

Investors information pack

September 2019

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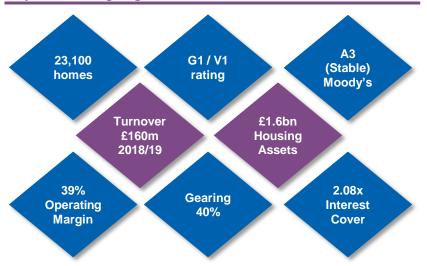
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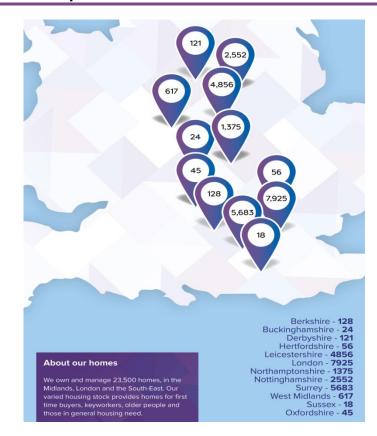
PA Housing Overview

Key Credit Highlights



- Traditional general needs provider operating across London, Surrey and the East Midlands
- Growing shared ownership portfolio with no current private sales activity (7% of turnover from all sales 18/19)
- Organic growth plan of 5,700 homes over 10 years (2.6% pa)
- 800 peripheral units sold to other Housing Associations
- Paragon issued £250m bond (of which £25m retained) in 2015

Areas of Operation





Our Heritage

- Formed in 2017 through the merger of Paragon and asra
- Paragon's roots were in stock transfer from Elmbridge Borough Council (Surrey)
- asra was created as a Black and Minority Ethnic organisation
- asra's history and legacy remains important to PA. We work to ensure that no one is excluded from our homes or from employment with us for any unjustifiable reason
- Full business integration completed within two years of merger
- £4 million recurring savings delivered through the merger
- Well positioned to consider future merger opportunities where viewed as strategically beneficial

1965

 Family First founded to provide housing and support for teenage mothers in Nottingham

1967

• Richmond-upon-Thames Churches Housing Trust (RuTCHT) incorporated

1973

· Leicester Housing Association (LHA) is founded

1984

 asra Greater London Housing Association (AHA) founded to provide homes for Asian people in need

2000

 Elmbridge Housing Trust (EHT) is established as a Large Scale Voluntary Stock Transfer from Elmbridge Borough Council

2006

• LHA, asra and Family First form LHA-ASRA Group

2007

 Paragon Community Housing Group (PCHG) is founded when EHT and RuTCHT join together

2017

• AHG and PCHG amalgamate and PA Housing is born.

Paragon Asra

PA House

Our Purpose, Values and Objectives

Purpose

Passionate about delivering more affordable homes and great services

Values

- Always do the right thing
- There when you need us
- We never give up

Objectives

- Focus on customer services
- Harmonised and effective culture and structures
- Growth to provide more homes





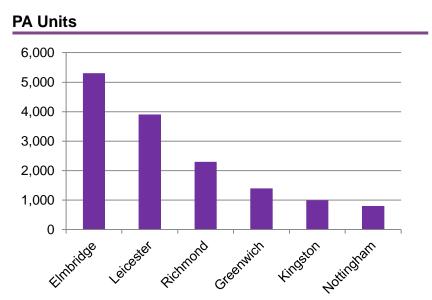
Northolt, Ealing





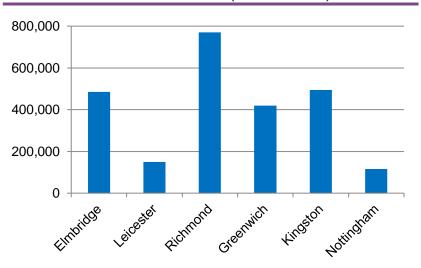
Anvil Road, Lower Sunbury

Demand for Homes in Key Localities

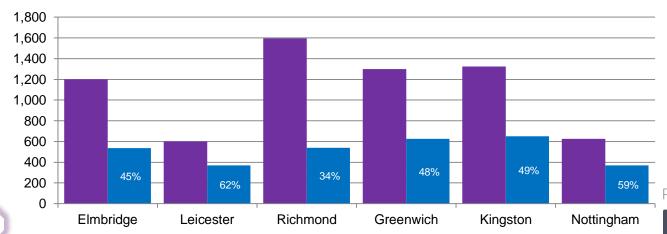


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Median Terraced House Price (source: ONS)



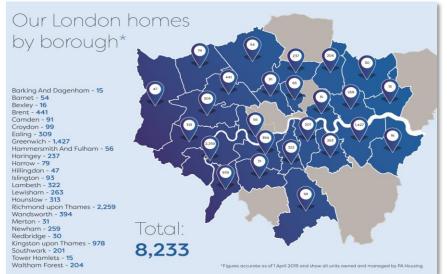
Median 2 Bedroom Monthly Rent vs PA Average (source: Valuation Office Agency)



