

Land and Property

# Knowledge. Simplified.

Empowering owners, buyers, and sellers  
to make confident decisions.

# We're TeamAddland



A collective of property, marketplace, tech and consumer specialists with experience in launching and scaling businesses.

## Investor & Advisors

Our experienced private investors include FTSE 100 CEOs and MDs of international banks and leading investment funds.



**Thomas McAlpine**  
Founder

A decade of experience spanning private & public construction and fund management, focusing on renewable developments, working for leading names Sir Robert McAlpine, Aecon and Dalmore Capital.



**Jonathan Williams**  
Chief Executive

CMO for 15 years at the largest digital motoring marketplace, instrumental in its digital transformation resulting in an IPO that achieved a market cap of £6bn. Advises boards and consults for Private Equity firms.



**Brian Shaw**  
Technology Officer

A strong technical leader with 20 years experience in banking, healthcare, media and proptech. A proven track record of leading teams across technical design, implementation, and core systems integration projects.



# We're TeamAddland



**Sinead Hatter**

Head of Sales

Ten years at Rightmove where for the last three she was an Area Director in London. Focused on growing and developing high performing sales teams and achieving the highest revenue growth award three times.

**rightmove**



**Hannah Parker**

Head of Product

Joined the proptech space at Zoopla in 2011 till its IPO then headed up new projects at the Property finder group. Recently held key product roles at Zoopla and Home track following their \$3bn acquisition by Silverlake.



**Andrew Smith**

Customer Officer

Brand and digital consulting background, focusing on customer experience, digital transformation, product innovation and growth strategies for Auto Trader, Costa Coffee, Money Supermarket, Zurich and E.ON.

**MONEY  
SUPERMARKET**



**Tom Neall**

Head of Operations

Five years in high-growth Fintech and Renewable Energy start-ups. Expertise in technology solutions sees him excel at delivering systems and processes to drive operational efficiencies with a hands on approach.

**Nutmeg.**



# Our Belief & Mission

ADDLAND



We believe that within a matter of years buyers, sellers, and owners interacting directly rather than using intermediaries will become the new normal for property transactions.



The beginning of that journey is to empower people to make fully informed land and property decisions so that they can save time, money and effort.



Our mission is to make property knowledge visible and accessible to simplify the transaction process and ultimately facilitate peer to peer transactions.



Addland. A single destination to find, research, buy or sell. Aiding understanding that builds confidence in personal property decision-making.

[addland.com](https://addland.com)

# The Problem

The UK has an obsession with Property ownership combined with A major problem when it comes to A lack of housing supply.





