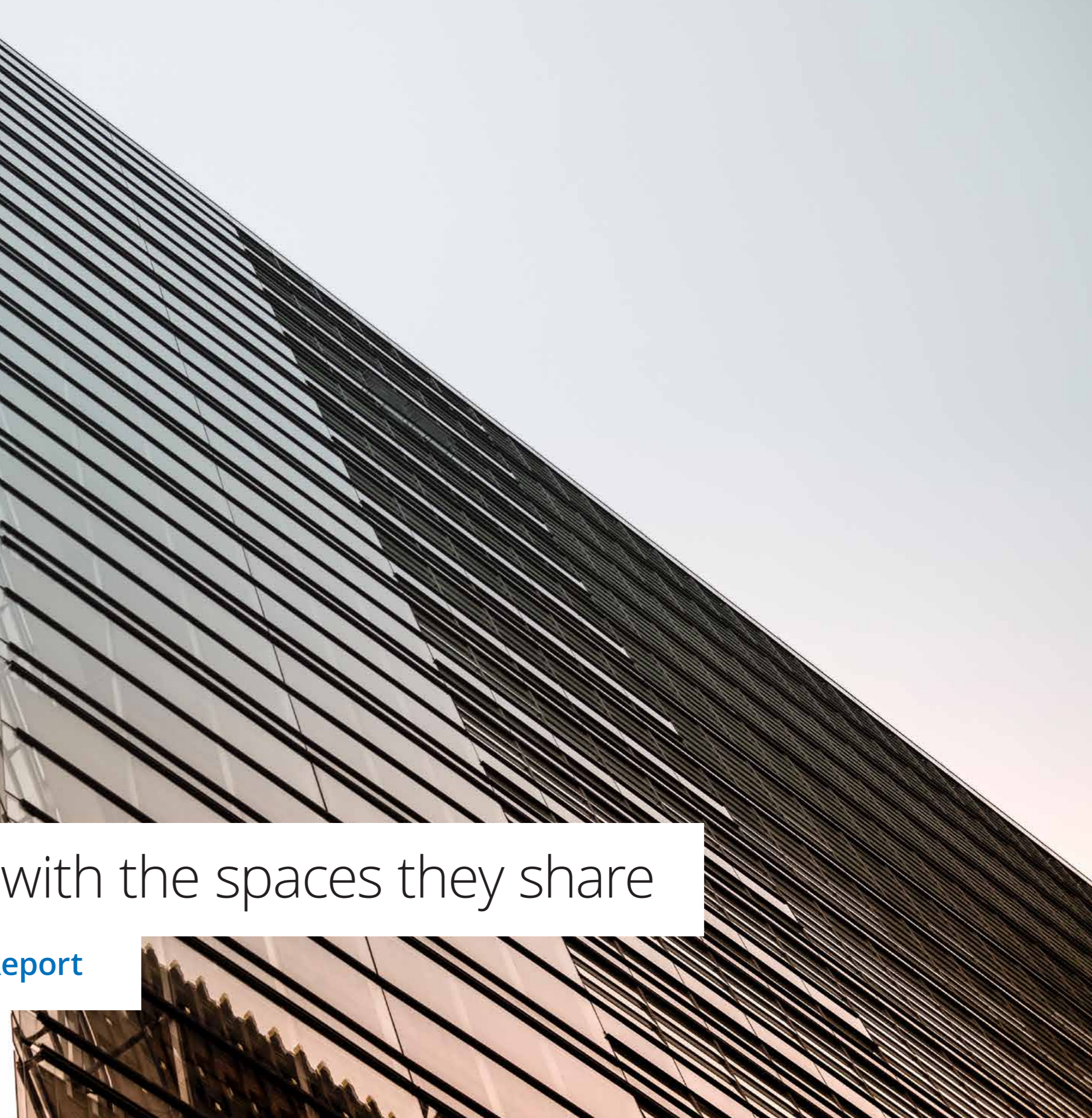# LOCALE° GROUP

Connecting people with the spaces they share

H1 2022 PropTech Perspectives Report

The Locale Group so far...

The Locale Group has been at the pinnacle of real estate digitalisation for almost two decades now.

Guy Windsor-Lewis
Chief Executive and founder

Our portfolio comprises over 80m sq ft of commercial, residential and mixed-use real estate across the UK and Ireland spanning three core offerings:

Locale — the portal and app that helps manage and operate real estate.

Locale Look — bespoke visual communications transforming stakeholder communication

Locale Life — intelligent and thoughtful occupier engagement in a bid to create a cohesive community

Independently owned, we have defied economic downturns and now a global pandemic and yet the past 12 months have been nothing like before.