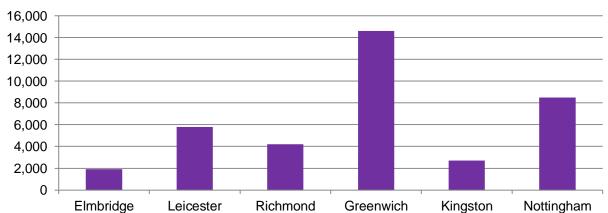


Areas of Operation



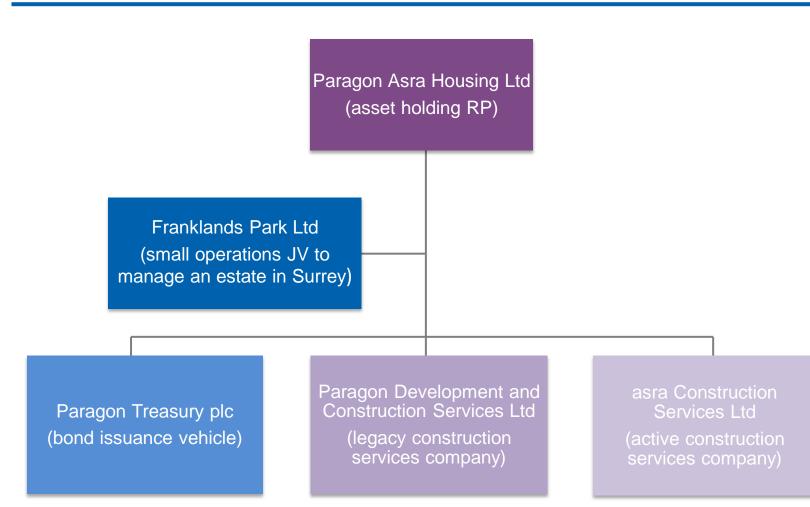


Waiting list numbers





Simple Corporate Structure





Board Members



Hattie Llewelyn-Davies (Chair)

- Long career in housing / homelessness
- OBE for services to homeless people
- Sunday Times Non-Exec of the Year 2019



Anne Turner (Chair, Audit & Risk Committee)

- Was FD at Orbit HG for many years
- Sits on two other large HA Boards
- Member of SHPS Employers' Committee



David Edwards (Chair ACSL / PDCSL / N&R Cmee)

- Chartered Surveyor
- Member of CIH Policy Advisory Committee
- Director positions at LAs / govt agencies



Chris Cheshire (Chair, Customer Services Cmee)

- Chartered Construction Manager
- Over 30 years in HA / property sector
- Now runs his own consultancy



David Hunter (Chair, Development & Assets Cmee)

- Retired Chartered Accountant
- Career at PwC followed by private equity work
- Several charity / social enterprise non-exec roles



Wayne Morris

- Former Chief Executive at Spectrum HG
- Over 30 years sector experience
- Vice-Chair at Yarlington HG



Katie Lyons

- Solicitor and Notary Public
- Works in local government
- Earlier career at Canary Wharf Group / Airbus



Steve Amos

- Former Head of Social Housing at Barclays
- 30 years sector financing experience
- Served on Board at Funding Affordable Homes



Curtis Juman

- Qualified accountant, currently FD at Ofcom
- Previous roles at Deloitte, Westminster Abbey
- Board experience at other HAs and elsewhere



Dilip Kavi (Chief Executive)

- Worked in housing sector since 1995
- Joined Paragon as CEO in 2011
- Earlier career in automotive industry



Opportunities and Challenges

Financial stability and resilience

Strong Board and effective Executive Team

Staff buy-in to deliver excellent services

Excellent Resident Council and scrutiny teams

Measured growth in areas of high demand

Rent certainty from 2020 is positive

Housing high on the political agenda

But.....

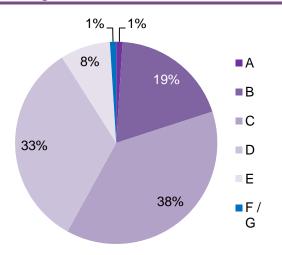
Health & Safety compliance hurdles are increasing

Brexit-led uncertainties



PA and ESG

EPC ratings



Accreditations















We've signed the Make a Stand pledge to support people experiencing domestic abuse, have you? #makeastand cih.org/makeastand

women's aid Chartered Institute of Housing



Average SAP rating: 70 (band C)

Homes with solar: 470

'C' rated window / door upgrades this year: 892 homes

£5.5m investment

'A' rated central heating upgrades this year: 1,085 homes

£3.7m investment

Insulation upgrades this year: 1,303 homes

£1.6m investment

Strategy in place to address lower performing EPC properties

- > Ongoing project to install LED lighting in all communal areas
- > Hardship fund to support customers facing fuel poverty