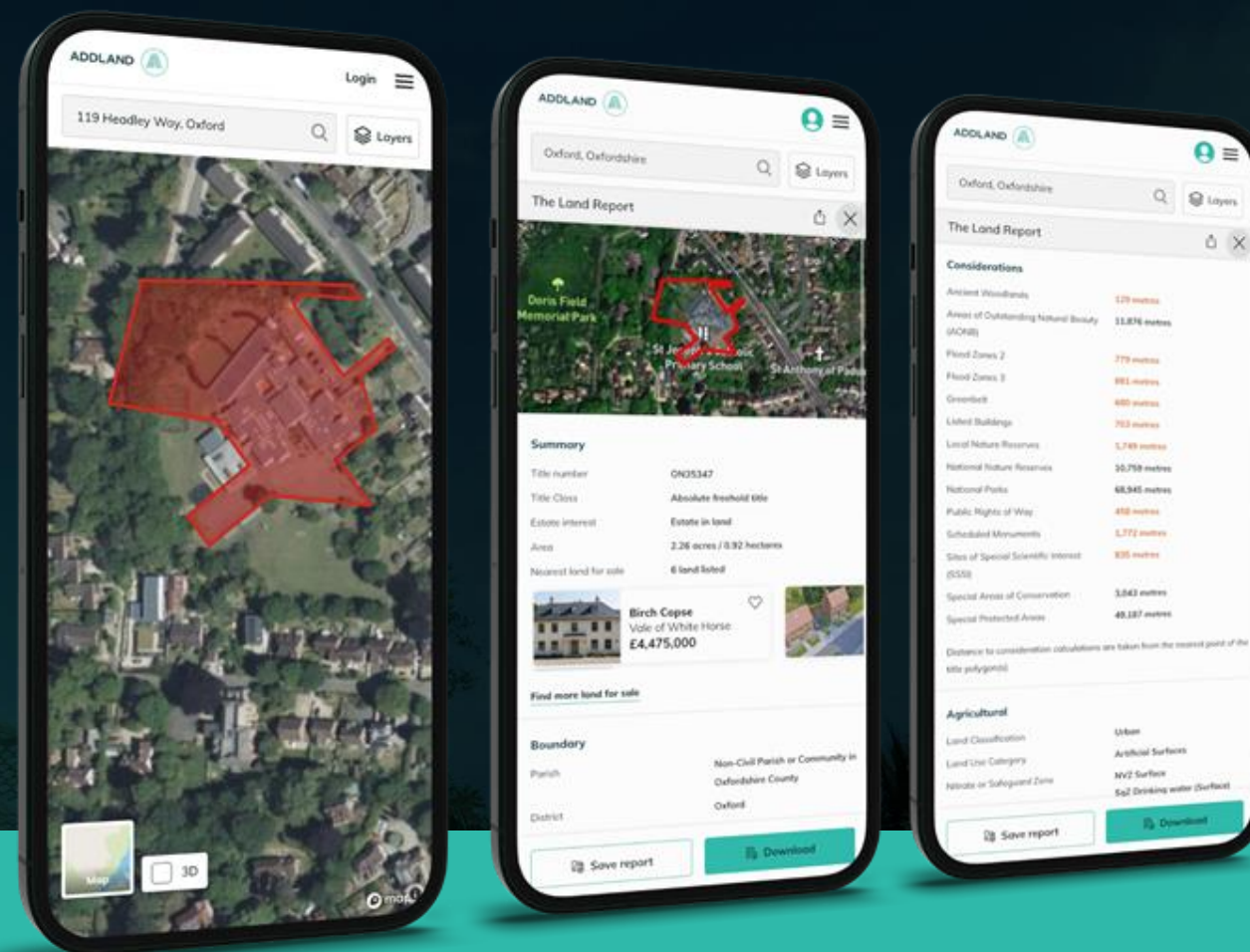
# Opportunity

Capitalise on the thirst of owners, buyers and sellers for property knowledge and satisfy the demands of industry professionals for tools that increase efficiencies in the development cycle.



# The Solution

A single destination where you can both find property for sale and research its viability together. Giving owners, buyers and sellers access to all the services they need to make confident decisions at each step of the journey.



# That's Addland

- Two audiences
- One interlinked need
- Multiple revenue streams





# Our Belief & Mission

## Phase 1

### Business Enablement

Enabling businesses to increase their knowledge and efficiency and be more transparent by sharing data with all parties

### Revenue Streams

Platform to find and research land together  
Enhanced Land Report Addland  
Professional subscription  
Addland Agent subscription

## Phase 2

### Individual Empowerment

Empowering all property owners become experts on their land and property and all buyers and sellers to make fully informed decisions

### Revenue Streams

Single purchase Land Report  
Monthly 'my property' subscription  
Monthly 'my property' alerts  
Addland Professional 'fast pass' access  
Value chain ancillary services referrals

## Phase 3

### Market Acceleration

Facilitating multiple aspects of property transactions including peer to peer selling/buying from a single destination

### Revenue Streams

Expanded value chain services  
Private seller listings  
European expansion

# Phase One Has Been a Success.



# We Started Tackling The Hardest Part First

Creating the largest dedicated  
land marketplace together  
with the site assessments tools  
required to undertake due  
diligence.

Starting with the professionals builds credibility. We took a mass market approach, targeting land agents, estate agents, architects, planning consultants, surveyors, environmental consultants, construction companies, and SME developers

We built the largest dedicated marketplace to increase visibility and increase the pace of transactions, whilst avoiding the need for planning policy and SHLAA data because it significantly increases complexity and cost, and that niche is already crowded.

As a result we offer the easiest to use customer experience combined with a low cost subscription service that delivers relevance to wide ranging audience groups.

