



MEDIA CITY

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Take a look inside X1 Media City, four glass-fronted towers in the heart of MediaCityUK.

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Setting the standard in luxury living, X1 Media City will contain everything a modern tenant could ever need from their rental accommodation.

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Connectivity is the key to a bigger, better and stronger North, which is why the Government is spending billions to revamp transport in and around the regions.

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Use the map to discover MediaCityUK and all the businesses, amenities and cultural attractions that surround the now-iconic site.

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See each of X1 Media City's apartments visualised as a floorplan, as well as the average square footage of each apartment type.

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Take a look at the answers to a selection of frequently asked questions about the purchase process and specifics of X1 Media City.

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X1 Media City will be built and managed by X1, an award-winning UK developer with a roster of new-build and conversion projects that are second-to-none.



MEDIA CITY

I INSIDE X1 MEDIA CITY

X1 Media City is an iconic residential development in the heart of Salford Quays.

Comprising four glass towers within the now-infamous MediaCityUK, X1 Media City will bring high-end city living to the picturesque Salford Quays waterfront. Upon completion, this development will be home to 1,100 stunning apartments, with each tower hosting 275 apartments

ranging from self-contained studios to spacious 2-bed apartments.

With Towers 1 and 2 of this unique development already sold out and in construction, X1 Media City has high investor demand, with the remaining two towers expected to sell out as quickly as their predecessors.

MediaCityUK is home to **over 250 businesses**, including the BBC and ITV Granada Studios, the University of Salford & BUPA headquarters.



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X1 Media City: Salford Quays

* The images provided in this document are intended as a guide and could be subject to change

“I have personally invested in three residential buy-to-let properties in Salford Quays, two of which are now up and running. **Not only is the location fantastic**, but in the case of the completed properties, the build came in right on schedule and the **final structure was more majestic than I could have envisaged**”

Dr. Nishil Haria, X1 Media City Tower 2 investor



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SETTING THE STANDARD IN LUXURY LIVING

X1 Media City is redefining contemporary residential living. This development's stunning exterior is only a snapshot of the luxury within - throughout its 544,820 total square footage, the luxury, comfort and convenience of its tenants is of the utmost importance.

Every inch of this £200m site is meticulously designed with its residents in mind. Each tower's selection of 275 apartments will be furnished to the highest of standards, with most benefitting from a truly spectacular view of the picturesque waterfront, MediaCityUK, or the vibrant city of Salford. Apartments in X1 Media City will benefit from a fully-fitted kitchen with integrated appliances and utensils, fitted chrome en-suites and family bathrooms, bright and spacious double bedrooms, and a large open-plan contemporary living area, fully-furnished and including a 42" LCD TV*.

In addition, the communal facilities in X1 Media City will be second-to-none. Not only will the ground floors be dedicated to retail units for the tenants' expediency, but this development will be home to a private cinema for the exclusive use of its residents.

This comes alongside the private gym and allocated underground car parking spaces as standard. Furthermore, X1 Media City will utilise an electronic fob-operated door entry system with video link so that residents will feel safe and secure in their high-end home.



THE SPECIFICATIONS

LIVING AREA

Fully furnished with sofas, coffee table and dining table and chairs, 42" LCD TV and stand. Finished with a stunning contemporary white finish.

BATHROOM

Fitted chrome bathroom with state-of-the-art white appliances and ceramic tiling.

BEDROOM

Features down-lighters, double bed, wardrobe, bedside cabinet and finished with neutral carpeting.

KITCHEN

Top-of-the-range stainless steel kitchen with laminated worktops, and comes fully equipped with utensils and built-in appliances. **

I “THE CANARY WHARF OF THE NORTH”

The reputation of MediaCityUK truly precedes it—since its creation in 2011, the area has gone from strength to strength, living up to its name as Europe’s first purpose-built media hub. This reputation comes in large part thanks to the BBC and ITV studios who, alongside over 250 ancillary businesses in the TMT (Tech/Media/Telecommunications) sector, call MediaCityUK home.

