

LONDON

THE ONLY LOCATION FOR
YOUR EUROPEAN HEADQUARTERS



LONDON™
& PARTNERS

WELCOME



London is the leading location for European headquarters, its unrivalled access to markets, talent and cultural diversity giving it a clear edge against competing cities.

Crucially though, London also looks set to be the best city for European headquarters over the next decade: a robust hub in this post-recessionary landscape.

Our research shows that as the world recovers from the downturn, expanding companies are re-configuring their global footprints to cut operating costs. In particular, they are seeking to focus operations on prime regional centres.¹

In this context, London is excellently placed. The city's concentration of specialist business clusters, excellent transport links and first-class communications infrastructure makes it easy for firms based here to manage operations in multiple European countries more efficiently.

London is also establishing itself as an obvious headquarters location for fast-growing companies from emerging economies such as China and India. Such firms seek speedy entry into Europe with minimum obstacles and maximum return on investment. London, with its flexible labour market and light restrictions, is the easiest city in Europe in which to do business. Its 12 million inhabitants represent a lucrative initial market while Europe's vast population is just a short flight or train ride away.

Of course, London can only maintain its lead with continued investment. That's why it's heartening to see billions of pounds being ploughed into the capital's infrastructure, including the 2012 Olympic and Paralympic Park and major transport projects such as extensions to the underground rail network and the new cross-city line, Crossrail.

We at London & Partners, the official promotional agency for London attracting and delivering value to businesses, students and visitors, have helped hundreds of overseas companies set up their European headquarters here, providing the right insight, connections and opportunities to help businesses expand and thrive across the continent.

We look forward to helping you.

¹ London 2020, Competing in a New FDI Era. Published by Think London 2010. Research by IBM's Plant Location International (PLI), Chatham House and London & Partners.

THINKING EUROPEAN HEADQUARTERS?

At London & Partners we have helped companies from all over the world choose the right location for their European headquarters (HQ).

We know from our clients what companies are looking for when considering where to locate a European HQ.

- Economic growth and stability
- Access to finance
- Access to customers and market
- Access to the right talent pool
- Reduction of operating risks
- Beneficial regulatory environment
- Taxations and incentives

And we also know how London is ideally situated to support these criteria. It is our job at London & Partners to match a company's need with the best solution. For a European HQ London could be the best solution for you.

Read on to find out how working with London & Partners can help you make the move to London efficiently, saving time and money and generating a higher return on investment.

LONDON – EUROPE'S LEADING BUSINESS LOCATION

London is the number one business location for European headquarters.

The city has attracted three times more European HQs than any other city in Europe.²

International companies set up their European HQs here to access world-class management skills and the city's expert concentration of professional business services. A prestigious address and envied lifestyle are additional pulls, but the prime draw is access to industry clusters, enabling firms to turn ambitions into profits faster than anywhere else on the continent.

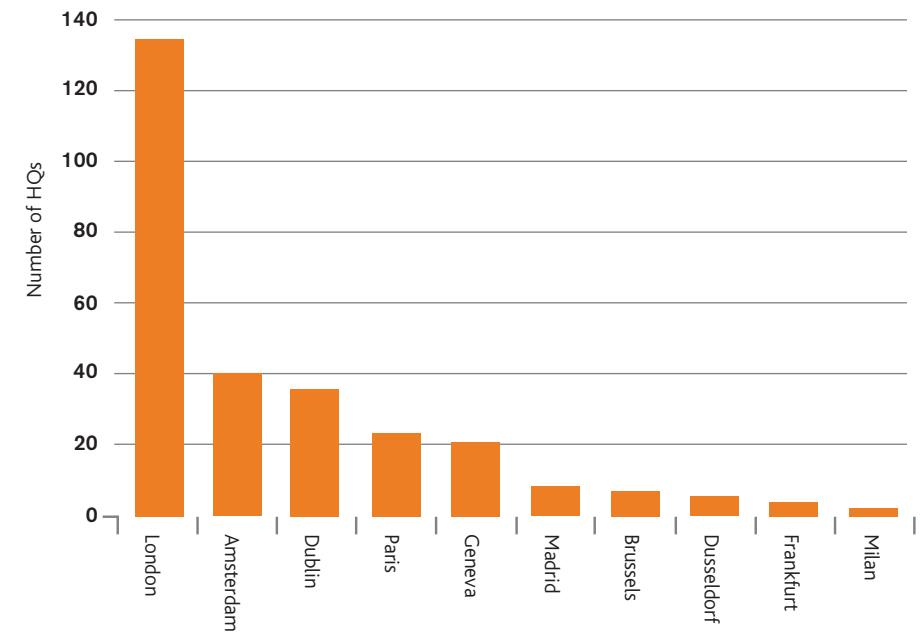
For the 20th Year running London has been voted number one European city³ for:

- Access to markets
- Access to qualified staff
- Transport links
- Telecommunications
- Languages spoken

“London is well placed, offering a combination of easy access to markets, the English language, a stable and flexible business environment and a time-zone advantage.”

IBM, Think London report: London 2020: Competing in a New FDI Era

Number of HQs in European cities



² fDi markets (www.fdimarkets.com), fDi Intelligence from the Financial Times Ltd.

³ Cushman & Wakefield, European Cities Monitor, 2009



SIX REASONS TO SET UP YOUR EUROPEAN HEADQUARTERS IN LONDON



1. EFFICIENCY

The most welcoming and flexible commercial environment in Europe

London is the easiest place in Europe to do business⁴ and there are fewer restrictions on commerce in the UK than in any other European country.⁵

In these volatile times, international companies need the freedom to 'up skill' and 'down skill' with relative ease. London, in stark contrast to many other European cities, enables your business to do just that.

"If you want to launch a brand in Europe, London is the best place. Without London & Partners we wouldn't have been able to do it so quickly and efficiently."

Maggie Choo, General Manager, EMEA, Alibaba.com

London & Partners works with companies to help them realise the value of London: whether it's setting up business for the first time or expanding, London & Partners is here to help. Contact us www.londonandpartners.com, info@londonandpartners.com

London also:

- Offers the professional services clusters that European HQs require: inner London has the highest concentration of business services in Europe.⁶
- Offers one of Europe's most flexible labour markets⁷ making it easier to recruit the talent needed for your European HQ.
- Occupies an ideal time-zone: London's location means its office hour's overlap with countries accounting for 99% of the world's GDP.⁸
- Has a historical and dynamic proximity to private equity, providing unrivalled access to finance for companies moving to London and setting up their headquarters. London is one of the leading international centers for the management of private equity investments.⁹
- Speaks English, the language of international business. The city is a microcosm of Europe and the planet: more than 300 languages are spoken here.

From April 2011 UK corporation tax will be reduced by 1 point each year until 2014 moving from 28% to 24%, giving Britain the fifth lowest rate in the G20 leading economies. This is a signal that the UK and London are 'open for business' and ensures strong political will to maintain economic stability.

2. TALENT

Europe's best city for breadth and depth of skills

London was voted Europe's top city for qualified staff in 2009¹⁰, plus London has the appropriate professional service clusters to ensure your business can access the specific skills you need for a European HQ.

European HQ's are particularly looking for skills within management, finance, marketing and administration.¹¹ In London you will find some of the world's most experienced people within these fields.

London is also home to:

- Unrivalled talent in Information and Communication Technologies (ICT), creative industries, business and financial services.
- Europe's largest regional workforce: four million people work in the city.¹²
- Europe's most diverse and international talent pool: 40% of London's workforce was born abroad.¹³
- A highly skilled workforce: more than half of London's working population is highly qualified and one in three are graduates.¹⁴
- Two of the world's top five universities: University College London and Imperial College.

London also offers major career advancement opportunities: 80% of foreign-born executives rated London as better for their career than any other major European city¹⁵.

London & Partners has a network of more than 300 professional service experts to guide and support your London European HQ, including legal and recruitment expertise. Contact us www.londonandpartners.com, info@londonandpartners.com



"A key factor was the availability of top talent. It's critical for an organisation like ours to be able to tap into the best talent and some of Europe's leading universities are here in London."

