



A NEW DIRECTION



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THE VISION

A new name, a new identity and a new team represents a huge opportunity for The Junction. Set to become the largest shopping and leisure destination in Northern Ireland. The Junction will be an extension of Antrim town centre. Our intention is to create something more than just a shopping centre that will deliver a great day out on a grand scale.

03

TAKE A FRESH LOOK.

The Junction will bring together the immediate catchment and beyond to meet, explore, shop, eat and drink. A carefully curated mix of inspiring tenants will ensure a vibrant, new retail and leisure destination for Northern Ireland. And all of this is in a completely revitalised landscape.

The Junction's new owners, Tristan Capital and The Lotus Group, are investing significantly in the key elements for success: expert team, onsite redevelopment, integrated marketing and the perfect tenant line up.

THE OPPORTUNITY

The largest shopping and leisure destination in Northern Ireland offering a wide range of well-known, value-led brands ranging from big box retailers to well-loved eateries – The Junction is looking forward to some exciting times ahead.

We're creating a special location. Our 10-screen Omniplex cinema and food and drink offering means that The Junction will come alive at night too. There will be an 'after dark economy' for the centre meaning that you can capitalise on the long opening hours and generate business into the evening – every day of the week.

The centre is already an established retail and leisure destination and we will be building on the current annual footfall of 2 million visitors a year. Thanks to significant capital investment, car parking has been extended, footpaths and cycle routes have been created to make it easier to move around and a lush and vibrant landscape has been designed for the park.

To put it simply, shopping and leisure doesn't get much bigger than this.

