

# Our 10 year growth plan

Be a part of it



ICONIC

THE  
EDGE

ICONIC   
LIVING IN STYLE





# A business with vision

The Parklane Group has made a big impact over the last 40 years. From property to leisure, we've earned the reputation of being a market leader in the UK by breaking boundaries, keeping family values at the heart of our business, and being passionate about constant innovation.

Born in 2015, IconInc has grown into an award-winning brand that develops and operates in established university cities.

With a vision to enhance student life experience, IconInc not only redefines student accommodation, it also generates strong, sustainable revenues.



Roomzzz

l1c

ICONINC

workinc

Livinc

rentinc.

LEEDS GOLF CENTRE

BROADLEY

UOWN

## Highlighting the gap in the market

IconInc is aimed at established university cities with a lack of student properties. Universities are relying on the private sector to make up the shortfall to deliver a massive 74% of the total beds needed by 2020.

### UK STUDENT MARKET

- 23,000 purpose-built rooms, are due to complete in 2018/19.
- 11,000 more bedrooms are planned for 2019/20.
- Full time students outnumber current and planned PBSA bed spaces by 3:1.

### INTERNATIONAL STUDENT MARKET

- Huge increase of international students over the past 10 years - the strongest growth being 230% from China.
- 34% of students are currently international.
- Non-EU students account for 25% of the UK student population.

# Exceeding expectations is our trademark

IconInc is the height of premium student living. We provide an exclusive range of impressively designed apartments. Each comes with an en-suite bathroom, a kitchen and beautiful furniture.

## NEO APARTMENT - 14M<sup>2</sup>

Our standard, well-designed studio apartment

## SMART APARTMENT - 24M<sup>2</sup>

Our spacious & versatile studio apartment

## ELEGANCE APARTMENT - 28M<sup>2</sup>

Our superior deluxe studio apartment

## GRANDE APARTMENT - 35M<sup>2</sup>

Our ultimate premium apartment

**"I DIDN'T KNOW  
ANYONE. AFTER A WEEK  
I'D FOUND FIVE NEW  
FRIENDS, ALL UNDER  
THE SAME ROOF."**

*Melissa, Leeds*

## Cities with the greatest potential

Our focus is towns and cities featuring the Russell Group universities. Their economic output is more than £32 billion a year, which attracts affluent students, creating thriving cultural diversity. Exactly what IconInc is all about.

### CURRENT LOCATIONS

### RUSSELL GROUP TARGET LOCATIONS

UNIVERSITY  
OF GLASGOW

UNIVERSITY OF  
EDINBURGH

QUEEN'S  
UNIVERSITY  
BELFAST

NEWCASTLE  
UNIVERSITY

DURHAM  
UNIVERSITY

UNIVERSITY OF  
YORK

LIVERPOOL

UNIVERSITY OF  
MANCHESTER

LEEDS

UNIVERSITY OF  
SHEFFIELD

LINCOLN  
(OPEN 2019)

UNIVERSITY OF  
NOTTINGHAM

UNIVERSITY OF  
BIRMINGHAM

UNIVERSITY  
OF WARWICK

CARDIFF  
UNIVERSITY

UNIVERSITY  
OF BRISTOL

UNIVERSITY  
OF OXFORD

UNIVERSITY OF  
CAMBRIDGE

UNIVERSITY  
OF EXETER

UNIVERSITY OF  
SOUTHAMPTON

IMPERIAL COLLEGE LONDON  
KING'S COLLEGE LONDON  
LONDON SCHOOL OF ECONOMICS  
AND POLITICAL SCIENCE  
QUEEN MARY UNIVERSITY  
UNIVERSITY COLLEGE LONDON

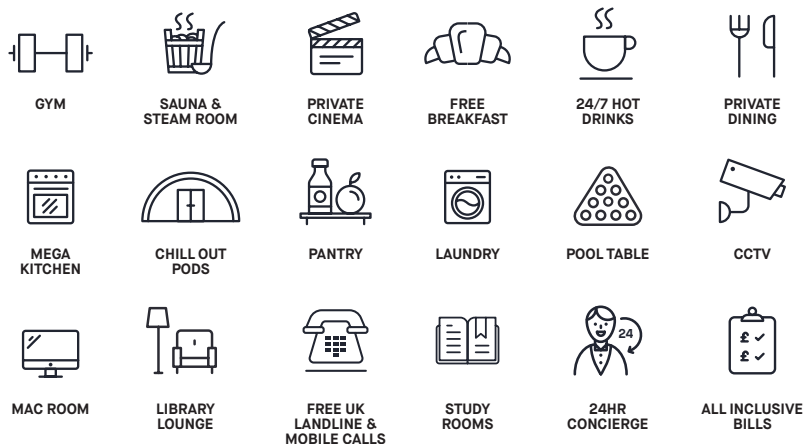


# Elevating student living beyond accommodation

Generation Z is already forging its way as a group that values experiences above 'things'. IconInc delivers a world of opportunities to bring people together, ignite friendships and develop a new passion. It has the power to open students' eyes and enrich their minds way beyond study.

They can swap their thinking caps for a chef's hat, join pamper days, stretch out and enjoy yoga or grab some popcorn and settle down to the latest movie. All ideal ways to get to know a whole new bunch of people.

Our staff are around 24/7, ready to help as a mentor, an agony aunt or a personal concierge. It's a winning formula that helps students feel safe and parents feel reassured.



## Partnership

We wish to work in partnership with Local Authorities and the private sector to attract investment into city centre regeneration zones, creating jobs and contributing to the Authorities' future growth expectations.

### Key Requirements:

- ◆ SITES OR EXISTING BUILDINGS
- ◆ 6,500 – 8,400 M<sup>2</sup> (70,000 – 90,000 FT<sup>2</sup>)
- ◆ 150 – 225 BED SCHEMES PREFERRED
- ◆ HIGH FOOTFALL CITY CENTRE LOCATIONS
- ◆ 10-MINUTE WALKING DISTANCE FROM THE MAIN UNIVERSITY CAMPUS
- ◆ CLOSE TO PUBLIC TRANSPORT AND GENERAL AMENITIES



**"I NOW HAVE FRIENDS ALL AROUND THE WORLD THAT I'M VISITING OVER SUMMER."**

*Amy, Leeds*



# Let's Talk

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**NAVEEN AHMED**

*Managing Director*

naveen@theparklanegroup.com

**SAMEER AHMED**

*Commercial Director*

sameer@theparklanegroup.com

**CAMPBELL CARRUTH**

*Head of Development*

campbell@theparklanegroup.com

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+44 (0)113 230 5627

iconinc@theparklanegroup.com

iconinc.co.uk

theparklanegroup.com



**parklane group**

