

A YEAR IN R3VIEW



R3 in numbers

The last 12 months

R3 has continued to focus on the delivery of its 3 year plan strengthening its position across four broad areas of service support (**home finding, home purchase, research and consulting**) and always considering our three values of reputation, reliability and relationships in everything we do.

A broadening reach

Over the last 12 months, we have consolidated our position as a leading UK-based DSP, extending our reach across the UK and the rest of EMEA (**Figure 1**). London still represents just over 50% of our business, but with a clear broadening of our spread across the rest of the UK (21%) and the rest of Europe (25%).

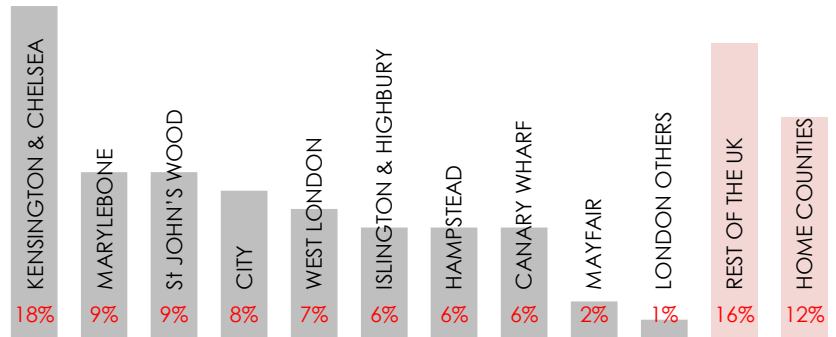
The UK market

The last year has seen two clear trends in changing patterns of behaviour from renters brought about by the pandemic: increased desire for houses rather than flats, and a move away from the centre to seek more outside space.

In London, Kensington & Chelsea remains a popular choice with senior expatriates (**Figure 2**), providing prime residential stock, larger houses with gardens and proximity to good schools

FIGURE 2

Spread pattern for London and Rest of the UK Moves



and the City of London, including Canary Wharf.

Independence

R3 is, first and foremost, a relocation company working on our clients' behalf with their employees' best interest at heart. **Independence** from the real estate agency network is therefore essential to demonstrate this, and also to evidence that our research is thorough and that we are presenting the best possible choice of properties across a broad network of providers.

UK tenancies

A good working relationship with agencies is important. Our clients, through their workforce and with the help of R3, have contributed to more than £12.2m worth of rental income to agency networks and Landlords.

80+ ESTATE AGENCIES

It is therefore particularly pleasing to note that, in 2021, we have increased significantly the number of estate agencies we engage with to more than 80 in the UK.

£12m RENTAL INCOME

R3 continues to secure tenancies across all levels, with a prevalence towards those at £3k a month upwards. Rent remains a key negotiating driver, but so do other important aspects of a tenancy such as favourable break clauses, and a reasonable wish list.

The next two years

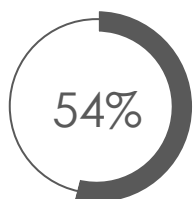
We are proud of the way in which we have assisted our clients, their employees and their families through difficult times and grateful for the support they have shown to us.

This legacy and our growing team of account managers, living our values of Reliability, Reputation and Relationships every day of the week, gives us confidence to continue to expand our service offering into new, complementary areas.

In the next few weeks we will announce some exciting developments for R3Location to see us through the next two years and beyond. Watch this space!

FIGURE 1

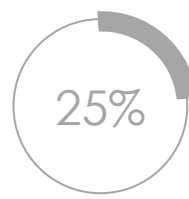
R3Location's geographical reach – where are we moving people?



LONDON



REST OF UK



REST OF EMEA