05



583,972 SQ FT
TOTAL SQUARE FOOT OF SCHEME



07



LOCATION LOCATION LOCATION

THE JUNCTION | A NEW DIRECTION



EASILY ACCESSED
by the whole of
Northern Ireland

1.8 KM
north of Antrim town
centre and is an extension
of Antrim itself

**JUST OFF THE
M2 MOTORWAY**
which connects
Belfast with Derry

24 MINS
drive to Belfast

10 MINS
from Belfast
International Airport

30 MINS
drive from Belfast
City Airport

09

GATTOGHMENA

55% OF THE POPULATION OF NORTHERN IRELAND LIVE WITHIN 45 MINS DRIVE OF THE JUNCTION

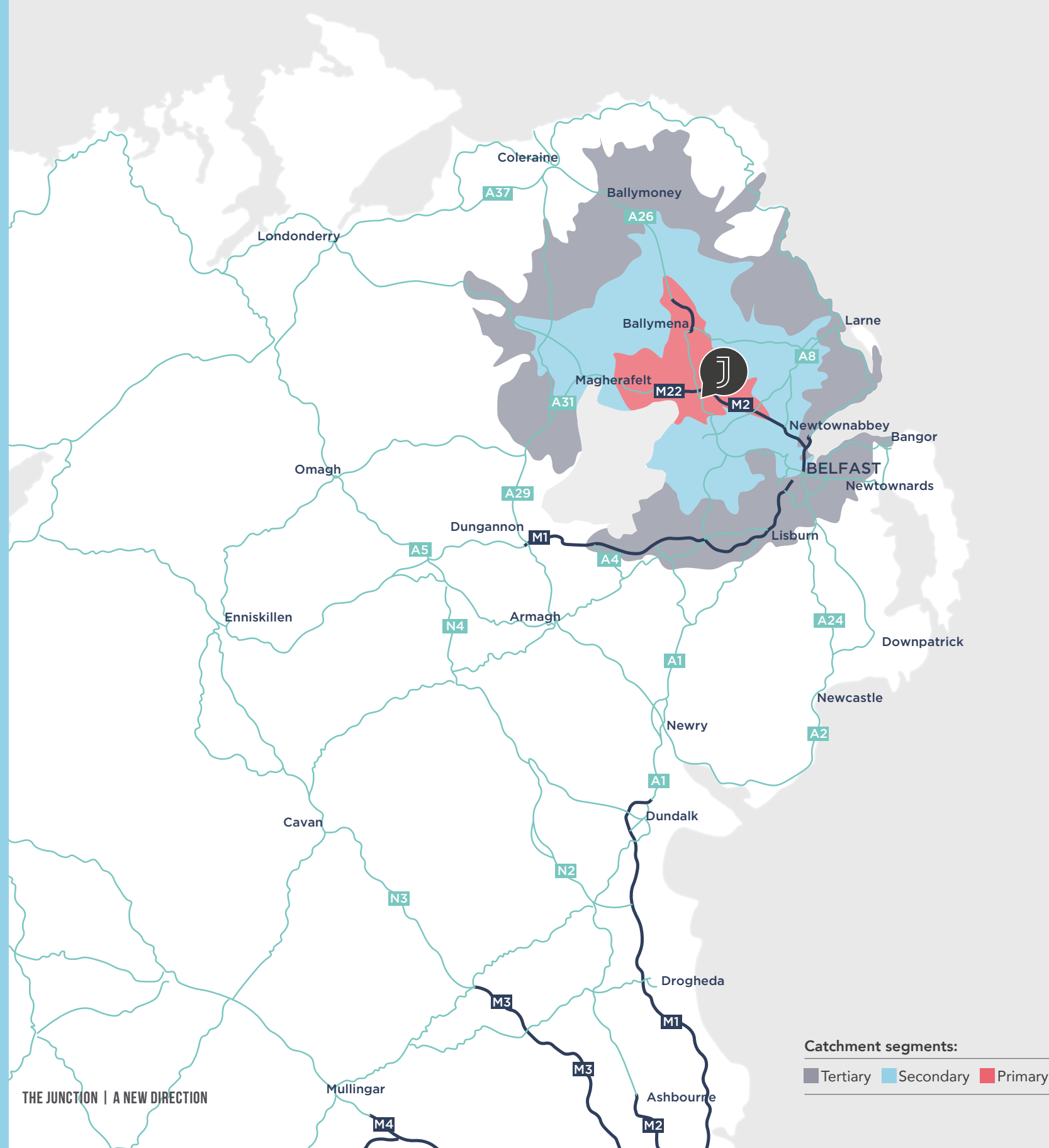
997K RESIDENTS IN A 90 MIN DRIVE TIME

392K RESIDENTS IN A 30 MIN DRIVE TIME

50K RESIDENTS IN A 15 MIN DRIVE TIME

The Junction has an exceptional catchment area – these statistics prove the potential there is. Detailed catchment analysis by FSP has been undertaken to provide us with key information about the audience and reveal the huge potential for brands at The Junction.

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Catchment segments:
■ Tertiary ■ Secondary ■ Primary

All figures supplied by FSP through market research



NEW DIRECTION EXPERIENCE

THE JUNCTION WILL BE COMPLETELY REIMAGINED TO CREATE A REMARKABLE DAY OUT AND ENHANCE THE OVERALL CUSTOMER EXPERIENCE.

The new owners have committed to a significant investment in order to do this.



NEW INTERNAL ROAD NETWORK

IMPROVEMENT OF WAYFINDING

IMPROVEMENT TO SENSE OF ARRIVAL

NEW FOOTPATHS AND CYCLE ROUTES

DEDICATED FOOD & LEISURE AREA

SIMPLER SIGNAGE leading into the site

CAREFULLY CONSIDERED LANDSCAPE STRATEGY with lush green zones and tree lined thoroughfares

IMPROVED CHILDREN'S FACILITIES with play zone and state of the art sports and recreation areas

CENTRE MANAGEMENT TEAM TRAINING

15

NEW, DEDICATED FOOD AND
LEISURE AREA ANCHORED
BY THE OMNIPLEX CINEMA

15 MINUTE PURCHASING
POWER PER CAPITA IS

£13.5K 6% ABOVE
THE NI
AVERAGE

30 MINUTE PURCHASING
POWER PER CAPITA IS

£12.9K 3% ABOVE
THE NI
AVERAGE

45 MINUTE PURCHASING
POWER PER CAPITA IS

£13.3K 8% ABOVE
THE NI
AVERAGE

THE JUNCTION | A NEW DIRECTION

ATTRACT AN ANNUAL SHOPPER EXPENDITURE POTENTIAL OF

£307M

All figures supplied by FSP through market research

EXPECTED CATCHMENT
PENETRATION TO RISE FROM

9% TO 12%

SHOPPER POPULATION
TO INCREASE BY 38%
FROM 43K TO 64K

£30M

INVESTMENT

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BRAND DEVELOPMENT AND MARKETING

A new brand identity has been established for The Junction and our proposition has been defined. The Junction will be a playground for visitors of all ages.

New brand values also set the tone for The Junction; guiding how the experience comes to life – from tone of voice and staff behaviours to the look and feel of communications and the centre itself. Both the proposition and the values will help to create a distinctive and consistent experience for The Junction's customers. This clear direction will also help the team as they work to increase footfall, drive sales and increase repeat visits and customer loyalty.

