



SIMON®

TRANSFORMING RETAIL THROUGH INNOVATION





LIVE

One Southdale Place, Edina, MN



WORK

One Phipps Plaza, Atlanta, GA



PLAY

The Domain, Austin, TX



STAY

Dadeland Mall, Miami, FL

SHOP

Stanford Shopping Center, Palo Alto, CA





THE POWER OF INNOVATION

We are a company of ideas. For over 50 years, our mission has been to continually elevate and reinvent our properties in modern and innovative ways for the customers, brands, and communities we serve. Fueled by creativity and inspired by a transformative vision of the future, our best-in-class team continues to reinforce our long-term success through a culture of innovation.

— **David Simon**
Chairman, Chief Executive Officer & President

~400 Global Properties
Direct or Indirect Interest

#1 Balance Sheet
in the Industry

Top 25 Markets
Simon Has Locations in the
Top 25 Markets in the U.S.

\$39B Distributed
Dividends Since 1993

CREATING THE MIXED-USE DESTINATIONS OF THE FUTURE

- Our **\$8B+** investment over the past 10 years demonstrates continuous attention to positioning our properties for long-term success.
- Active portfolio management enhances productivity and market share.
- Live/Work/Play/Stay/Shop destination communities include:

PHIPPS PLAZA

A magnificent transformation was recently completed which includes **Nobu Hotel & Restaurant**; **Life Time** and **Life Time Work**; **Citizens Culinary**; and **One Phipps Plaza**—a 13-story Class A office building. Atlanta’s luxury leader, Phipps Plaza features an unparalleled collection of haute designer brands including: **Alexander McQueen**, **Balenciaga**, **Bottega Veneta**, **Christian Dior Couture**, **Dolce & Gabbana**, **Givenchy**, **Gucci**, **Saint Laurent**, **Tom Ford**, **Valentino**, **Versace**, and **Hermès** plans to open in 2024.

NORTHGATE STATION

NHL’s **Kraken Community Iceplex** with **3 regulation ice rinks** and the **Kraken Team Store** is now open. The center’s transformation will continue with **iconic local and specialty retail and dining** destinations, a **medical pavilion**, **Class A offices**, **1,000 residential units**, and two **on-site hotels**.

HIGHLIGHTS

\$8B+

Portfolio Investment Over Past 10 Years

14

Redevelopments Completed in 2022



CURATING CREATIVE RETAIL

\$5.3B in Revenue

4,100+ Leases Signed

14M+ SF

57 New Restaurants Added

All stats as of 2022

Simon is a brand powerhouse. Our portfolio features **3,000+ market leaders** such as Apple, Sephora, and lululemon, as well as the world's leading collection of luxury and international brands like Louis Vuitton, Dior, Chanel, and Balenciaga. We are also introducing **new Digital First concepts** to our millions of customers, including Alo Yoga, Brilliant Earth, and Vuori.

Each Simon center reflects the expectations, goals, and tastes of its local and regional audiences. Every day we seek new ways to exceed these expectations with responsive, immersive experiences. Whether that's with the latest in-mall **gaming areas**, or **fitness centers** and **sports & recreation facilities**, entertainment, experiential, and dining continue to thrive.

NOBU



GUCCI



ARHAUS

LIFETIME



MUSEUM OF ICE CREAM

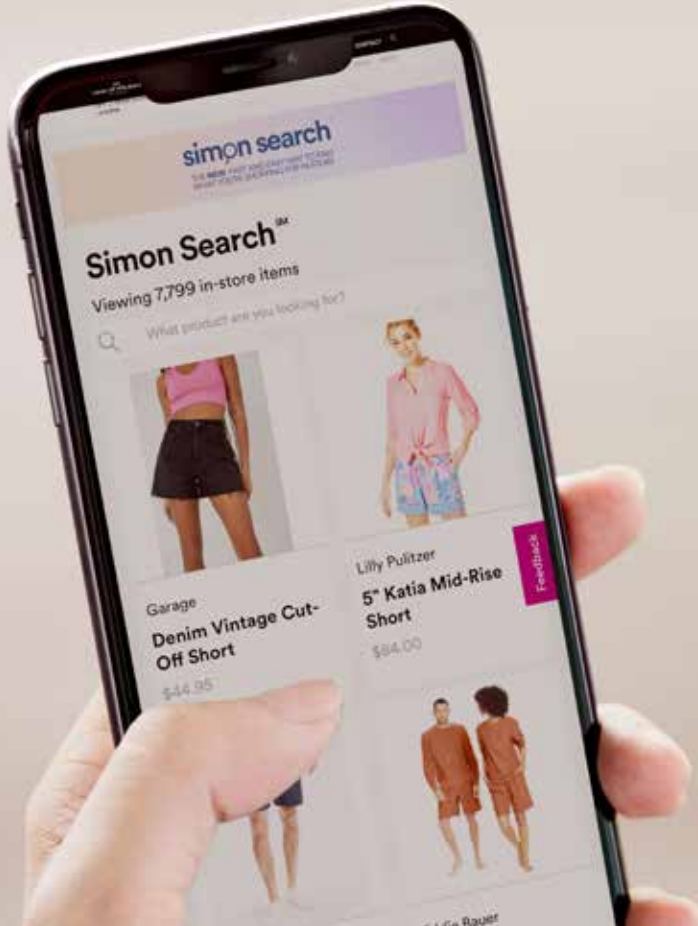


TRUE FOOD KITCHEN

TOM FORD

WARBY PARKER





CREATING AN INTERACTIVE FUTURE

Simon Innovation Group is the driving force behind our culture of creativity and leads the industry in delivering services that complement the in-store experience offered by brands.

