- **Chris Candy & Nick Candy**
- **Candy & Candy**







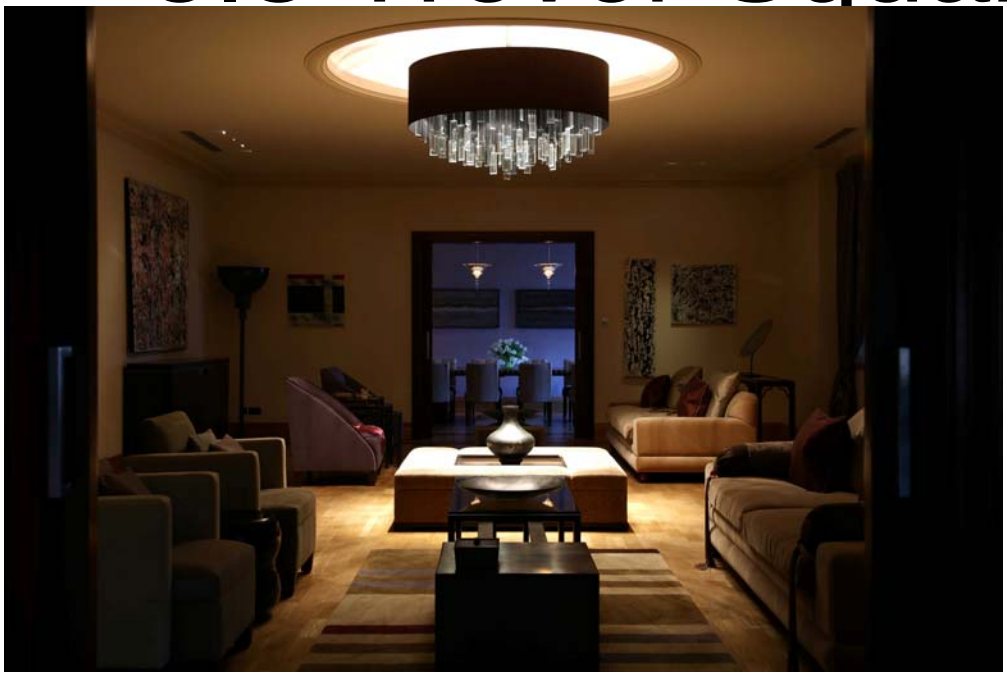
# 21st Century Luxury Living

- The evolution of Candy & Candy
- The concept
- Our mission and philosophy

# Current Portfolio

- Single Unit Developments

# 5.3 Trevor Square, London









# Le Park Palace, Monaco - before





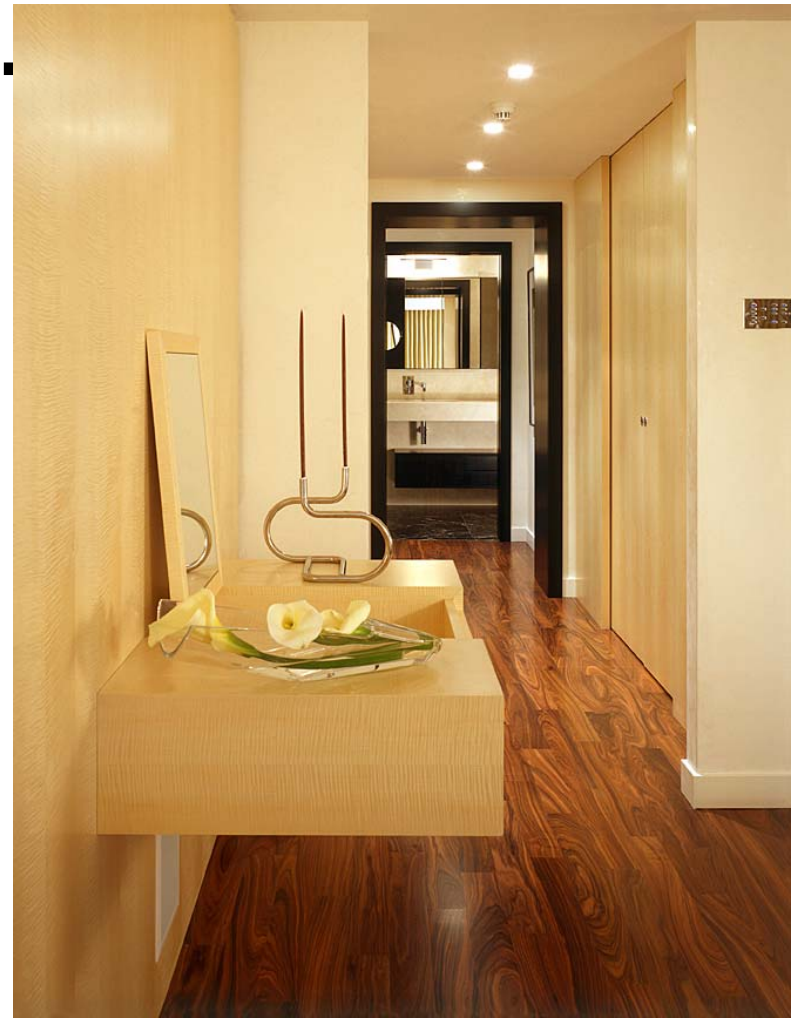


# Le Park Palace, Monaco -







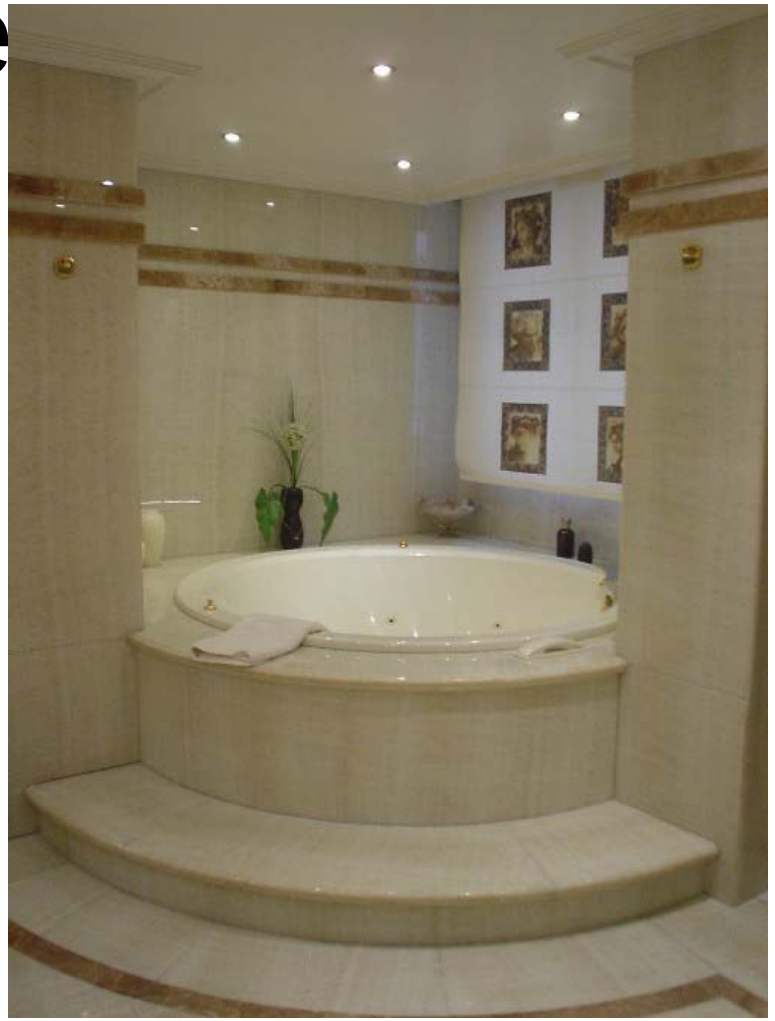


