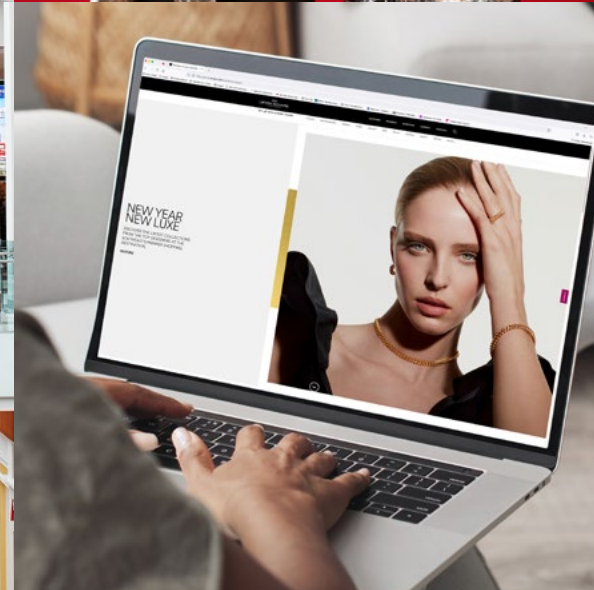




2023 RETAILER MARKETING OVERVIEW



THE SIMON VALUE PROPOSITION

SCALE

~400 Global Properties

Simon's worldwide footprint spans ~400 retail centers in 24 countries. Luxury/full-price destination centers, Simon Premium Outlets, The Mills, and international properties.

GROWTH

3K+ Market Leading Brands

Simon core businesses and strategic investments drive performance and growth for our retail partners.

SUSTAINABILITY

204M Residents

Simon centers are the economic engines for the communities they serve and are dedicated to curating sustainable communities with innovative solutions that reduce our environmental footprint.

QUALITY

Top 25 Markets

All stakeholders benefit from Simon's outstanding, iconic properties strategically located in top-tier markets.

INVESTMENT

~\$9B Invested in the past 10 years

Simon is the only developer with the financial flexibility to transform assets and ensure long-term success. Consistent, active portfolio management enhances retail tenant productivity and drives successful ROI.



OUR BRAND PORTFOLIO

SIMON MALLS®

Iconic full-price shopping destinations in major U.S. markets

SIMON PREMIUM OUTLETS®

A world-leading collection of outlet centers, delivering value, fashion, and outstanding customer experiences

THE MILLS®

Family-oriented, value-priced experiential destinations in the U.S.

KLÉPIERRE

22.4% interest in Klépierre; a portfolio of more than 100 prime centers in 14 European countries

MCARTHURGLEN DESIGNER OUTLETS

11 Designer Outlets in seven European countries, with new development in Paris underway

INTERNATIONAL PREMIUM OUTLETS

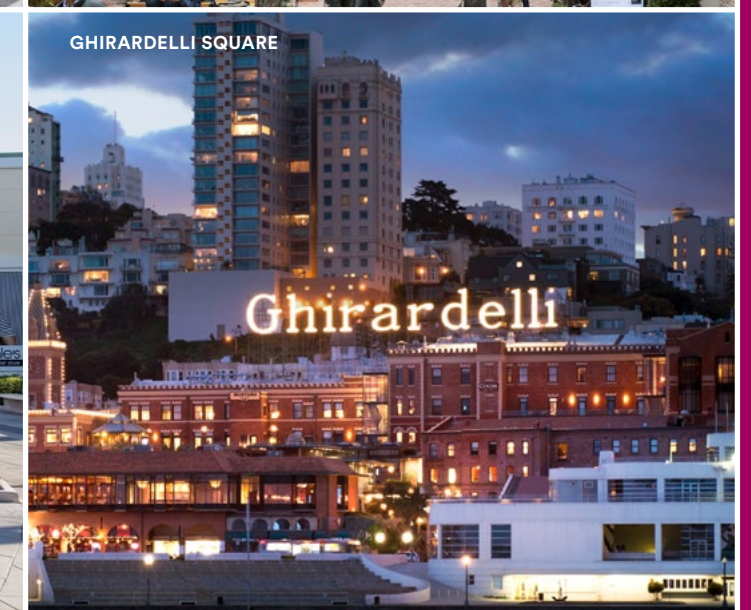
23 Premium Outlets in six countries including Japan, South Korea, Canada, Mexico, Malaysia, and Thailand