We undertake numerous projects, work with equality organisations, and hold events in-house and across our communities to raise awareness of inequality and to ensure inclusion for all:

- We train employees in equality, diversity and inclusion best practice, on topics as varied as autism awareness, welfare benefits advice, and deafness awareness
- Many staff are multi-lingual. We offer documents in more than 10 languages. Some staff use British Sign Language
- We support victims and survivors of domestic abuse, working with charities that run refuges. One of our schemes is a supported mother and children unit
- We have adopted the NHF Commitment to Refer on homelessness
- · Mental health first aid training is now given to all line managers
- All recruitment (including at Board and Executive level) is in accordance with established best practice, aiming to recruit the best possible people regardless of background





'Team Purple' out and about



PA Housing

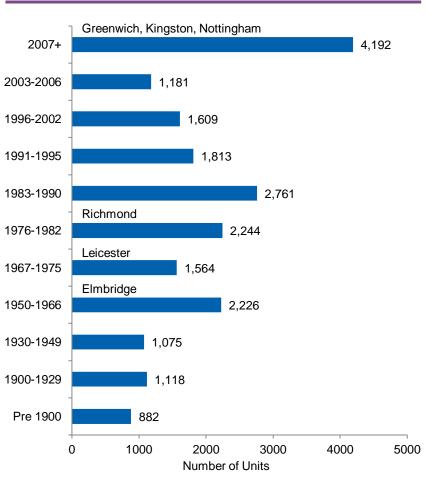
Business Operations



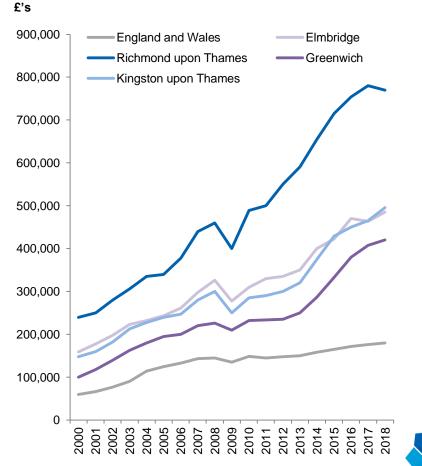
Staff Diwali celebrations

Housing Stock and House Price Trends

Age Profile of Stock



Terraced House Price Trends (source: ONS)



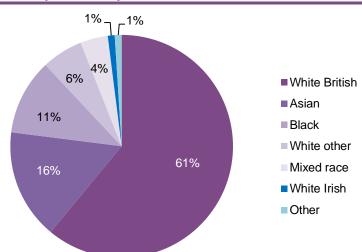
Paragon Asra

PA Housing

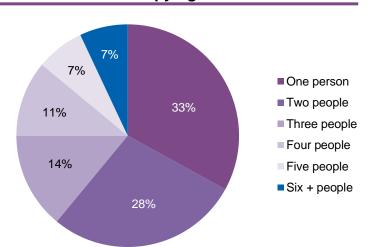
Demographics and Tenure Mix

Customers by Ethnicity

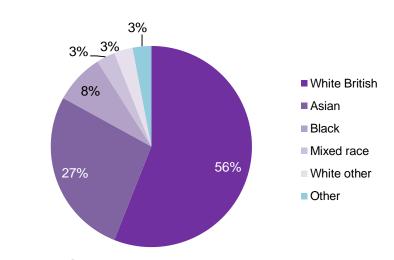
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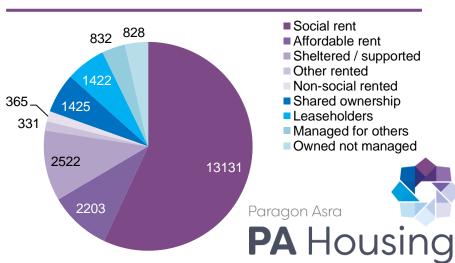
Number of Customers Occupying Each Home



Staff by Ethnicity



Tenure mix



Rent Collection and Sector Considerations

	2018/19	2017/18
Gross Rent Arrears	3.41%	3.56%
Universal Credit Arrears	5.15%	n/a
Void Rent Loss	1.19%	0.91%
Average Re-Let Time	29.5 days	29.8 days

Universal Credit:

- 1,700 UC cases to date
- Projected total 9,000
- Experience to date is short term arrears spike, then arrears tail off towards normal levels as interventions take hold

Fire Safety:

- 43 'high rise' buildings
- 2 are ACM clad and 3 are HPL clad
- Of the above, 4 are 9 stories or smaller of which 2 are only partially clad on the top 2 storeys and 1 is being decanted prior to remodelling. The other building has a full sprinkler system. All our buildings have fully appropriate safety regimes in place
- Modest additional capex to address changing health and safety compliance environment



