

Corporate Strategy

British Land seeks to achieve superior long-term growth in shareholder value by:

focusing on customer needs with prime assets in the office and retail sectors;

creating exceptional long-term investments with strong covenants, long lease profiles and good growth potential;

enhancing property returns through active sales, purchases, management and development;

maximising risk-adjusted returns through optimal financing and partnership with others; and

taking advantage of **opportunities** in the property market through entrepreneurial flexibility, deal-doing and financing.