The picturesque Salford Quays waterfront has always been a tourist destination because of its close proximity to such cultural attractions as the Imperial War Museum, the famous Lowry Theatre, and Old Trafford; home of one of the most famous football clubs in the world—Manchester United. However, since the arrival of MediaCityUK, the area has skyrocketed. Businesses, workers and tenants alike have flocked to the area, keen to take advantage of the up-and-coming area dubbed affectionately in the press as ‘The Canary Wharf of the North’.

But what is it that makes MediaCityUK so sought-after? Its status as a media hub, as well as being a prime catalyst for employment and future growth, has enhanced Salford’s reputation tenfold, with its popularity growing in tandem. In what regional and national press have called ‘The BBC Effect’, thousands of people have descended on the area in recent years following in the footsteps of the famous broadcaster, desperate to live, work and socialise in such a vibrant area.

But it’s not just tenants, homeowners and businesses that are seeing the incredible potential of MediaCityUK - the site is slowly but surely becoming a firm favourite with both the regional and national press, with many comparing it to London and praising its stunning redevelopment and its substantial contribution to both the local area and the national economy.



MEDIA CITY



MediaCityUK, Salford Quays



DOCK 10
STUDIOS

BBC
STUDIOS

THE STUDIOS, DOCK HOUSE,
QUAY HOUSE & BRIDGE HOUSE

UNIVERSITY OF
SALFORD

ITV
STUDIOS



MEDIA CITY



MEDIA CITY

NV
BUILDINGS

LOWRY
THEATRE

LOWRY
OUTLET

VUE CINEMA
& VIRGIN ACTIVE GYM



I BE IN GOOD COMPANY

MediaCityUK has something for everyone. Whether a day shopping in the Lowry Outlet Mall, an afternoon of culture at the Lowry Theatre and the Imperial War Museum, or a night of food and socialising in one of the area's many bars and restaurants, MediaCityUK has it all.

As well as home to some of the biggest names in broadcasting, MediaCityUK also hosts a selection of high-end amenities, including a luxury supermarket, a selection of bars and shops, and even a restaurant owned by illustrious celebrity chef Marco Pierre White.

All these businesses and amenities are perfectly placed around a stunningly-landscaped 5,000-capacity piazza, larger than that of London's Trafalgar Square - a space so versatile as to make the perfect setting for deckchairs in the summer and festive decorations in the winter.

Even more incredibly, all this is just the first phase of the site which currently sits in just 36 acres of land, but Salford City Council has a further 200 acres

earmarked for the future growth for MediaCityUK to be released in phases over the next 20 years. The first phase of MediaCityUK alone represents more than £1.4bn of public and private investment, with figures already showing that in its first 5 years of trading MediaCityUK has contributed over £200m to the local economy.

As a result, people are starting to sit up and take notice. The Guardian reported that property values in Salford have risen faster than any other city in Britain since the start of 2014, and this comes as no surprise - people are clamouring to live and work in such a vibrant and dynamic area, which is why rental demand in the area has skyrocketed and house prices are following the same upwards trajectory.

Naturally this has attracted landlords in their thousands, keen to take advantage of a strong and ever-growing rental market, which led to the area being named a UK 'Buy-to-Let Hotspot' by HSBC in 2014 and 2015 respectively.

“MediaCityUK has been voted **one of the best towns to live in the UK**”

The Times

“Our **investment in MediaCityUK** ensures that we will continue our long and successful relationship with the North West”

ITV

MediaCityUK is already contributing **more than £200m** to the region's economy every year

Salford City Council



MEDIA CITY

“MediaCityUK represents the **most confident endorsement** of the city’s successful future”

MediaCityUK Planning Guidance

“More than **£1.4bn of public and private investment** has been in the Quays, one of the world’s most exciting cultural and media destinations”

Salford Gov

“Vision to create a significant new media city capable of **competing on a global scale** with developments in Copenhagen and Singapore”

