



RENTED LIVING – DRIVING URBAN GROWTH IN UK CITIES

JAMES BLAKEY, DIRECTOR OF PLANNING AND ENGAGEMENT

MODA
LIVE BETTER

OUR APPROACH

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DEVELOPMENT

Transforming opportunities from acquisition to delivery, creating operational assets through expertise, collaboration, and proven industry leadership.

INVESTMENTS

Moda works with a full range of funding partners, from private equity to institutional pension funds, securing debt funds as appropriate to the investor's strategy.

OPERATIONS

Moda Operations oversees the day-to-day running of our neighbourhoods, delivering seamless, best-in-class service experiences that bring our communities to life.

BSA

COMPLIANT
across all new schemes



TARGETING 100%
Excellence on PBSA



100% HOME QUALITY
mark level 4

SFDR

TARGETING SFDR
8 and 9 alignment



G R E S B[®]
ASSESSMENT
completed annually



ISO 9001
achieved in operations

fitwel
GLOBAL LEADERS
6x 3-star neighbourhoods



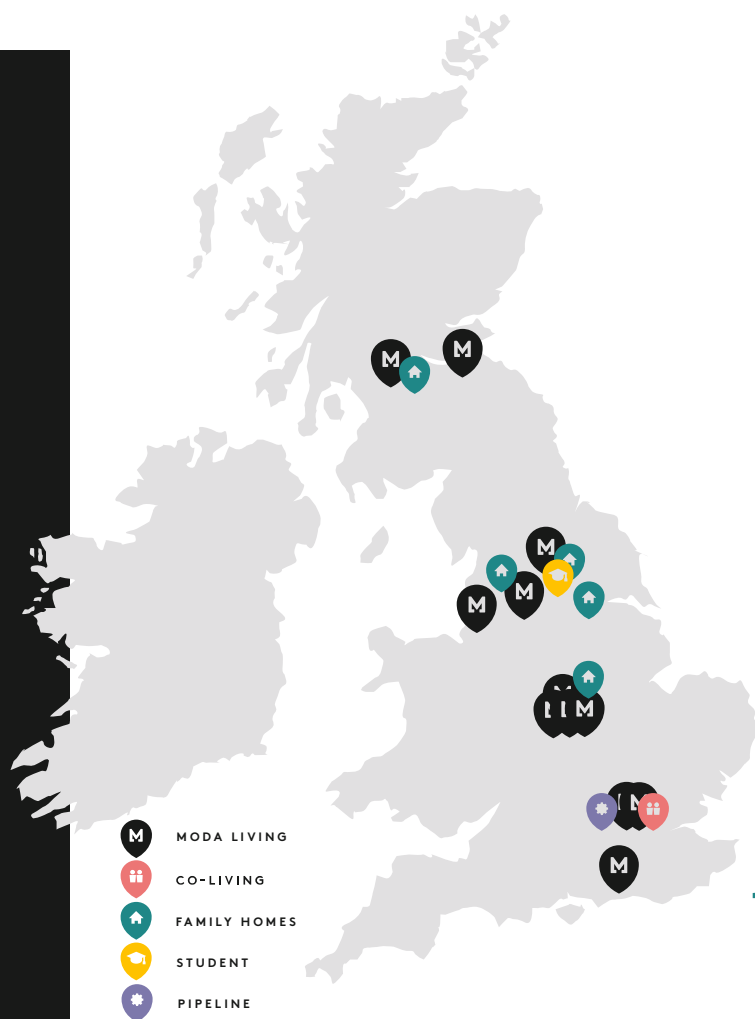
THE UK'S NO.1 BTR OPERATOR



With operational expertise in managing single-family and build-to-rent homes, we lead the market with innovative solutions, operational excellence and a proven track record of success.



