

WHERE THE STORES ARE



KINGS PLAZA
BROOKLYN

**MADE IN
BROOKLYN**

Renewed, authentic and reflecting eclectic flavor that is Brooklyn, Kings Plaza will take inspiration from the borough's dynamic city grid, its people, and its culture to claim its position as

BROOKLYN'S PREMIER SHOPPING DESTINATION.





kp
KINGS
PLAZA
MALL



VISION

At the epicenter of Macerich's impressive collection of prime retail centers in New York City is Kings Plaza. Its influence reaches from the city to the suburbs, offering retailers optimal real estate for growth and success. Kings Plaza is evolving to feature new experiences by developing a civic urban park that serves as the welcoming front door and is a reminder of Brooklyn's diversity and "Next Best Thing" attitude. The updated interior features a relaxed, modern sensibility that provides a sense of comfort to set the stage and create a stronger sense of way-finding and emphasis on retail and restaurants. Kings Plaza will be that special place to stroll, shop and dine.





BROOKLYN



**Easy access to
New York Aquarium
Coney Island
Brooklyn Naval Yard
Barclays Center
Brooklyn Bridge**

Located on the waterfront of South Brooklyn, just one mile north of the Belt Parkway on Flatbush Avenue, the main artery through the heart of Brooklyn, **Kings Plaza serves the entire borough** as the only enclosed mall. With a remarkably dense **population of nearly 2.6 million people** in 71 square miles, Brooklyn is New York City's most populous and culturally diverse borough and is quickly becoming one of the City's most popular destinations for tourists and City residents alike. **An excellent transit system** provides easy access to Brooklyn's most vibrant cultural experiences and events, including: New York Aquarium, Coney Island, the Brooklyn Naval Yard, Barclays Center and the famed Brooklyn Bridge.

Over 1,000 buses stop at Kings Plaza each day.

TRADE AREA

	PRIMARY TRADE AREA	TOTAL TRADE AREA	BROOKLYN/KINGS COUNTY
2014 Population	732,593	1,694,462	2,603,537
Five-Year Population Growth	3%	3.6%	4.1%
Households: Income \$75,000+	82,849 (31%)	161,692 (26%)	284,764 (30%)
Median Age	37.4	35.9	35.0
Total Employees	154,449	313,974	609,949

Source: 2014 Nielsen

Dense Trade Area Population of nearly **1.7 MILLION**

162,000 Trade Area **Households** with incomes greater than **\$75,000**



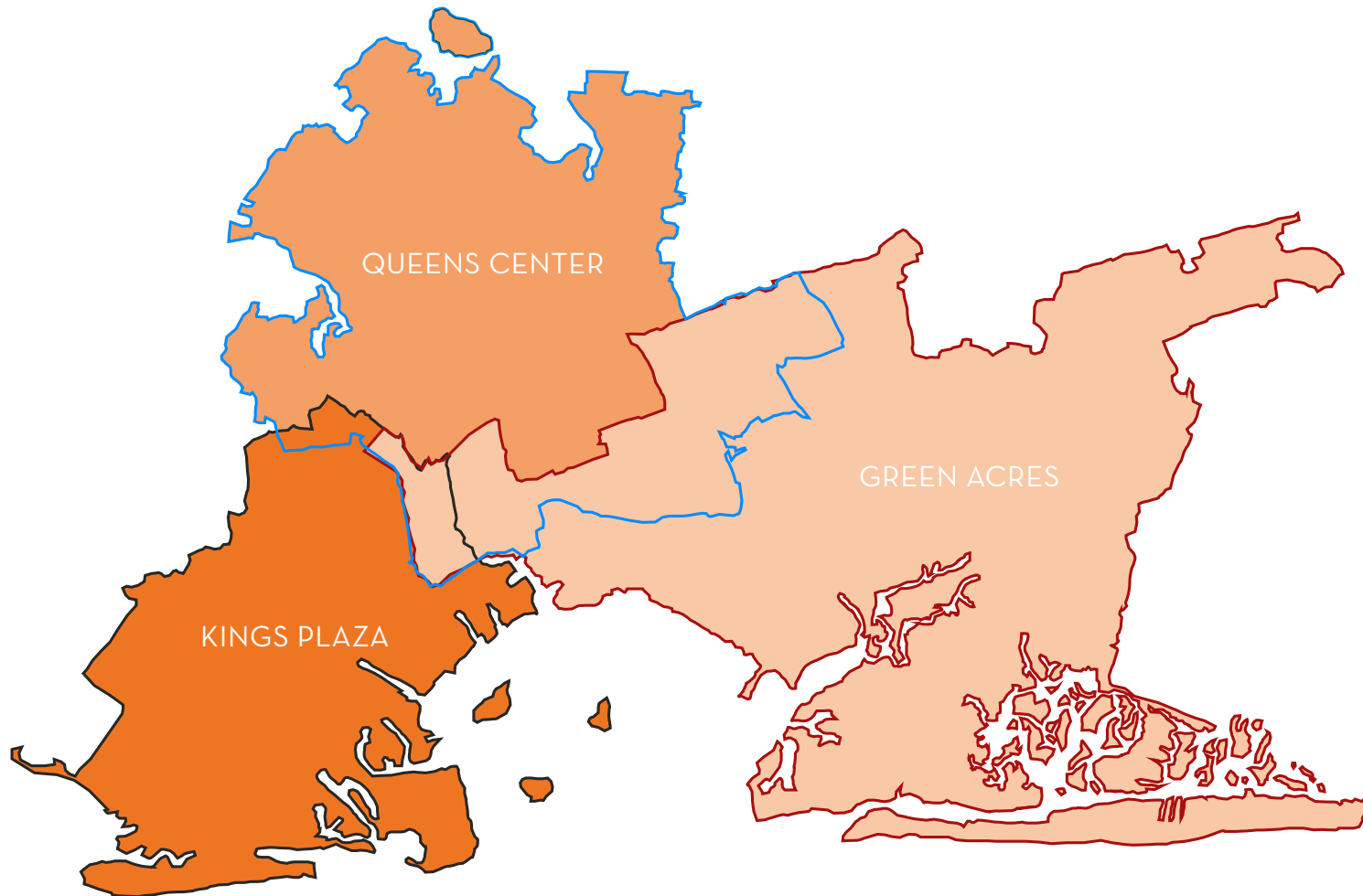
Reaching **more than 4 million** shoppers means being right where they are. Macerich's three New York City area properties – Green Acres, Queens Center and Kings Plaza – deliver distinct trade areas with little overlap.



KINGS PLAZA

GREEN ACRES

QUEENS CENTER



COMBINED TRADE AREAS

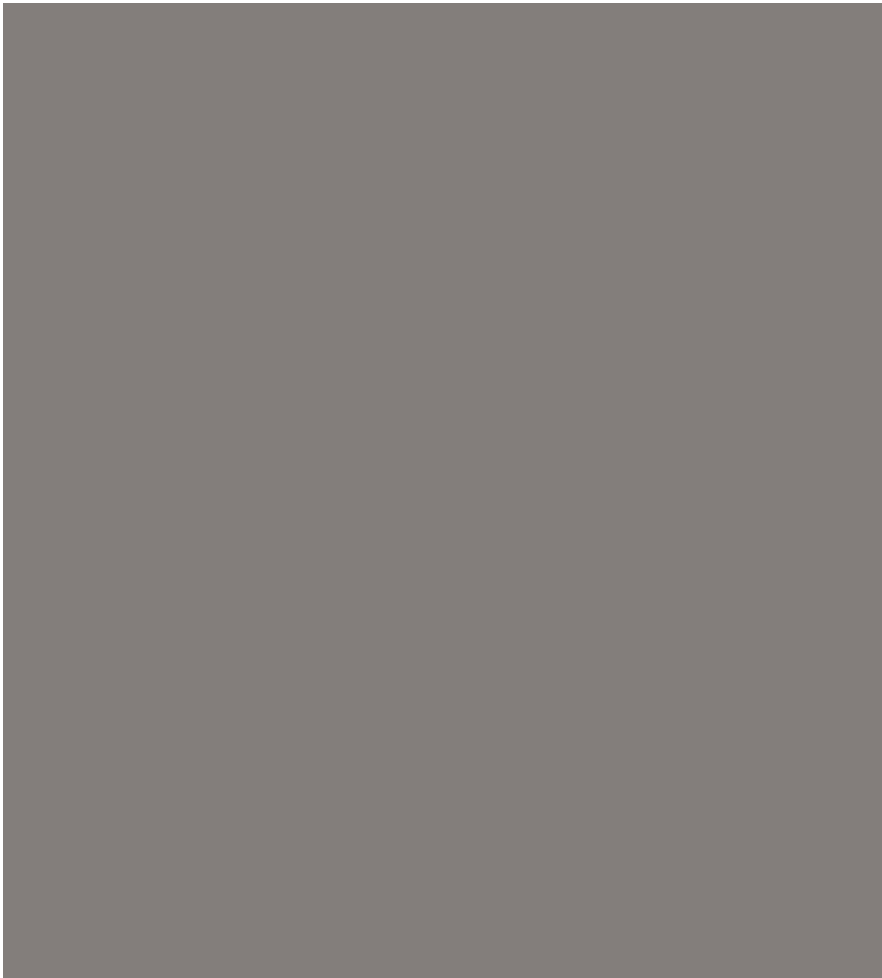


Kings Plaza shopper spends **106 minutes** at the mall,
higher than the national industry benchmark of 84 minutes.



SHOPPER

Kings Plaza draws from the diverse population that makes Brooklyn the dynamic place it is; from the traditional families that surround the mall, to the young, urban professionals revitalizing downtown; from Coney Island and Brighton Beach to Park Slope and Cobble Hill. As the last stop on 10 NY transit bus lines, Kings Plaza is the preferred shopping destination for urban shoppers.



As a 1.2 million square-foot enclosed mall, Kings Plaza features a broad mix of both local and national retailers, providing shoppers with an **eclectic retail mix**. The tenant mix is a diverse collection of mall shops and fast-casual dining, anchored by Macy's, Sears, and a new 53,000 square-foot Best Buy. It also includes a Lowe's Home Improvement Center and a Marina on out-parcels. In addition, many national chains have committed to their **new concept stores** at Kings Plaza, including a two-level Forever 21 and H&M, a Victoria's Secret with a separate in-line Pink Store, and unexpected favorites such as Michael Kors, Godiva Chocolatier, Clarks, Swarovski, M.A.C Cosmetics and Armani Exchange.



Michael Kors
Armani Exchange
M.A.C
Bebe
Fossil
H&M
GUESS
Swarovski

MERCHANDISE

MIX

The destination for a chic, relaxing shopping experience rooted in the vitality and diversity of an art-inspired setting.







Modern ceilings in combination with refreshing, artful, colored furniture and amenities reflect the atmosphere and vibrant culture that is uniquely Brooklyn.





Operational Excellence

Macerich has a strong track record for operational excellence – across New York City and across the country. At Kings Plaza, our dedicated, on-site management, marketing and security teams are supported with top-quality expertise at the corporate level in every discipline – from design and tenant coordination to legal, accounting, IT and much more. Macerich’s focused commitment to operational excellence is helping to elevate positive perceptions about Kings Plaza while we are elevating the shopper experience.



KINGS PLAZA
BROOKLYN



MACERICH (NYSE: MAC) AN S&P 500 COMPANY

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN
ATTRACTIVE U.S. MARKETS, INCLUDING: GREATER NEW YORK, WASHINGTON D.C., CHICAGO, ARIZONA & CALIFORNIA