# The only place you can find and research **land** in one place

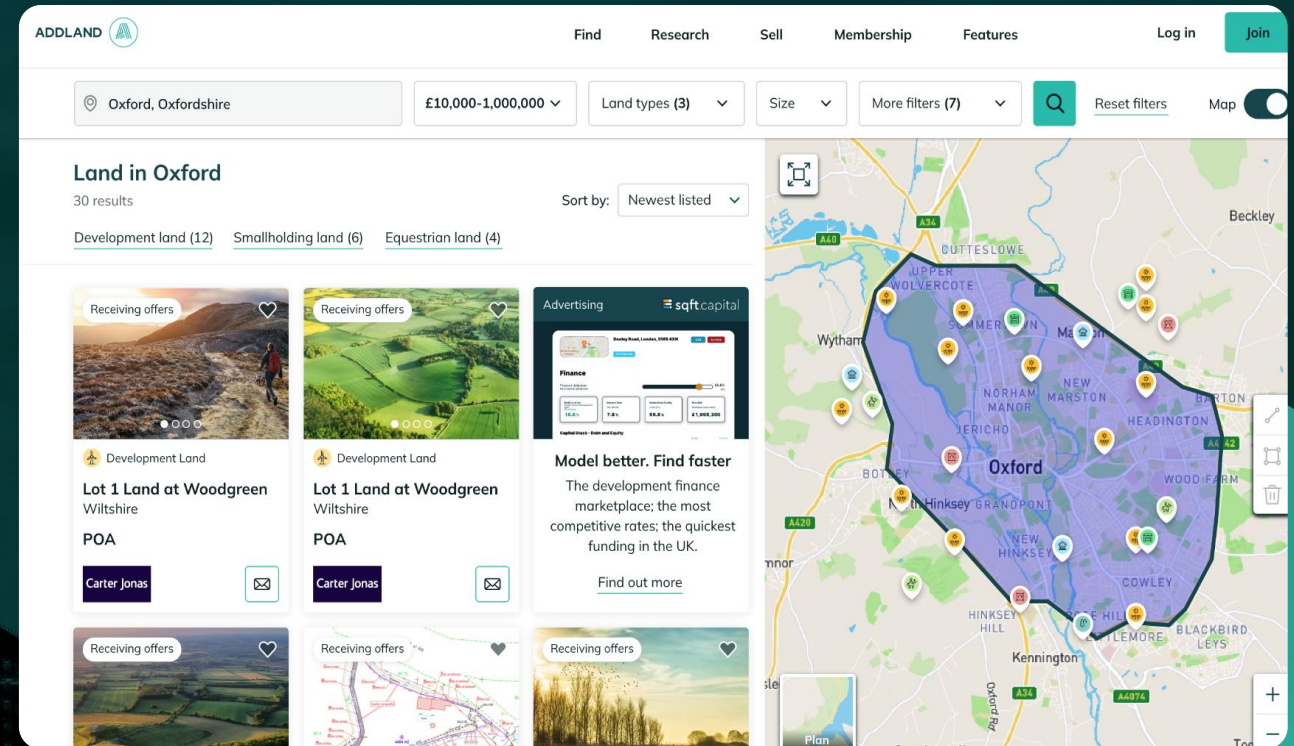


## Find

A unique experience built specifically for those looking for land or properties with land.

Advertise properties for sale or development opportunities