TAUBMAN PORTFOLIO

80% ownership in a bespoke collection of luxury centers in the U.S. and Asia

JAMESTOWN

50% partnership in a best-in-class global real estate investment and asset management firm specializing in iconic mixed-use assets





AT THE EPICENTER OF COMMERCE AND COMMUNITY

CREATING THE MIXED-USE DESTINATIONS OF THE FUTURE



The New Live, Work, Play, Stay, Shop Experience

~\$9B

Investment over Past 10 Years

CURATING CREATIVE RETAIL



World's Leading Collection of Brands

3K+

Market Leaders

DRIVING TRAFFIC AND SALES



Innovative advertising and programming that resonates with consumers and provides results for our retailers

3.0B

Paid Media Advertising Impressions

NURTURING SUSTAINABILITY

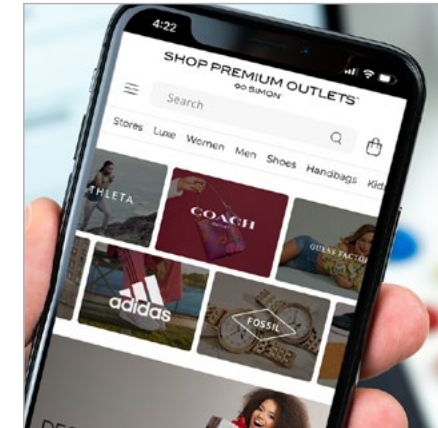


Creating a positive economic, social, and environmental impact

\$4B

Total State Sales Taxes Paid by Our Tenants

INVESTING IN BEST-IN-CLASS BRANDS



Owns interests in a variety of leading retail brands and e-commerce platforms that generate billions in annual sales both online and in brick-and-mortar locations

6K+

Brands Between RueLaLa, Gilt, and Shop Premium Outlets

STRATEGIC VISION SUPPORTED BY STRONG AND DIVERSE RELATIONSHIPS



WE ARE
RETAILERS,
TOO

Who understands the rewards and challenges
of retail better than Simon?