# Le Porto Bello, Monaco - Interieur









# Le Porto Bello, Monaco -









# Current Portfolio

- Multiple Unit Developments

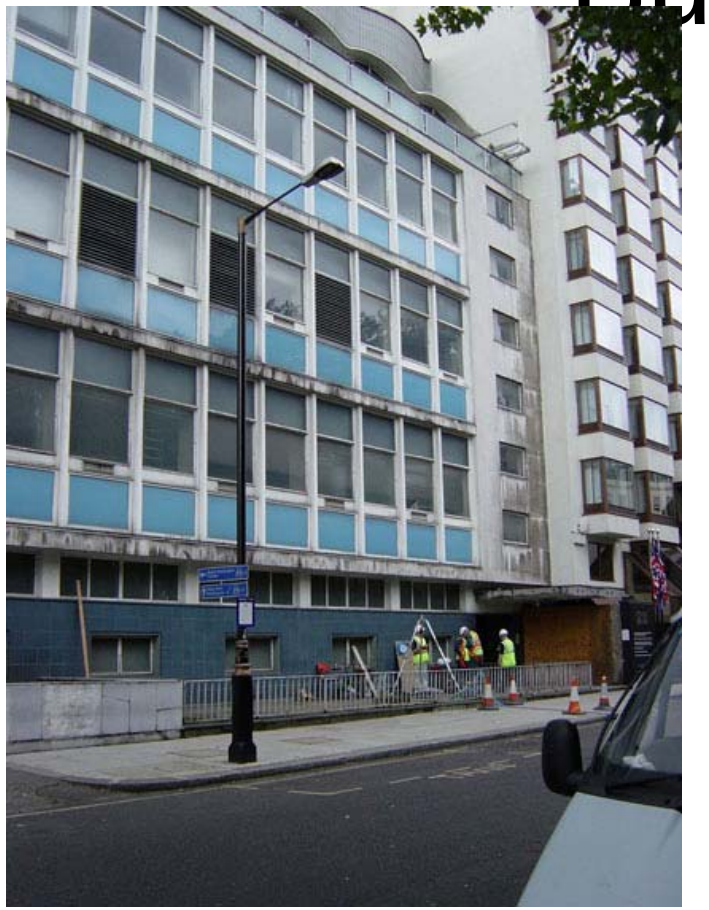
# 21 Manresa Road. London







# Chesham Place – BT Exchange Building





# 21 Chesham Place. London









# Bowater House



# One Hyde Park



# One Hyde Park



# Our Market Place

- The global rich list
- London is the primary residential address
- Ever increasing demands
- The Candy & Candy response