and reach serious buyers who are ready to progress.

Identify any piece of land in the UK whether on or off market, registered or unregistered.





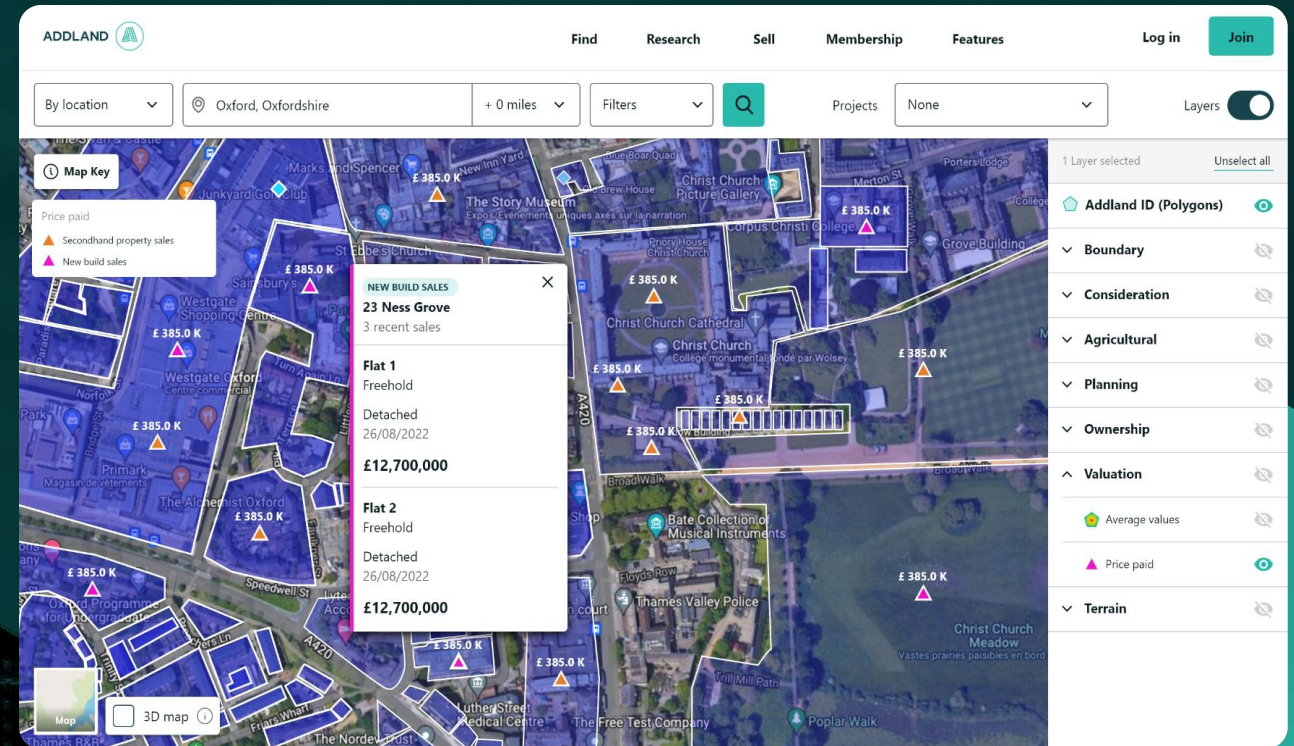
# The only place you can find and research **land** in one place



