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A Statement of Capability of Midas Corporate Consulting

Effective business property solutions



Who we are

Midas Corporate Consulting is primarily a high level strategic business property service provider. We provide independent advice to property occupiers on how to best use property and its associated infrastructure to meet with their future business needs.

We do this by reviewing current working practices and property dispositions as well as the market to see what opportunities there are to improve the efficiency of the business through its use of property, in the context of their unique business drivers.

We provide an additional "sensory capability" to senior managers responsible for property which enables them to obtain and process, facts, figures, signs and trends to establish conclusions and develop new ideas to improve the performance of their business through the use of property.

We are a complimentary team of professionals that focuses on the client's issues from slightly different perspectives to provide robust thinking and a developmental environment. This leaves our clients with the opportunity to explore new ideas and new thinking confidentially and with focus.

This can then lead on to the management of traditional transactions to transfer the strategy into effective business property solutions.

We work as a close knit team across the spectrum of any brief or location whether in the UK or Europe with the following having specialised lead roles:

Andrew Pegg Organises resource co-ordination, planning and programmes and monitors inputs and outputs to ensure compliance with client programmes and expectations.

Julian Capell Uses experience to investigate issues relating to people, properties, attitudes and culture and develops options and strategies which are both workable and acceptable in the context of the client organisation.

Chido Ikeyina Focuses on information and data availability and collation, applying advanced modelling to identify and evaluate options.

A summary of our experience follows and details of our other team members are available on request.

What we do

We undertake a variety of project assignments including:

- Strategic business property planning
- Audits and consultation
- Best practice advice
- Agent performance reviews
- Protocols and procedures
- Relocation, expansion and consolidation planning
- Budgetary planning
- General property support
- Implementation including agent co-ordination

We are often involved in the development or review of a business plan and how that translates into a property brief. This may be in relation to a client specific need/opportunity or to an overall appraisal. It can involve a comprehensive review of property options and costs, as well as assessing the potential

impact of relevant business issues such as business growth, HR needs, workplace design, IT cost, finance and property availability.

Where appropriate, we play an important monitoring and coordination role to ensure the planning and procurement of delivery within the client's resources, programme and budget.

What makes us different

We are truly objective business property consultants, not transaction agents. Therefore we are business focused not transaction driven. We have no vested interests in the outcome of a property decision only that the options identified and recommended are in the client's best long term interests.

Our firm belief is that property strategy should be clearly aligned with business strategy. We therefore look at property issues and opportunities within the wider context of an organisation's strategy and commercial performance. In considering a property matter, we take into account the broader financial and business issues and how decisions regarding property impact upon them.

Our Mission

Our aim is to identify and achieve the right solution for our client – one that is right for the long, not just the short term and that creates value for the business in realising potential, optimising efficiency and driving productivity and performance whilst minimising risk and uncertainty.

Our Consultancy Team

Andrew Pegg BSc (Hons) MRICS MIBC

Andrew has over 20 years experience of working in the public, private, corporate and not for profit sectors, both in house and as a consultant.

The last 11 years have been spent working exclusively on developing property solutions for occupier organisations helping to identify how they can improve their performance and profitability through the effective use and management of property and employed resources.

His experience includes: applying a commercial overview and logic to site acquisition and master planning for Capital One Bank; identifying development opportunities and strategy to exit problematic site at Culverhouse Cross, Cardiff for HTV; advising on optimum value creation and cost savings as part of the rationalisation process for United Business Media.

He is dedicated to ensuring that clients get the best outcome for their needs - that they have the right information available to make decisions which can achieve the optimum balance between the competing drivers within their business.

Andrew is a Member of the Royal Institution of Chartered Surveyors' Management Consultancy Faculty and Assessor of Professional Competence and has a BSc (Hons) in Land Management

Julian Capell FRICS FIBC

With over 32 years experience as a Chartered Surveyor Julian has held senior posts in a variety of large organisations where he was responsible for providing and managing operational premises resources in support of business requirements.

This included responsibility at Director level for providing effective operational property services throughout the UK for Barclays Bank including the management of both internal and external professional resources.

Previously, Julian was Head of Estates and National Contracts at the Employment Service (within the Senior Civil Service) responsible for leading the review and re-organisation of their estates operations and property holdings and prior to that, Head of Estates and Valuation for the Royal Borough of Windsor and Maidenhead.

For the last 5 years, Julian has been involved as a consultant with a series of Operational Property Reviews including workplaces, estate management structures and processes and introduction of different ways of working strategies for a wide range of organisations.

Julian is passionate about the role that premises plays in business success, in maximising staff potential and effectiveness, also the influence of infrastructure and environment on the behaviour and attitude of all users and stakeholders. He is able to quickly grasp the key issues and drivers in order to identify and develop the optimum property strategy and procedures to support business requirements.

He is a Fellow of the Royal Institution of Chartered Surveyors, Fellow of the Institute of Management Consultancy (Northern Regional Chair since 2003) and a contributor to MBA courses on the subject of Premises Resource Strategies.

