

El Segundo establishes its position with creative tenants

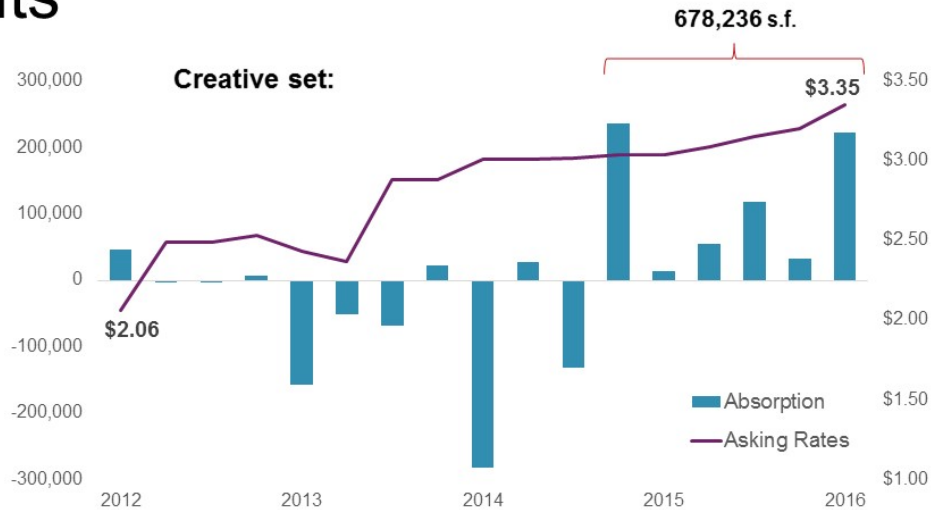
Creative office inventory:

22 creative redevelopments
2.0 m.s.f.

Q1 2014 - Q1 2016 net absorption
678,236 s.f.

Rental rates increase since 2012
+63%

Creative redevelopment pipeline
1.2 m.s.f.



Pre conversion:



Post conversion:



- Creative redevelopments outperform traditional Class A office in El Segundo and command an 18 percent rental premium. Creative El Segundo space is 35 percent less than similar product in Playa Vista and 54 percent less than Santa Monica.
- Tenants such as JustFab, DaVita, Sanrio, Kite Pharma, Bandai Games, Nativo and L'Oreal have helped cement El Segundo as a destination for creativity and innovation in Los Angeles.

Source: JLL Research