

D2 Interactive launch McKay Securities PLC new website

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Commercial property investment company gets a brand new online identity

17 September 2012, London: D2 Interactive, a London based digital communications agency, has launched the new website for McKay Securities (<http://www.mckaysecurities.plc.uk>), the Real Estate Investment Trust (REIT) specialising in South East and central London office and industrial property. The website went live at www.mckaysecurities.plc.uk

The objective of the site rebuild was to communicate McKay Securities PLC's strategy, reflecting the status and standing of the company, illustrating its distinctive vision and its commitment to deliver added value, two characteristics which set McKay Securities PLC apart from its competitors and makes it attractive to investors and tenants alike.

"Our new online environment provides McKay Securities with a unique opportunity to demonstrate the capabilities and values that the company is proud of", said Mr Giles Salmon, Finance Director at McKay Securities. He added: "To use this opportunity properly, we had to adapt and our website was the first thing that had to be changed, not only visually but also technologically. After a thorough selection process, we chose D2 to execute this project and are very pleased with the results".

D2 integrated the latest investor tools provided by Morningstar® into the website which allows McKay Securities PLC to connect with their investors by incorporating detailed share price information, interactive share price chart, detailed share trades, share price calculator, dividend calculator and stock exchange announcements. The website introduces new elements that showcase the McKay Securities PLC property portfolio and company history including a map, annual report, company timeline (which are all interactive) and a dedicated YouTube channel. All of these are easily managed by a bespoke Content Management System (CMS) developed especially for McKay Securities PLC.

Dan Drogman, Managing director of D2 Interactive, said: "We were delighted to be chosen by McKay Securities for this project. From the first day of our agency's foundation we've provided digital solutions within the property and investment markets offering an innovative approach in design and technology. We were happy to apply all of our experience and expertise to McKay Securities' website, which will take an honourable place in the D2 portfolio."

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About D2 Interactive

D2 Interactive is a vibrant, young and dynamic company, passionate about great website design and always pushing the boundaries of what is possible online. Founded in 2010, the company has a portfolio of more than 100 completed projects in real estate, finance, and e-commerce. Current clients include Aberdeen Asset Management, CBREi, UBS Triton Fund and DTZ

www.d2i.co

About McKay Securities PLC

McKay Securities PLC is a commercial property investment company with Real Estate Investment Trust (REIT) status specialising in the development and refurbishment of quality buildings within established and proven markets of South East England and central London.

www.mckaysecurities.plc.uk