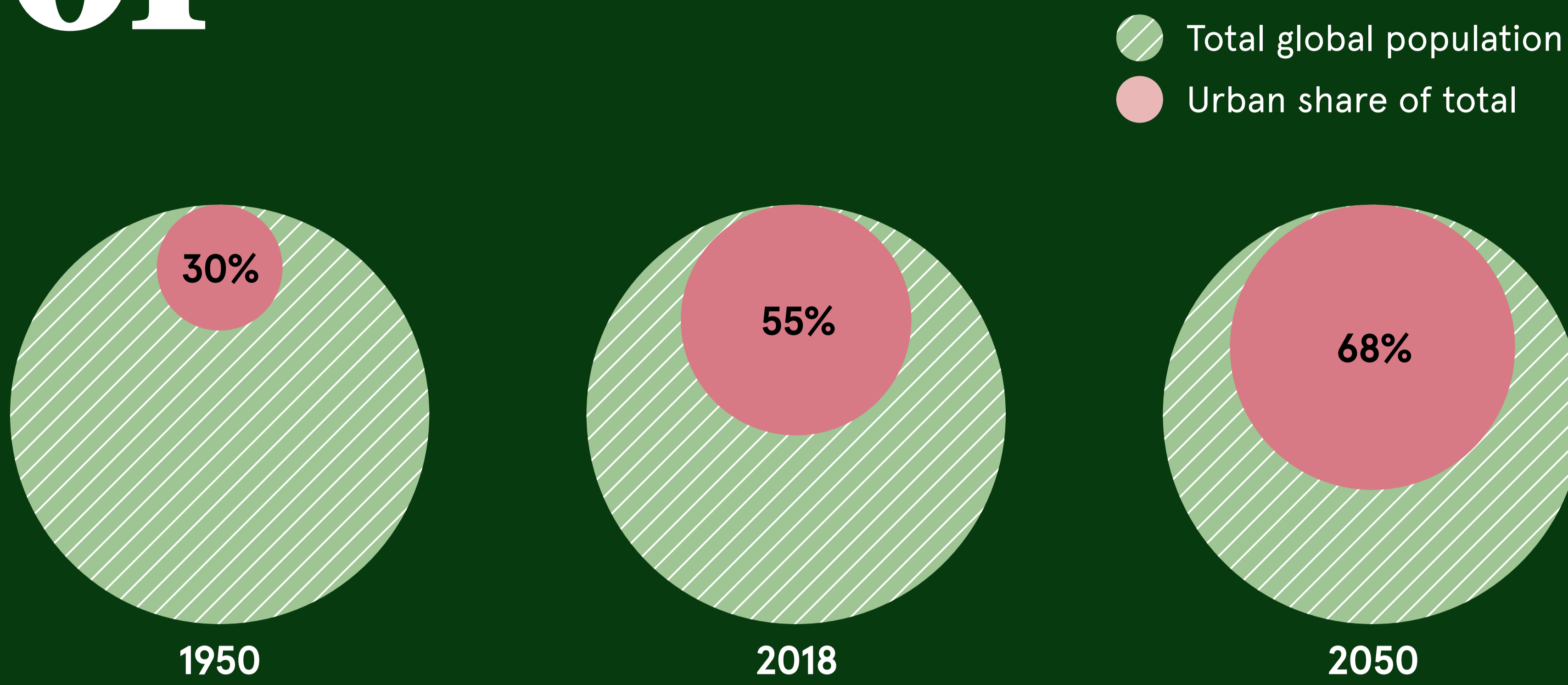


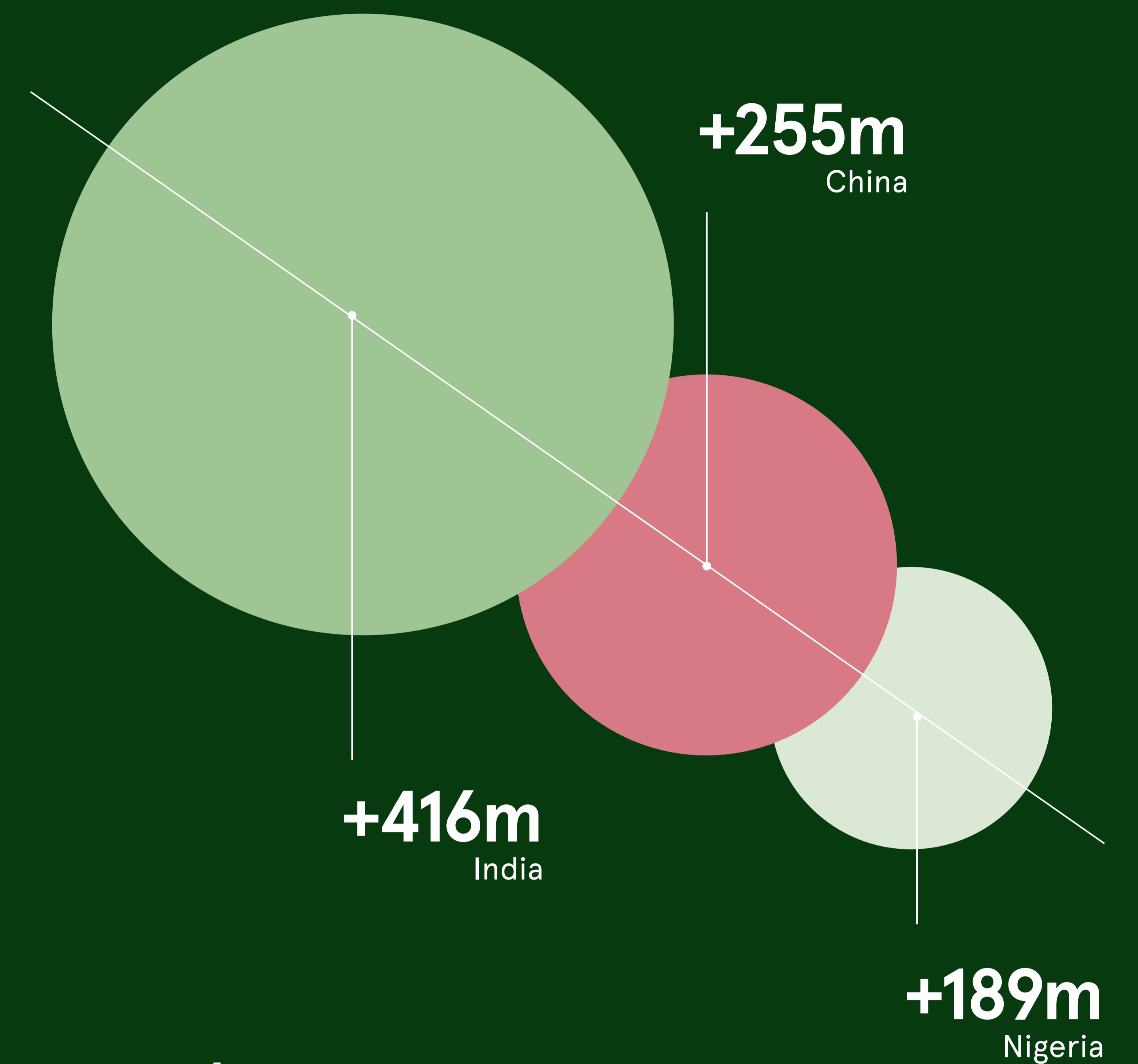
8 WAYS URBAN DEMOGRAPHICS ARE CHANGING

More than two thirds of the global population will live in urban areas by 2050, as the number of people in rural areas falls. The impact this will have on city demographics will be profound, but will vary wildly depending on where you live in the world, as data from the United Nations shows...

