

THE NEW CITY CENTRE



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KEEP

KEEP will be a retail and leisure destination like no other, where a city full of culture can come together as one, a location filled with brightness, happiness & laughter, a perfect playground, for all to enjoy.

**KEEPING
THE CITY
ALIVE**



Belfast is the commercial, administrative, and cultural capital of Northern Ireland and is the second largest City on the island of Ireland outside of Dublin.

Belfast has an excellent communications network. The M2 motorway provides access to the north towards Antrim and Londonderry and the M1 motorway provides access to the south and west of the province towards Lisburn and Dublin.

The city benefits from four railway stations and the Belfast to Dublin train route has a journey time of approximately 1 hour 50 minutes. The two airports, George Best Belfast City and Belfast International, provide access to all major UK and international locations including America and mainland Europe.

With excellent means of transport to and from Belfast, the city enjoys an increasing number of visitors who have voted Belfast as one of the UK's top weekend break destinations.

- Capital of NI with a population of 341,900 (over one million in the Belfast region).
- £44,300 GDP per capita.
- 4.9% estimated GDP growth for 2021; ahead of the UK average.
- Over 70% of new investors reinvest in the region.
- 200,000+ jobs located in Belfast.
- 42,500 full time students enrolled in universities in Belfast.
- Two Airports within 30 mins of the city with direct flights to over 70 destinations.
- Belfast is ranked in the top six cities in the UK for having the best quality of life.



marks an exciting opportunity for leading retail and leisure occupiers

- Belfast's hottest new retail and leisure development.
- State-of-the-art accommodation.
- Within a 2-minute walk of Belfast City Hall.
- Space can be configured to meet your exact needs.
- Positioned in the heart of the Belfast's core retail district.
- Estimated shopping catchment of 1 million within a 20-minute drive-time of the city.
- Occupies a c.0.70-acre footprint.
- 70,000 ft² over 4 floors.
- Impressive 3.30m high glazed shop frontages.



Castle Lane from Arthur Square



Castle Lane from Donegall Place



Castle Arcade

Comprising of approximately 70,000 ft², KEEP enjoys a substantial frontage onto Castle Lane, one of Belfast's most popular shopping destinations and home to many major retailers such as Lush, Stradivarius, Cotswolds, Patisserie Valerie, 02, Starbucks and White Stuff.

KEEP is strategically positioned in the heart of the Belfast's core retail district, with Castle Lane acting as the main thoroughfare linking Victoria Square Shopping Centre and Donegall Place, yielding extremely high footfall levels.

The City Hall is Belfast's most notable and recognisable building, a key attraction at the top of every visitor's list, situated within 2 minutes' walk of KEEP.

KEEP occupies a c.0.70-acre footprint in the heart of the city centre, with roof top views of the whole city. Additional frontages are positioned onto Castle Arcade and Cornmarket, two notable streets within the city, that are steeped in history.