## Research

Instantly see who owns a property, any relevant purchase considerations, current and past planning applications, and view comparable pricing data.

Plus, complete your site assessments in seconds with access to terrain data, agricultural classifications, 3D maps, and boundary outlines for the perfect property summary.



# The Core Product is **High Growth** **With Proven Traction**



**+94%** Visitor  
Growth

2022 achieving 1.2m sessions

**+33%** Search  
Growth

2022 saw over 636k searches

**+177%** Ad View  
Growth

2022 saw over 1.35m advert views

**+370%** Leads to  
Agents

2022 saw almost 5000 email leads to agents

**+150%** Available  
Listings

December 2021 to December 2022

**+24%** Agent Branch  
Growth

2022 saw us onboard an additional 145 branches

**+250%** Member  
Growth

2022 saw us grow our membership to 9.7k

**9X** Paying  
Members

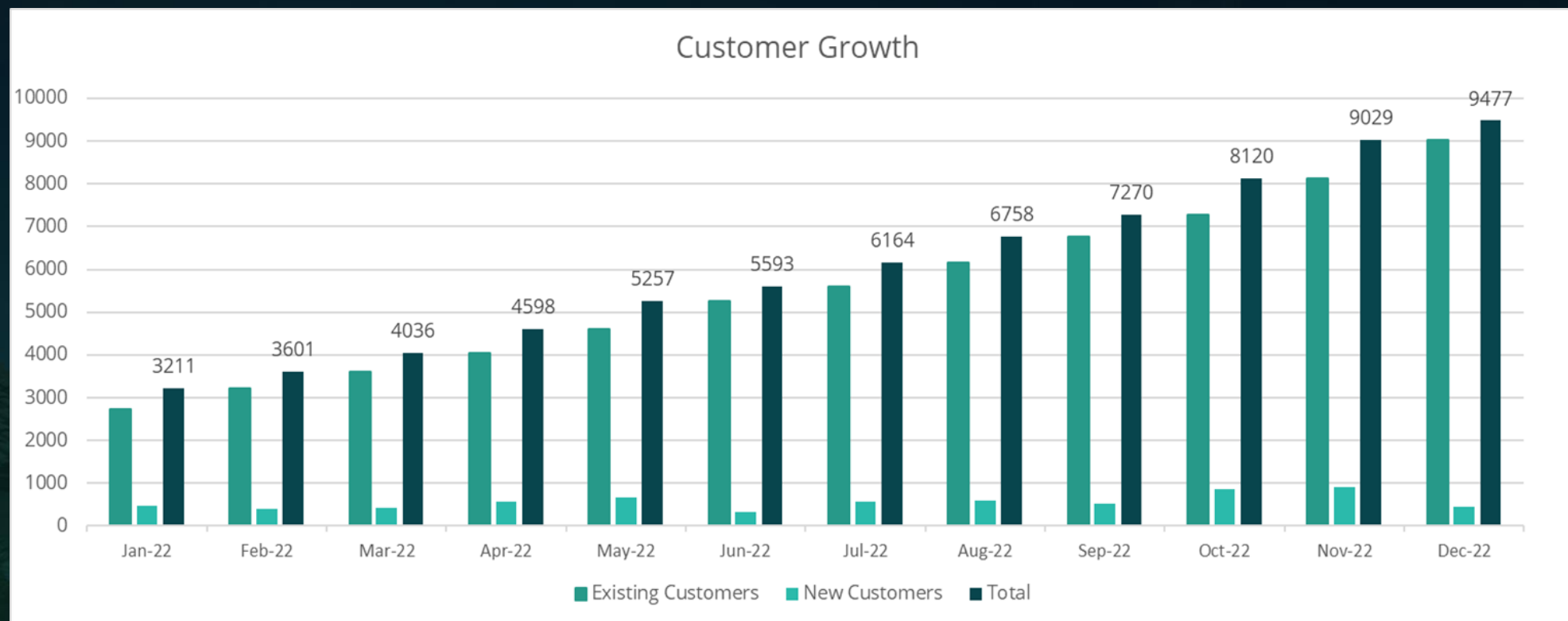
2022 grew to almost 100 paying members

**+57%** Professional  
Trials

2022 saw an additional 1200 trials



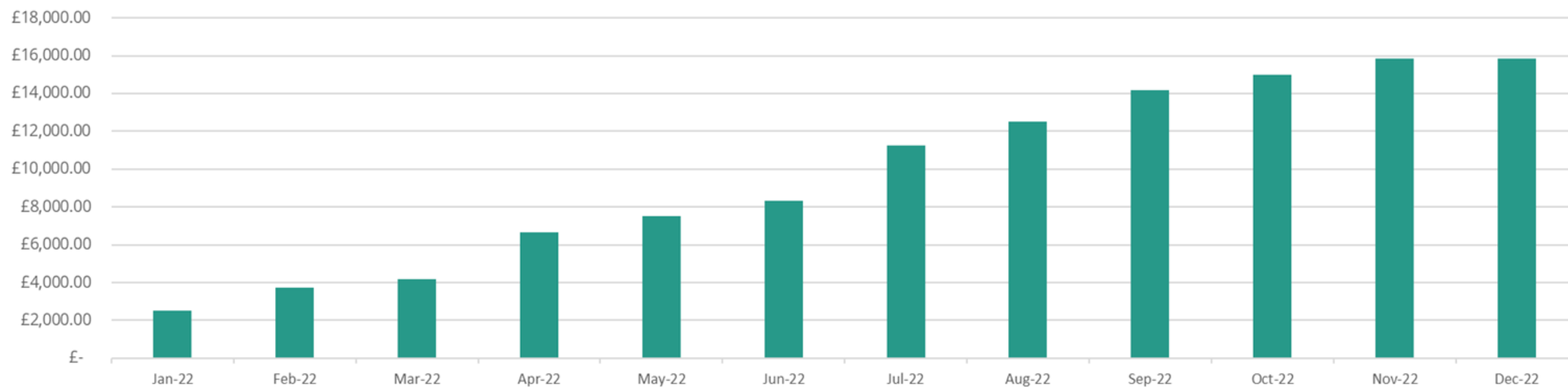
# In 2022 We Grew Our Customer Base 300%



Since commercial launch in October 2021 Essential and Professional memberships have grown on average +550/mth


# We've Begun Commercializing The Product

Net Revenue Growth 2022



Since commercial launch in October 2021 Essential and Professional memberships have grown on average +550/mth





I was asked to independently review the business. It's made amazing progress; marketplaces take time to form and the team at Addland have everything pointing in the right direction.

Scott Forbes, Chairman of Rightmove 2011-2019.