Investment in fully integrated marketing campaigns will form a key part of the strategy for The Junction. These include:

TV, radio, press, out of home, including prominent outdoor sites and key transport routes and digital media

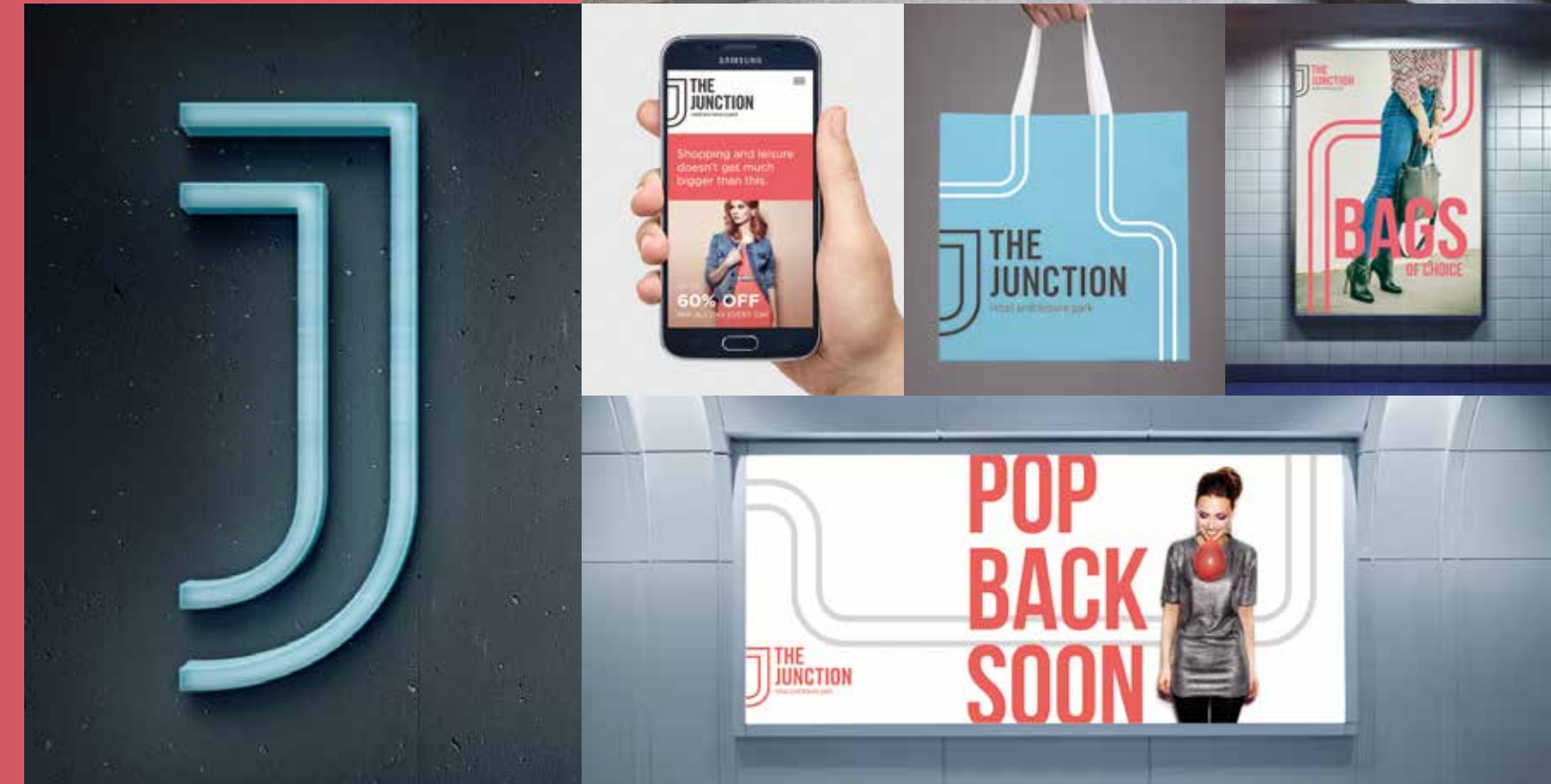
Proactive PR and social media activity

Mobile enabled, CRM driven website

On-site events and promotions around key retail periods

Bespoke launch campaigns for new tenants

Customer loyalty scheme





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THE RIGHT BRANDS

The Junction already has a varied tenant mix including brands such as M&S, Next, Gap and Nike. Your brand will be in good company and we'll support you on every step of your launch. Here's an overview of our leasing strategy so you know you're in good hands:

ACTIVE TARGETING

of value-led brands, food & beverage tenants and big box retailers

LAUNCH OF NEW BRAND

across all leasing materials including brochures and videos

PRESENCE AT KEY RETAIL EVENTS AND CONFERENCES

including meetings with prospective tenants

DEVELOPMENT OF BESPOKE AND INTEGRATED MARKETING CAMPAIGNS

to launch each new tenant

BUILDING TENANT RELATIONSHIPS AND ESTABLISHING BEST PRACTICE

including: merchandising and window displays; staff training; appearances and promotions

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Clarks

GAP

M&S
OUTLET



next
OUTLET

TRESPASS

THE TEAM

We've assembled a management team with in-depth knowledge and proven collaborative expertise.