Achievements Since Merger

(1) Management & Infrastructure

- ICT harmonisation delivered
- Senior management structure reviewed and new Leadership Team established
- Finance, HR, Communications teams established in Leicester
- All staff employed on same terms & conditions
- Fully mobile workforce our staff can log-on from anywhere
- Integration monitored by a Critical Friend (RSM)

(2) Stock

- Strong progress made on stock rationalisation – aim to reduce from 74 LA's to 60
- First phase of Woolwich regeneration rolled out (including new office and tenant training scheme)
- Stock investment increased to enhance stock condition – £33m extra spend over 5 years
- Continued focus on resident health and safety management

(3) Finance

- £3.8m recurring savings achieved
- Plentiful lines of liquidity maintained
- £160m derivatives portfolio efficiently managed
- Robust financial business plan in place
- Moody's A3 Stable rating maintained
- Bank / investor relations building in advance of next financing



Achievements Since Merger

(4) Performance

- Operational KPIs have been strong and consistent since amalgamation
- Strong results culture supported by investment in IT
- Customer satisfaction is our priority – improving trend but more work to do

(5) Service

- Extra investment in stock over next 5 years to equalise stock condition
- New repairs arrangements for London launched in February
- Single PA Housing Contact Centre from February 2019
- Investment in staff App
- Introduction of data analytics to improve customer service
- £1m investment in more customer facing staff

(6) Digitalisation

- Channel shift: 34% (i.e. customers using digital rather than the phone)
- Total registrations: 8,400 / Active users: 7,400
- Payments via digital last 12 months: £5m
- Repairs raised online growing rapidly – 11% of all online transactions





One Woolwich, Greenwich



PA Housing

Development



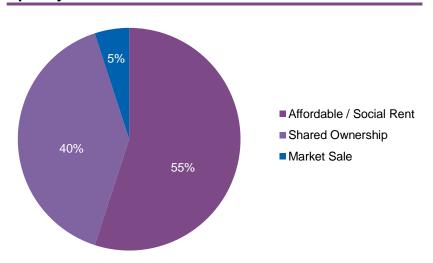
Railton Place, Weybridge

Development Programme

Split by Location



Split by Tenure

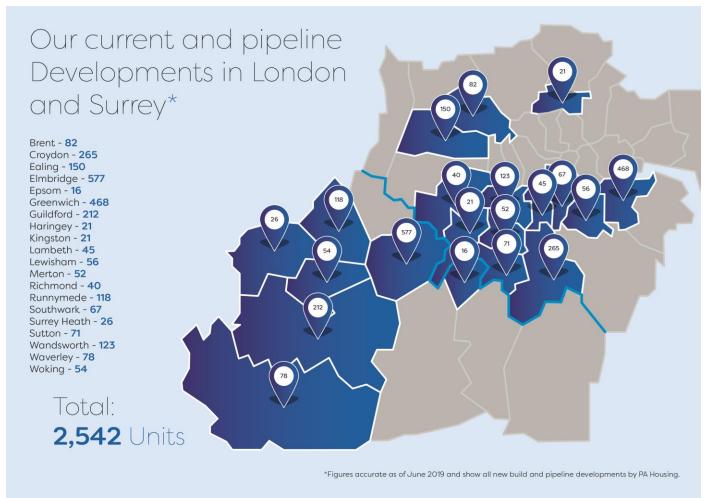


Projected Programme and Considerations

- Targeting 5,700 new homes over the next 10 years
- Limited growth in Central London activity
- Maintaining geographic diversification
- Supply and demand fundamentals remain positive
- Mortgage availability remains strong in our localities
- Close monitoring by Board and Exec
- Exit / mitigation strategies regularly reviewed sale vs tenure flip
- Liquidity impact of a 'zero sales' environment rigorously tested and monitored