# Sustainable Audience Growth (Our Moat)

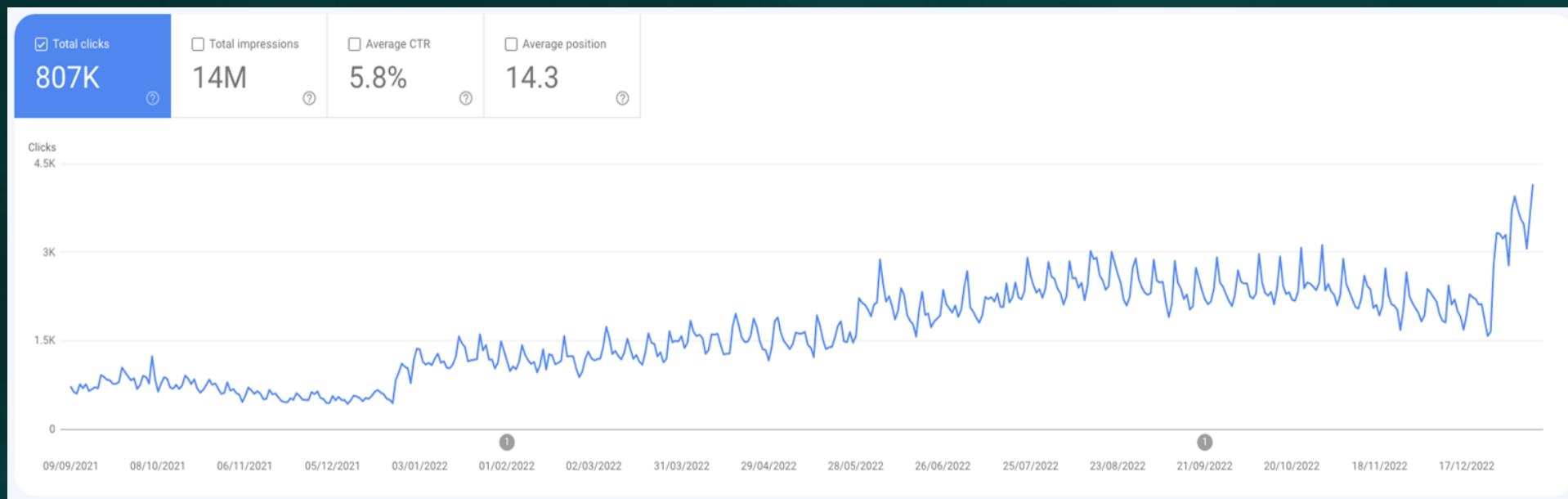


**01** Search Engine Optimisation (SEO)  
is at the core of our product

**02** Our strong SEO performance allowed for us to pause all  
paid media in H2 2022 and still deliver YOY growth

**3,000**

Daily SEO clicks in 2023



**1million**

Monthly organic  
impressions



# We Are No Longer Reliant on Paid Channels for Audience

01

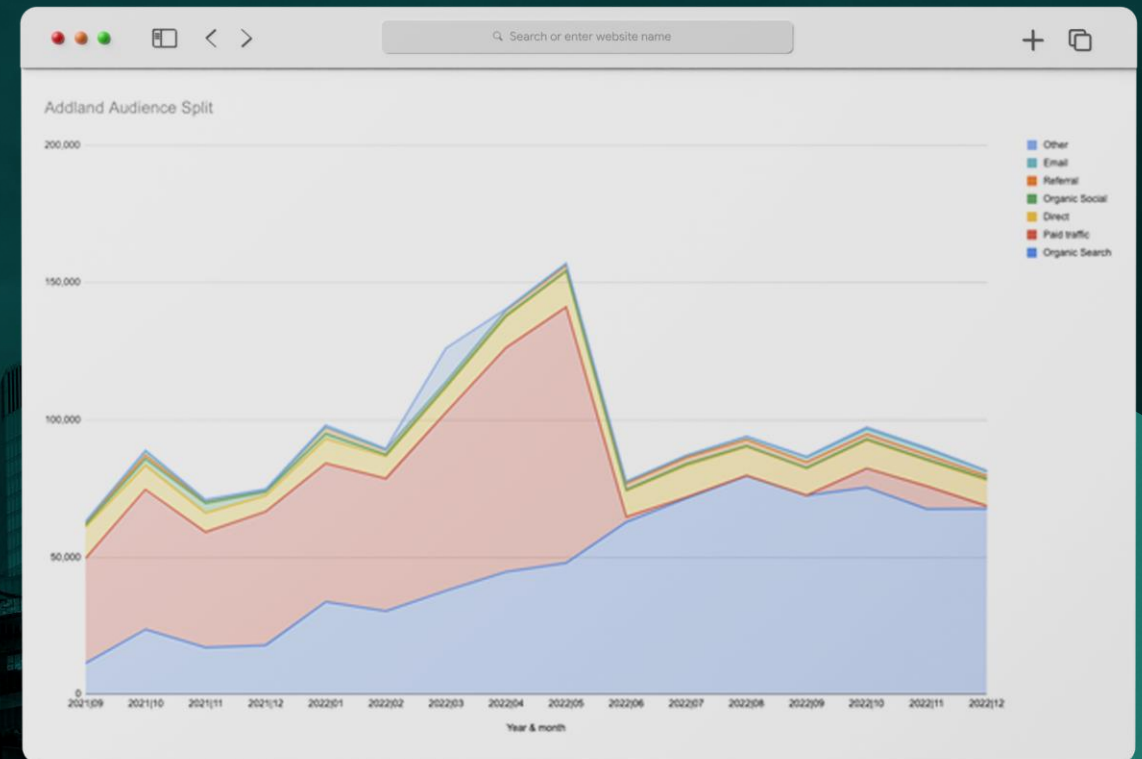
Our strong SEO performance allowed for us to pause all paid media in H2 2022 and still deliver YOY growth

