



# MACERICH RETAILER SUPPORT







# YOUR PARTNER IN SUCCESS

As a leading omnichannel real estate company, we work closely with our retailers with one goal in mind - to amplify their message and drive success. Our dedicated corporate and local marketing teams tailor a sustained marketing effort to put brands in front of our loyal shoppers for an immersive, captivating experience.



# WHO WE ARE

We love shopping. We love our malls.  
We love our retailers. We are committed  
to partnering with retailers to maximize  
success in our high-performance  
centers. This partnership has helped  
create our unparalleled portfolio of  
trophy properties in the most attractive,  
densely populated U.S. markets.







# WE ARE RETAIL DESTINATIONS

We offer our shopper the ability to feel the fabric and to experience the brand, to discover new technology and taste a new flavor—it's all part of our shoppers delighting in a social and engaging experience.

Great concepts start here, and many are FIRST. FIRST in the World Apple Store, FIRST Dyson and Madewell in the U.S and the FIRST Nordstrom on the East Coast—to name a few.

Paired with our top talent—driven, creative and collaborative—differentiates us as a valued and experienced partner in the industry.



# A NATURAL PARTNER

We are passionate about sustainability and social responsibility and demonstrate our commitment through ambitious long-term goals.

**“Innovating to Zero”** – Zero Energy Waste and Near Zero Emissions, Zero Water Waste and Zero Landfill Impact.

## **Macerich Volunteer Program**

### **Awards**

NAREIT Leader in the Light (2014, 2015, 2016, 2017, 2018)

GRESB #1 North American Retail Sector (2015, 2016, 2017, 2018, 2019)

CDP Climate A List (2015, 2016, 2017, 2018)

First BREEAM USA In-Use Certified Building (2017 The Oaks)

5 LEED and 11 BREEAM USA Projects

Named Top 5 Most Sustainable Mall REIT by Barron’s





# WE POWER YOUR SUCCESS

As an innovator in omnichannel environments, we offer important resources to retailers to help build a real connection with our shoppers. Our dedicated and expert corporate and local teams actively support individual retailers throughout the portfolio providing creative, shopper-focused engagement, and impeccable marketing execution.



Dedicated corporate support offers a full suite of marketing and operations platforms from consumer campaigns and seasonal programs to PR.



Local market expertise and relationships help provide a coordinated engagement strategy through events and digital touchpoints.



Extend brand awareness through on-mall media with our state-of-the-art digital media network and custom signage opportunities.



# OUR LOYAL SHOPPER



## AFFLUENT

Average Household Income  
Across Portfolio: \$104,150

(19% higher than the U.S. average)



## TECH ENTHUSIASTS

42% are high or above  
average tech users

(27% higher than the U.S. average)



## HEALTH-CONSCIOUS

28% live active and  
healthy lifestyles

(54% higher than the U.S. average)



## ESTABLISHED

Shopper Median Age  
Across Portfolio is 38



## FINANCIALLY STABLE

38% have strong wealth status

(15% higher than the U.S. average)



## HIGH SPENDERS

15% spend over \$500K on  
apparel and shoes annually

(99% higher than the U.S. average)



# BRINGING YOUR BRAND TO LIFE

Our corporate and local marketing teams work together to create comprehensive marketing programs around key shopping seasons. Opportunities for brand participation are plentiful and an effective way of reaching your best shopper.

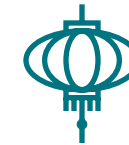
## **Key seasons include:**

Chinese Lunar New Year, Valentine's Day, Easter, Earth Month, Mother's Day, Dads & Grads, Back-to-School, Holiday & Santa

Additionally, we push strategic content through our digital and on-mall channels focused on key fashion seasons including: Spring, Summer, Fall, and Winter.