OPERATING SINCE 2019



6,190
UNITS UNDER
MANAGEMENT

£2BN
ASSETS UNDER
MANAGEMENT

80+
CENTRAL SUPPORTING
TEAM MEMBERS

160+
AWARDS
& COUNTING

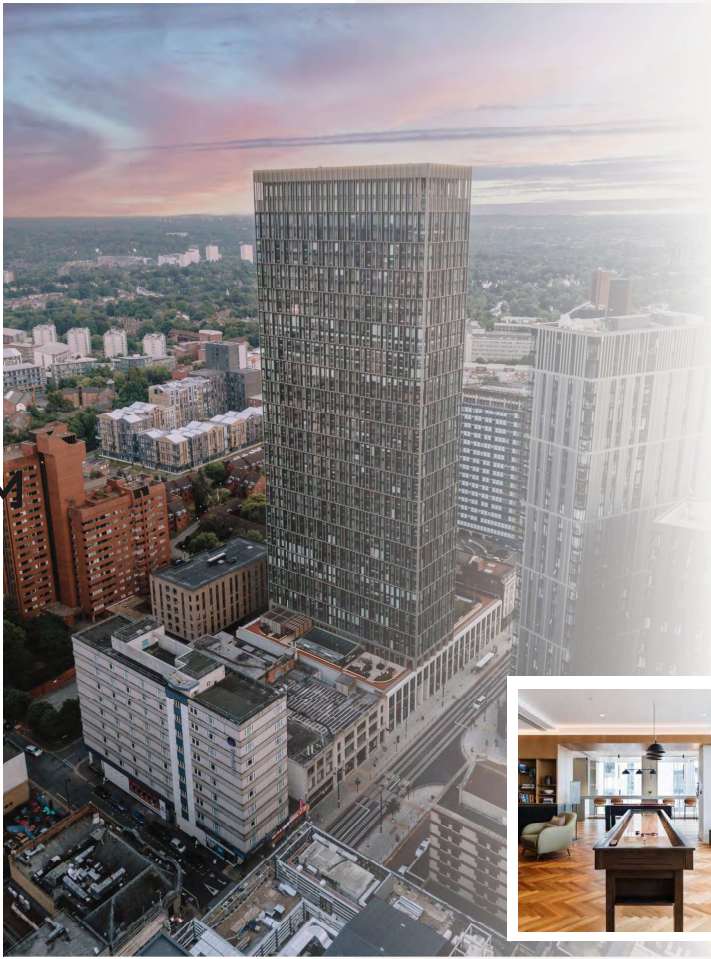
12
CITIES IN
OPERATION

£105M+
ANNUAL
RENT ROLL

160,000
SQFT COMMERCIAL
UNITS

THE MODA BRAND

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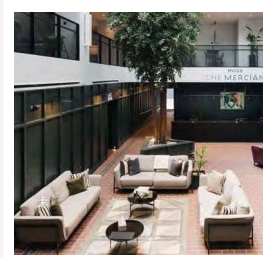
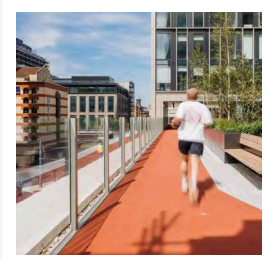
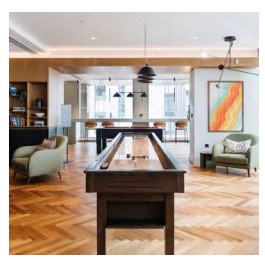


THE MERCIAN

Rising 42 storeys on Broad Street, The Mercian is one of Birmingham's tallest and most striking residential towers, delivering 481 rental apartments with unmatched resident amenities, including a rooftop running track with panoramic city views.

Development Overview
Units: 481
Storeys: 42
Contractor: John Sisk & Sons
Funder: Harrison Street/NFU Mutual/Apache

OUR TRACK RECORD



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LOUDON'S YARD

Loudon's Yard offers 398 homes set across beautifully landscaped gardens with state-of-the-art amenities. Located less than a mile from the city centre, the development sits adjacent to Edgbaston Village, a vibrant retail, leisure and lifestyle destination.

Development Overview
Units: 398
Storeys: 13
Contractor: Winvic
Funder: KKR/Moda

OUR TRACK RECORD





NEW GARDEN SQ

New Garden Square in Edgbaston, Birmingham is an 11-acre urban neighbourhood delivering up to 1,600 homes and £6m of public realm. Part of Moda's UK-wide masterplan strategy, the development combines new homes with commercial and community spaces.

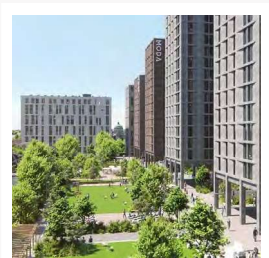
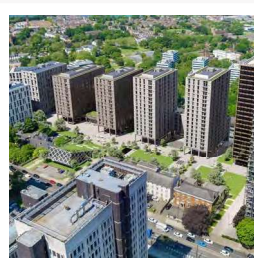
Development Overview