SPARC GROUP BRAND INVESTMENTS



JCPenney®

◇ SIMON® | SHOP PREMIUM OUTLETSSM

GILT Rue La La®



TRANSFORMING RETAIL THROUGH INNOVATION

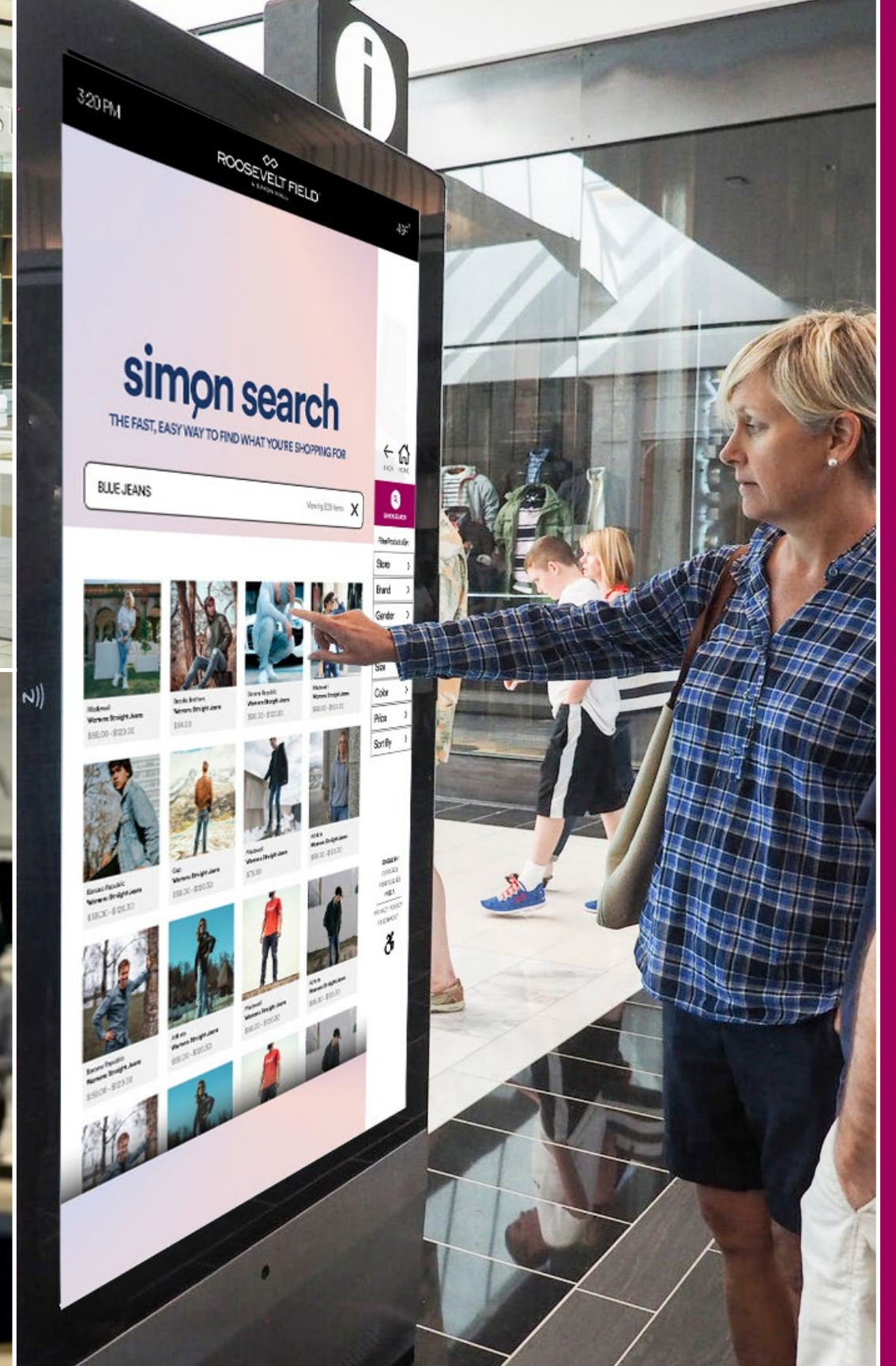
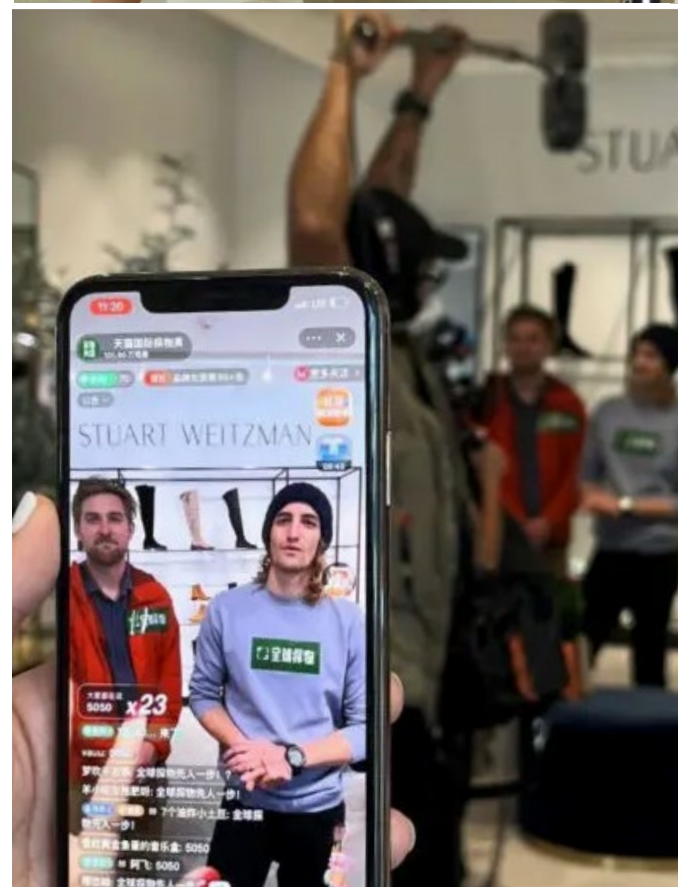
“We are a company of ideas. For over 50 years, our mission has been to continually elevate and reinvent our properties in modern and innovative ways for the customers, brands, and communities we serve. Fueled by creativity and inspired by a transformative vision of the future, our best-in-class team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

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

EXPERIENCE THE NEW INTERACTIVE MARKETPLACE

Simon specializes in developing industry-first, revolutionary interactive digital solutions and services designed to engage customers and deliver incremental traffic and sales to our retail partners and brands.

