in dealing with private investors who reap the benefits of their partnership, enjoying a hands-off investment which is low risk and high yielding. Investment with Signature Living is relatively low risk. As an established hotelier, Signature are experienced in dealing with private investors who reap the benefits of their partnership, enjoying a hands-off investment which is low risk and high yielding.

4



THE UK HOTEL MARKET

Following last year's decision to leave the European Union, the UK is expected to experience a boost in overseas tourism. Towards the end of 2016, the UK experienced a fall in the pound which resulted in a strong sector performance. The PwC expects this growth to continue into 2017 as the UK's resilient economic performance remains to have an impact. Hotels in the UK are continuously seeing high occupancy rates with figures set to grow 0.9% to 82% in 2017 with the average daily rate also set to increase by 2.4% to £146. In 2018, occupancy is again expected to increase by 0.5% with ADR again growing 2% to £149.

The hotel sector in the UK continues to see demand outpace supply growth but supply growth is also on the rise. In 2017, there is expected to be an additional 20,000 rooms added to the UK's hotel offering which is an increase on 2016 where 16,000 hotel rooms were added. Therefore, overall hotel capacity is set to expand by 12,000 per region this year, resulting in a 2.4% net rise, one of the highest growth rates since 2008.

THE UK REGIONAL HOTEL MARKET

The performance of the UK hotel market is closely linked to the general economy in the UK and due to the domestic nature of the regional hotel market, this is particularly true. Head of hospitality and leisure research at PwC, Liz Hall said, "The effects of a weaker pound were finally felt by hospitality businesses towards the end of 2016 with inbound holiday tourism soaring."

For 2017/18, the UK regions are predicted to see RevPAR growth of 3% to £54, which is driven by an improving ADR to £71, the highest in nominal terms. In terms of occupancy, this is expected to remain high at 76% but growth will experience a standstill both in 2017 (0.1%) and 2018 (0.2%). RevPAR is further expected to decrease to 1.7% next year with ADR improving by 1.5%, taking rates to £72.



— OUR HOTELS HAVE
AN AVERAGE
OCCUPANCY RATE
OF 95%, FAR HIGHER
THAN THE LOCAL
AVERAGE OF 73%



NUMBER ONE ON TRIP ADVISOR

— We are continually recognised by TripAdvisor and currently our Signature Living Hotel holds the #1 spot for best hotel in Liverpool, closely followed by our Victoria Street hotel, The Shankly coming in at 4th. 30 James Street is also featured at #5 meaning we have three hotels in the top five at the moment.

ITS A LIFESTYLE



As with previous ventures that Signature Living have introduced to the UK hospitality sector, The Waring will be the place to sleep, eat, drink and party. A hotel that encompasses a complete and vibrant lifestyle.

The suites will cater for a previously un-acknowledged type of customer, those is groups with suites sleeping anything from 2 to 16 guests, which like the rest of the Signature Living brand, focuses on ensuring guests have a memorable experience.

STAY IN STYLE

Working in partnership with award winning designers O'Donnell O'Neill whose innovative and exciting designs perfectly compliment the Signature Living ideal, The Waring will combine Signature Living's original vision with O'Donnell O'Neill's ingenious flair and unique concepts. Located in the heart of Belfast's Cathedral Quarter, the Signature Living Hotel will become part of the young, fun and vibrant surroundings. With a stylish bar & restaurant located on the ground floor and rooftop space of the building, Signature Living will be bringing something unique to the centre of Belfast.



CONTACT US TODAY

+44 151 305 3757

sales@signatureinvestments.co.uk

www.signatureinvestments.co.uk

The Shankly Hotel
Millennium house
60 Victoria street
Liverpool L1 6DN

30 James Street
Albion House,
30 James Street,
Liverpool, L2 7PQ

Head Office
The Bling Bling Building,
69 Hanover Street,
Liverpool, L1 3DY





SIGNATURE
INVESTMENTS