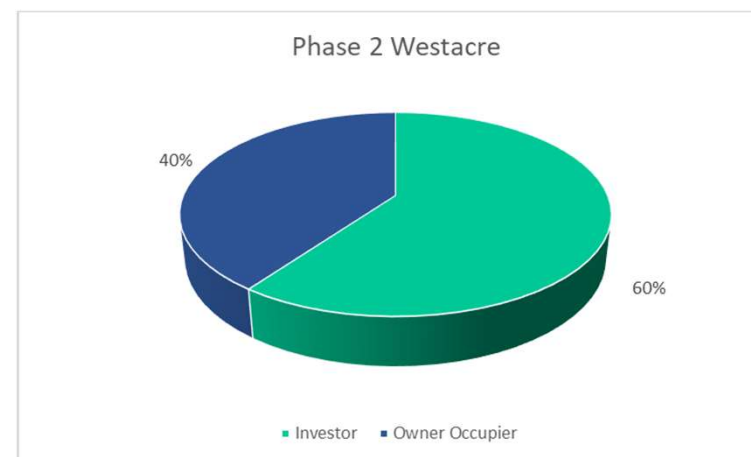
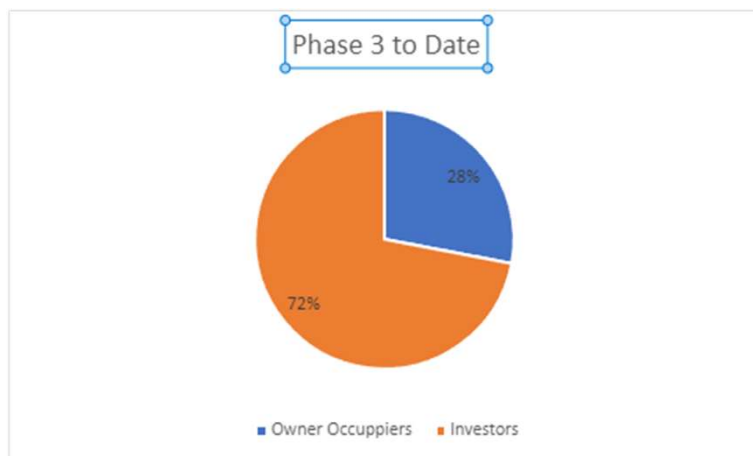


# Demographic sales data



- We are 74% sold on Phase 3. This equates to 254 properties sold of the 341 total.
- So far the properties have been sold to a mix of owner occupiers (28%) and investors (72%).
- This balance will swing towards owner occupiers as we move closer to the completion date. (For comparison we have included the final split for Westacre in Phase 2 - 40% Owner occupiers and 60% Investors).
- The private rental sector is an important housing tenure for Woodberry Down as it allows people to live in the area who may wish to share with friends before being able to buy.
  - 76% of renters are sharers or couples
  - 62% are 20 -29 year olds
  - 31% 30 – 39 year old
- We have also seen a trend of private renters going on to buy either privately or Shared Ownership homes at Woodberry.
- The level of occupation across Woodberry Down in the private units is circa 96%.