With the freedom to live, work and play restored for a full year, the real estate sector has evolved and continues to do so and remains bullish with themes around the climate crisis, community creation and social value dominating the agenda.

Whilst industrial and logistics emerged as the winners of the pandemic, the office, leisure and retail sectors are enjoying a return to vogue with office occupation rising and traditional retail and leisure appealing to the masses.

PropTech adoption

Pre-pandemic, interest and adoption in PropTech was soaring as many property managers recognised its merits, however, many continued to question its necessity and value proposition.

In the aftermath of the pandemic, despite clear evidence that a digital framework could support and unite operations, engagement and occupier communication, there are still challenges to overcome to drive adoption.

Overall, growth has slowed significantly as property managers, who have typically been

> "Tech adoption in the way residential property is managed has surged; we have amassed 500,000 sq ft of residential property to our portfolio"

the driving force to its adoption, have taken a backseat as they navigate the ongoing post-pandemic challenges.

A new dawn: residential property embracing PropTech

Adoption for tech has not slowed in all asset classes though. It is no secret that the residential property market has been booming across the UK and, following suit, tech adoption in the way residential property is managed has also surged.

From June 2021 to June 2022, our digital services, that both facilitate property management and

occupier engagement have been implemented across 20 buildings in the UK, equating to over 500,000 sq ft.

Residential now equates to 30% of our 80m sq ft UK-wide portfolio.

Guy Windsor-Lewis

Guy Windsor-Lewis
Chief Executive and founder
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THE LOCALE GROUP

LOCALE°

The portal and app that helps manage and operate real estate

LOCALE LIFE

Intelligent and thoughtful occupier engagement in a bid to create a cohesive community

LOCALE LOOK

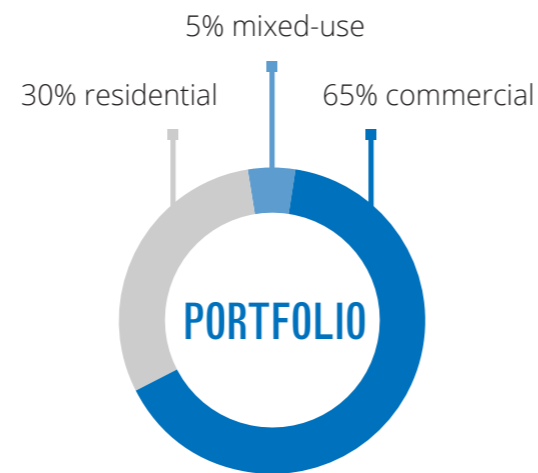Bespoke visual communication transforming stakeholder communication

LOCALE AT A GLANCE

80M SQ FT
of UK real estate

Our technology is award-winning

5% mixed-use

30% residential

65% commercial

PORTFOLIO

2005

17-year history

LOCALE IN NUMBERS

Active users
82,000
↑ **3.8%**
H1 YoY change

Deliveries
553,945
↑ **8%**
H1 YoY change

Offers & Promotions
↑ **81%**
H1 YoY change

Over
75%
of our clients felt our tech solutions delivered highly on their needs

H1 total key activity
55,704
↑ **147%**
H1 YoY change

Group engagement
↑ **23%**
H1 YoY change

Over
500,000
sq ft of
residential
real estate across
20
buildings added to Locale portfolio in H1 2022

Over
96%
of our clients would recommend us to their contacts

75%
of our clients use Locale daily

Bookings
65,014
↑ **21%**
H1 YoY change

Visitor bookings
485,139
↑ **227%**
H1 YoY change

Market analysis

Locale Group's Chief Product Officer breaks down the data and tells us what this means for building operations and occupier behaviour.

Dan O'Gorman
Chief Product Officer

Our own data reveals operational performance and occupier behaviour across a wide breadth of asset classes and use cases, shining a light on previously unobtainable information. Digitising a building's touchpoints enables both the occupier experience to be enhanced and surfaces valuable management insights.

With restrictions lifted, it is understandable that visitor bookings have surged exponentially in H1 2022 by 227%. Visitors are being processed through our highly-used visitor management platform which ensures a seamless visitor experience across commercial and residential buildings.

Our cloud-based key management module has been heavily used and usage has more than doubled (+147%). Designed in collaboration with the leading property management teams, Locale's solution is designed around speed, security, and transparency to deliver exceptional service and customer experience.

Notably, our deliveries module continues to be in high demand crossing well over half a million processed deliveries. This proves that getting core services right, without becoming a resource drain, remains crucial for residential teams.

Strong occupier communication remains key, with postings in our News and Event feature to foster community seeing an 18% increase year on year. Likewise, with restrictions ending, support for local retailers is vital and there is evidently a large appetite from occupiers to make the most of it; our Offers and Promotions facility have seen an increased take-up of 81% year on year.