MediaCityUK Planning Guidance

“**MediaCityUK continues to go from strength to strength** as companies flock to capitalise on the media giants based there - the TMT sector is a fantastic North West asset, with **hundreds of businesses** doing truly world-leading work”

Deloitte

“Our vision is for MediaCityUK to become a **leading international hub** for the creative and digital sectors, and a **vibrant destination to work, live and play**”

MediaCityUK

“A **world-class business, cultural and residential area of great national and regional significance**, and a successful business district, international tourism destination and an **exciting and vibrant place to live**”

Salford Gov

“The Northern Powerhouse is not one city, but a **collection of Northern cities** - sufficiently close to each other that combined they can take on the world”

Chancellor of the Exchequer, George Osborne



MEDIA CITY



I THE NORTHERN POWERHOUSE

It's not just MediaCityUK that has grown in popularity and dominance over the past few years - the whole Northern region is flourishing, thanks in large part to Chancellor George Osborne's plans to create a 'Northern Powerhouse' which aims to strengthen all the regions in the North of England to rebalance the country away from an increasingly London-centric economy.

MediaCityUK was the catalyst for this new Northern Powerhouse initiative, as people saw for the first time the potential that Northern regions had to compete with the UK's capital city of London.

When the BBC and ITV moved from London to Salford Quays, this opened the floodgates for other companies, employees and tenants alike to make the same relocation in search of a more affordable and better-quality way of

life. Thus, the door was opened for the Northern Powerhouse.

Whilst the Northern Powerhouse began with the creation, successful operation and subsequent growth of MediaCityUK, it certainly doesn't end here. The Northern Powerhouse seeks to empower all Northern regions like Salford's neighbouring city of Manchester, and the likes of Liverpool, Leeds and Sheffield, to follow in MediaCityUK's footsteps.

This initiative will encourage large Northern cities to invest in infrastructure, transport and housing to become bigger, better and more connected, so that the collective power of all the Northern regions can compete with the dominance of London.

I THE VISION FOR THE NORTHERN POWERHOUSE

The Northern Powerhouse was first announced by George Osborne in Manchester in 2014 as an attempt to rebalance the UK economy away from London by encouraging investment and economic growth in the Northern regions.

I The Northern Powerhouse will connect the city regions of Liverpool, Greater Manchester, Leeds, Sheffield, Hull and the North East, representing 16.7% of the UK population

I The combined GVA of the regions in the Northern Powerhouse represents 13.3% of the nation's total

I There are 23 universities within the boundaries of the Northern Powerhouse, 6 of which rank in the top 20 for national research excellence

I The Northern Powerhouse contains 4.5m jobs, accounting for 16% of all UK jobs (with 27% of these within the Greater Manchester City Region)

The Northern Powerhouse is one of **the most successful initiatives** this government has undertaken so far in terms of galvanising a wide range of stakeholders in order to really focus their minds on **economic growth**

Ed Cox, director of IPPR North

I CONNECTIVITY IS KEY

The standout initiative for the Northern Powerhouse scheme is by far HS2, a high-speed rail network that seeks to connect all major Northern cities together, and create a faster connection to central employment hubs like Birmingham and London. This seeks to spread out the pool of talent across the country, encouraging workers to consider other areas to live and work rather than the vastly overheated capital.

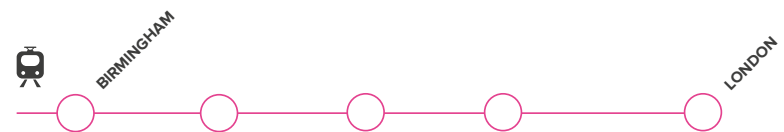
HS2 has been given the green light by politicians, and when completed should decrease journey times significantly. Furthermore, the next phase of development—HS3—poses even better connectivity across Northern regions, cutting the journey time from Manchester to Leeds to just 26 minutes. All this comes as part of George Osborne's commitment to spend £100bn in infrastructure spending by 2020.