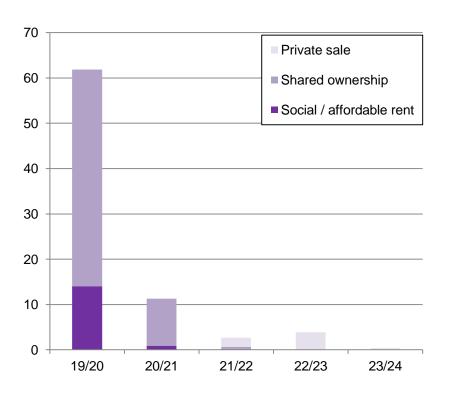


Current Pipeline – London and Surrey

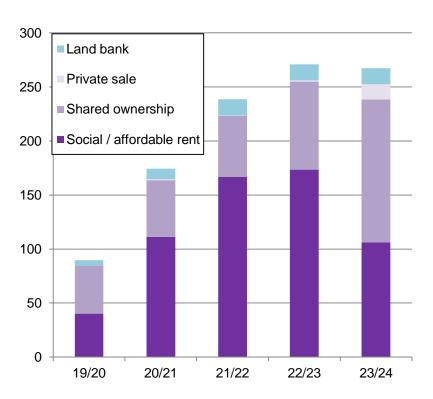


Spend projections – next 5 years

Committed £m



Uncommitted £m





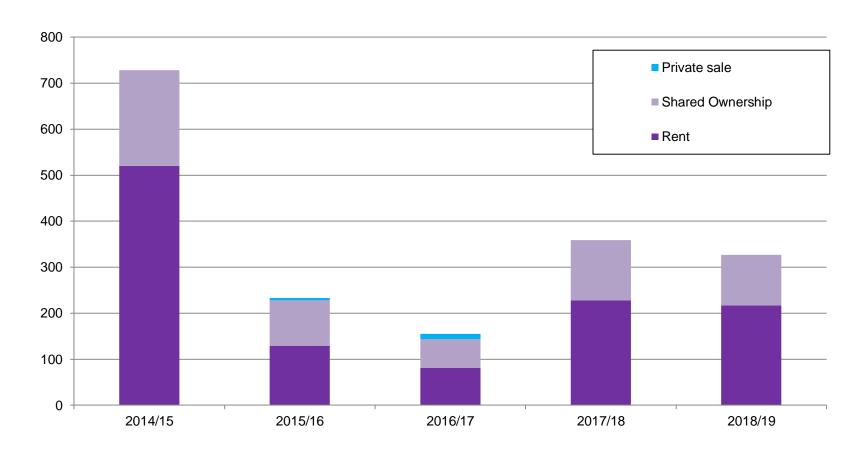
Breakdown of Current / Pipeline Activity

(> 50 units per local authority area only)

	On site			Pipeline				
	S106	Land led	Rent	SO	S106	Land led	Rent	SO
Croydon	1	1	12	29	0	6	24	200
Greenwich	1	0	85	20	1	1	239	124
Merton	0	1	21	31	-	-	-	-
Southwark	0	1	18	39	0	1	3	7
Wandsworth	6	0	3	105	2	0	3	12
Elmbridge	4	2	87	54	0	9	316	120
Guildford	1	0	42	18	2	1	105	47
Brent	-	-	-	-	0	2	42	40
Ealing	-	-	-	-	0	1	105	45
Lewisham	-	-	-	-	0	2	10	46
Sutton	-	-	-	-	0	1	16	55
Runnymede	-	-	-	-	0	3	106	12
Waverley	-	-	-	-	1	0	54	24
Woking	-	-	-	-	1	0	36	18
Totals	13	5	268	296	6	27	1,059	750



