



# MACERICH RETAILER SUPPORT





A vibrant outdoor event, likely a ribbon-cutting ceremony, featuring a large arch of colorful balloons (red, blue, green, and yellow) in the foreground. Confetti is falling from the sky. In the background, a modern glass building is visible, with a sign for 'The Inquirer' and a banner that reads 'Subscribe for FREE to the Inquirer'. A group of people, including several men in suits and one woman, are standing in front of the building, clapping and holding a blue ribbon. A large crowd of people is gathered in the foreground, some taking photos with their phones. The overall atmosphere is celebratory and festive.

# 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.





# WE ARE RETAIL DESTINATIONS

We offer our shopper the ability to feel the fabric and 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 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.



# 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: \$101,911

(14% higher than the U.S. average)



## TECH ENTHUSIASTS

72% are actively engaged with  
technology

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



## HEALTH-CONSCIOUS

36% live active and  
healthy lifestyles

(20% higher than the U.S. average)



## ESTABLISHED

Shopper Median Age  
Across Portfolio is 42



## FINANCIALLY STABLE

Shoppers have an average HHLD net worth  
of \$730,815

(29% higher than the U.S. average)



## HIGH SPENDERS

12% spent \$500 or more  
on apparel and shoes over  
the past 12 months

(64% higher than the U.S. average)



# A NATURAL PARTNER

We are passionate about sustainability and social responsibility and demonstrate our commitment through ambitious long-term goals and a fully-integrated business approach.

## Awards

GRESB #1 North American Retail Sector (2015-2022)

CDP Climate A-List (2015, 2016, 2018, 2019, 2020, 2021, 2022)

EPA Green Power Partner Top 30 On-Site Generation (2014-2022)

4 LEED Certified Properties, 11 BREEAM USA Certified Properties, and 5

IREM Certified Properties







# 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:**

Lunar New Year, Valentine's Day, Spring, 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.



# 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 and  
Facebook



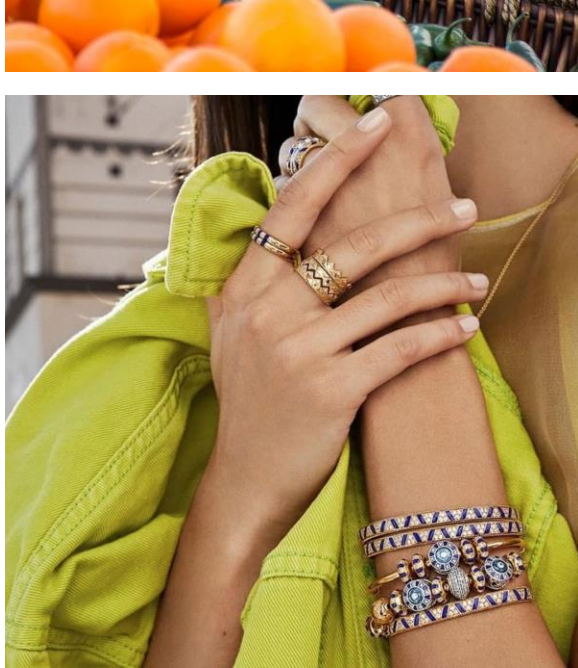
Influencers' channels



Large and small-  
format digital screens







# ENGAGE DIRECTLY WITH YOUR CUSTOMER

We are focused on creating a dialogue with our shoppers through social media, website placement and email programming 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.



# ACCOMMODATE EVERY SHOPPER, BOTH NEAR AND FAR

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

These centers:

- Offer the Visitor Savings Pass valued at up to \$1K in savings from participating retailers
- Work with major travel partners to promote experiential shopping, dining and entertainment packages that feature our retailers
- 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, online travel agencies 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](https://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
- Pole Banners
- In-Mall Banners
- Custom Elements
- Backlit Directory Panels
- Wallscape







# 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>	Sherry DeCovich	<a href="mailto:Sherry.DeCovich@Macerich.com">Sherry.DeCovich@Macerich.com</a>
<b>Media Sales:</b>	Brooke Manno	<a href="mailto:Brooke.Manno@Macerich.com">Brooke.Manno@Macerich.com</a>
<b>Sponsorships:</b>	Bob Maurer	<a href="mailto:Bob.Maurer@Macerich.com">Bob.Maurer@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