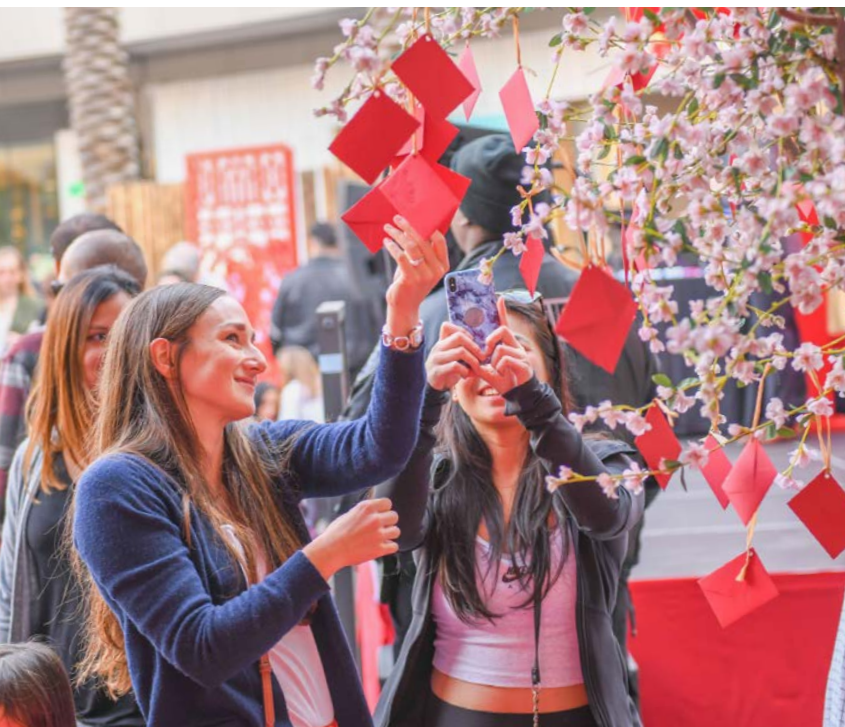




## CHINESE LUNAR NEW YEAR

Centers host on-mall events and activities, promoting Red Envelope retailer in-store offers and events, and welcome our visitors on-mall and via digital platforms.

In 2020, nine centers hosted Lunar New Year cultural events over a 6-week period welcoming over 10,000 event attendees into our centers and reaching 36,000 via social media. These events included Red Envelope store offers, on-mall events and activities, musical performances and traditional dragon dances.





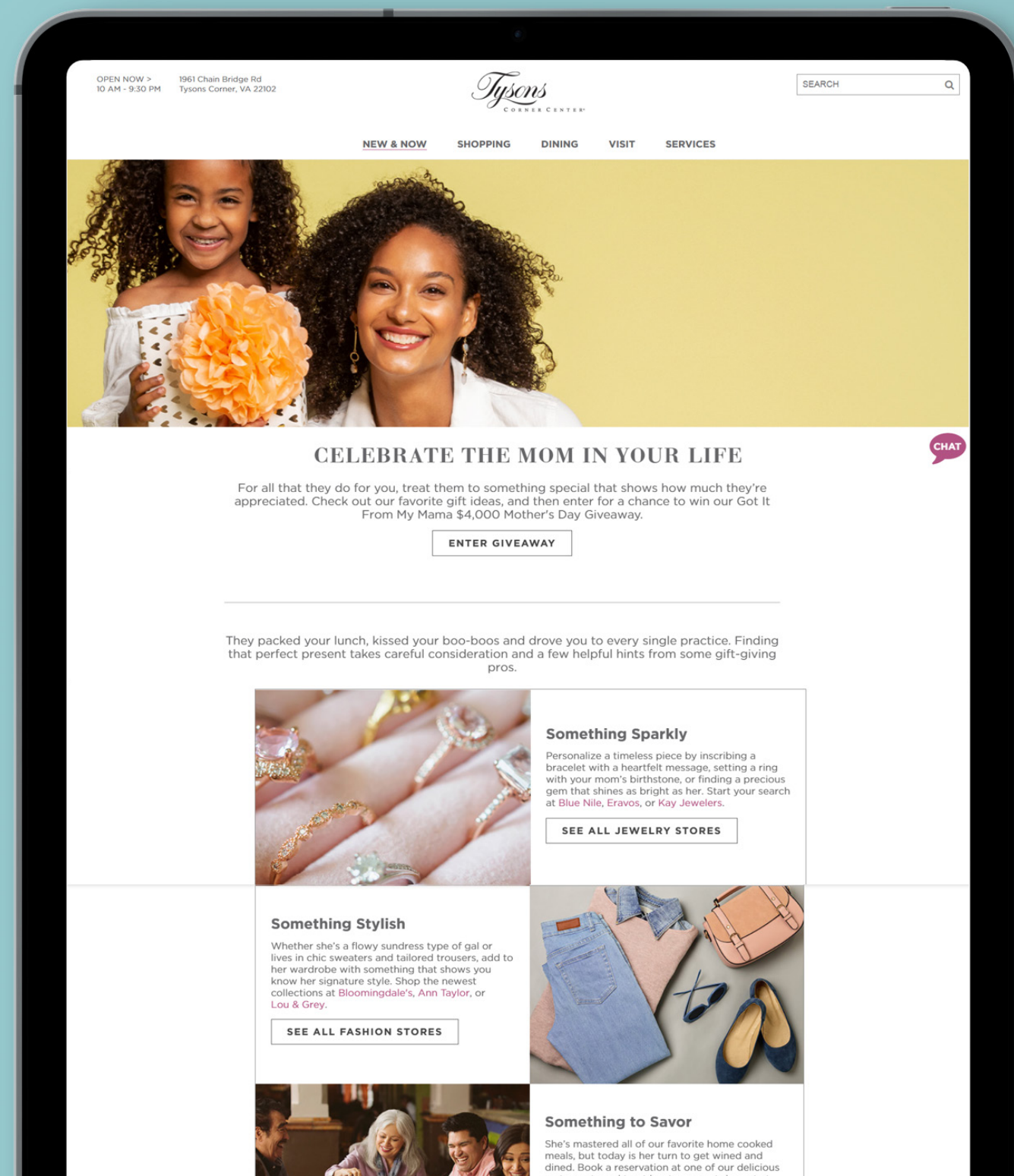


## EASTER

Easter Bunny Photos and accompanying events are a driver to the properties in kicking off the Spring shopping season. Families come from around the market to enjoy Breakfast with The Bunny, Eggstravaganza Egg Hunts and more. With a variety of activations, there are many options available for partnerships with our retailers.