“Over the last year, the focus has been on development, **identifying future investment priorities** and starting to put in place plans for the future of Northern transport. This work includes plans to **transform rail connectivity**, improve the North's strategic road network and ensure the efficient movement of freight, to considering priorities for **improving local and regional activity**”

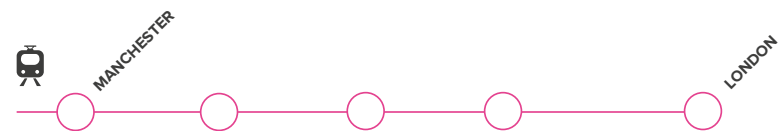
John Cridland, chair of Transport for North

Outline for HS2:

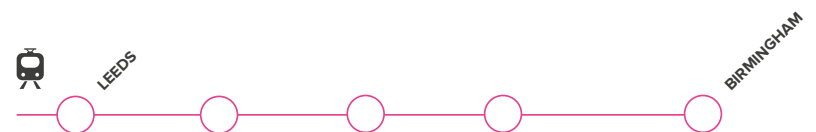
Reduced by 39%
to **49 minutes**



Reduced by 46%
to **68 minutes**



Reduced by 52%
to **57 minutes**



MEDIA CITY



Piccadilly Train Station, Manchester

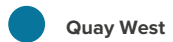


MediaCityUK, Salford Quays



Piccadilly Train Station, Manchester

I LOCATION INFORMATION

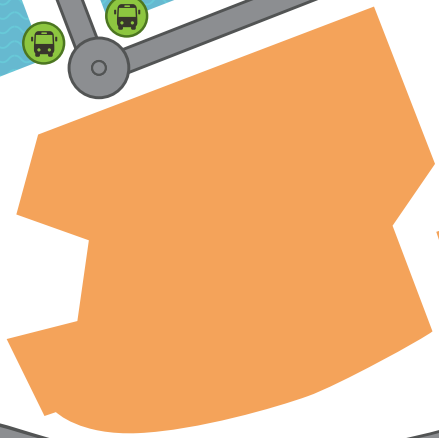
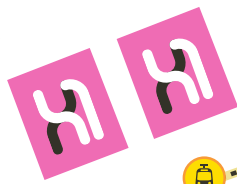




Broadway

The Quays

The Quays



I PLANS - OVERVIEW

X1 Media City will contain 1,100 apartments spread over four iconic towers, with each floor an exact replica of the one below. Containing just 11 apartments per floor, the design of X1 Media City allows for a sense of community for all residents, with the additional bonus of two full floors of commercial space on the ground floor.

The architecture of X1 Media City is a taut skin that seeks to **emphasise the verticality of the towers**, whilst blending shades of grey cladding and glass to create a **distinctly contemporary addition to the skyline**

Michael Gardner, regional director of AHR Architects

I 1-BEDROOM APARTMENTS

Rental demand continues to be high for 1-bedroom apartments in the city, ensuring these fashionable apartments will be highly sought-after

I COMMERCIAL

Over 22,700sqft of commercial space spread over the first and second floors provides ultimate convenience for tenants



MEDIA CITY

I 2-BEDROOM APARTMENTS

With an average floor space of 61.5sqm, these beautifully styled 2-bedroom apartments rival anything found in the city centre or beyond

I STUDIO APARTMENTS

These spacious studio apartments are ideal for anyone seeking a commuter pad close to the centre of MediaCityUK, offering bespoke high-end living

