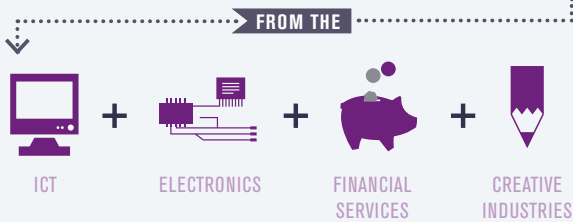


LONDON ATTRACTS MORE INTERNATIONAL COMPANIES



THAN ANY OTHER EUROPEAN CITY

RESULTING IN UNPARALLELED OPPORTUNITIES FOR CONVERGENCE & ACCESS TO EXPERTISE

UK IS EUROPE'S **NO. 1** COUNTRY FOR 'EASE OF DOING' BUSINESS

UK CORPORATION TAX IS ALREADY **LOWER** THAN OTHER EUROPEAN ECONOMIES

AT **24%** AND IS PLANNED TO REDUCE TO **22%** FROM APRIL 2014

ACCESS TO TALENT:

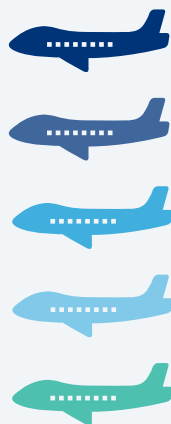
LONDON

ATTRACTS **50%** OF ALL

UK GRADUATES

LONDON THE HOME OF WORLD-CLASS TALENT AND EXPERTISE

*40% OF THE LONDON WORKFORCE WERE BORN OVERSEAS



LONDON'S

5 INTERNATIONAL AIRPORTS OPERATE DIRECT FLIGHTS TO OVER **300** INTERNATIONAL DESTINATIONS WORLDWIDE

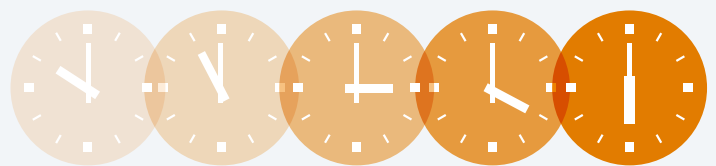
LONDON

HAS BEEN **VOTED**

BEST BUSINESS CITY

FOR THE LAST 22 YEARS

NEW YORK SAO PAULO LONDON JOHANNESBURG DUBAI



LONDON'S OFFICE HOURS

OVERLAP

WITH THOSE COUNTRIES THAT COLLECTIVELY ACCOUNT

FOR **99%** OF THE **WORLD'S GDP**

LONDON **IS HOME** TO MORE

HEADQUARTERS

THAN ANY OTHER CITY IN EUROPE