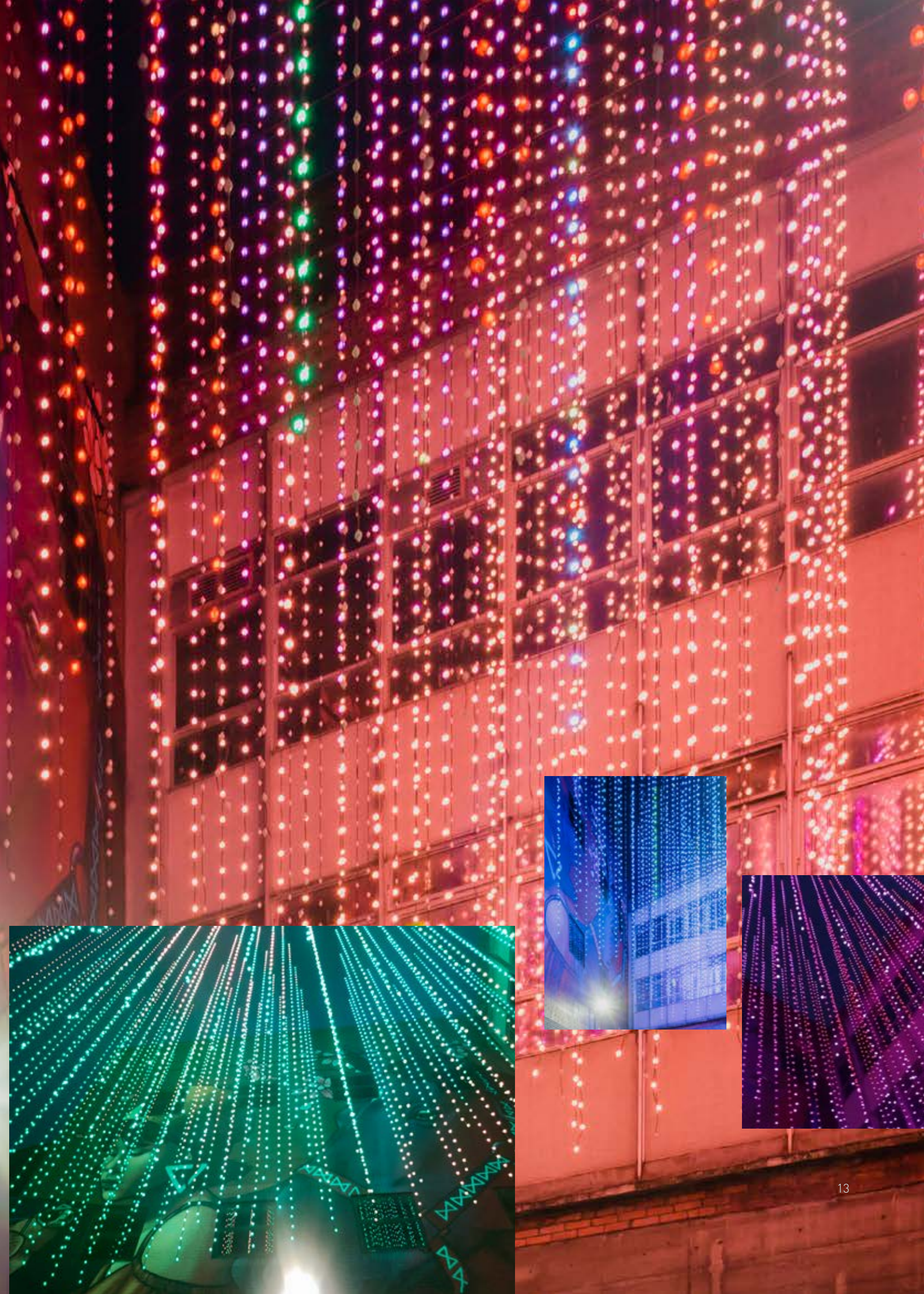
The opening of the new £250m Belfast City University of Ulster Campus in September 2021 will draw 15,000 students and staff to the city centre.



TRANSFORMATION OF CASTLE ARCADE

Belfast's entries are an important part of our city centre, holding fascinating, untold stories of past and present, to be rediscovered and enjoyed. The Entries are Distinctly Belfast. The entries are also key connections enhancing the accessibility of the city centre. Belfast City Council and Department for Communities are funding a £1m+ revitalisation of 11 Entries including Castle Arcade. The transformation of Castle Arcade and the development of KEEP will create a space that is vibrant, safe, welcoming, playful and imaginative. A striking new

three storey mural tells the history of Castle Arcade through the modern medium of street art and Belfast's first fully immersive outdoor public lighting installation brings the Arcade to life at night. More than 5,000 lights hanging above the Arcade provide an evening spectacle with accompanying sound rack for civic events such as Halloween and Christmas. Surrounding buildings have been cleaned and repainted to include new way finding and visitor signage, which encourages footfall through the Arcade.



Why Belfast? A vibrant city full of ambition optimism and above all, energy. Once a Victorian industrial powerhouse, famed for ship-building, linen and rope making, we're now one of Europe's most digitally connected cities and the second fastest growing knowledge economy in the United Kingdom.



