

appear [here]

Record growth: Appear Here beats targets for Q1 2016 and releases new tech to change the way the property industry works

- **Exclusive partnerships with 9 out of 10 of the UK's biggest landlords fuel growth**
- **Appear Here releases new technology to revolutionise the way landlords manage spaces**

5th July 2016 – Appear Here, the leading online marketplace for short-term retail space, has announced record growth across the last quarter. The company now has over 35,000 registered users and 2000 prime retail spaces listed on its platform from some of Europe's biggest property companies.

This quarter kicked off what is a pivotal year for Appear Here, as they begin their global expansion. Their recent launch in Paris beat all initial growth plans, which means Appear Here is on track to continue international growth this year. The landlord dashboards released this week, aim to boost their growth further by innovating the way the property industry rents space.

Backed by the biggest property companies and retailers

Exclusive partnerships with leading companies in the property industry have driven Appear Here's growth. The company jumped to an early lead in the UK, signing up major landlords exclusively such as Land Securities, British Land, TFL, Hammerson and Shaftsbury. In 2016, Appear Here continued to win over major owners, with spaces from Westfield, The Grosvenor Estate, CBREI, The Mercer Estate, LaSalle and Blackstone appearing on the site in recent months.

In the last 12 months, Appear Here has launched over 2000 shops in London alone. Some of the world's biggest brands (Apple, Nike and Coca Cola) and most exciting new start ups (Spotify, Lyst and PRESS London) are now using the website to find and book space. Appear Here has also partnered with one of the world's biggest retailers TOPSHOP TOPMAN – listing concession space in their flagship store.

Ross Bailey, CEO of Appear Here commented, "when I first told landlords about my idea for Appear Here, I was given a million reasons why it would never happen. Today, 9 out of 10 of the UK's biggest landlords list their spaces on Appear Here. We're given them a hassle-free way to rent short-term space and connect with 1000's of the best retailers and upcoming brands."

Product innovations takes Appear Here to the next level

Appear Here is continuing to establish itself as the market leader for short-term retail, by building tech-driven solutions for inefficiencies in the property industry. The industry standard for renting commercial space is 3-6 months. Through streamlining the booking process online, Appear Here has reduced that to 3-6 days – the current record is under 10 minutes. Appear Here's new landlord dashboards aim to reduce this time even further.

The landlord dashboards will give the property industry the ability to understand the performance of their spaces like never before. Using Appear Here, landlords can monitor demand for their spaces, track financial performance, and complete bookings faster than ever online.

Appear Here is putting the power of the editor in the landlord's hands. The dashboards will pull information from brands online profiles, such as their social following and performance of previous stores, to help landlords pick the right ones for their space.

A new ratings system for both landlords and brands, will help ensure the quality stays high on both sides of the market. Landlords will be able to see a brand's quality score on their dashboard. They will also be able to see how brands have rated them.

Peter Cooper, Director of UK Asset Management at Hammerson commented, "Appear Here continues to build valuable tools that better support our asset management team in reviewing and accepting booking requests from innovative brands booking space on the Appear Here marketplace."

Notes to the Editor

About Appear Here:

Appear Here is the leading online marketplace connecting landlords with brands, retailers and entrepreneurs who wish to rent space to make their ideas happen. Appear Here currently lists space in some of the UK's top retail destinations and cities including, Bath, Birmingham, Edinburgh, Glasgow, Leeds, Liverpool, London, Manchester and stores such as TOPSHOP TOPMAN's global flagship store, 214 Oxford Circus. In 2016, Appear Here launched in France and already lists 100's of short-term spaces in its top retail districts and select shopping centres across the country.

Appear Here gives everyone from start-ups to designers and international brands the chance to take an empty space, share an idea and create a moment. Over 30,000 brands have signed up to Appear Here, giving them access to over 1,500 high-quality spaces. The company was launched in February 2013 by Ross Bailey. Its backers include Europe's largest Venture Capital firm Balderton Capital, Forward Investment Partners, MMC Ventures and Meyer Bergman.

For more information visit www.appearhere.co.uk