I PARKING

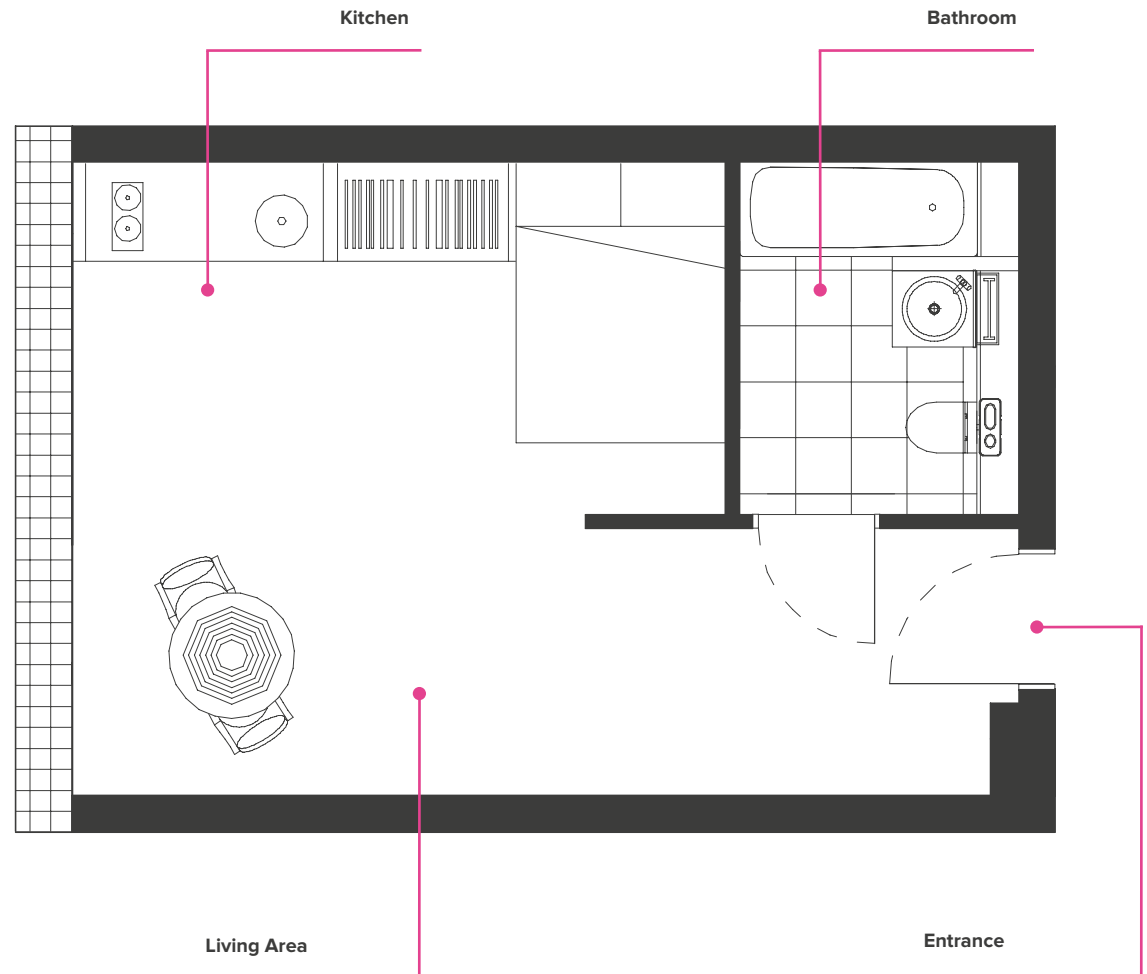
Conscious of limitations on space, parking is provided in the form of two underground car parks for the exclusive use of X1 Media City residents



PLANS EXAMPLE - STUDIO APARTMENT

Average size of 27sqm

Each and every studio is light and airy, benefitting from a fitted kitchen, a luxurious living and bedroom area and a private bespoke bathroom.