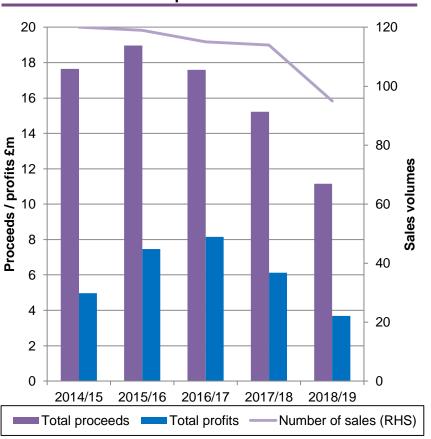
Unit Delivery Track Record



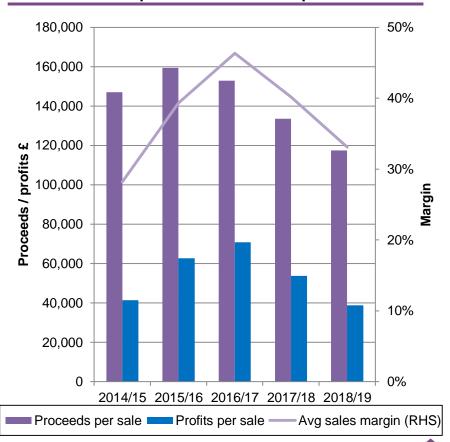


Shared Ownership Sales Track Record

Total Shared Ownership Contribution to PA



Shared Ownership Proceeds & Profits per Sale







PA Housing Finance, Treasury, Risk Management



Stanley Works, Thornton Heath

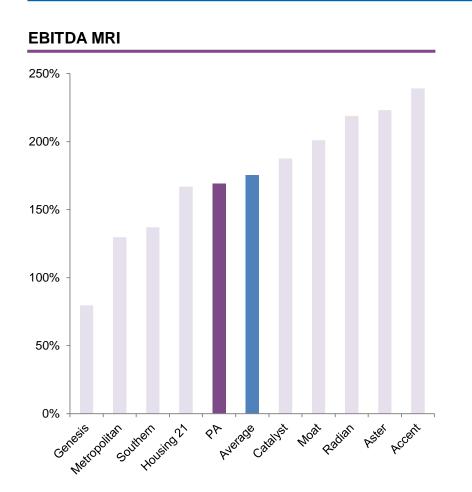
Financial Results – Headlines

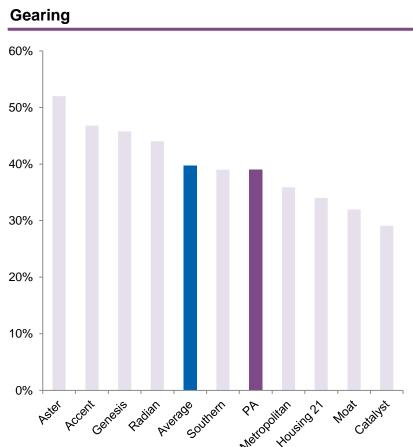
	2018/19	2017/18
Turnover	£160m	£165m
of which Sales	£11m (7%)	£19m (12%)
Operating Surplus	£62m	£65m
Operating Margin	39%	40%
Social Housing Lettings Margin	33%	36%
Net Surplus	£39m	£33m
Free Cash	£15m	£20m
Housing Assets	£1.642bn	£1.637bn
Debt	£709m	£689m



Sector Scorecard – Comparison

(based on 2018 results and RSH benchmark data)

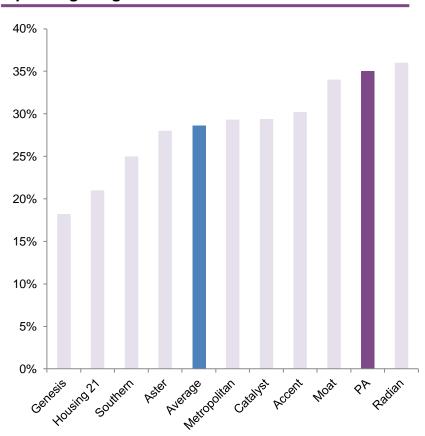




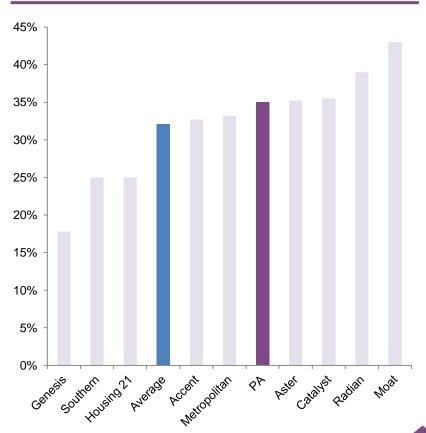
Sector Scorecard – Comparison

(based on 2018 results and RSH benchmark data)

Operating Margin – Overall*

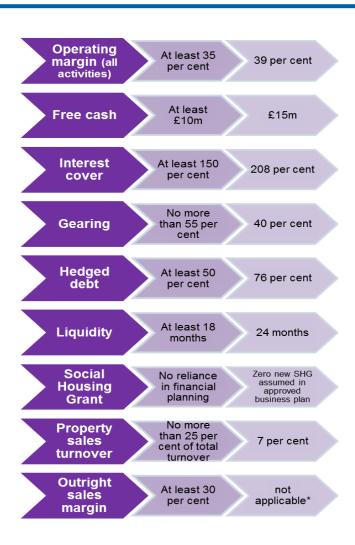


Operating Margin - SH Lettings





Financial Golden Rules (results per 2019 accounts)



- Inherent financial strength / resilience
- Stable treasury position
- Financial planning increasing in sophistication
- Investment decisions from position of choice
- Significant asset cover capacity (c.£1bn)
- Project to deliver next phase of growth funding commencing in 2019