TRISTAN CAPITAL & LOTUS GROUP

A heavyweight partnership with a wealth of real estate investment and client asset management expertise. Tristan Capital and Lotus Group combine great industry reputations and insight across all areas of the investment lifecycle, from asset portfolio management through to refurbishment, leasing and property management.

RIOJA

As a leading specialist retail development and leasing company, Rioja Developments is an expert in adding value to retail property.

COLLIERS

Colliers International is an industry leader in global estate services, and will provide strategic advice across a range of services including valuation and tax consulting, customised research and thought leadership consulting.

BWP GROUP

BWP Group has a strong track record and reputation, helping international shopping destination owners and managers. BWP Group delivers award-winning marketing initiatives that have genuine impact on the commercial success of shopping centre assets.

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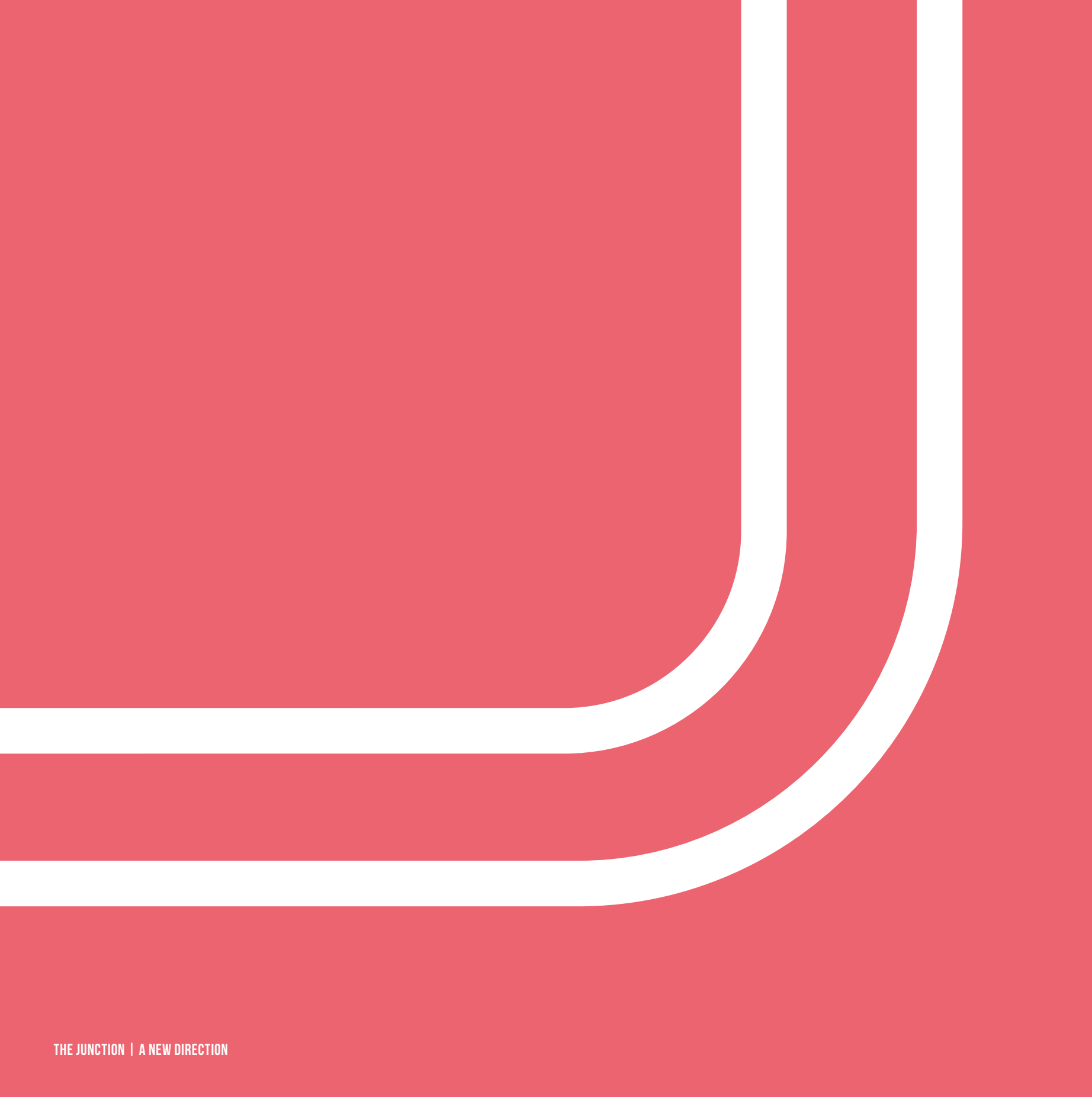
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**THE
JUNCTION**