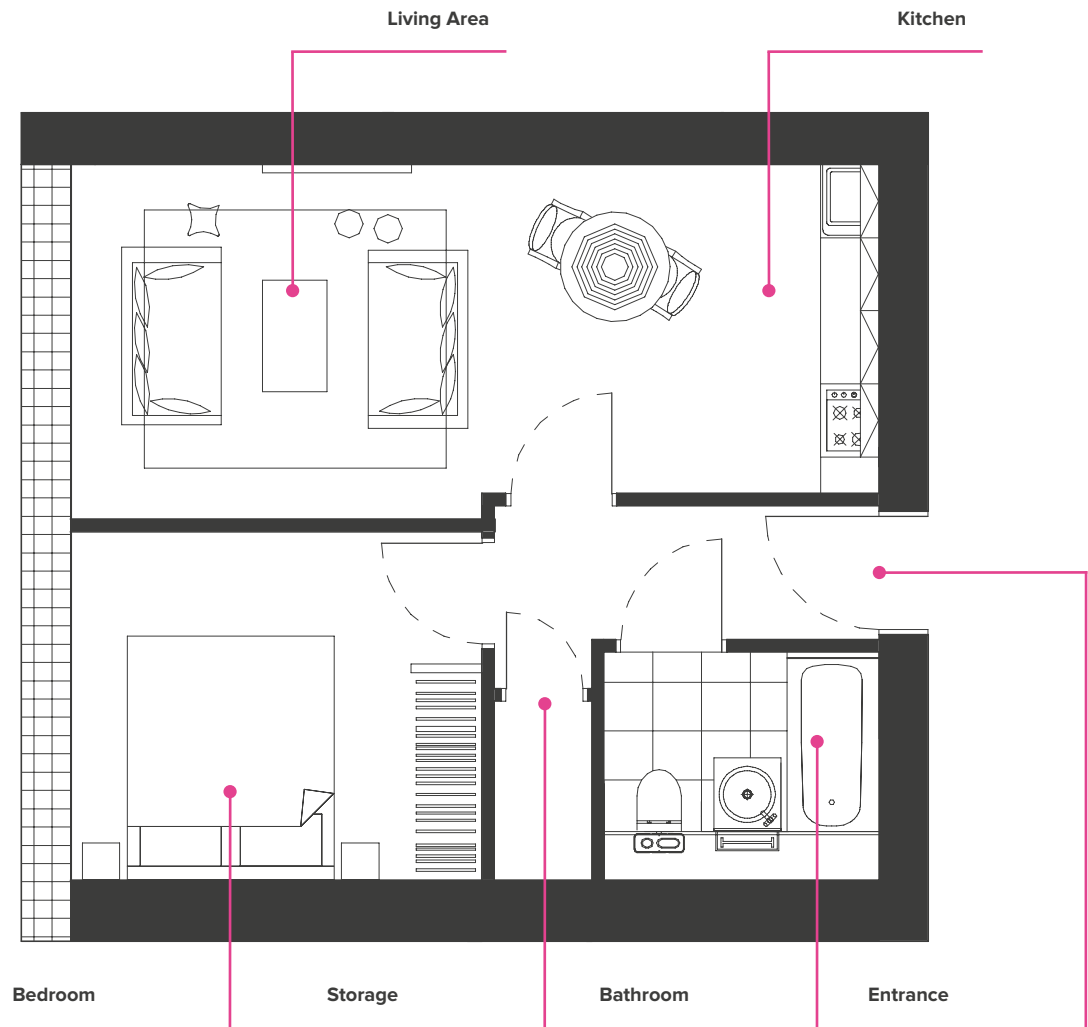


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PLANS EXAMPLE - 1-BED APARTMENT