Our team takes pride in consistently introducing new programs that give our guests a seamless shopping experience, and drive incremental traffic and sales—both online and in-store. With more than 25 initiatives underway, consumers, retailers, and partners can be confident we're integrating and investing in emerging technologies to elevate and reinvent shopping.



HIGHLIGHTS

1,300+ Interactive Digital Directories

40+ Centers Participating in Happy Returns

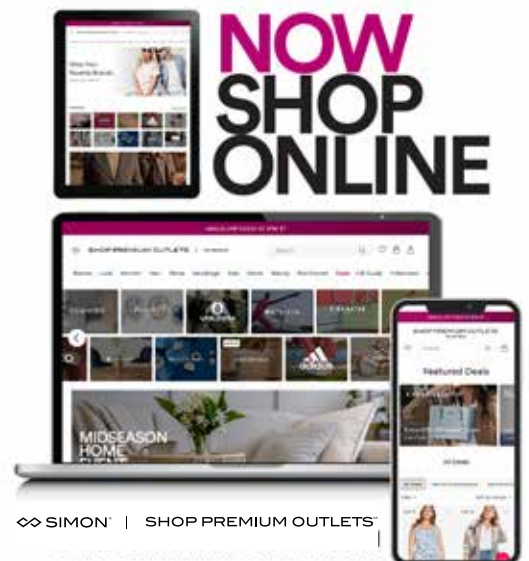
5,200 Reserved Premium Parking Spaces at 40 Locations

200+ 3D Interactive Maps Across Web & Apps

SHOPPREMIUMOUTLETS.COM

7,700 Brands

600K+ SKUs



DRIVING TRAFFIC AND SALES

Our marketing strategy is focused on the most creative and innovative content and platforms to drive awareness, traffic, and sales for the brands and retailers at Simon, and creative engagement with our customers.

Highlights include always-on storytelling campaigns that keep our most loyal shoppers informed about what's happening at each center, strategic programming such as National Outlet Shopping Day,[™] and amplifying retailer campaigns including Coach and FP Movement.

In addition, a robust calendar of seasonal promotions, including the key Back to School and Holiday shopping periods, offer compelling incentives to encourage incremental visits.

The effectiveness of our advertising campaigns is measured and verified using the most sophisticated attribution tools available today. In this way we can target, refine, and implement strategies as never before.



HIGHLIGHTS

3.0B Paid Advertising Impressions

18M Email Subscribers

8.2M Social Media Connections

258M Website Visits

2B Annual Email Sends

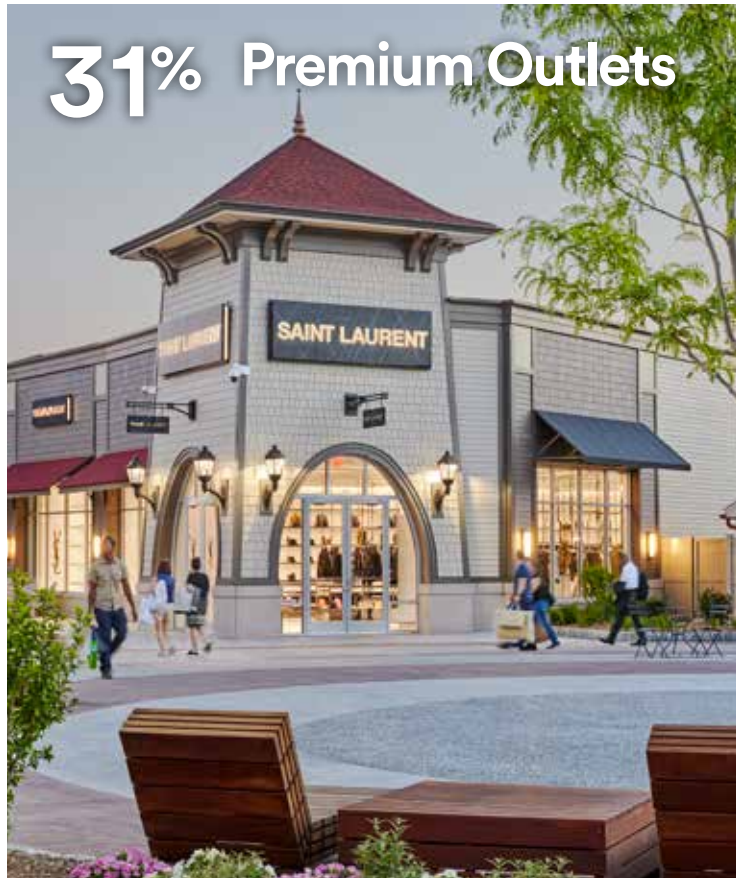
\$2B Local PR Coverage Publicity Value

WHY SIMON

Whether it's the **scale of our properties**, from high-end to value and domestic to international, our **top-rated balance sheet** in the industry, or our **best-in-class team** committed to a long-term ownership outlook, we're **focused on performance**.

Simon's portfolio is unrivaled and we're the only developer who has the financial flexibility to continually transform our properties to enhance their market position and give customers what they want, when they want it, and how they want it.

NOI MIX



2B Shopper Visits Annually

\$759 Sales PSF

A-/A3 Credit Rating