01 TWO THIRDS OF THE WORLD WILL LIVE IN URBAN AREAS BY 2050

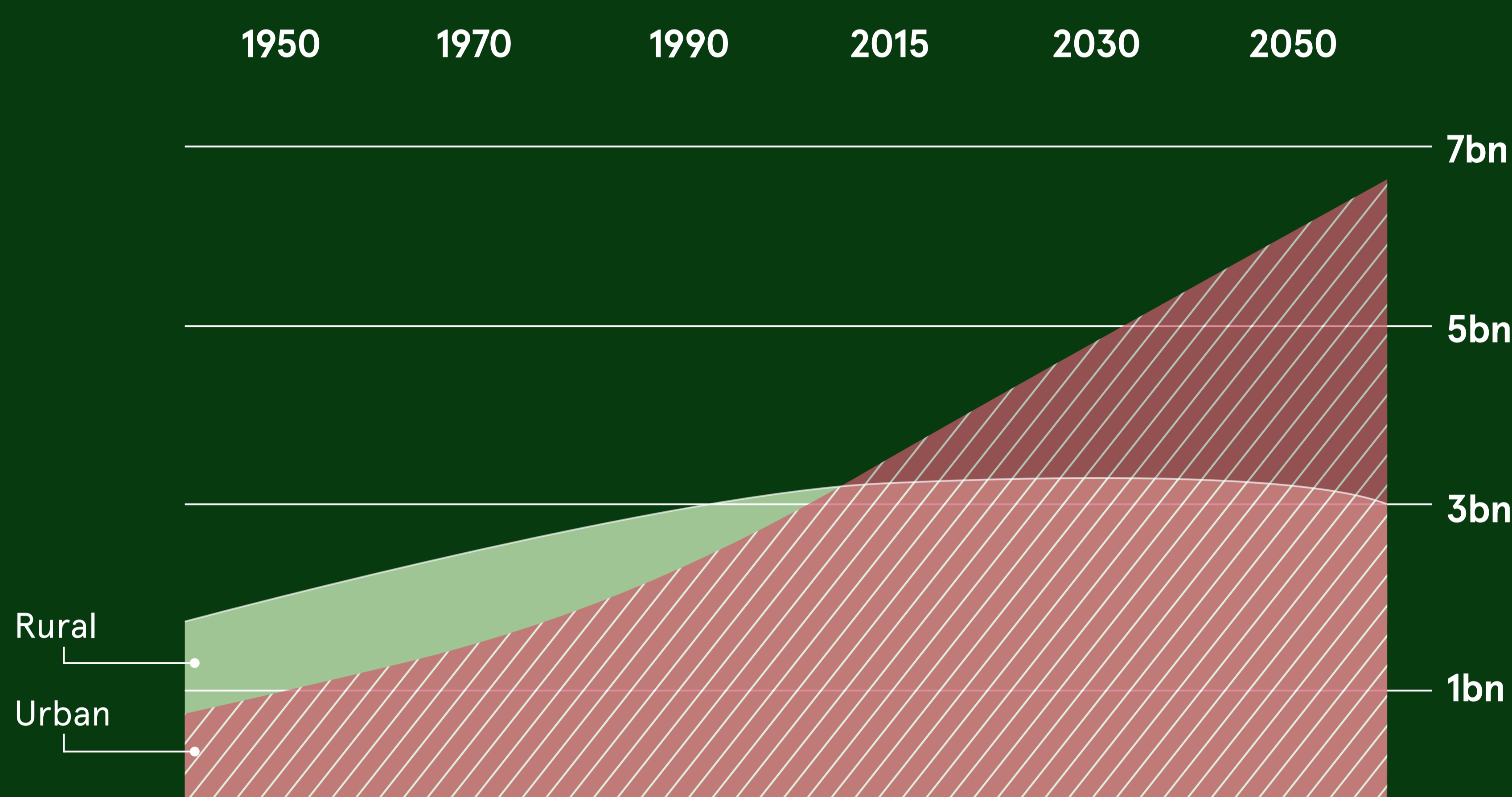


02 URBAN POPULATION GROWTH WILL BE DRIVEN BY JUST THREE COUNTRIES



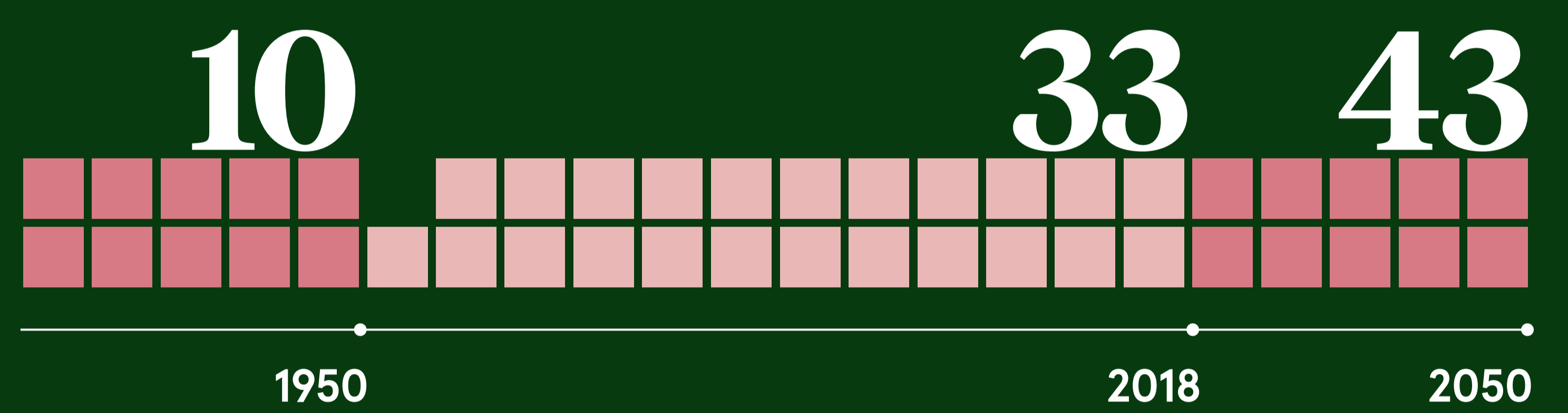
35% of the world's urban population growth between 2018 and 2050 will come from India, China and Nigeria