The data we collate and analyse enables us to ensure every product, service, and feature we release is developed in line with the daily needs of our end-users. With detailed onboarding, continuous training and communication on maximising impact, we ensure our clients are working in the most effective ways.

> "Digitising a building's touchpoints enables both the occupier experience to be enhanced and surfaces valuable management insights"

Our commitment towards our clients and end-users is further confirmed with the latest customer satisfaction survey results obtained at the beginning of this year; the data is overwhelmingly positive confirming that our customer experience is unrivalled. We are proud that satisfaction remains consistent at 98% and that our referrals are so high.

Our bi-annual product roadmap gives customers visibility of our progress and direction, allowing senior decision-makers to remain agile in their strategy for digital property management and engagement as the environment and purpose of real estate continue to evolve at a rapid pace.

Equally important to launching new services is our commitment to innovating and enhancing our existing features, keeping the overall offering at Locale cutting edge for our end-users.

Dan O'Gorman

Dan O'Gorman
Chief Product Officer
dan@locale.co.uk

The releases and integrations in H1 2022

JANUARY 2022

Doordeck

NEW — The integration of Doordeck within Locale's app allows building staff and occupiers to use their smartphones as an access pass.

Seamless and secure access
Building staff and occupiers can use their smartphones as an access pass from the Locale app

Instant changes
Real time access control management fully integrated into Locale

Grant access control
Quickly and efficiently grant access control permissions based on company or user group

Easy integration
Doordeck and Locale support all major access control providers, making it simple for you to launch an access control integration

APRIL 2022

Polls

NEW — Track occupier sentiment and needs through regular polls across a portfolio, specific building, or targeted to specific companies and roles; futureproof your building and breathing soul into your community.

Post polls
Post Polls across web, mobile apps, and email

Tailor and target
Tailor your questions according to you respondents with targeted Polls

**Access live analytics**
Access to live analytics on poll responses

Understand your occupiers
Understand customer satisfaction, feedback on building management, community engagement and events

MAY 2022

Portfolio Data

NEW — Gain real-time analytics and insights across your entire portfolio. Understand building performance and occupier behaviour through customisable data visualisations and dashboards.
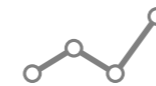
Real time data
Access real-time portfolio-wide and site-specific operational and occupier behaviour data

Cross-site comparisons
Compare how sites are performing with cross-site benchmark comparisons

Customise your metrics
Customisable KPI dashboard with metrics for growth, engagement, and efficiency

Data driven reporting
Enable data-driven management and reporting for key stakeholders

JUNE 2022

Key Management

ENHANCED — Deliver a new standard of service with the latest upgrades to Locale's cloud-based key management platform, designed in collaboration with the leading property management teams.

Easy to use
Simpler than ever to use with an intuitive interface

Enhanced functionality
New 'Quick Drop' functionality for improved speed

Flexibility
Greater flexibility with Custom Locations

Efficient and accurate
Branded NFC Key Tags make the process quick and accurate

"My Vertical City is the main communication platform between the Shard Quarter team and all building occupiers including the Shard Quarter Estate.

Locale enabled us to create the bespoke platform, from a vision to fruition. We streamlined what could have been several different operating systems onto one platform to create a smooth, efficient system process for our Shard Quarter community.

Locale supports us through the whole journey and lifecycle at The Shard from building inductions, events management, to building announcements and more.

We continue to grow and develop My Vertical City with the continued support from the Locale team"