Average size of 40.5sqm

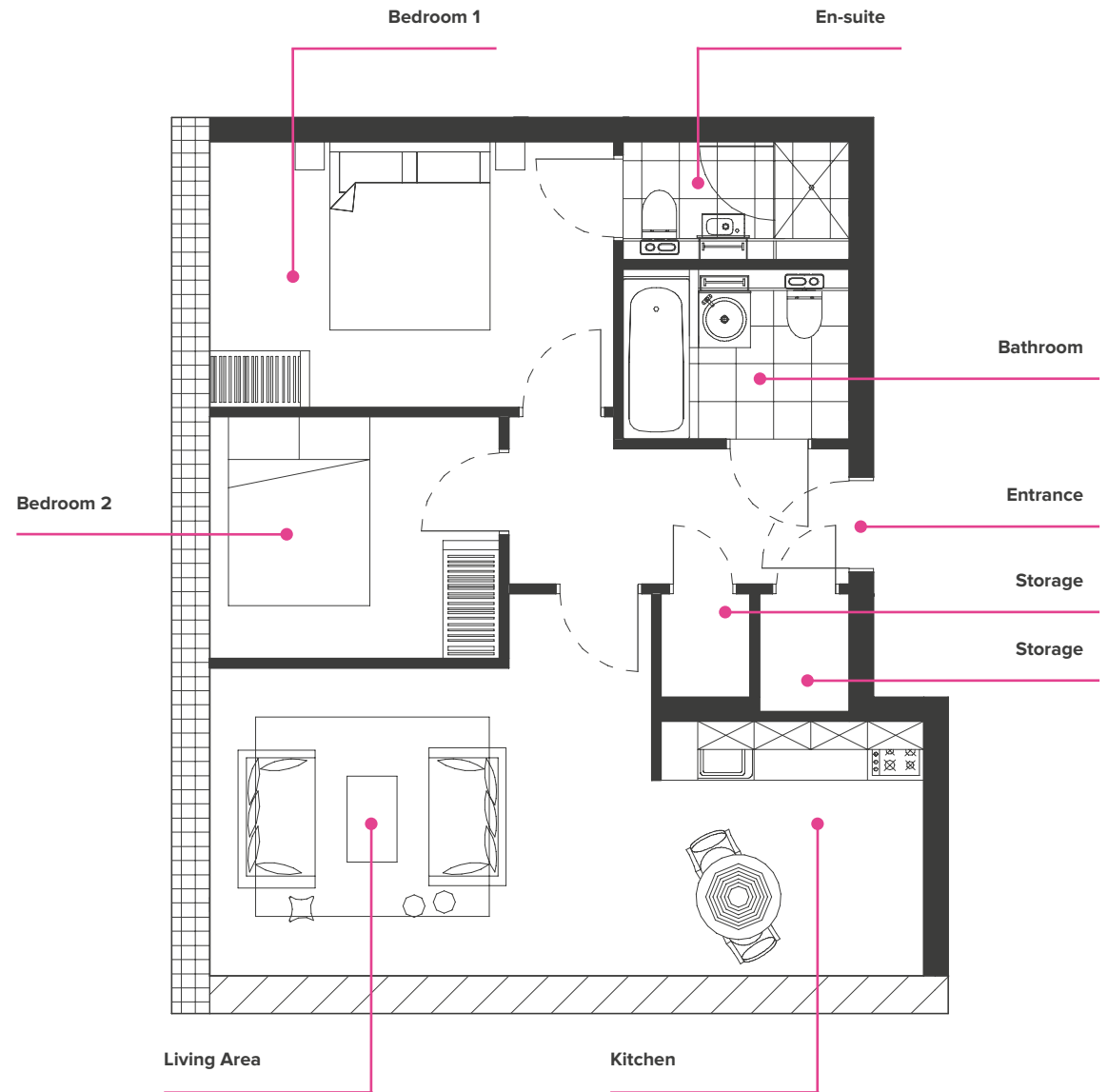
X1 Media City's collection of 1-bed apartments will contain a large living area, a fitted kitchen and dining area, a large double bedroom and a state-of-the-art master bathroom.



PLANS EXAMPLE - 2-BED APARTMENT

Average size of 61.5sqm

This development's selection of 2-bedroom apartments each feature a spacious and fully-furnished living and dining area, a fitted kitchen, two double bedrooms (the master with an en-suite) and a generous master bathroom.



MEDIA CITY



X1 Media City, Salford Quays



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YOUR QUESTIONS ANSWERED

Am I buying as freehold or leasehold?

975 years leasehold

What is the address of the site?

X1 Media City, Michigan Ave, Salford M50 2GY

Are there tenants already in place?

No, X1 Media City is a new-build development which will be furnished to the highest of standards, so tenants will be ready for acceptance after completion

What are the projected annual returns on this project?

NET yields are predicted at circa 6% per annum

Is there a management company in place?

Yes, the designated management company will be X1 Lettings, who will block manage and let the building

Are there any restrictions if I want to sell?

No, X1 Media City is a residential development, so you are free to sell your apartment on the open market

How much is the ground rent?