Units: 1,200

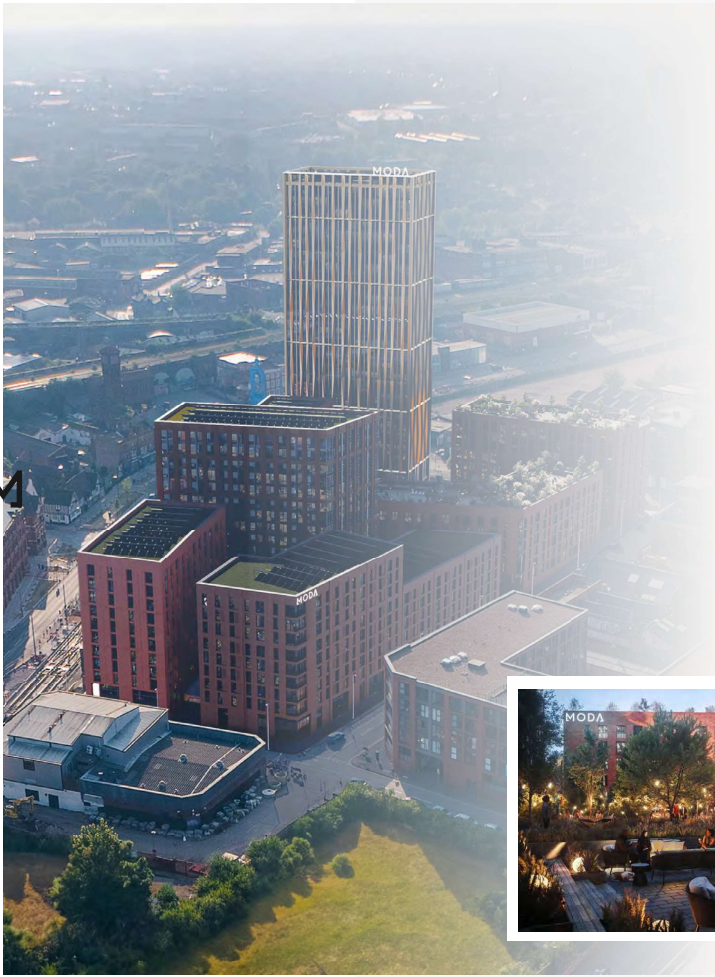
Storeys: 14-36

Contractor: TBC

Funder: TBC



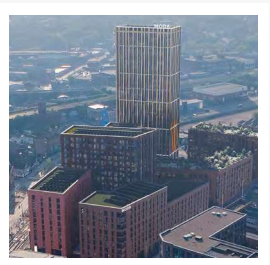
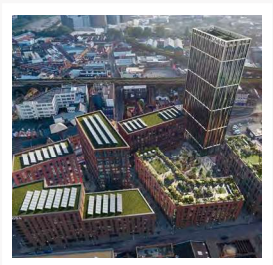
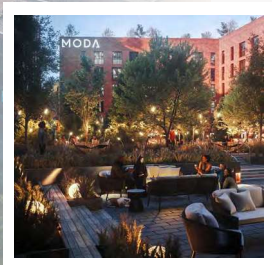
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STONE YARD

Moda's Stone Yard in Digbeth will transform a central brownfield site into high-quality, sustainable housing just a short walk from Birmingham New Street station. Close to the upcoming HS2 station and the BBC's new Midlands base, The Tea Factory, the development will deliver long-term homes with amenities and landscaped areas.

Development Overview
Units: 1,000
Storeys: 30
Contractor: Caddick Construction
Funder: Aviva Capital/Moda



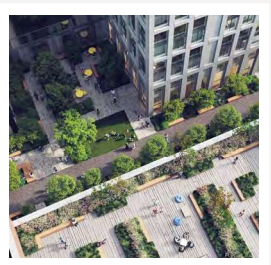
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MAKERS PLACE

In Birmingham's Jewellery Quarter, Moda, Makers Place will deliver 722 rental apartments. Blending traditional brickwork with a sleek modern tower, the neighbourhood offers roof terraces, a gym, sky lounge, flexible workspaces and more.

Development Overview
Units: 722
Storeys: 39
Contractor: John Sisk & Sons
Funder: Harrison Street/NFU Mutual/Apache





INVESTMENT FUNDAMENTALS

323,000

CITY CENTRE
POPULATION,
DUE TO INCREASE
5% by 2033

30%

HOUSEHOLDS
RENT
PRIVATELY

+14%

RENTAL GROWTH
FORECAST BY
2028

45%

CITY CENTRE
RESIDENTS
AGED 20-44

61%

RESIDENTS ARE
AGED 20-44, 10%
ABOVE UK
AVERAGE

55%

GRADUATE
RETENTION RATE,
WITH LARGEST
STUDENT
POPULATION
OUTSIDE OF
LONDON



BIRMINGHAM SNAPSHOT

10,031

OPERATIONAL
HOMES ACROSS

26

NEIGHBOURHOODS

2,767

HOMES BEING
BUILT ACROSS

8

NEIGHBOURHOODS

MARKET OPPORTUNITY

MANCHESTER

2.6%

OF

550,000

POPULATION
LIVE IN BTR

BIRMINGHAM

1.1%

OF

1,100,000

POPULATION
LIVE IN BTR

SOURCE: CBRE



ROOM FOR GROWTH

14.8%

BTR SUPPLY +
PIPELINE VS PRS
HOMES

1.1%

BTR SUPPLY VS
BIRMINGHAM
POPULATION

1 IN 8

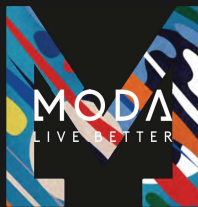
CITY CENTRE
PRIVATE RENTERS
IN BTR

1 IN 20

CITY-WIDE
RENTERS IN
BTR

+16%

GDP GROWTH
FORECAST BY
2032



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BIRMINGHAM

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