



M&G REAL ESTATE APPOINTS LIV GROUP TO MANAGE GROWING RESIDENTIAL PORTFOLIO

LONDON, 28 September 2016 – M&G Real Estate has appointed the leading private rented sector operator, LIV Group (LIV), as its specialist build-to-rent residential manager. LIV will be responsible for more than 600 units held within M&G Real Estate's UK residential property strategy, managed by Head of Residential, Alex Greaves.

LIV, whose head office is based in Leeds, has spent four years developing a market-leading PRS platform and will manage M&G Real Estate's residential developments in Bath, North Acton, Manchester, Crawley, Poplar and Marylebone. Other sites are currently under consideration.

Alex Greaves comments: "LIV's innovative approach to the private rented sector with their strong customer service focus and expertise of delivering fully integrated residential management will help to drive excellent customer engagement with our residents and ensure high occupancy rates."

Graham Bates, CEO at LIV Group, adds: 'We are building the UK's leading management platform for build to rent and the appointment by M&G Real Estate is very important for us recognising the creative approach, which differentiates LIV, whilst underlining our institutionally robust operating model.'

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Notes to Editors:

About M&G Real Estate

M&G Real Estate is the real estate fund management arm of M&G and is one of the top 25 real estate fund managers in the world by assets under management, with over £25 billion invested in a broad spread of properties across Europe, North America and the Asia Pacific region (as of 30 June 2016). M&G Real Estate has a sector leading approach to responsible property management, and is committed to assessing and improving the sustainability performance of funds under management.

M&G is the investment arm of Prudential Plc in the UK, Europe and Asia. For more information please visit www.mandg.com/realestate

About M&G

M&G is an international active asset manager, investing on behalf of individuals and institutions for over 80 years. As of 30 June 2016 the firm manages over £255 billion of assets through a wide range of investment strategies across equities, bonds, property and multi asset.

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