02

January 2023 is set to deliver 100k visits without any paid digital marketing

**£150k**

was the cost of generating 100k visits to Addland in 2022

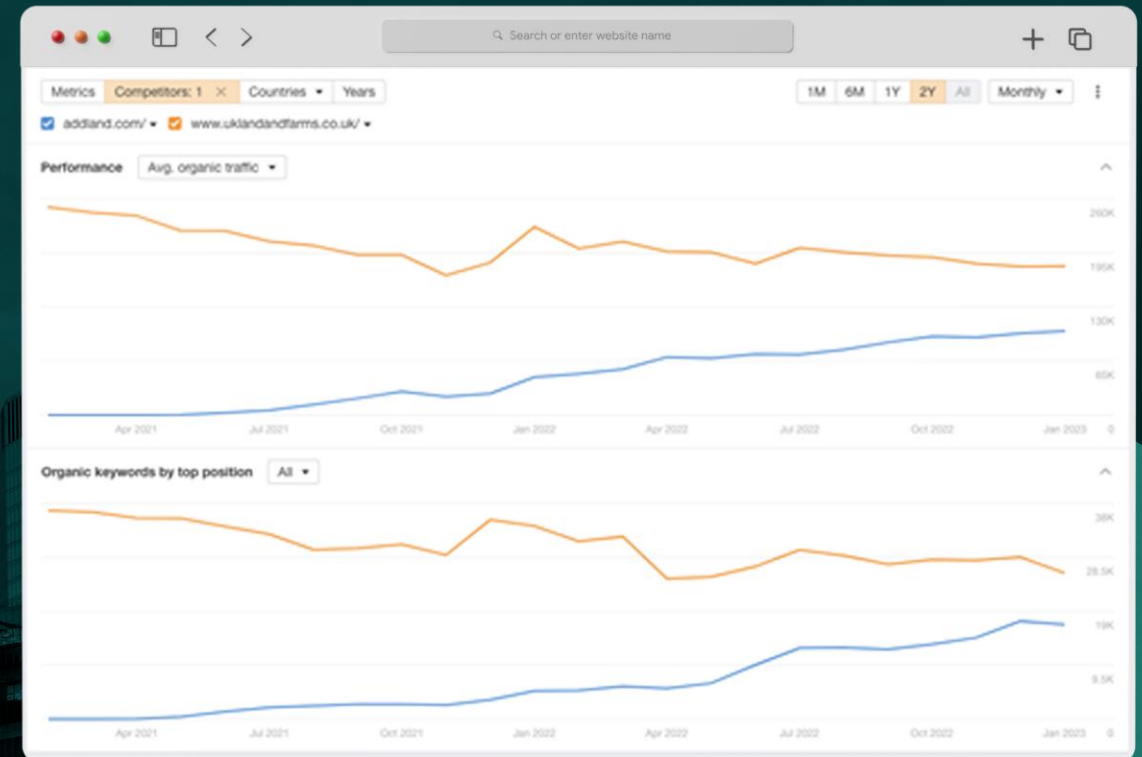


# We Are Taking Market Share From Competitors

**01** Our SEO strategy targets audience across the full buying journey

**02** Our SEO strategy targets audience across the full buying journey

Our SEO growth has eaten away at UK Land & Farms previous dominance of the sector





# Phase Two is Underway

# We scale by adding a DTC service

Providing homeowners, buyers and **sellers with a range of services that provide them** with confidence in making the right property decisions.

We provide homeowners with a 'watching eye' on changes that affect their property from planning applications and valuation to changes in flood zone areas. An ultra low cost monthly subscription as easy and essential as checking your credit score

We introduce a PAYG model for bespoke Land & Property Reports enabling any of the circa. 1m residential property transactions to benefit.

We build out complementary value chain services including finance, insurance, planning, architecture and surveying to help speed up property transactions and generate referral revenue.



# The Addressable Market

ADDLAND



## Professionals



# The Addressable Market

ADDLAND



## Consumers

### The Consumer Market

15m

Owner occupied properties  
c1.2m sales  
per year relevant for property  
and land transaction research