## MOMS, DADS, & GRADS

The key selling seasons of Mother's Day, Father's Day and Graduation are fully supported through messaging via our websites, email program and social media channels to promote gift ideas and fashion as well as highlight retailer promotions and events.





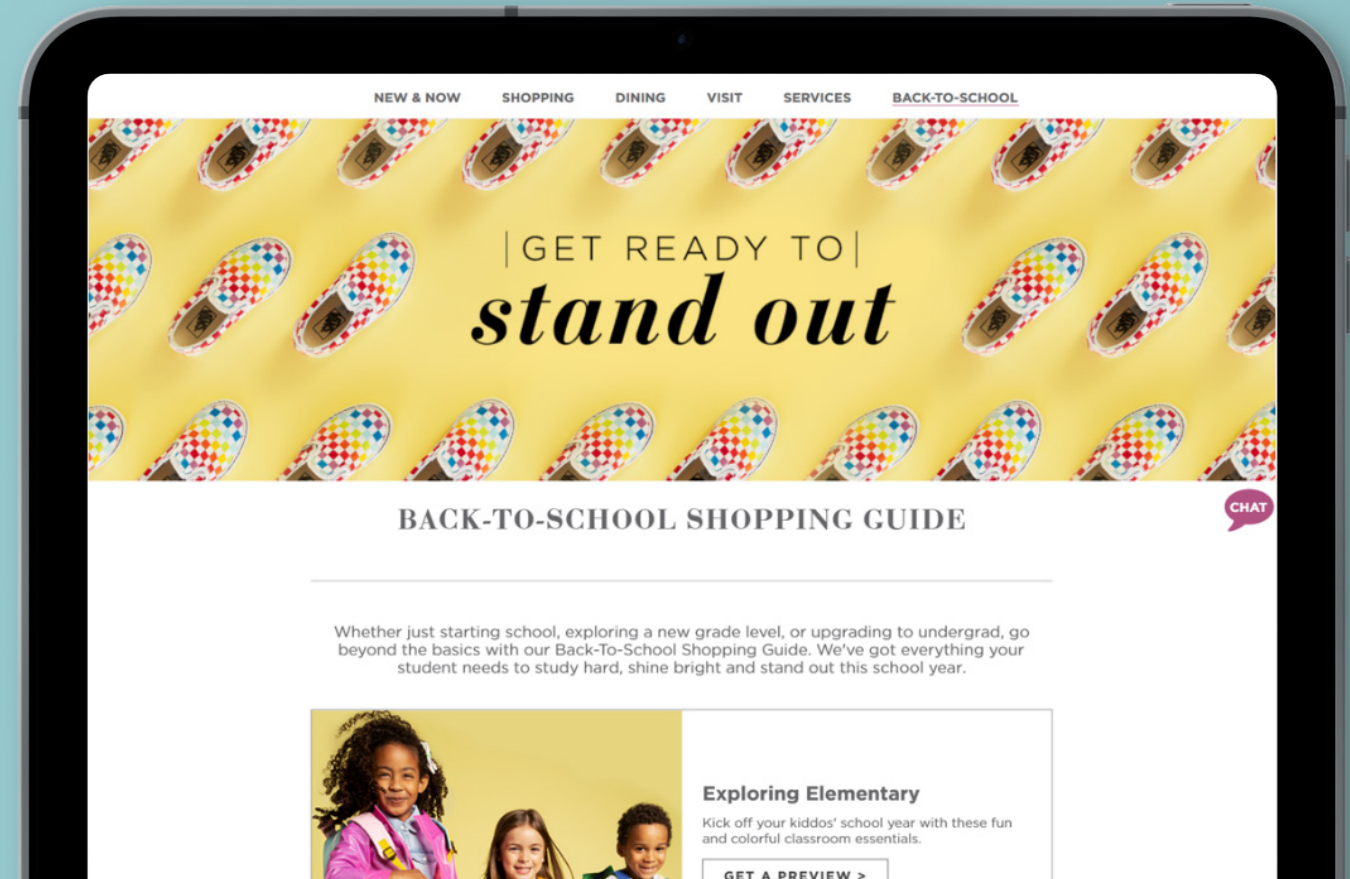
# EARTH MONTH

Sustainability is an essential business practice—for our company and many of our retail partners. During Earth Month, our properties focus on highlighting our industry-leading sustainable efforts while engaging the community with eco-friendly events and partnerships.

