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RETAILER SUPPORT



A vibrant scene of a parade on Broadway. The image is filled with a dense shower of red, white, and blue confetti. In the background, the 'BROADWAY PLAZA' sign is visible, along with logos for 'NYX', 'Star 101.3', and 'GAP'. A crowd of people is in the foreground, some holding up smartphones to capture the moment. A woman in a blue and white costume is visible on the right. A semi-transparent dark grey box is centered over the image, containing white text.

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.

- 48 Retail Destinations in the Best Markets
- 52 Million Square Feet
- Sales per Square Foot Increase of 50%+ in the Past Seven Years
- Incubator for Great Concepts – First Apple Store in the World, First U.S. Dyson Demo Store, First U.S. Madewell Store, First Nordstrom on the East Coast – to name just a few
- The Top Innovator and Performer in Sustainability for Retail Real Estate





## WE ARE RETAIL DESTINATIONS

We continue to reimagine our centers, because we understand the evolution of retail and the shopper experience.

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





## 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 | Near Zero Emissions

Zero Water Waste | Zero Landfill Impact

### **Macerich Volunteer Program (MVP)**

#### **Awards**

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

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

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

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

4 LEED and 11 BREEAM USA Projects

GRESB Green Star (2014, 2015, 2016, 2017)





## 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



**Shopper Median**  
**Age: 38**



**Trip Duration:**  
**97 Minutes**

(14% Higher than the U.S. Benchmark)



**Average of 3**  
**visits per month**

(30% Higher than the U.S. Benchmark)



**Shopper Average Household**  
**Income: \$101,400**

(24% Higher than the U.S. Benchmark)



**Affluent: 48% have above**  
**average wealth status**

(20% Higher than the U.S. Benchmark)



**Tech Savvy: 40% are high or**  
**above average tech users**

(33% Higher than the U.S. Benchmark)



**Urban: 55% are in the urban**  
**life segment**

Source: Scarborough/Top 20 Macerich Centers





## KNOWING YOUR CUSTOMER

We are partnering with industry leader, RetailNext, to provide next level shopper analytics, so we can know our shoppers like never before.



**Accurately measure** total mall traffic, traffic by entrance, by day of week and by time of day

**Currently in** 18 Macerich shopping centers



### Retailer Benefits:

- Properly align labor hours to customer demands
- Segment shoppers by gender for targeted marketing
- Quantify the impact of an event or promotion

### 350+ RetailNext Retailers:

bloomingdale's LOLLI & POPS

Brookstone®



Marine Layer

CLUB MONACO

Bath & Body Works



## 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:

- Valentine's Day
- Easter
- 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.





# 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.



On-mall through our large and small format digital screens



Online with our websites



In inboxes with e-blasts and newsletters



On social through Instagram and Facebook



Through our Influencers' channels



Paid digital media





## SHOWCASE YOUR BRAND

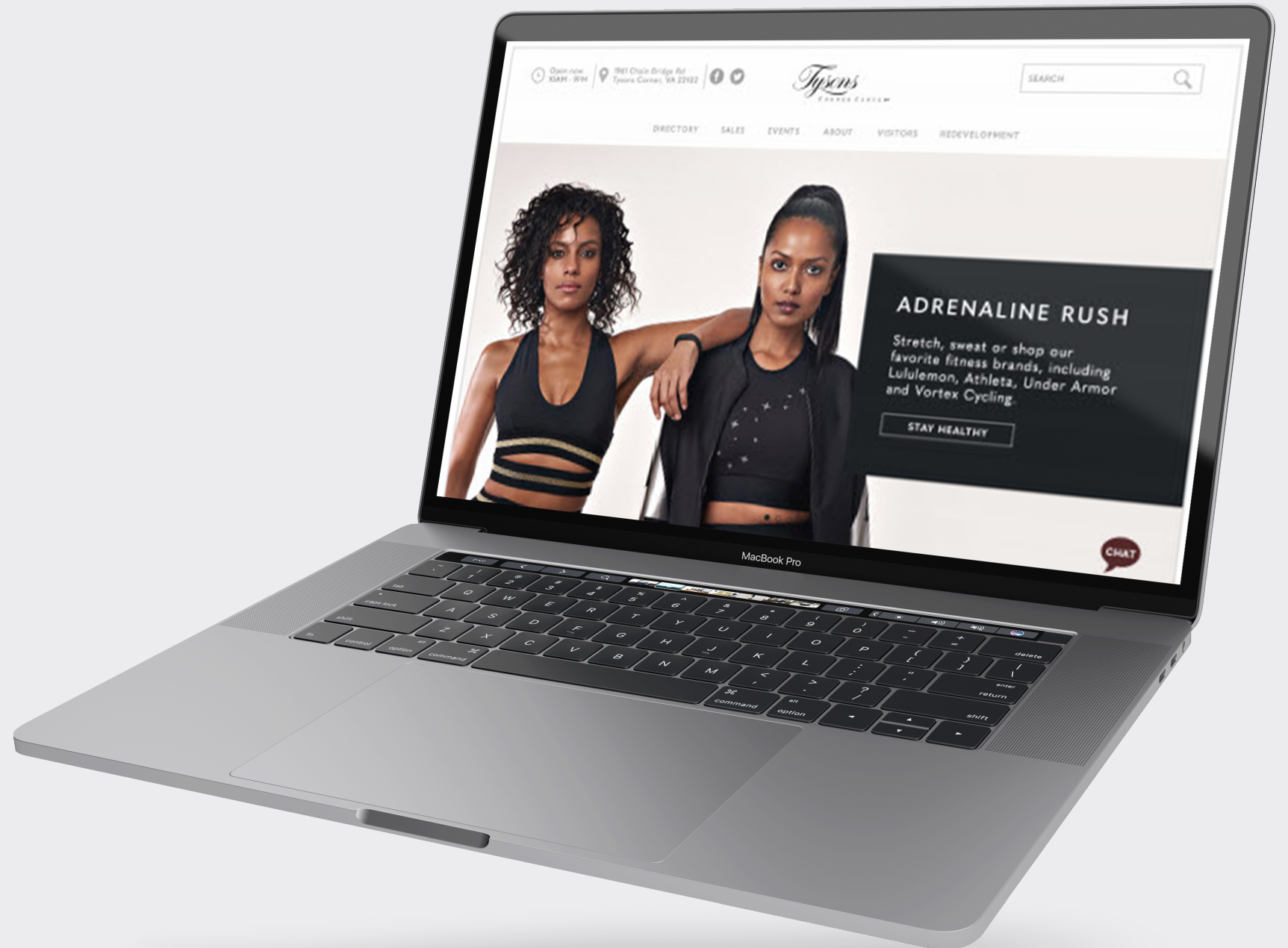
Shoppers can access the latest offers and details on special events and merchandise seamlessly on desktop, tablets or mobile. Each center maintains a comprehensive website and distributes targeted emails weekly.