Jordi Ribas, General Manager, Microsoft Search Technology Centre, Europe

4 World Bank Doing Business Guide 2010
5 World Bank – Ease of Doing Business Index 2010
6 European Business: Facts and figures 2009, Eurostat

7 World Bank Doing Business 2010, fDi intelligence from the Financial Times Ltd.
8 Mastercard Worldwide Centers of Commerce Index 2008
9 Private Equity 2009 report, IFSL Research

10 Cushman & Wakefield, European Cities Monitor, 2009
11 Regional headquarters Location Assessment fDi Intelligence, from the Financial Times Ltd October 2009
12 Focus on London 2009, Greater London Authority (GLA)

13 London's Place in the UK Economy 2009–10, City of London Corporation & LSE
14 Annual Population Survey: Office for National Statistics 2008
15 Career Capital: London & the Global Professional, Think London 2005. Sample 348 foreign-born executives working in London

SIX REASONS TO SET UP YOUR EUROPEAN HEADQUARTERS IN LONDON

3. CONNECTIONS

The most connected city in Europe

London is Europe's transport hub. The city's five international airports provide direct flights to more than 450 destinations.¹⁶

This unrivalled connectivity allows your European HQ to benefit from the efficiencies of operating effectively from one location, reducing travel, saving time and money; and increasing return on investment.

- London Heathrow, the world's busiest airport, handles over 60 million passengers a year.¹⁷
- London is also connected to mainland Europe by a high-speed rail service, with travel times to both Brussels and Paris around two hours.
- A £15 billion investment in London's internal transport system between now and 2020 will produce a 30% increase in passenger capacity around the city.

From physical connectivity to digital:

- London is one of Europe's most wired cities, with 100% broadband coverage.¹⁸
- London has more web traffic capacity than anywhere else in the world.¹⁹

London was voted Europe's most internationally accessible city for the 20th year running.²⁰



London & Partners meets with companies from around the globe interested in London and connectivity is often cited as the most important factor. Contact us www.londonandpartners.com, info@londonandpartners.com

"London is also a great central point geographically and from a time-zone perspective. We can talk to most of the world in real time and can travel around the globe easily."

Christopher Ravenscroft,
Marketing Manager, Midrex



4. MARKET OPPORTUNITY

Fast-track access to the biggest market in world

London is the gateway to the European Union's 27 member states, the world's biggest single market, with a population of nearly 500 million and to the Middle East and African markets.

By 2025, London will be the fourth richest city in the world.²¹

London & Partners has worked with over 1500 international companies helping them access business opportunities from London. Contact us www.londonandpartners.com, info@londonandpartners.com

London is also:

- Home to the wealthiest consumers in Europe, with disposable income higher than the European average.²¹
- Set to become the fourth largest city economy in the world by 2025 after Tokyo, New York and Los Angeles, worth over \$700billion.²²

"We see the UK as a launching pad for the rest of Europe. we're a small company but we're aiming for fast growth."

Frank Mahdavi,
Chief Strategy Office, MIR3



16 OAG Flight Guide, fDi Intelligence from the Financial Times Ltd.
17 Airport Council International, May 2010
18 LINX Annual Report 2009

19 LINX Annual Report 2009
20 European Cities Monitor 2009, Cushman & Wakefield

21 Eurostat regional statistics, 2009
22 City Mayors, March 2007. Based on estimated GDP. The estimates are based on PricewaterhouseCoopers estimates and projections as well as UN urban agglomeration definitions and population estimates. The research was carried out by PricewaterhouseCoopers. 2 Eurostat

23 PricewaterhouseCoopers research based on estimated GDP figures. The estimates are based on PricewaterhouseCoopers estimates and projections as well as UN urban agglomeration definitions and population estimates

SIX REASONS TO SET UP YOUR EUROPEAN HEADQUARTERS IN LONDON



5. COSMOPOLITAN LIFESTYLE

One of the best cities in which to live and work

London is one of the most multi-cultural, cosmopolitan cities in the world, with a long-standing tradition of welcoming international businesses and individuals.

More than 30% of London's population form resident communities of more than 10,000 people from 34 countries.²⁴

- London is home to more than 40 international schools.²⁵
- London is the world in one city, with cuisine from around 70 different countries and regions.
- You'll never be bored in London. With more than 200 museums and galleries, ten National Trust and ten English Heritage sites, 108 theatres and music halls, five world-class symphony orchestras and two opera houses.²⁶
- London is the biggest green city, with nearly a third of London's total area made up of green space and 143 registered parks and gardens.