# Defining ‘Luxury’

- The meaning of luxury
- Our definition
- Traditional luxury brands v’s luxury brands of today
- Long term vision for Candy & Candy

# Marketing to a Luxury-Aware Audience

- Attention to detail at every touch point
- Total respect for a sophisticated client base
- Bespoke marketing for a bespoke product
- Revolutionary evolution

# Location, Location, Location

- Defining a prime location
- ‘A premium address’ within a ‘prime location’
- Supply and demand

# Embedded Value

- Location alone is not enough….
- Outstanding quality
- Setting the benchmark, staying one step ahead

# Status of the Property Market

- The property market today
- Five years from now

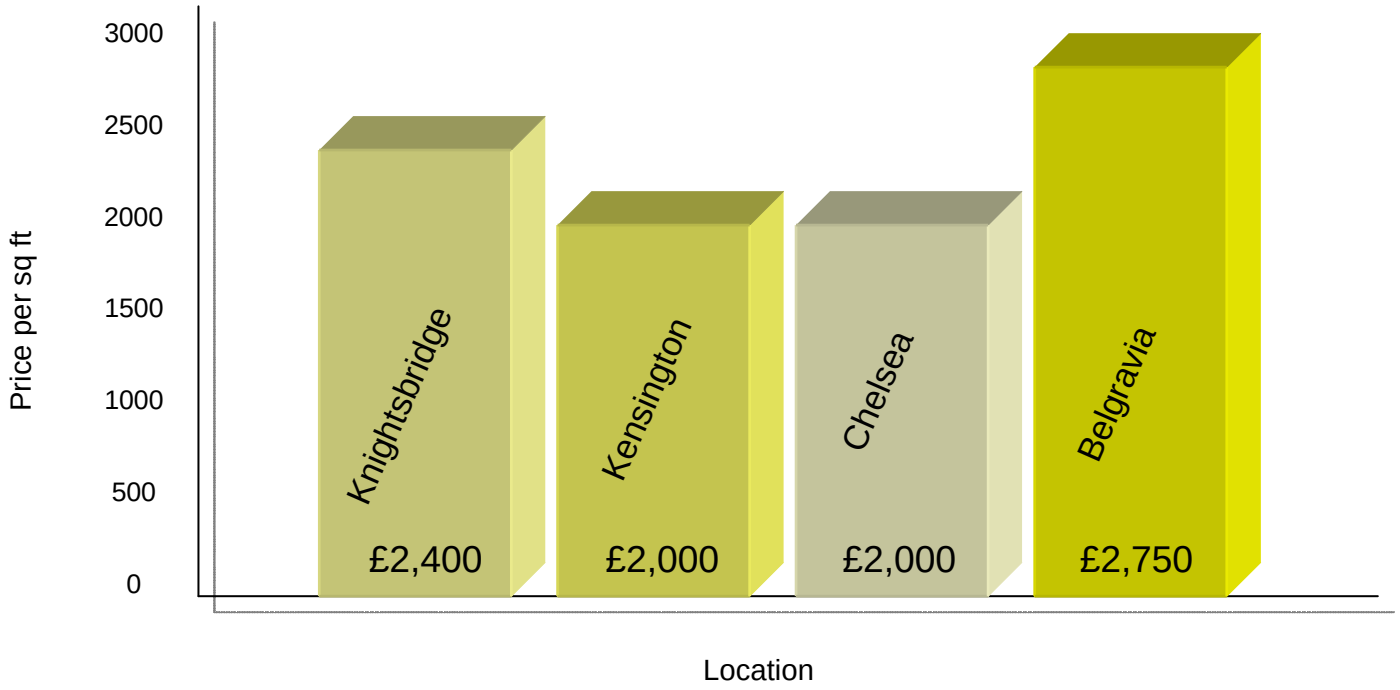
# What are the Limits on Value?

- Supply and demand
- International comparisons:

| | Typical capital values for prime accommodation (£/sq ft) | Premium recorded values (£/sq ft) | Location within city |
|---|---|---|---|
| New York | £1,400 - 1,700 | £3,000 | Near central park: One Beacon Court, Trump Tower |
| Hong Kong | £1,800 | £2,750 | The Peak, Island South (Repulse Bay, Deep Water Bay, Stanley) |
| Paris | £1,200 | £1,500 | 6 District, 7 District 8 District, 10 District |

# Market Values

- Current market sales values



# Market Values – Where can they go?

- Candy & Candy index of apartment values (past and future)