2017 At-a-Glance

- **16M+** Website Sessions
- **39M+** Page Visits
- **14M** Emails Delivered

Promote your sales and events by emailing

**SalesandEvents@Macerich.com**





## 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.

**219.1M** Facebook and Twitter Page Impressions in 2017

**1M** Followers on Social





# MAXIMIZE EXPOSURE THROUGH OUR EVENTS

We engage shoppers with more than 3,200 community-centered programs and local events annually across our portfolio – driving traffic and sales to your stores. From beginning to end, we offer and support high-impact opportunities for retailer participation.



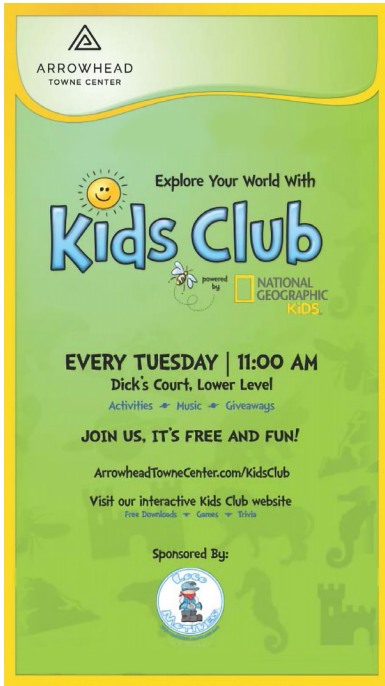
## Cultural Festivals

Chinese Lunar New Year,  
Turkish Festival, and more



## Seasonal Events

Black Friday, Easter Bunny,  
Back-to-School, and more



## Kids Club

Powered by National  
Geographic



## Summer Concert Series

Featuring artists like Gavin  
DeGraw, Andy Grammer,  
Ingrid Michaelson, and more



### Same-day Delivery

Shoppers can enjoy the conveniences of bag-free shopping with on-mall and online purchases delivered same day to home, hotel or offices.



### Convenient Returns

Shoppers can now conveniently return merchandise from traditional and online retailers with ease at an in-mall kiosk.

## AMPLE AMENITIES TO ENHANCE THE SHOPPER EXPERIENCE

Our commitment to providing retail partners and shoppers an enhanced experience is stronger than ever through a robust set of digital touchpoints that are always evolving as technologies – and the way people shop – continue to change.

### Text Concierge

A text-based concierge service allows shoppers to text-in questions - from retailer promotions and offers to events - and receive live responses within minutes.



### Loyalty Programs

Center specific loyalty programs allow loyal members to enjoy rewards for shopping at participating retailers in a highly convenient real-time experience.



## 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 the US. These centers:

- Offer visitor savings valued at up to \$1000 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](http://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.

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





## ACTIVATE YOUR BRAND PRESENCE

Promote your brand in highly visible, ideal 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 Tours
- 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) AN S&P 500 COMPANY

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