

We wish all our readers a happy and prosperous New Year. We hope you'll enjoy reading this short update on our work.

2016 has started for us on a note of gratitude and optimism: gratitude to you all for supporting us, and optimism because we're more convinced than ever that there's a demand for the win-win business model. Giroma turned 12 on the last day of 2015: we feel we're just getting into our stride!

In this newsletter you can find out why we're excited about student accommodation, take a stroll down memory lane (to October 1955) and read our thoughts about Giroma's future.

For more information about us, please see our website: www.giroma.co.uk

If you don't have easy access to the Internet, feel free to ring our office on 01989 555 090. We would be happy to hear from you.

Student Accomodation

British universities are doing well. According to the 2016 Times World University Rankings we have 34 in the top 200 and 3 in the top 10.

Good news for the universities is also good news for student housing. Jones Lang Lasalle notes that while the number of local UK students has stabilised over the last 20 years, the number of overseas students attending university here is expected to increase a great deal over the next 10 years. By how much? A lot. JLL predicts that the major UK cities will see student numbers increase by 50%.

All this gives us confidence that adding student accommodation to our rental portfolio is a good long-term investment. We're looking at

three buildings in Liverpool that would house about 30 students. Liverpool is home to The University of Liverpool, Liverpool John Moores University, Liverpool Hope University and The Liverpool University of Performing Arts. Between them they cater for a student population of around 53,000.

Liverpool is the fastest growing city in the UK outside of London. It has seen over £4bn of private and public investment since 2000. Currently there are students from over 100 countries. And Africa is standing by as our long-term contingency plan! (Population will grow by 1.3 billion by 2050.)

If you're interested in this project by all means get in touch.



A Glimpse of the Past



These three articles come from an unusual relic which arrived in our office recently: a piece of wallpaper glued to yellowed pages of newsprint (*The Sunday Dispatch* of October 9, 1955). This treasure came into our possession from the property that we're refurbishing in Swansea.

We find painted walls are easier to maintain in our rental properties, so removing wallpaper is a common task for our team. Seldom are the results so intriguing, however.

Envisioning Our Future

Synergy and win-win solutions are at the heart of our vision for the future. We want to keep building long-term relationships and expanding our network of like-minded people. This is the vision inspiring our goals and strategy.

The challenge is to strike an intelligent balance between focusing on goals, understanding the market,

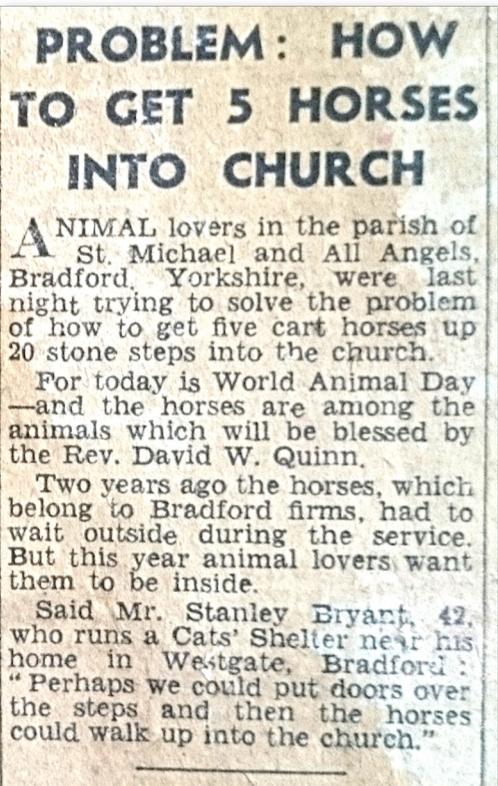
noticing changes and adapting accordingly. Flexible creativity is key.

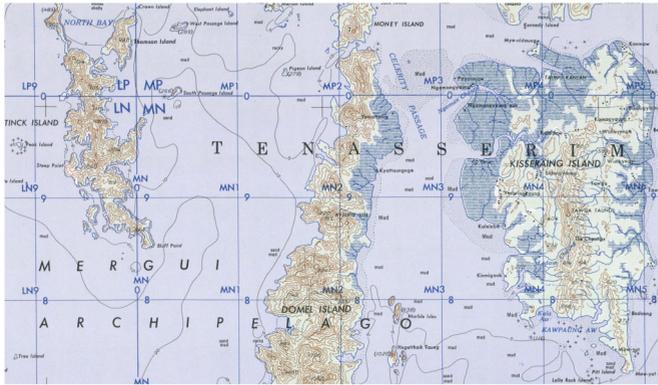
This principle extends far beyond the business world, of course. In his book *The Brain that Changes Itself*, Norman Doidge observes that “some contexts call for a more narrow angle of view, and some for more wide-angle, holistic perception.”

He notes that the tsunami on Boxing Day in 2004 killed hundreds of thousands of people, including some Burmese boatmen who were out at sea looking for squid. So focused were they on their task that they failed to notice a number of danger signs in the ocean they knew so well.

By contrast, a nomadic water tribe known as the Sea Gypsies all survived. This tribe lives in a cluster of tropical islands in the Burmese archipelago and off the west coast of Thailand. What saved them from the tsunami was their experience and awareness.

“They saw that the sea had begun to recede in a strange way, and this drawing back was followed by an unusually small wave; they saw dolphins begin to swim for deeper water, while the elephants started stampeding to higher ground, and they heard the cicadas fall silent.





“The Sea Gypsies began telling each other their ancient story about 'The Wave that Eats People', saying it had come again. Long before modern science put this all together, they had either fled the sea to the shore, seeking the highest ground, or gone into very deep waters, where they also survived. What they were able to do, as more modern people under the influence of analytical science were not, was put all these unusual events together and see the whole, using an exceptionally wide-angle lens, exceptional even by Eastern standards.”

When asked why the Burmese boatmen all perished even though they also knew the ocean, a Sea Gypsy said, “They were looking at squid. They were not looking at anything. They saw nothing, they looked at nothing. They don't know how to look.”

NEXT EDITION

Our spring edition will be out in April. For news and information before then, visit the website from time to time.

Thank you for your continued interest in Giroma.

QUOTE OF THE QUARTER

*Every adversity,
every failure,
every heartache
carries with it
the seed of an
equal or greater
benefit.*

(Napoleon Hill)

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