

THR3 YEAR PLAN



Re-aligning our focus

Stepping up The last 8 years

Over the last eight years, since inception back in February 2012, R3Location has grown into a market leading Destination Service Provider in London, and continues to raise the relocation support bar in the Capital.

Over that time, R3 has developed into a multiple award-winning DSP, at the forefront of innovation, knowledge of the property market and relevant market research on the relocation industry. R3 is now the largest London-based DSP with a London-HQ.

Our 3 year plan – leveraging on our values

Reliability

Reputation

Relationships

Unwavering focus on current clients & partners

Continue to build on London-based Account Management team with relevant experience & continue to meet our KPI of paying all suppliers within contracted credit period

Further R3's position as leading expert

Expand our market leading research capabilities and increase our presence in national and international global markets

Grow R3's client and service base

Consolidate on relocation management client engagements, and leverage on key relationships to broaden our remit both nationally and internationally

The next three years

So as to continue to provide best in class support, R3 has taken advantage of the recent COVID 19 period to review its business. As a result of this, R3 has re-aligned its resources and investment in client service, matching emergent capabilities developed over the last eight years to better suit current and future client needs.

It's three value pillars of **Reliability**, **Reputation** and **Relationships** (see

above) will continue to define its strategic intent to provide best in class support to clients by focusing on growing its London-based HQ, furthering its leading position on market research targeted at the relocation market, and consolidating its expanding remit both at home and abroad.

Repositioning R3Location

R3 will deliver on this by reorganising itself to provide comprehensive support across **four distinct areas** as detailed below.

Repositioning R3Location – re-aligning our services to our emergent capabilities



DESTINATION SERVICES

Exceptional range of destination services to companies moving assignees into the UK and EMEA. Since inception, R3 has consolidated its position as a specialist provider to FTSE100 and Fortune 500 companies

- Pre-assignment support
- Home finding support
- On-going support
- Departure support



HOME PURCHASE

In depth search programmes to secure value and high quality properties in the UK – leveraging on expertise and relationships with top selling agents to offer full market coverage and negotiating best price

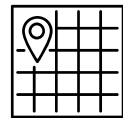
- Market/PSF Analytics
- Search and secure
- Negotiation support
- Deal completion support



RESEARCH

Ongoing in-depth property research linked to the relocation market, offering insight into current market trends, housing rental markets for Prime and Super Prime London, and predictions on future market trends

- Market updates
- London rental analytics
- Residential research
- Legal updates



CONSULTING

Leveraging on our operational and research expertise, R3Location specialises in complex areas of policy consulting relating to destination services, as well as housing, cost and living allowances, and city guides

- Benchmarking
- Allowance reviews
- Data-led City guides
- Cost projections