03 RURAL POPULATIONS WILL SOON PEAK

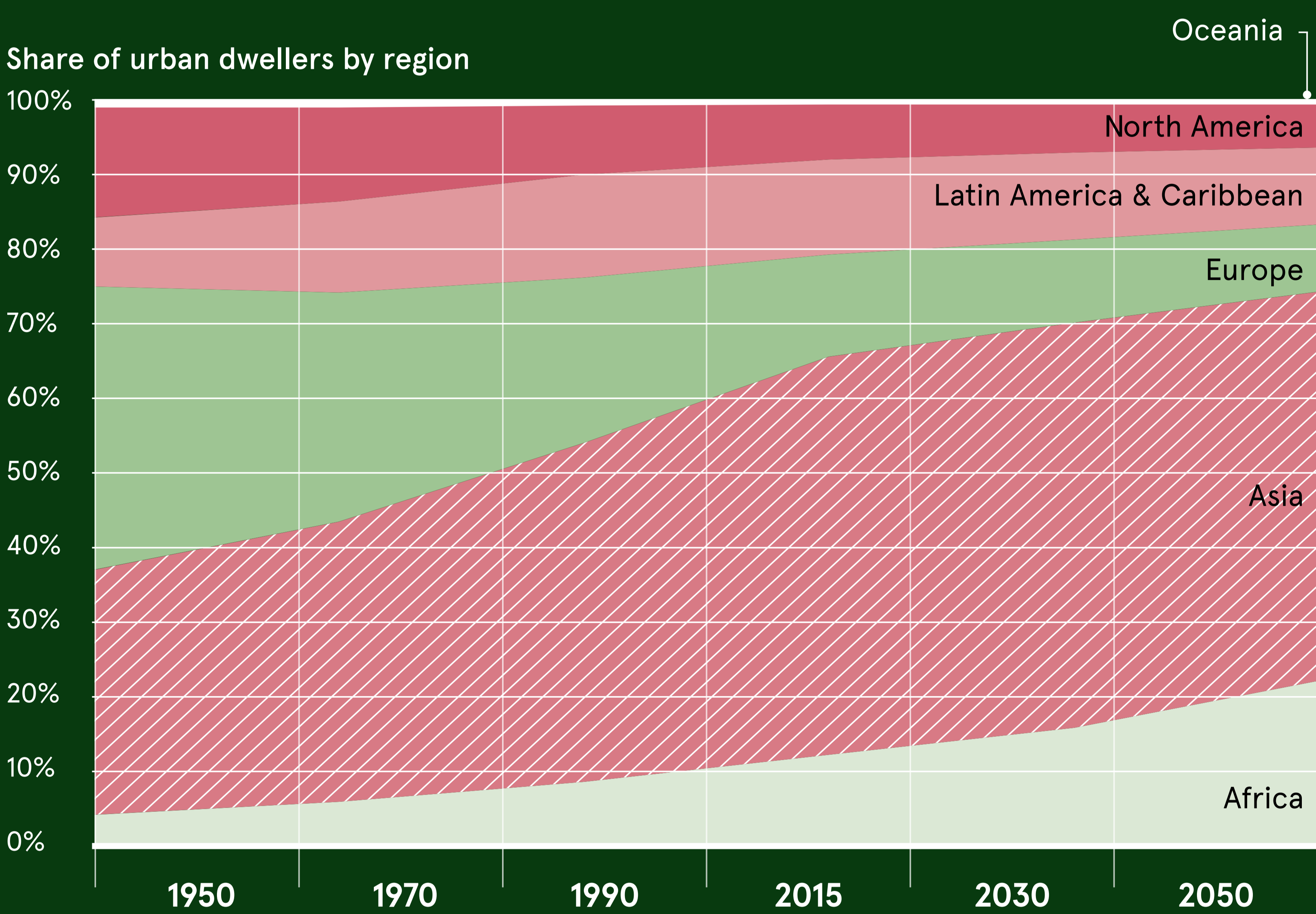


04 RISE OF THE MEGACITIES

Number of megacities in the world, which are home to 10 million inhabitants or more