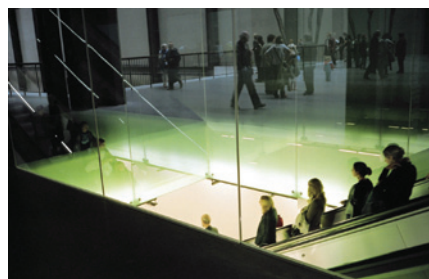
"We feel welcomed, professionally and socially, and we make the most of the amazing cultural scene London has to offer. Our staff live a quality life."

Jing Hui, Managing Director, ZTE (UK) Ltd.

When planning your move to London, you'll need to tackle important 'life' issues outside the day-to-day running of your business. London & Partners can help you navigate these issues with ease. Contact us www.londonandpartners.com, info@londonandpartners.com

"London offers a high quality business environment and, contrary to popular belief, competitive cost levels compared to many other European cities."

Vanessi Rossi, Senior Research Fellow, Chatham House



²⁴ London's Linkages with the Rest of the UK, Corporation of London, 2004; ONS 2006

²⁵ Think London
²⁶ GLA Economics; The Times, Jan 2005

6. QUALITY

Premium destination

London is a premier destination for foreign direct investment and for European HQs in particular.

Not only does having your European HQ in London offer prestige, but also high quality. The city is ranked highest in quality for business-critical factors for European HQs such as:²⁷

- General business environment
- Labour availability and quality
- Presence of industrial clusters
- Infrastructure and accessibility
- Living environment

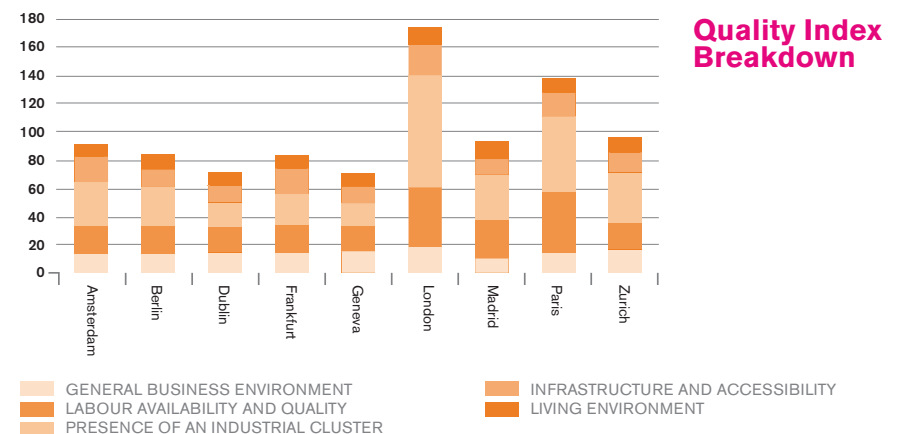
In a recent benchmarking analysis looking at European HQs, London demonstrated a substantially higher quality offer with moderate operating costs compared to rival cities such as Zurich and Geneva.²⁷

And 81% of London based companies strongly agree or tend to agree with the following statement: "Whilst London is more expensive than some other FDI locations, the benefits it provides outweigh the higher costs."²⁸

It's not only the business factors that companies look at; they also consider the cost of living. This is especially important when considering a European HQ as top management may be relocated.

In the worldwide cost of living rankings London was rated 17th behind cities such as Moscow, Geneva, Zurich, Copenhagen, Oslo and Milan – all of which are more expensive cities to live in.²⁹

Overall London is the primary destination for your business and London & Partners are the experts to help you through the process, every step of the way. Contact us www.londonandpartners.com, info@londonandpartners.com



²⁷ Regional headquarters Location Assessment fDI Intelligence, from the Financial Times Ltd. October 2009
²⁸ London & Partners FDI Barometer wave 2, The findings of London & Partners FDI Barometer were compiled independently by Ipsos MORI over a two month period

between May and June 2010. Interviews (280) were conducted over the phone and the data is weighed by sector and country of origin
²⁹ Mercer Cost of Living Survey 2010

COMMENTS FROM ON THE GROUND



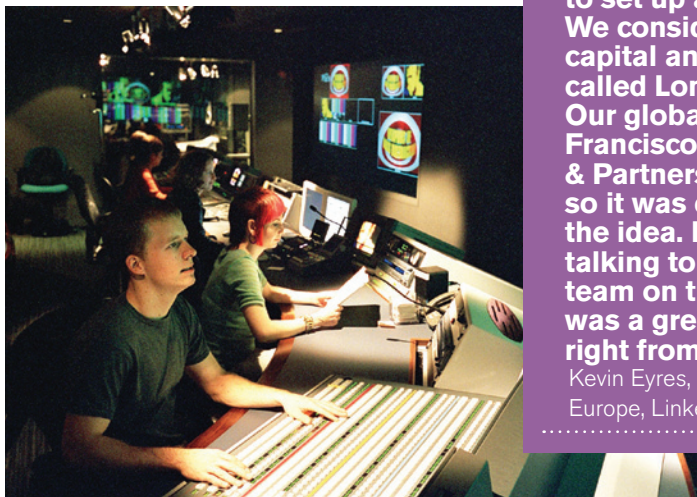
“We have transformed our headquarters in London in order to better support our customers in EMEA. A London location will be beneficial for both our customers and partners, and bring us closer to key players in the global business community.”

Ryoichi Bamba, President and CEO, Canon Europe



“We recognised that the only true way to do business in Europe was to set up an office here. We considered the UK capital and immediately called London & Partners. Our global HQ is in San Francisco, where London & Partners has an office, so it was easy to discuss the idea. I then got talking to the London team on the ground. It was a great relationship right from the start.”

Kevin Eyres, Managing Director Europe, LinkedIn



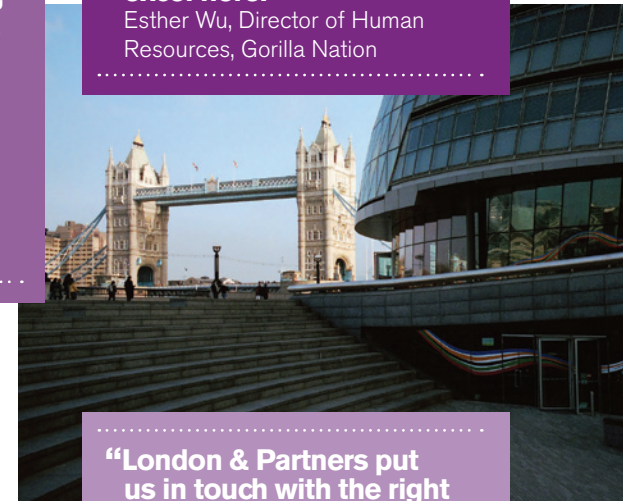
“London & Partners has been instrumental in helping Alibaba.com set up our European HQ here in London from the very beginning. They’ve been incredibly helpful, from locating the right office and looking for local staff, to expanding our network and introducing us to the right people. Without London & Partners we wouldn’t be able to set up business in London so quickly and efficiently.”

Maggie Choo, General Manager, EMEA, Alibaba.com



“With a presence in the US and Canada we felt that London was the next logical spot for us – not just in the UK but in Europe... We were very impressed by the business opportunities in London. We found that if you have a solid product that delivers measurable results, you can absolutely excel here.”

Esther Wu, Director of Human Resources, Gorilla Nation



“London & Partners put us in touch with the right people...helped with the registration process... provided intelligence on the market...They made it so easy. Europe was the next obvious place to go.”

Prem Sundaravadanam, Regional Director (UK), Aspire systems



HOW LONDON & PARTNERS CAN HELP

“If you’re trying to make a decision to expand business into London, everybody knows that it can be complicated and time consuming. London & Partners made it much easier to do, and our European launch would have certainly taken longer if we hadn’t had their assistance.”

Rod Murchison, Chief Marketing Officer,
Finsphere Corporation.

If you’re thinking of setting up a European headquarters in London, London & Partners can save you time, effort and money.

London & Partners is the official promotional agency for London attracting and delivering value to businesses, students and visitors.

We are the experts on doing business in the capital.

We connect international businesses to London, helping them set up, succeed and grow. Our service is comprehensive, confidential and funded – therefore at no cost to our clients.

We have offices in London, Beijing, Shanghai, New York, San Francisco and Mumbai.

For more information, please contact
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info@londonandpartners.com



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