



Press Release

16 November 2011

Land Securities Group PLC (“Land Securities”)

UK’S LARGEST RETAIL DEVELOPMENT PLACES SOCIAL MEDIA AT HEART OF MARKETING STRATEGY

Social media is at the heart of the launch of the UK’s largest major retail development, Trinity Leeds, which will open, by developers Land Securities, in spring 2013.

Digital communications have been embedded into the marketing strategy from the outset, with the official launch of the Trinity Leeds Facebook page 18 months ahead of the new retail destination opening. Digital and social media are now at the centre of a targeted marketing campaign designed to bolster awareness of the development within the UK consumer space. With a wide range of inspiring, collaborative content designed to actively engage with consumers, the Trinity Leeds brand has already become a talking point with key consumer audiences.

At the centre of the Facebook campaign has been the integration of the emblematic Trinity Leeds ‘T’ into online content. Indeed, Trinity Leeds’ sponsorship of Leeds Fashion Show, where the fashion crowd were able to take their photo next to a large sculpture of the Trinity ‘T’ before uploading and sharing content online, is demonstrative of a wider strategy to embed digital into the Trinity Leeds.

Continuing the theme, 2.8 Days Later, a national film project that challenges aspiring filmmakers to write, shoot and finish a film in less than three days, has launched and was solely promoted through Facebook, with content delivered in an imaginative way to generate online conversation through word-of-mouth marketing.

The pioneering initiative was launched in collaboration with Trinity Leeds, the Everyman Cinema and Leeds-based film production company Left Eye Blind. Everyman – a successful brand in London and the south east of the UK - is to launch its first cinema outside of that region at a 20,000 sq ft purpose-built complex with three screens and private screening rooms within Trinity Leeds

Claire Reynolds, Marketing Manager at Land Securities said:

“The overarching focus of our social media campaign is to introduce the Trinity Leeds brand to people across the city, through a series of collaborations with some of the most inspirational

projects and events happening in Leeds today and create content which is too exciting not to share.

“Trinity Leeds is an urban city centre development which will reposition Leeds as fourth largest retail destination in the UK; the development is set to become a retail beacon for the UK. We believe that the people of Leeds should be at the heart of our launch programme, and our focus on digital and social media throughout our marketing campaign is a clear demonstration of that aim.”

ENDS

Note to editors:

- Trinity Leeds [www.trinityleeds.com] is a 1 million sq ft urban regeneration development located in Leeds' prime shopping district bounded by Briggate, which sits within the top ten busiest streets in the UK.
- Trinity Leeds is situated in the heart of the city with 1 million sq ft of shopping and leisure and will include over 120 new shops, stores and restaurants, bringing big international brands and the best of fashion, food, arts and culture to Leeds.
- This urban city centre development will be a dynamic, evolving shopping experience and is set to become a retail beacon for the UK when it opens in spring 2013.
- The £350m development is the only major retail destination under construction in the UK.
- The development will take Leeds from 7th to 4th in the retail hierarchy in the UK (Source: CACI Report 2010)
- Leeds' shopper population will grow from 638,000 to 771,000 while the catchment area will increase from 5.2 to 5.5 million.
- The market potential increases accordingly from £1.66 to £1.93 billion weighted spend (same source as above)
- Trinity Leeds will include leading international brands such as Mango, Hollister, Cult, Topshop/Topman, H&M, Marks & Spencer's, Primark, Everyman, D&D London.
- Trinity Leeds has achieved unprecedented leasing progress to date with 60.7% of the scheme pre-let or in solicitors' hands. A substantial increase from 40% just over a year ago.
- Trinity Leeds will be home to the first sites out of London for two notable brands – a new Everyman cinemas and a new Conran Restaurant
- The site is designed to achieve BREEAM “Excellent” rating and 28% improvement above Part L (CO2 emissions) of the UK Building Regulations
- As the largest city after London and Birmingham Leeds' resident catchment is over 5.6 million with an annual spend of £15bn

Page 3 of 3

Land Securities is the UK's largest commercial property company and a member of the FTSE 100. The company owns and manages more than 29 million sq ft of property, from shopping centres to offices. For more information see www.landsecurities.com