Prior activations include: Commitment to Sustainability pledge walls, eWaste recycle events, community clean ups and partnerships with retailers to highlight their sustainable programs.







## BACK-TO-SCHOOL



Connecting our community with our retailers, Macerich's Back-to-School program delivers on this key shopping season. Online Shopping Guides and a Teacher Appreciation Giveaway are the cornerstones of this annual program, and 2020 will mark Back-to-School season as a quintessential moment for our retailers to welcome shoppers back to reality.

GET READY | to celebrate teachers |

## 2019 STANDOUT TEACHERS GIVEAWAY

Show your appreciation and  
nominate your favorite teacher!

LEARN MORE







## HOLIDAY

The holiday season at Macerich Shopping Centers provides a variety of ways in which retailers can participate in programming. From Santa Photos to online sales and promotions listings, there are options both large and small to amplify your brand's message.





# ENHANCING THE DIGITAL EXPERIENCE

Our properties utilize a highly efficient, multi-channel digital network to promote retailers directly to shoppers and we continually explore and invest in the best omnichannel service enhancements.



Property websites



E-blasts  
and newsletters



Paid digital media



Instagram, Facebook  
and Twitter



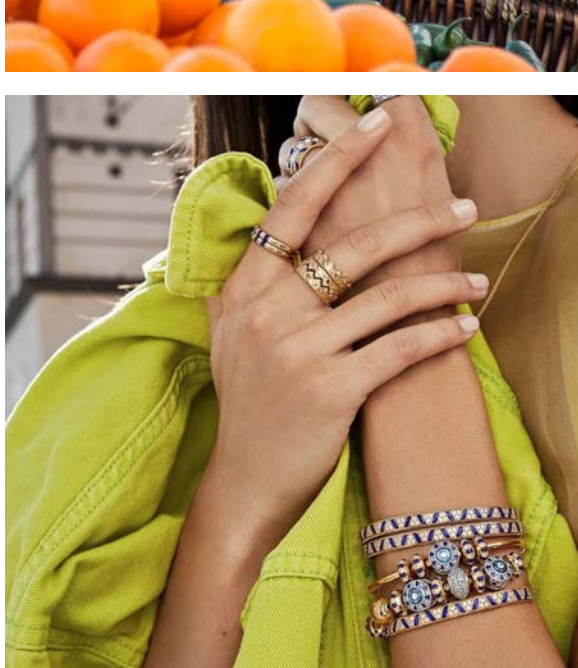
Influencers' channels



Large and small-  
format digital screens







# ENGAGE DIRECTLY WITH YOUR CUSTOMER

We are focused on creating a dialogue with our shoppers through social media with engaging, informative and shareable content. Shoppers can like and share sales, merchandise highlights and event posts. We also work to elevate our content through influential brand ambassadors. These influencers build authentic and effective relationships with our best shoppers while introducing a fresh perspective on what “going to the mall” means.

**190.3M** Facebook and Twitter Page Impressions in 2019  
**1M** Followers on Social



# SHOWCASE YOUR BRAND

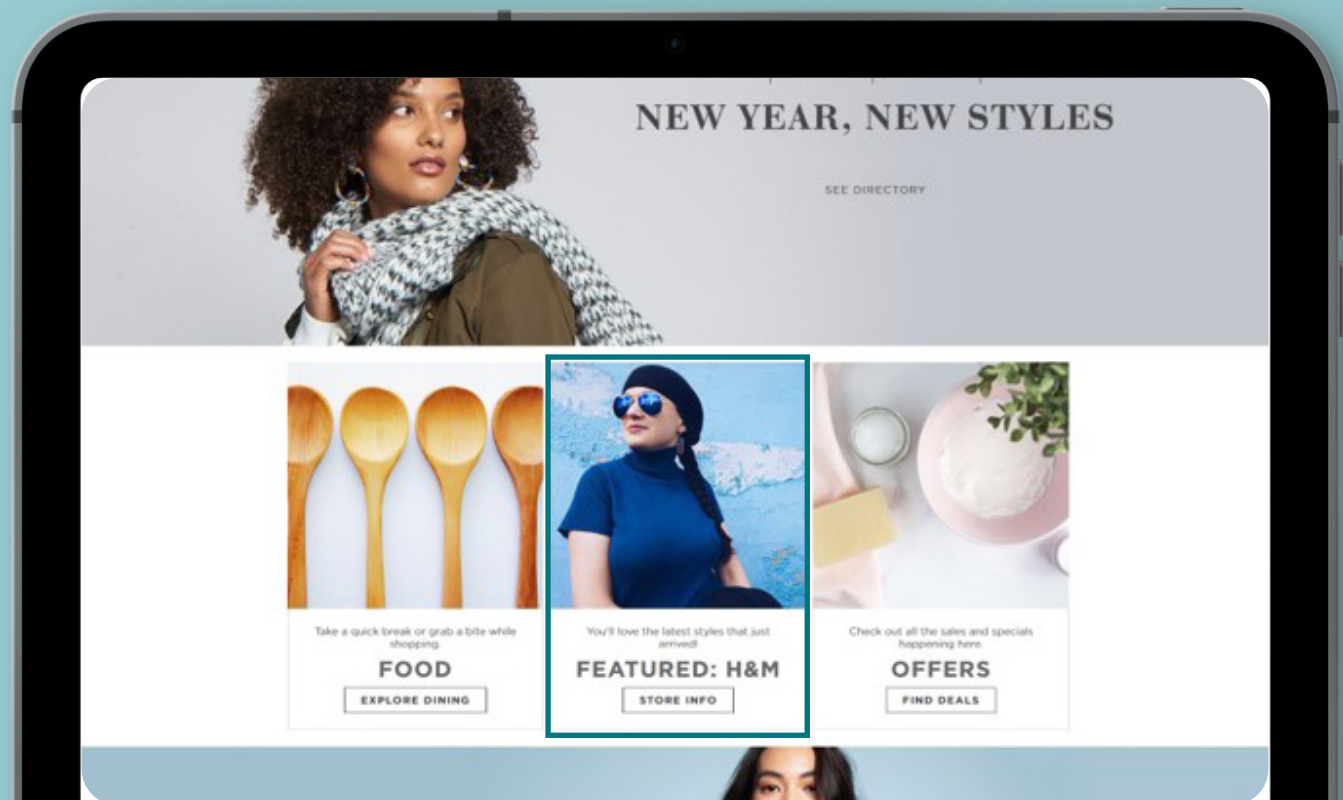
Shoppers can access the latest offers and details on special events and merchandise seamlessly via desktop, tablets or mobile. Each center maintains a comprehensive website and distributes targeted emails bi-weekly. And NEW Digital Directory features within our centers include QR codes and rotating banner ads to enable an enhanced touch-free shopper experience.

2019 At-A-Glance

- **15M+** Website Sessions
- **34M+** Pageviews
- **13M+** Emails Delivered







## WEBSITE PLACEMENT

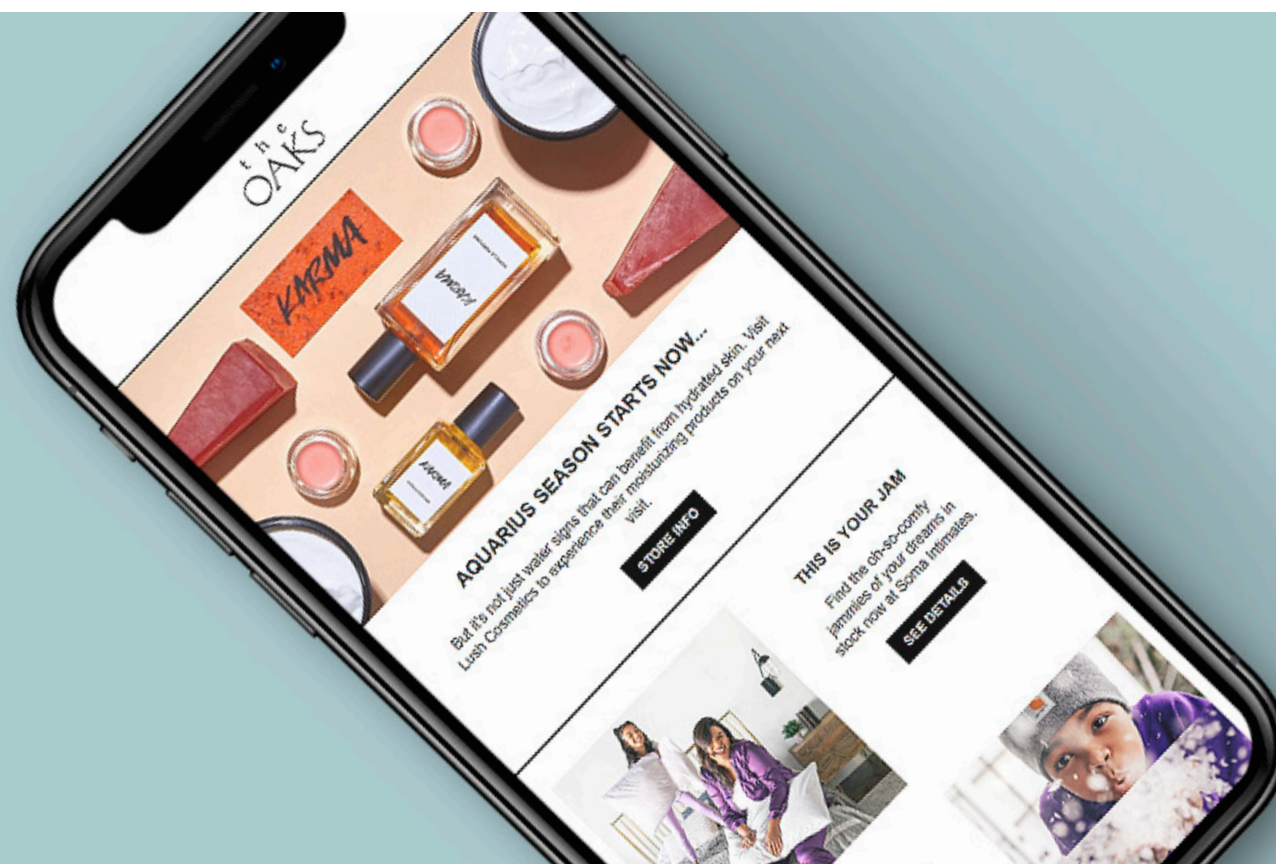
Every shopping center has a website with prominent opportunities to promote retailers.



## EMAIL PROGRAM

Each center sends targeted emails to keep shoppers updated with the latest information: new store openings, on-site events, retailer offers, style notes, and more.

Other digital channels focused on acquiring new subscribers are through a combination of website sign-ups, sweepstakes, and on-mall WiFi users (at select properties). The Macerich database is currently over 1 million subscribers and counting.



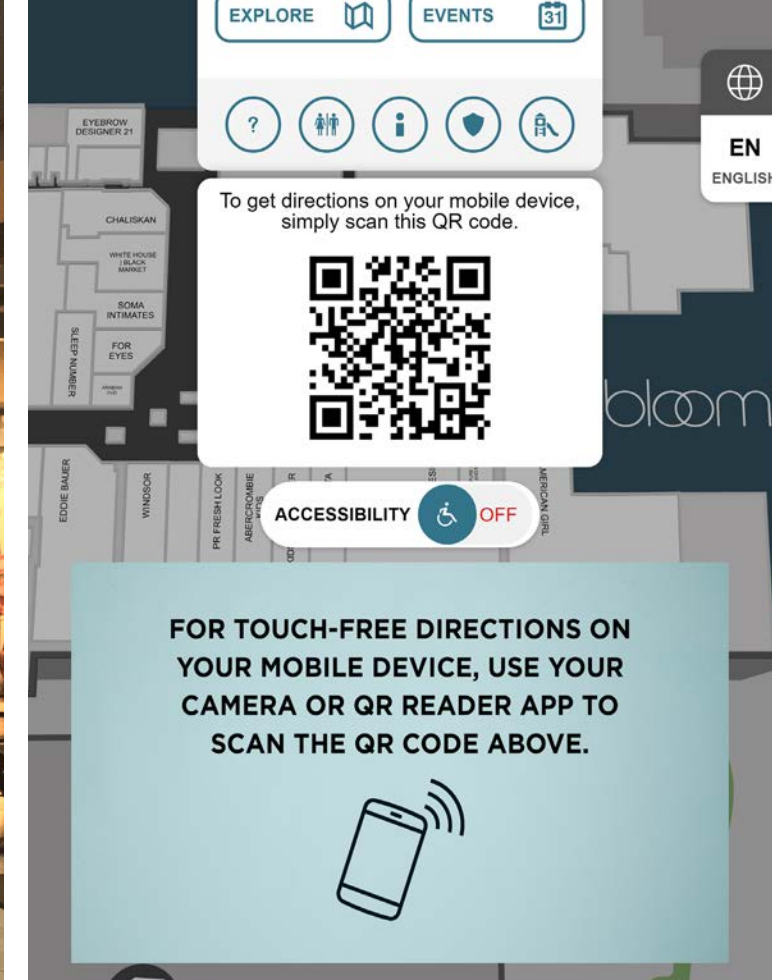
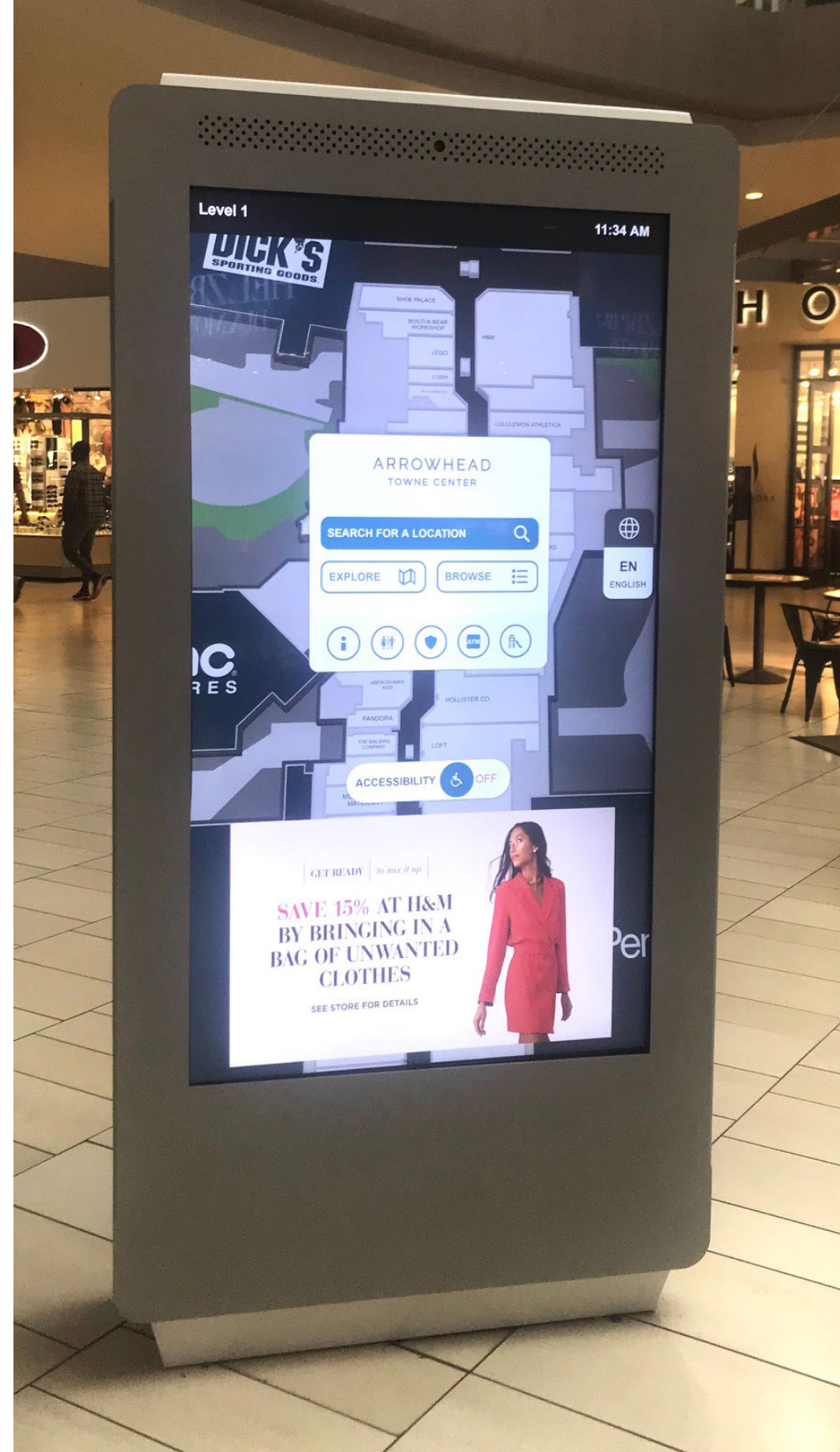




## DIGITAL DIRECTORY

Our digital directory touch screens have gone touch-free with new functionality that utilizes QR codes on the front page which will open the center's directory page instantly on the shopper's mobile device.

We now offer ad placement opportunities for retailers through our rotating banners ads along the bottom of the digital directories. We can also utilize contrasting colors and new QR code functionality to access special offers for the featured brands.



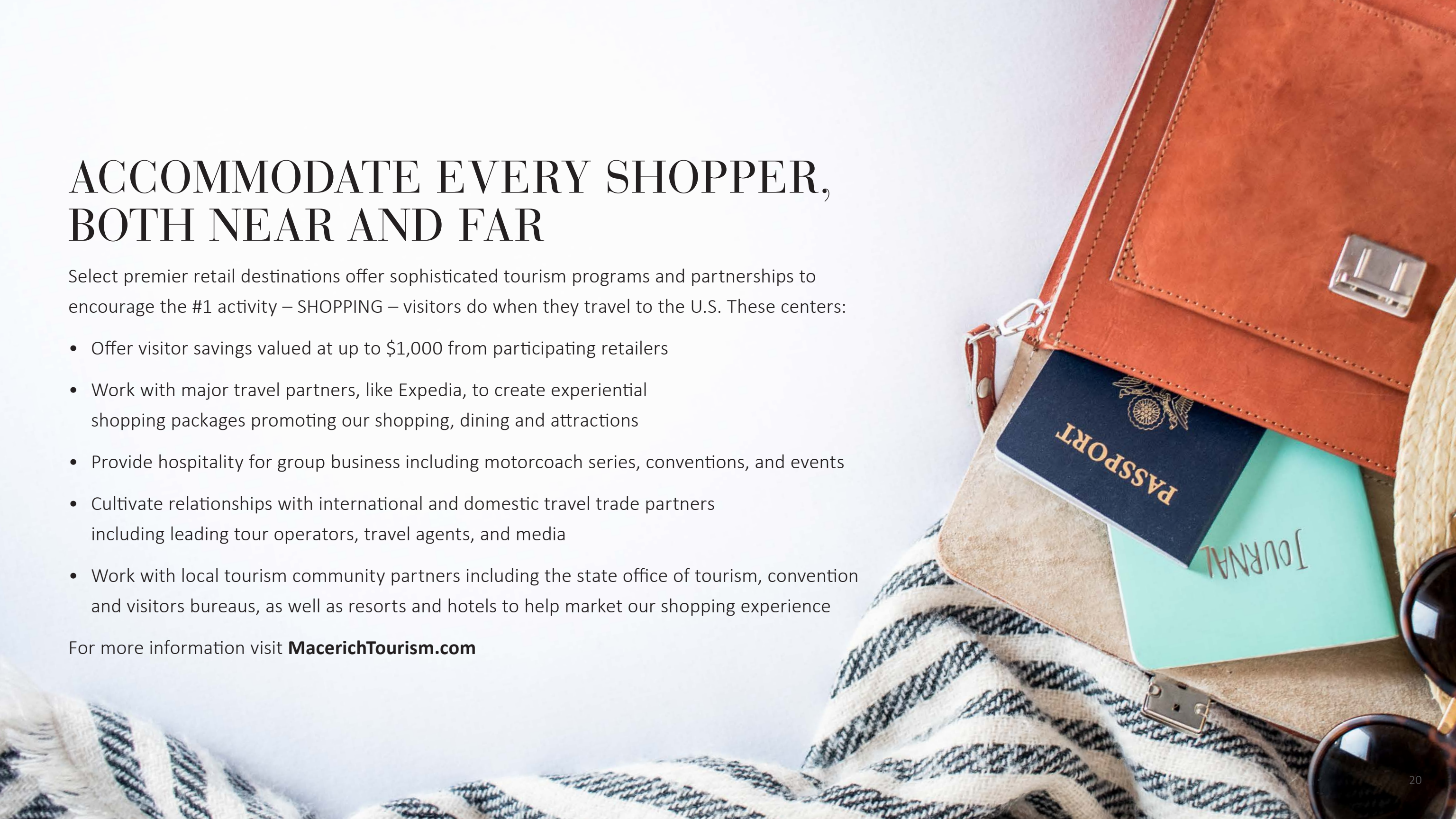


# ACCOMMODATE EVERY SHOPPER, BOTH NEAR AND FAR

Select premier retail destinations offer sophisticated tourism programs and partnerships to encourage the #1 activity – SHOPPING – visitors do when they travel to the U.S. These centers:

- Offer visitor savings valued at up to \$1,000 from participating retailers
- Work with major travel partners, like Expedia, to create experiential shopping packages promoting our shopping, dining and attractions
- Provide hospitality for group business including motorcoach series, conventions, and events
- Cultivate relationships with international and domestic travel trade partners including leading tour operators, travel agents, and media
- Work with local tourism community partners including the state office of tourism, convention and visitors bureaus, as well as resorts and hotels to help market our shopping experience

For more information visit **MacerichTourism.com**





# CATCH THE EYE OF OUR SHOPPERS

Reach shoppers and provide an engaging brand experience through one of the most influential mediums – the Mall. Tap our in-house team to help design creative executions and a media plan.

- Spectacular Digital Displays
- In-Mall Banners
- Elevator & Escalator Graphics
- Wallscapes
- Floor Graphics
- Large Format Exterior Spectaculars
- Pole Banners
- Custom Elements
- Backlit Directory Panels
- Standees
- Table Clings







# ACTIVATE YOUR BRAND PRESENCE

Promote your brand in highly visible, impactful settings with interactive activities and events that draw crowds.

- Product Launches/Demonstrations
- Brand Activations/Samplings
- Celebrity Appearances and Signings
- Outdoor Concerts
- Pop-Up Retail
- Influencer Events
- Experiential Marketing/Gaming Tours





# PARTNER WITH US

We are committed to maximizing the success of our retailers.  
Let's partner together to take your brand to new heights.

<b>Marketing Support:</b>	Emily Ferguson	<a href="mailto:Emily.Ferguson@Macerich.com">Emily.Ferguson@Macerich.com</a>
<b>Media Sales:</b>	Brooke Manno	<a href="mailto:Brooke.Manno@Macerich.com">Brooke.Manno@Macerich.com</a>
<b>Sponsorships:</b>	David Madrid	<a href="mailto:David.Madrid@Macerich.com">David.Madrid@Macerich.com</a>
<b>Tourism:</b>	Kate Birchler	<a href="mailto:Kate.Birchler@Macerich.com">Kate.Birchler@Macerich.com</a>





## **MACERICH (NYSE: MAC)**

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS, INCLUDING CALIFORNIA, THE PACIFIC NORTHWEST, ARIZONA, CHICAGO AND THE METRO NEW YORK TO WASHINGTON, D.C. CORRIDOR