05 AFRICA AND ASIA WILL DRIVE URBAN POPULATION GROWTH



06 DE-URBANISATION IS A FORGOTTEN PROBLEM

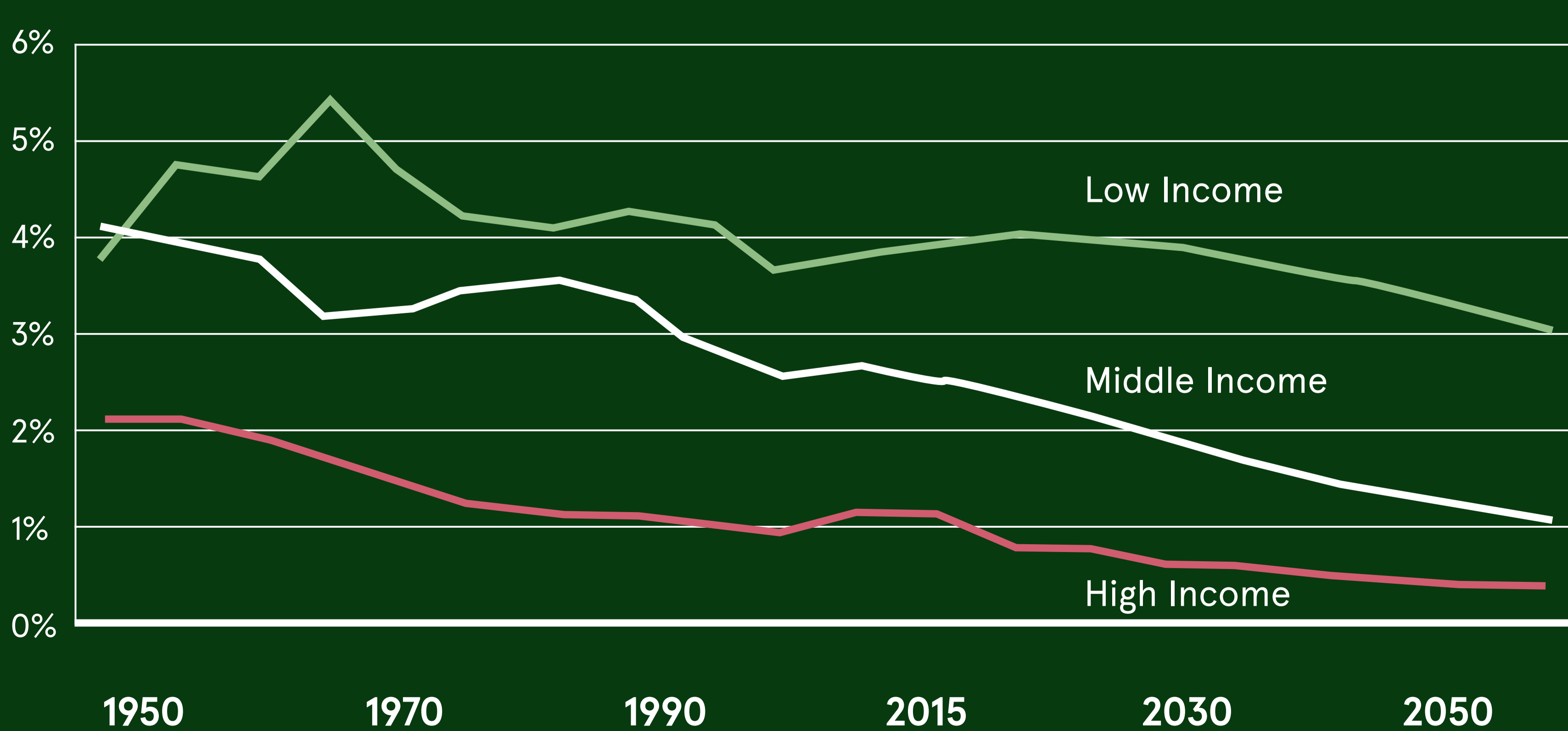
While much of the future cities narrative is focused on rapid rates of urbanisation in developing nations, less is spoken about de-urbanisation or urban de-population. Falling fertility rates, economic contraction and natural disasters all are contributing factors in shrinking urban populations.

17% of large cities in developed regions are predicted to experience falls in their population between 2015 and 2025, according to McKinsey

37m Tokyo, the world's largest city with 37 million inhabitants, is expected to see its population start to decline from 2020

07 URBANISATION RATES VARY IN DEVELOPING AND DEVELOPED COUNTRIES

Average annual rate of change in urban population



08 AVERAGE AGES ACROSS CITIES WILL BEGIN TO RISE

Age distribution for large cities in:

