

## **Simon, Macerich, and Westfield Launch Same-Day Delivery with Deliv**

*Leading U.S. mall operators leverage national infrastructure to build out same-day delivery for retailers.*

**Palo Alto, CA, December 12, 2013** – Three of America’s largest mall operators, Simon Property Group, Macerich, and Westfield have announced alliances with same-day delivery company Deliv to provide the convenience of same-day service to shoppers in malls across the U.S. starting this holiday season. This follows a similar same-day delivery partnership announcement from General Growth Properties (GGP).

Collectively, the four mall operators manage over 660 malls including thousands of retailers across the country. Each of the mall owners are leveraging Deliv’s solution and building out the critical layer of infrastructure including providing runners, concierge services, safe item storage, shipping consolidation locations and dedicated parking for crowdsourced delivery vehicles.

Deliv’s breakthrough model for same-day delivery uses crowdsourced delivery personnel and an intelligent technology platform to provide premium quality, same-day delivery at affordable prices. Managing a community of these on-demand drivers across the country, the Deliv platform incorporates smart routing and full transparency, including the ability for shoppers to watch their delivery on a map real time from pickup to their doorstep.

Shoppers are becoming more tech-savvy and reliant on technology to provide on-demand services to enhance their shopping experience. This infrastructure enables all retailers in a mall to offer cost effective and flexible same-day delivery to their shoppers, making use of the scale provided by multiple tenants working together in a single delivery system. For example, a dad and his kids have a holiday shopping list including clothes, luggage, sports equipment and something for the family dog. He purchases items from several Deliv-enabled retailers including Chicos, Naartije Kids, Tumi, Sport Chalet and Pet Food Express. Rather than carry all his bags with him from each store, he leaves his bags with the store associates where he requests the items be delivered to his house two hours later.

The four mall operators, which serve two billion shoppers a year, are commencing rollout of Deliv-powered services across nine malls including GGP’s Stonestown Galleria (San Francisco), Eastridge (San Jose), Glendale Galleria (Los Angeles), and Oakbrook Center (Chicago); Macerich’s Santa Monica Place (Santa Monica) and Westside Pavilion (Los Angeles); Simon’s Stanford Shopping Center (Palo Alto); and Westfield’s Century City (Los Angeles) and Valley Fair (Santa Clara).

Each operator has customized its offering, culminating in the ability to have purchased goods delivered to a shopper’s home or other chosen destination within each mall’s defined delivery area.

“Retailers are mobilizing to deliver customers the best merchandise in whatever way they prefer,” said Daphne Carmeli, CEO of Deliv. “Deliv is powering the evolution of malls and retail outlets into distribution centers, creating a massive strategic and

logistic advantage over pure online players. The top 100 retailers have more than 100,000 retail stores in the U.S. alone – all of them potential distribution centers. When you consider Amazon has approximately 40, you see the strategic opportunity for retailers. It's early in the cycle, but we are off to a great start with our mall and retailer partnerships.”

“Same-day delivery is a new and developing trend in physical retail. The mall will be a critical element in this service, providing a consolidated point of distribution for same-day delivery and supporting broader omni-channel marketplace trends,” said Mikael Thygesen, Chief Marketing Officer of Simon Property Group. “Deliv’s crowdsourced approach is a unique solution, delivering flexibility, service and convenience for us, our retailers and our shoppers.”

“Our partnership with Deliv is another example of our holistic approach to multichannel retailing and our commitment to support our mall-based retailers’ business strategies through technology while continuing to improve the overall shopping experience,” said Ken Volk, Chief Marketing Officer of Macerich. “Same-day delivery is in high demand no matter how a purchase is made, and our malls can be the hub of distribution for in-store and online purchasing, facilitating convenience and immediate shopper gratification.”

"There is a huge opportunity to empower the retail ecosystem through converging new digital technologies into physical environments that make products and services available to shoppers, anytime and anywhere at our shopping centers," said Kevin McKenzie, Global Chief Digital Officer of Westfield. “Our Westfield Labs team is focused on piloting emerging technologies and services, like Deliv, that will help enhance and personalize the overall retailer and shopper experience. Westfield has the opportunity to extend new technologies to its 20,000 plus retailers globally and to benefit the 1.1 billion customer visits to our U.S. and international locations each year.”

For more information, please visit [www.deliv.co](http://www.deliv.co).

### **About Deliv**

Deliv partners with national multichannel retailers to provide a low-cost, high quality, same-day delivery service via its quality-controlled fleet of crowdsourced drivers. By partnering directly with retailers, the Deliv “same-day delivery” button becomes a native part of the checkout screen, keeping the direct relationship between the retailer and the consumer. The Deliv platform incorporates smart routing and full transparency, including the ability for consumers to watch their delivery on a map real time from pick up to their doorstep.

Deliv is headquartered in Palo Alto, California, and is backed by some of Silicon Valley’s leading venture capital firms.

### **About Simon Property Group**

Simon Property Group, Inc. (NYSE: SPG) is an S&P 100 company and a leader in the global retail real estate industry. The Company currently owns or has an interest in more than 325 retail real estate properties in North America and Asia comprising approximately 242 million square feet. We are headquartered in Indianapolis,

Indiana and employ approximately 5,500 people in the U.S. For more information, visit [simon.com](http://simon.com).

### **About GGP**

General Growth Properties is a fully integrated, self-managed and self-administered real estate investment trust focused exclusively on owning, managing, leasing and developing high quality retail properties throughout the United States. GGP's portfolio is comprised of 122 high-quality retail properties in the United States comprising approximately 126 million square feet. GGP is headquartered in Chicago, Illinois, and publicly traded on the NYSE under the symbol GGP.

### **About Macerich**

Macerich (NYSE:MAC), an S&P 500 Company, is a fully integrated self-managed and self-administered real estate investment trust, which focuses on the acquisition, leasing, management, development and redevelopment of regional malls throughout the United States. Macerich currently owns approximately 59 million square feet of gross leasable area consisting primarily of interests in 57 regional shopping centers. Additional information about Macerich can be obtained from the Company's website at [www.macerich.com](http://www.macerich.com).

### **About Westfield Group**

The Westfield Group (ASX Code: WDC) is an internally managed, vertically integrated, shopping center group undertaking ownership, development, design, construction, funds/asset management, property management, leasing and marketing activities and employing approximately 4,000 staff worldwide. The Westfield Group has interests in and operates one of the world's largest shopping center portfolios with investment interests in 91 shopping centers across Australia, the United States, the United Kingdom and New Zealand, encompassing over 20,500 retail outlets and total assets under management of A\$65.8bn.