1.8 MILLION POPULATION, ONE OF THE YOUNGEST AND FASTEST GROWING IN EUROPE



7 MILLION PASSENGERS PER YEAR PASS THROUGH THE REGIONS THREE AIRPORTS



5.3 MILLION OVERNIGHT TRIPS IN 2019. OVER £1.0 BILLION IN EXPENDITURE



TOP 6 CITIES IN THE UK FOR HAVING THE BEST QUALITY OF LIFE



43% OF POPULATION IS UNDER THE AGE OF 30



167 CRUISE SHIPS DOCKED IN 2019



42,500 FULL TIME STUDENTS IN BELFAST



OVER 80 CULTURAL FESTIVALS EVERY YEAR



2.4 MILLION HOTEL ROOMS SOLD 2019



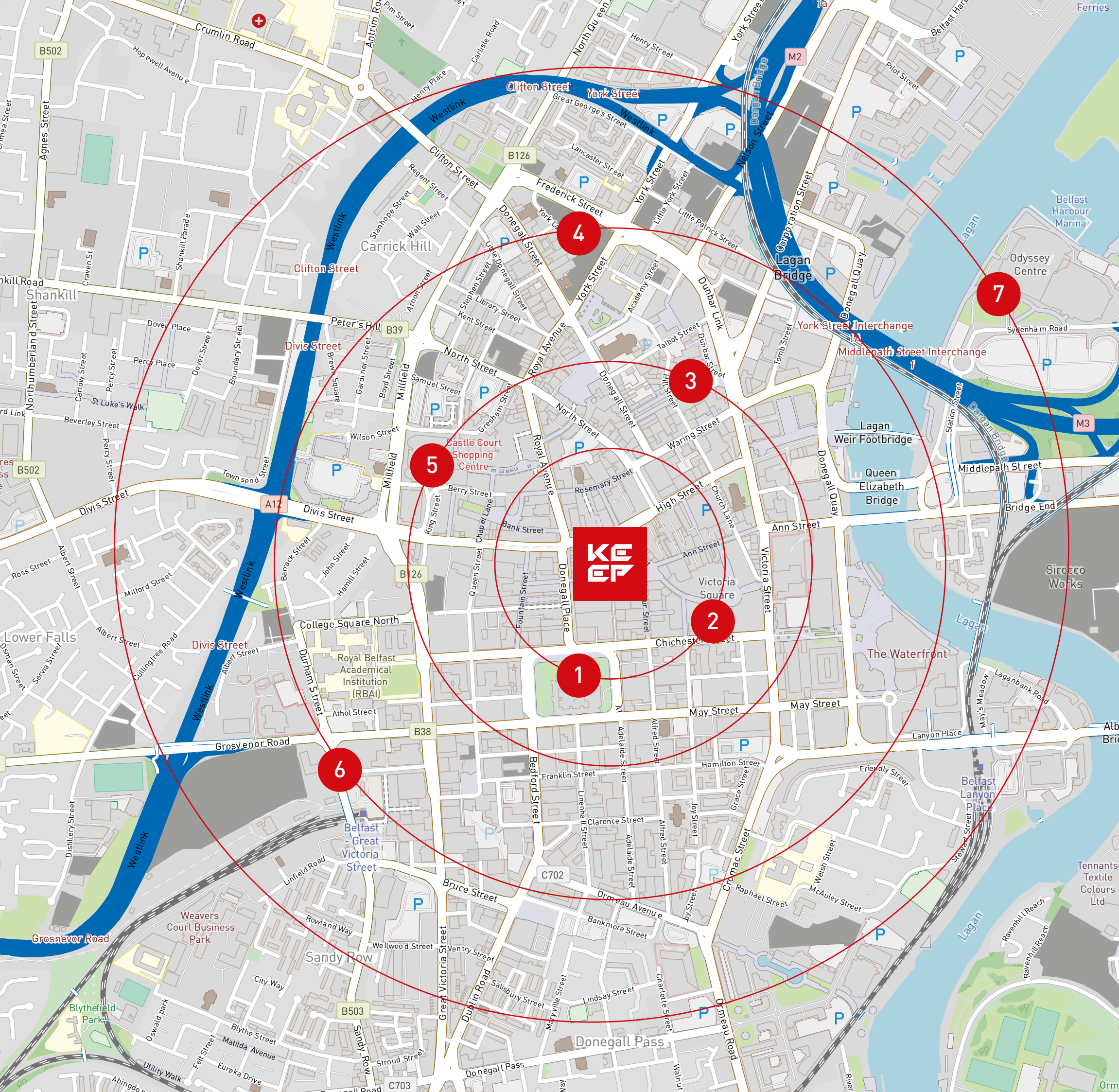
2 WORLD CLASS UNIVERSITIES



BELFAST NAMED AS HOST CITY FOR ONE YOUNG WORLD SUMMIT IN 2023



7/50 BEST DESTINATIONS TO VISIT IN THE COMING DECADE



KEEP is perfectly positioned in the heart of the city, providing ease of access to all of Belfast's must-see attractions. The city is home to world-class culture and cuisine, hotels, entertainment and education.

- 1 City Hall
- 2 Victoria Square Shopping Centre
- 3 Cathedral Quarter
- 4 Ulster University
- 5 Castle Court Shopping Centre
- 6 Belfast Transport Hub
- 7 SSE Arena



SURROUNDING RETAIL & LEISURE



ADYNAMICITY





WE

TOGETHERNESS

WILL BRING HAPPINESS





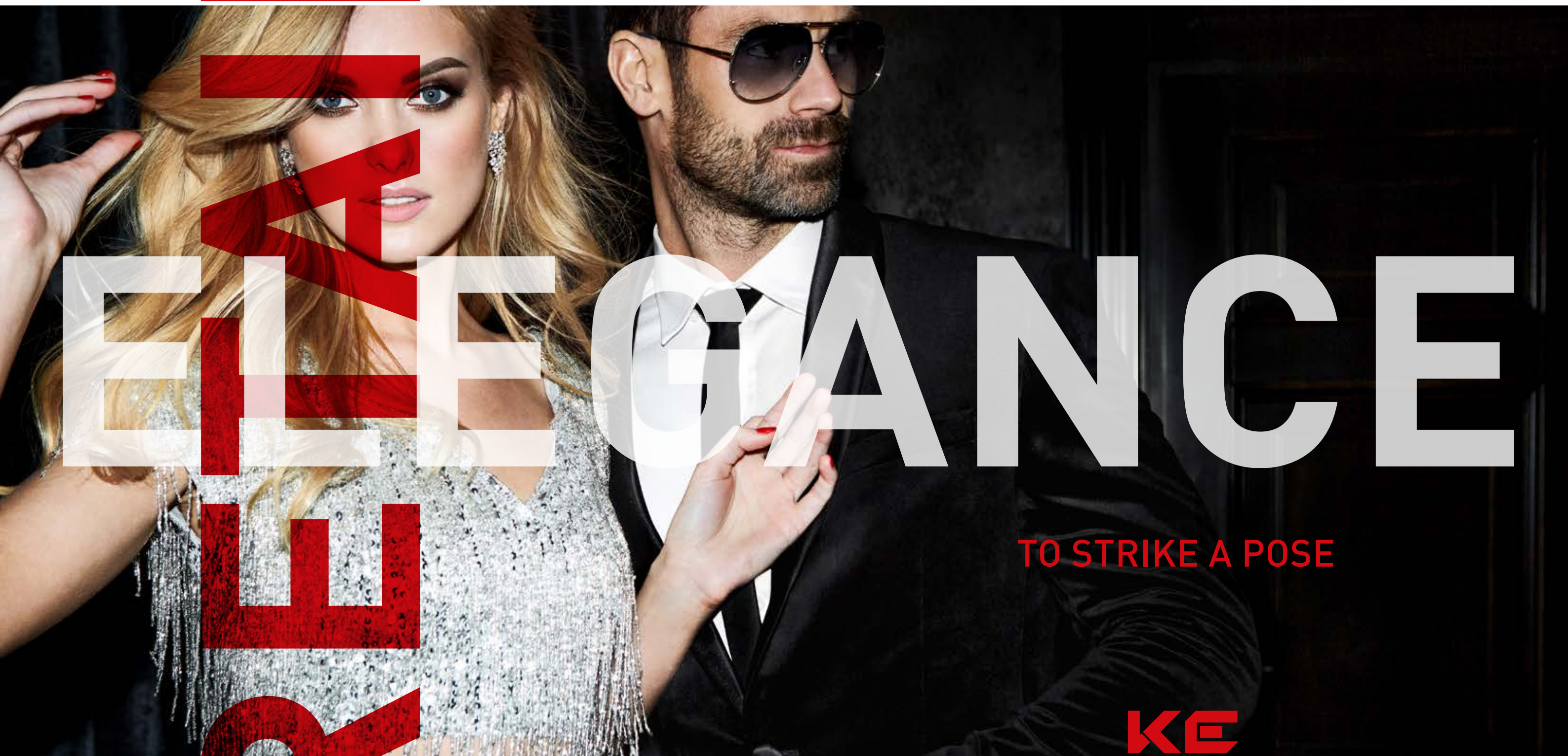
Rooftop Terrace



ALIVE KICKING WITH RETAIL LEISURE

breathing new life into
retail and leisure





TO STRIKE A POSE

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EP



GROUND FLOOR PLAN RETAIL



The ground floor can be sub-divided into a variety of unit sizes.

The plan provided illustrates a potential layout, however bespoke sizes are available to meet occupier requirements



GROUND & FIRST FLOOR PLAN CASTLE ARCADE RETAIL



A dedicated high-profile ground floor entrance from Castle Lane can be provided to accommodate a substantial first floor retailing area, which can be sub-divided into smaller space if required



GROUND & FIRST FLOOR PLAN CORNMARKET RETAIL

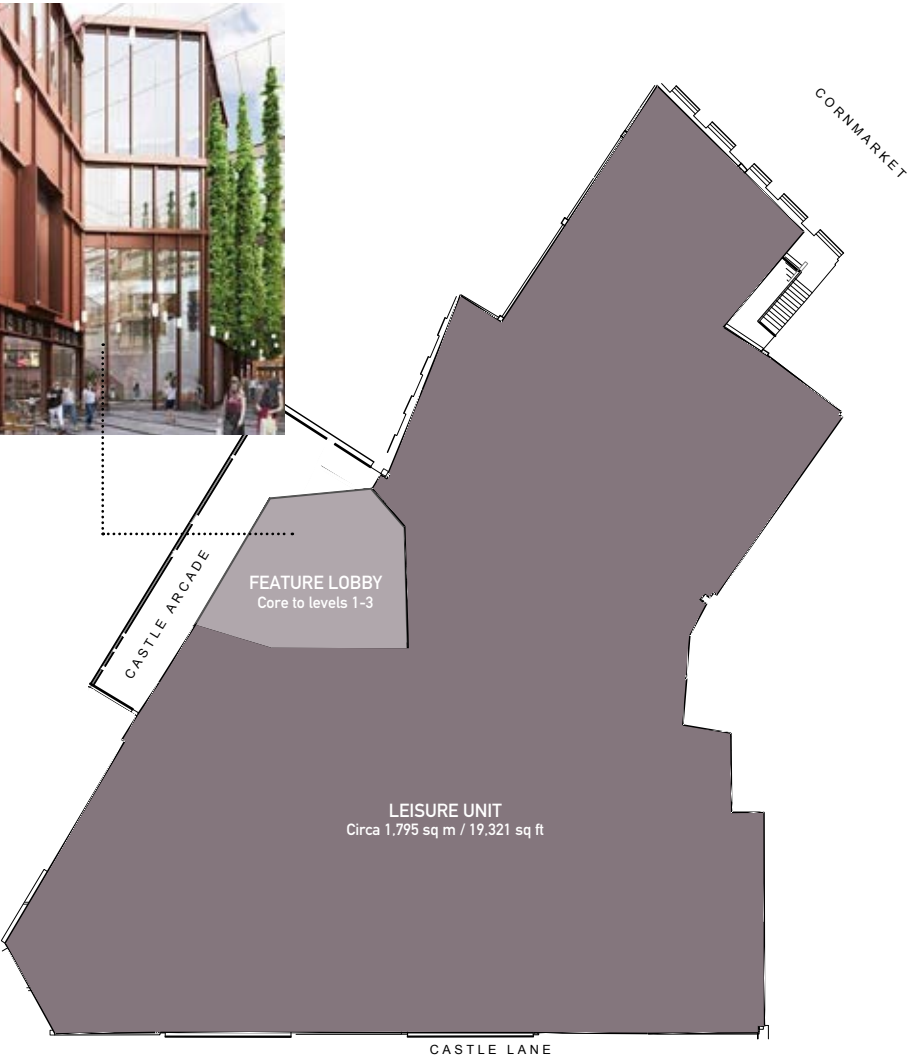
KEEP spans across from Castle Lane to Corn Market and the property can be sub-divided to provide for a ground and first floor self-contained unit fronting onto Corn Market or can be let ground floor only if required.