Ground rent is £350 per annum



THE PURCHASE PROCESS

X1 Media City tower 4 now available.

STEP ONE

Speak to a Property Consultant, choose your perfect apartment and pay the deposit.

STEP TWO

Both sets of solicitors are instructed and legal documents/sales pack are sent out to you.

STEP THREE

Within 21 days, 25% of the balance along with 50% of the furniture pack is payable upon exchange of contracts.

STEP FOUR

10% of the balance due 31/05/2018 along with 50% of the furniture pack.

STEP FIVE

Remaining balance payable upon completion of the development.

X1 The Gateway, Salford Quays



The Terrace at X1 The Quarter, Liverpool



X1 The Plaza, Salford Quays



X1 The Exchange, Salford Quays



X1 Town Hall, Salford



X1 Liverpool One, Liverpool



X1 Salford Quays Phase 3, Salford Quays



X1 The Edge, Liverpool



The Studios at X1 The Quarter, Liverpool



X1 Chapel Street, Liverpool



X1 Eastbank, Manchester



X1 Aire, Leeds





I DEVELOPER PROFILE - X1

Located in the heart of Liverpool, X1 is one of the North West's premier development companies. Dedicated to meeting and exceeding the needs of investors from the UK and overseas, X1 offers exceptionally high-quality investments in both the residential and student accommodation sectors in regional Northern cities.

All of X1's projects have been selected and overseen by individuals that pride themselves in possessing unrivalled knowledge, experience and background in all things relating to property, from the product and market sector to location.

X1 offer an exciting portfolio of property investments in major Northern cities like Liverpool, Manchester and Leeds. Examples of their impressive roster of properties include the award-winning

£50m X1 The Quarter scheme, a five-phase project in Liverpool's waterfront quarter, as well as the highly popular X1 Salford Quays development on the border of MediaCityUK, whose three phases (with a total value of over £21m) sold out within months of being released.

In addition, X1 also offers a management service via its sister company X1 Lettings, which carries the same high level of expertise in order to manage and protect their clients' long-term investments. With an average expected NET return of circa 6%, X1 has a track record of past developments that is second-to-none.

I DEVELOPMENT PORTFOLIO

X1 Arndale House, Liverpool
SOLD OUT & TENANTED

X1 Borden Court, Liverpool
SOLD OUT & TENANTED

X1 Chapel Street, Manchester
SOLD OUT & TENANTED

X1 Town Hall, Manchester
SOLD OUT & TENANTED

X1 Salford Quays Phase 1, Manchester
SOLD OUT & TENANTED

X1 Salford Quays Phase 2, Manchester
SOLD OUT & TENANTED

X1 Salford Quays Phase 3, Manchester
SOLD OUT & TENANTED

X1 The Exchange, Manchester
SOLD OUT & TENANTED

The Gallery at X1 The Quarter, Liverpool
SOLD OUT & TENANTED

The Courtyard at X1 The Quarter, Liverpool
SOLD OUT & TENANTED

The Studios at X1 The Quarter, Liverpool
SOLD OUT & TENANTED

X1 The Edge, Liverpool
SOLD OUT & TENANTED

X1 Liverpool One Phase 1, Liverpool
SOLD OUT & TENANTED

X1 Liverpool One Phase 2, Liverpool
SOLD OUT & TENANTED

X1 Liverpool One Phase 3, Liverpool
SOLD OUT & TENANTED

X1 Eastbank, Manchester
SOLD OUT & TENANTED

X1 Media City Tower 1, Manchester
SOLD OUT & IN CONSTRUCTION

X1 Aire, Leeds
SOLD OUT & IN CONSTRUCTION

X1 The Plaza, Manchester
SOLD OUT & IN CONSTRUCTION

X1 Media City Tower 2, Manchester
SOLD OUT & IN CONSTRUCTION

X1 The Gateway
SOLD OUT & IN CONSTRUCTION

All completed X1 developments have **industry-leading occupancy rates**



MEDIA CITY

Setting the Standard in Luxury Living

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