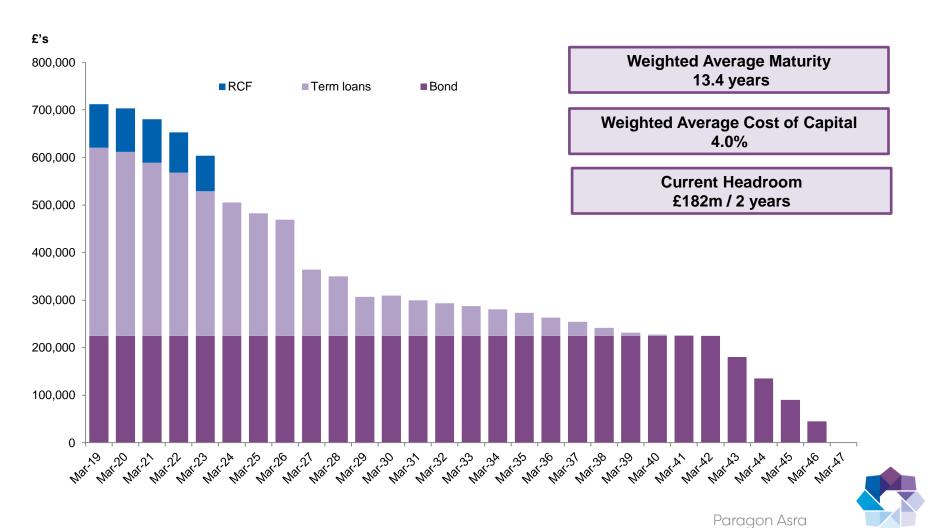


Treasury Policy & Bank Covenants

Cash	To cover 2 months Net Cash Requirement (3 months during Brexit). NCR = no sales
Liquidity	To cover 18 months Net Liquidity Requirement. NLR = sales @ 50%
Debt maturity	Aspirational maximum in 1 year 10% Aspirational maximum in a 5 year period 40% Minimum WAM 10 years
Derivatives	Sufficient security / liquidity to cover 50bps adverse movement (current value: £11m)
Hedging	50% to 90% hedged at all times
Bank Covenants	 Broad commonality achieved across all bank lenders Interest cover 110% (our golden rule: 150%) Gearing 65% (our golden rule: 55%) Significant headroom within financial projections

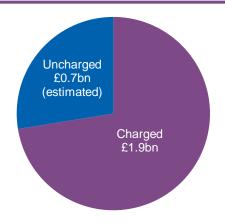


Debt Maturity Profile



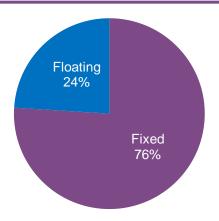
Security and Hedging Positions

Chargeable Assets - Security Value c.£2.6bn (Jul 19)



Valuation of Charged Stock by Region (£ms)					
	EUV-SH	MV-T	OMV		
Elmbridge	380	48	1,200		
Greenwich	27	75	175		
Kingston-upon-Thames	21	59	100		
Leicester	33	188	240		
Nottingham	13	33	50		
Richmond-upon-Thames	10	213	420		
All other areas	62	699	1,240		
Total:	546	1,315	3,425		

Interest Rate Exposure (Jul 19)



	Amount (£ms)	Proportion
Bond issue	225.0	
Debentures	36.4	
Embedded swaps	121.6	
Standalone IRS	160.0	
Fixed-rate	543.0	76%
Floating-rate	169.2	24%



Our Primary Corporate Risks

Fire Safety Customer Satisfaction Asset Management / Stock Condition Cyber Security Value for Money Universal Credit Sales

We stress test the above against our financial plan, plus:

- Brexit
- Operating environment (political + economic)



Closing Summary

- PA is a traditional general needs HA with a conservative Board
- We have a steady growth plan which will not over-stretch us financially
- Our treasury position is tightly controlled; we are not seeking to innovate with our treasury instruments
- Market sales comprise a very small part of our activities and is not a key growth area for PA
- Shared ownership is a product which works well for us in the right locations
- We have a strong focus on excellent customer service
- We see ourselves as a low risk organisation and we are seeking long-term relationships





Addendum: additional information in response to questions from investors

Development programme

The table on the following page provides a breakdown of our current development programme, including schemes currently on site and schemes in the firm pipeline. It shows, for each local authority area where we plan to develop at least 50 units, the tenure split between rented and shared ownership accommodation and the site split between Section 106 and land led.



Development programme

	Ren	ted	Shared Ownership		
	S106	Land led	S106	Land led	
Croydon	12	24	7	222	
Greenwich	239	85	115	29	
Merton	-	21	-	31	
Southwark	-	21	-	46	
Wandsworth	6	-	117	-	
Elmbridge	100	303	26	148	
Guildford	133	14	53	12	
Brent	-	42	-	40	
Ealing	-	105	-	45	
Lewisham	-	10	-	46	
Sutton	-	16	-	55	
Runnymede	-	106	-	12	
Waverley	54	-	24	-	
Woking	36	-	18	-	
Totals	580	747	360	686	



Future new build rented accommodation

The table below summarises our business plan assumptions in respect of future new build rented accommodation, in particular the split between social and affordable rent and the Social Housing Grant ('SHG') subsidy. It should be noted that on an ongoing basis, we seek opportunities to maximise social rent new build volumes and this is contingent on the availability of SHG. Therefore, over time it is likely that a proportion of the assumed affordable rent units at zero grant shown below will be replaced with social rent units supported by additional SHG.