FOR FREEDOM

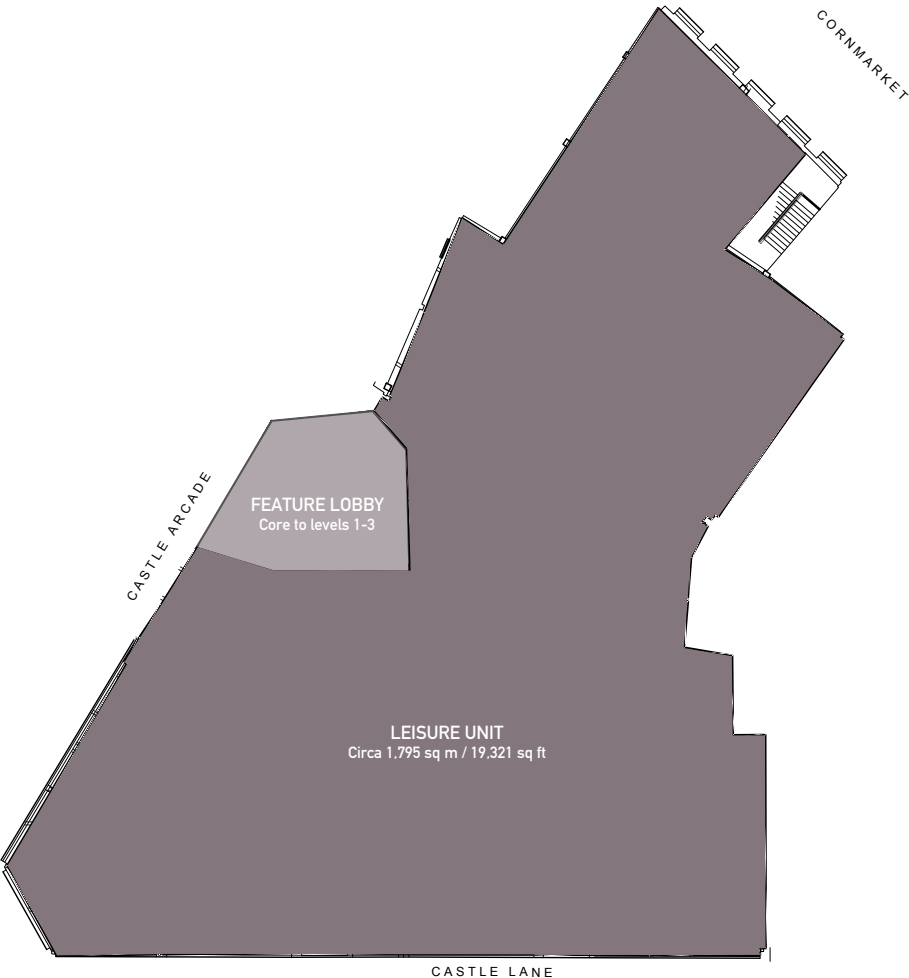
TO DO WHAT YOU WANT TO DO

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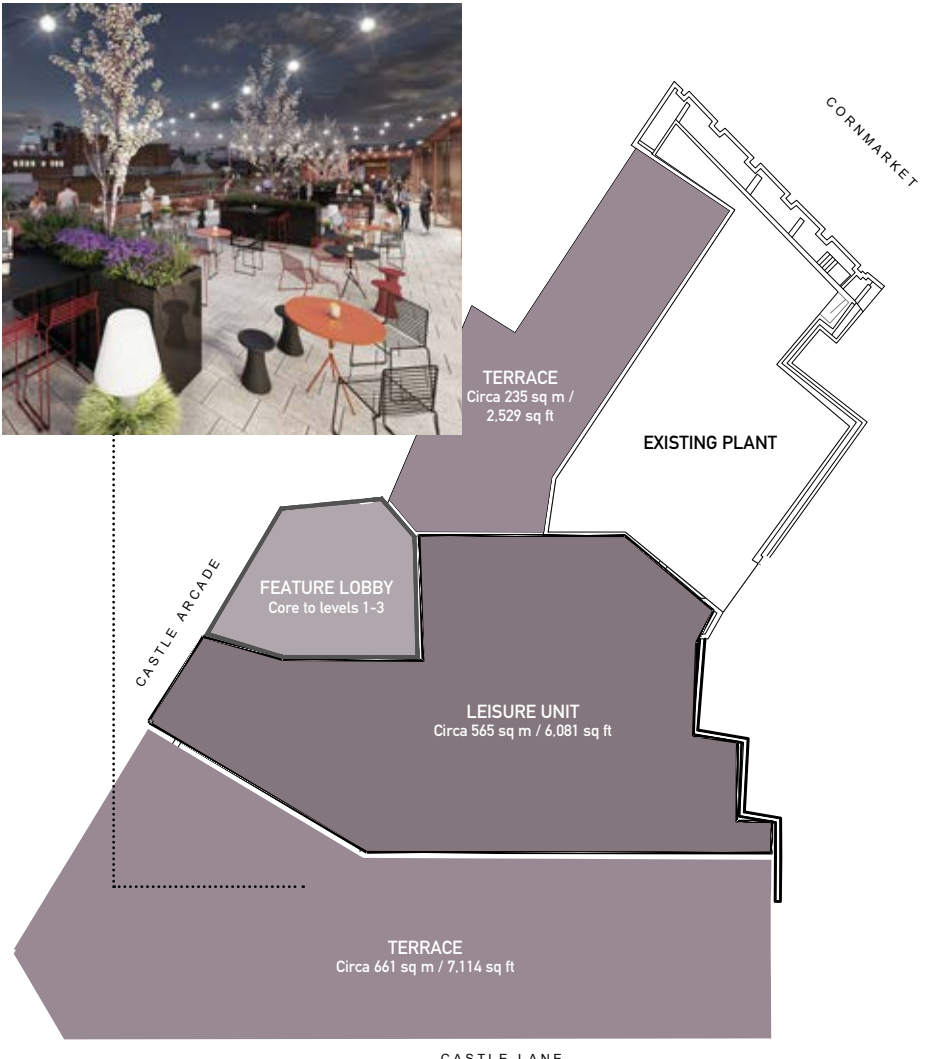
LEISURE FLOOR PLANS



FIRST FLOOR



SECOND FLOOR



THIRD FLOOR

See CGI on next page



THIRD FLOOR ROOFTOP TERRACE



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A scheme by:

ALTERITY

— INVESTMENTS —

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