Chido Ikeyina MSc MIBC

Chido has a broad and combined experience in corporate real estate, corporate services and accounting projects. He approaches business property from a multi-faceted viewpoint using a range of skills and business understanding.

Chido has an in-depth knowledge of property from investor, developer and occupier perspectives to develop sustainable and robust strategies for clients. He uses this to diagnose property problems using a sophisticated trouble shooting tool-kit which we have developed to measure the impact of practical property solutions and strategies to Balance sheet and P&L.

Chido's proven business modelling and financial analysis capabilities enables him to demonstrate business property solutions to clients, using a blend of portfolio modelling, occupier cost benefit analysis, risk and value modelling, and modified cash flow projections.

Chido was involved as Principal Analyst on a number of exciting "landmark" projects in the UK, including BT's Property Outsourcing of its Corporate Services Division to outsourcing specialists Land Securities Trillium and developing Capital One's European Headquarters.

Chido has a BSc in Land Management and Development and an MSc in Property Investment and Finance from CASS Business School.

Our Clients

Our clients range from large multi-national "blue chip" companies to privately owned SMEs; from commercial companies involved in activities such as manufacturing, services and distribution to "not-for-profit" and non government organisations.

How we've made a difference

Here are some examples of the diversity of work which we have applied ourselves to and how we have impacted our clients:

IT Outsourcing Provider: Strategic Vision and Property Reviews

We played a leading role in the development of an integrated, leading edge vision for UK corporate real estate working with the UK Group's property division and senior managers.

We then went on to review the operation and management of the UK property portfolio comprising approximately 3m sq ft, in a business desire to achieve best practice and excellence.

We have considered the high level implications of a strategy for Shared Services across Europe and how to develop centres of excellence and "buy in" in a way to make it acceptable to country managers.

Midas has since been engaged to consider the implication of retendering an Outsourced FM contract and are now retained as principle advisers to bring Fm services "in-house" and re-align it to future business needs.

US Based - Global Financial Services Group: Strategic Property Analysis

Midas provided a valuable independent and impartial financial analysis and evaluation of the 11 London property holdings for a large international services Group.

This resulted in development and discussion of fresh options and transfer of skills to the in house property team who were able to identify and implement ideas to more effectively manage their portfolio through consolidating property holdings and reducing costs to the business.

"Midas provided the kind of additional objective resource that we needed. They were professional, capable and helpful and we were very pleased with the outcome of their work. It enabled us as an organisation to recognise the value of using an external resource for specific requirements" says the Facilities Director.

UK Plc Printing Business: Strategic Review

We undertook a strategic property review for the business which has a property portfolio across the UK of some 500,000 sq ft in over 20 locations.

Midas has since been engaged by the Board as an external resource to actively manage all aspects of their property holdings in a consolidation exercise. This includes elements of business relocation planning, exit negotiations and development planning.

Midas has provided clarity and quality assurance in property strategy options, supporting improved clarity and quality of information.

UK Plc Media Publishing Company: Exit and Marketing Review for Subsidiary

Midas were engaged to undertake a review of the risk to the business posed by a substantial surplus property liability. Midas identified that the liability locally was greater than realised and that a market led transactional approach would not solve the worsening problem.

We considered the internal business issues and the wider redevelopment angles with the landlord previously un-noticed by the disposal agents. Midas also undertook an evaluation of those 'agents'

performance to identify the conflicts of interest that needed to be addressed if they were to be managed effectively.

The benefit to the business is that the local property problem is now being addressed at Group level and our long term exit strategy is being pursued.

Learned Society: Relocation Management

Midas assessed the client brief against the short-listed properties for suitability, size, ability to deliver on time and cost. It then carried out a detailed financial analysis to assess the net present cost of each option, which was then ranked against the selection criteria.

It researched the volatility of different London locations and how that could impact the organisation. Another major consideration was the impact of the new property's accessibility for the recruitment, retention and security of staff.

The outcome of the exercise was that the property under consideration was too big and more expensive than other alternatives. The Society could make savings of up to £250,000 over ten years (£25,000 per annum) by choosing an alternative which better matched its space requirements.

"The main advantage of using a company like Midas is that when companies look for new office buildings, it's rarely something they're familiar with and they can easily go very wrong and get something unsuitable," said the Finance Director. "When things slowed down Midas had the experience to bang the right heads together."

The organisation has engaged Midas to help it plan its space requirements at its highly successful customer services centre outside London.

UK Financial Services: Business Integration Planning

We are currently short-listed for an Invitation to Tender to provide an independent review for the Board of a recently merged financial service group seeking advice on how to integrate their use and management of property as a tool to gain added value from the corporate acquisition.

Public Sector: Accreditation

We are accredited with Fit to Supply Status by Supply London, part of the London Development Agency which has led to enquiries regarding property integration planning and performance reviews.

We have achieved this status through the development of our own Quality, Equality, Health and Safety and Environmental policies and commitments, copies of which can be downloaded from the resource section of our website:

<http://www.midascorporateconsulting.com/resouces/index.htm>

If you have any questions or would like to enquire further as to how Midas might assist you then please contact Andrew Pegg, Managing Director, on 020 7737 5249 or email

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