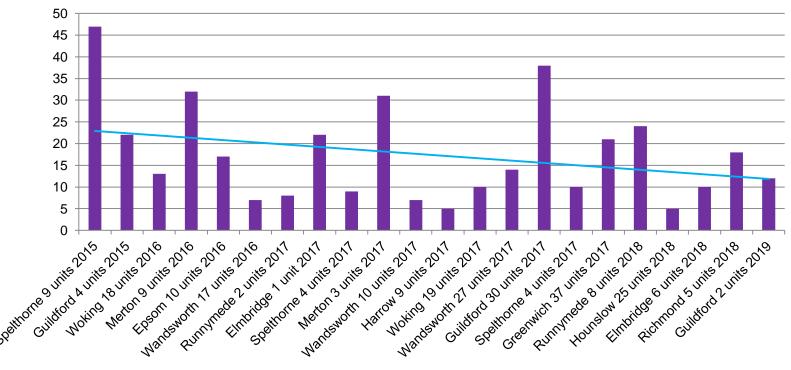
	2019/20	2020/21	2021/22	2022/23	2023/24
Social rent units	4	42	17	0	0
Social rent SHG	£2.7m	£1.5m	£0.2m	£nil	£nil
Affordable rent units	149	270	281	523	435
Affordable rent SHG	£nil	£nil	£nil	£nil	£nil

Within the business plan, affordable rent levels are typically set at around 60 per cent of market rent (varying around this average depending on locality).



Property sales performance

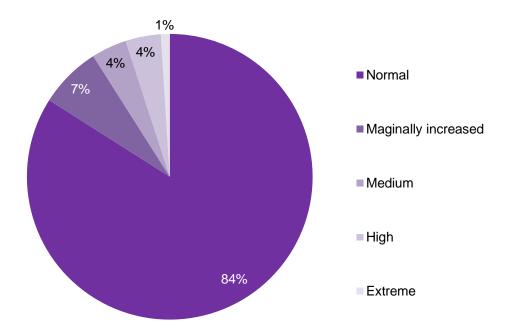
The graph below sets out the average time taken in weeks to sell new build shared ownership properties at our fully sold development schemes over the past four years. The schemes are presented in chronological order so that the trend over time can be observed (blue line).





Flood risk

The chart below represents a current assessment of the flood risk distribution of our properties, prepared by our insurers Zurich Insurance Plc





Aluminium Composite Material Cladding

- > PA has properties at four blocks with ACM cladding
- > For all four blocks, PA is not the freeholder and holds only a leasehold interest in a proportion of the units, under Section 106 development agreements
- > Two of these blocks are less than six storeys high and are therefore not classed as 'high rise'
- Austen House in Guildford is a six storey block with cladding to the top two storeys and the stairwell. PA has a leasehold interest in 62 units out of the 172 total units at the block
- ➤ Ensign House in Southwark is a nine storey block with cladding at all levels. PA has a leasehold interest in 40 units out of the 75 total units at the block
- > Neither of the above blocks are charged as security against the 2015 bond issue
- > PA liaises closely with the freeholders of these blocks to understand plans for rectification of the ACM cladding, and in the meantime we ensure that appropriate safety regimes are in operation



Customer Satisfaction

PA measures its customer satisfaction on an ongoing basis and across all aspects of our service. Headline results as at August 2019 are summarised below.

Overall satisfaction	81%
Moving in experience	100%
Universal Credit service	96%
MyPA digital app	91%
New customer experience	88%
Cyclical works	87%
Planned maintenance	87%
Tenancy sustainment service	84%
Repairs service	79%



Business plan stress testing

PA performs a range of business plan stress test scenarios which are aligned with our corporate risk register. By way of illustration, we have summarised below the input assumptions and the associated mitigating actions for two scenarios.

Housing market crash

- ➤ Sale prices reduced by 20% from 2019 to 2024
- ➤ Additional property sales costs of £1m pa
- ➤ All properties take 24 months to sell
- ➤ Affordable rents reduce by 3% pa from 2020 to 2025

Mitigating actions

- ➤ Uncommitted development reduced by 75% from 2021
- ➤ 80% of affected properties converted to market rent
- ➤ Management cost savings of £1.5m pa
- ➤ Land bank sold off at 60% of cost price
- ➤ High value asset disposals generating £12m proceeds in 2021

Disorderly Brexit

- ➤ LIBOR gradually increases to 8% by 2022
- > Sale values gradually reduce to 30% below base by 2021
- > Rent arrears gradually increases to 7.5% by 2021
- ➤ Bad debts gradually increase to 4% by 2021
- Cost inflation gradually increases to 6.5% by 2021

Mitigating actions

- Programme of asset disposals generating proceeds of £5m pa from 2019
- ➤ Uncommitted development removed from 2021
- Operating cost savings of £2m pa from 2020
- Capital maintenance costs reduced by £2m pa from 2020

For all scenarios, the modelled mitigating actions are sufficient to return business performance to relatively normal levels with full loan covenant compliance. Further details on our stress testing regime can be provided on request.



Further questions

For further questions about the contents of this information pack, or for further information about any aspect of PA Housing's operations, please contact Simon Hatchman (Executive Director – Finance) at

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