### Value Chain Services

Est value

## International Market

### International Expansion

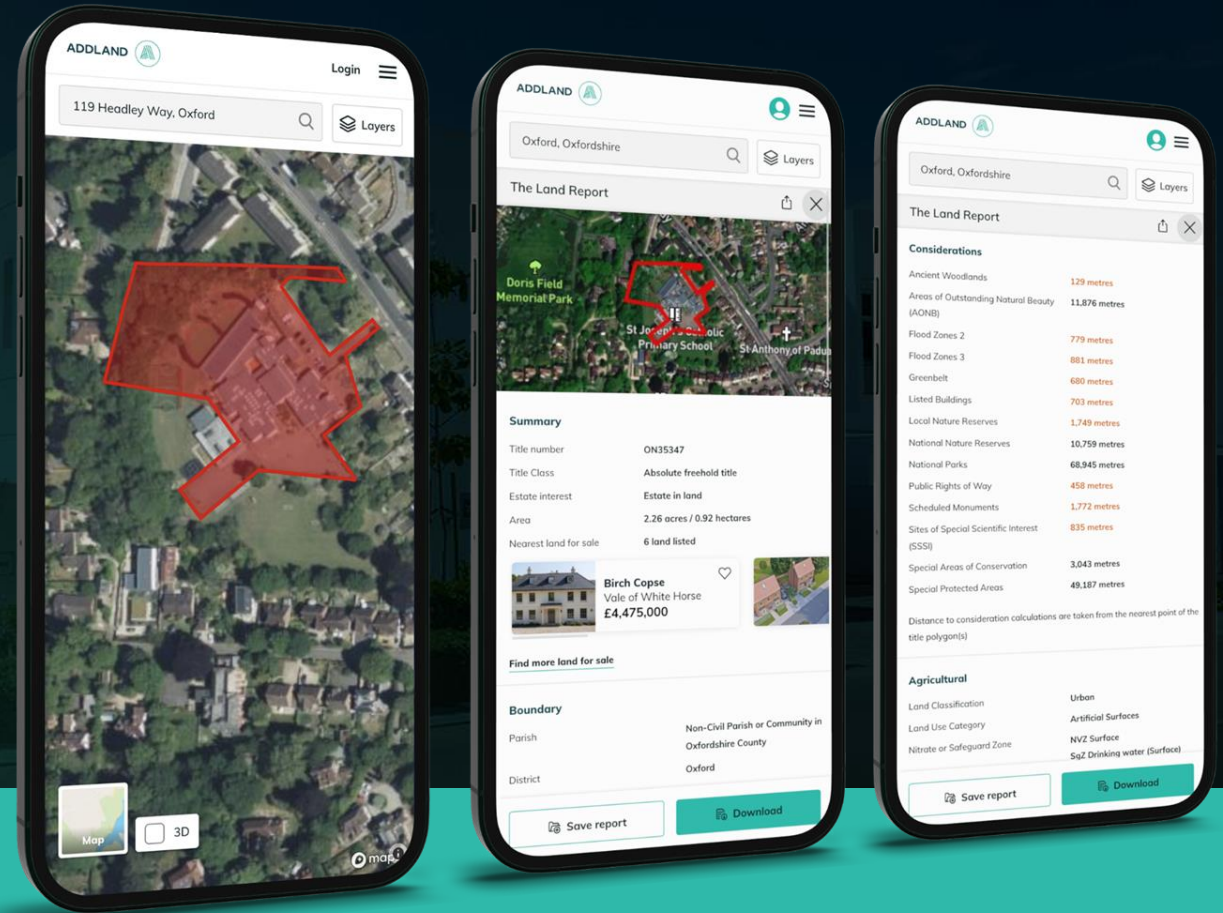
£120m	French market
£116m	German market
£101m	Spanish market
£93m	Italian market
£68m	Swedish market
£735m	Rural land rentals

# Comprehensive **Property Assessments** in Seconds



## Plus, Key Land Considerations

- Ancient woodlands
- Areas of outstanding natural beauty (AONB)
- Flood zones 2&3
- Greenbelt
- Listed Buildings
- Local and national nature reserves
- National parks
- Public rights of way (PRoW)
- Scheduled monuments
- Sites of specific scientific interest (SSSI)
- Special areas of conservation (SAC)
- Special protected areas (SPA)



View Ownership, Boundary, Planning, Valuation, Agricultural & Terrain data.



# The Addressable Market

## Professional Market

**£XXm**

Agents 30k  
SME Developers 16k  
Architects 30k  
Planners 20k  
Surveyors 20k

Agents: 21k Resi, 2k Land,  
7k Commercial

## Consumer Market

**£XXm**

**15m**

Owner occupied properties  
**c1.2m sales**  
per year relevant for property  
and land transaction research

Value Chain Services  
£xxm

## International Market

### International Expansion

£120m	French market
£116m	German market
£101m	Spanish market
£93m	Italian market
£68m	Swedish market

# Our Competitive Advantage

- 01** **First mover advantage**  
We've proven the business model with consistent MOM growth
- 02** **Already the single biggest destination for land**  
We've captured 40% of all land listings and all leading land agents
- 03** **Multiple reasons to engender loyalty and generate revenue**  
Our single destination is geared to satisfy the needs of professional and consumers
- 04** **Product and tech composition that let's us scale quickly**  
We can easily move into consumer markets, and expand internationally



# The Seed+ Round Will Propel Our Growth To Mass Adoption By Increasing Our Paid Membership Base

ADDLAND



## Investment Terms

Securities	Ordinary Shares
Pre-Money Valuation	£
Raising Funds	£
Shares	xx
Share Price	£xx

Investment will primarily be used for **marketing and to increase** development capability.





# Invest With Confidence

An experienced and successful leadership team  
First mover advantage, we've proven the model and are growing  
There's significant headroom in the core market and it's easy to scale. The business is underpinned by two complementary revenue streams  
Expansion into horizontal and international markets aided by similar structures  
We have the ability to commercialize market demand and pricing data





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Founder

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Chief Executive Officer

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# Disclaimer



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