THE SHARD
MY VERTICAL CITY

The rise of bespoke visual communication
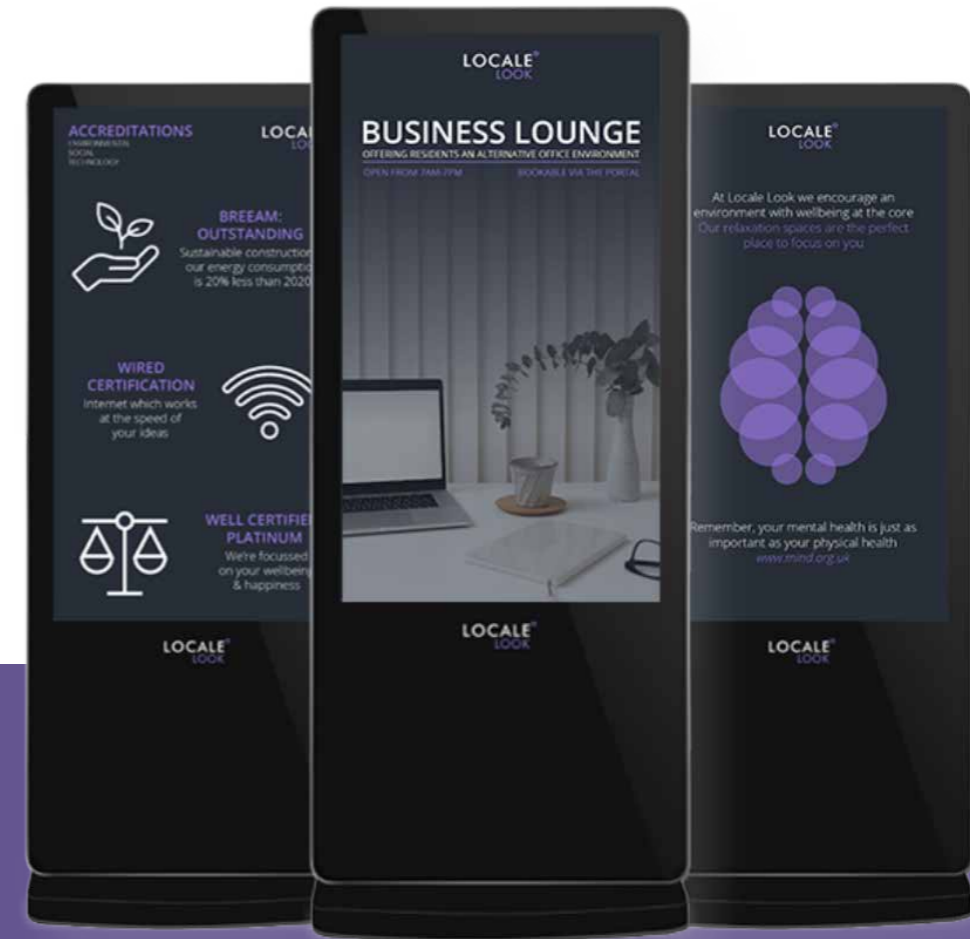
LOCALE
LOOK

Founded in the midst of the pandemic, Locale Look is beginning to transform buildings in the way they communicate with occupiers.

We are curating creative content services delivered via digital signage, working in partnership with property managers to empower visual and interactive communication in a tone that resonates with occupiers, preserving a personal connection to buildings and local areas.

❶ Locale Look is Flexible

Tech agnostic, deploy as a standalone service or align with your existing portal/app. You can incorporate the content in which ever way you see fit!

❷ Locale Look is Adaptable

Whether you have displays of your own or need them installed, we work around you. Whilst the free-standing screens can be arranged for you, we are sure that some will already have TVs, mounted and fitted screens already. We are happy to collaborate and work with what you already have. If those options aren't effective, you can choose to have a standalone screen.

❸ Locale Look is Community-driven

Attract and retain occupiers by building an informed and engaged community.

❹ Locale Look is Experiential

Create an immersive experience for your occupiers – occupiers and visitors can access information through touch screens and by scanning QR codes. You can make it as interactive as you want it to be.

❺ Locale Look is Bespoke

Tell your building's story in your way. From our own experience, we know occupiers want to know about the community they are part of.

We create impactful and bespoke designs and content displayed via digital displays. These could be seasonal information, essential building memos or information in the surrounding area.

We don't believe in generic, third-party advertising or news fillers.

"Locale Look has been instrumental in conveying our unique identity by visually showcasing our initiatives such as promoting our rooftop beehive and displaying the work of local artists.

The impact has been profound on how Atria One is now seen by our occupiers."

Craig Chalmers
Senior Facilities Manager, Atria One, Edinburgh

ATRIA
ONE

Looking ahead: Locale Group in H2 2022

SUMMER 2022

Visitor Management

ENHANCED — Delivering a memorable visitor experience is paramount to the overall customer satisfaction and perception of your building. Locale is launching the most powerful and efficient management experience yet

AUTUMN 2022

Enhanced data and analytics

ENHANCED — Monitor building performance in real time by accessing usage figures from the dashboard; share reports as and when you need them and export into internal reporting structures

AUTUMN 2022

Enhanced onboarding

ENHANCED — We are accelerating the onboarding process by allowing occupiers to register for a portal account via the Locale app and through QR-codes. Building Managers can efficiently send out portal details to occupiers and benefit from our new email domain safe lists, delivering an additional layer of security.

AUTUMN 2022

Release notifications

ENHANCED — Ensuring all building managers and occupiers never miss an update or receive guidance on using new features, receive notifications via the Locale portal and app

AUTUMN 2022

Bookings

NEW — Manage bookings and space with ease. The latest version of our Bookings system is coming to your web and mobile apps, incorporating payments enabling you to unlock new revenue streams

LOCALE°
GROUP

If you have any questions, please contact

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