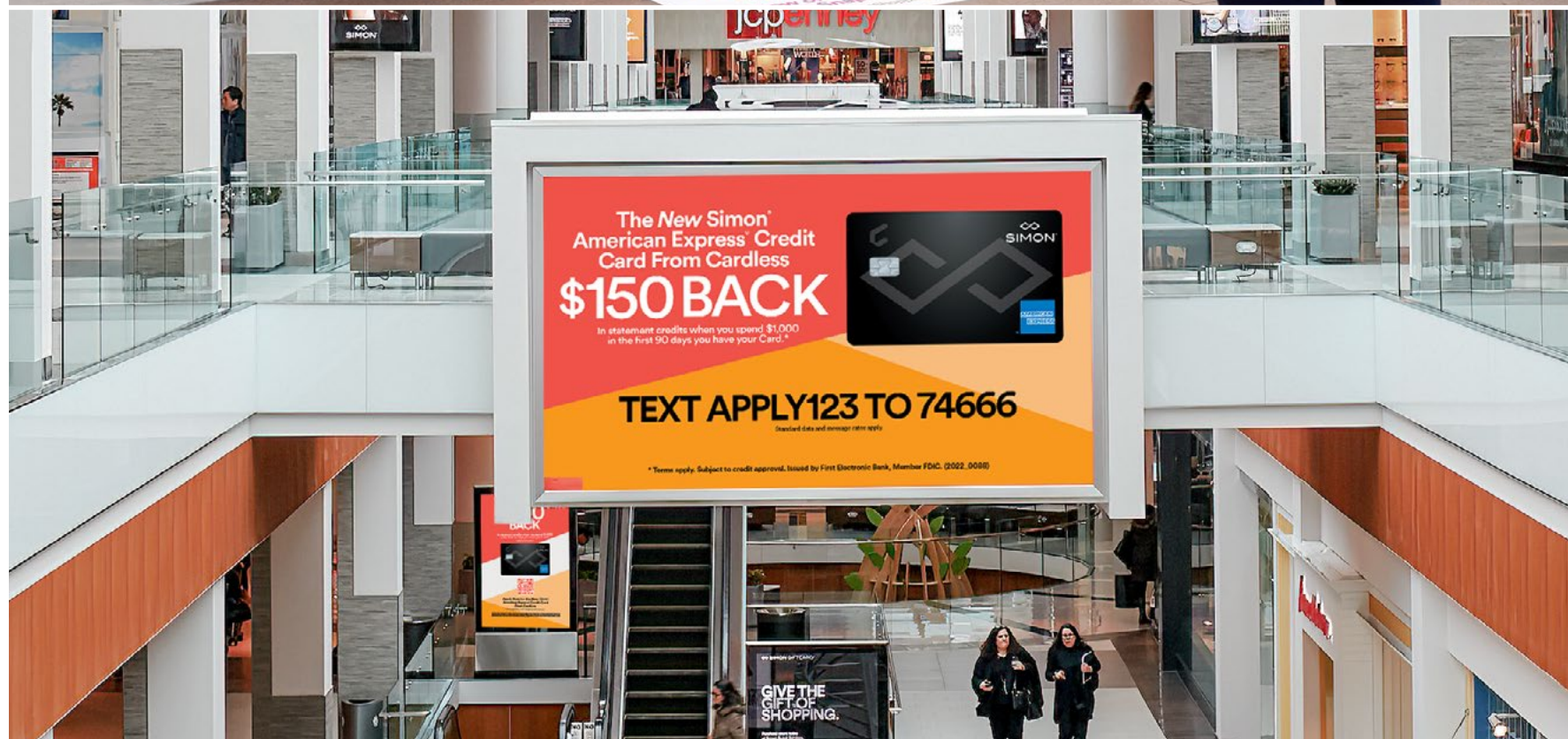
- SIMON SEARCH™
- INTERACTIVE DIGITAL DIRECTORIES
- SHOPPREMIUMOUTLETS.COM
- VIRTUAL SHOPPING/LIVE STREAMING
- QR CODE ACTIVATIONS
- AR FILTERS



TRAFFIC-DRIVING PROGRAMMING

Simon develops carefully curated proprietary programs designed to reward and engage our most loyal shoppers, driving repeat business to our retail partners and brands.

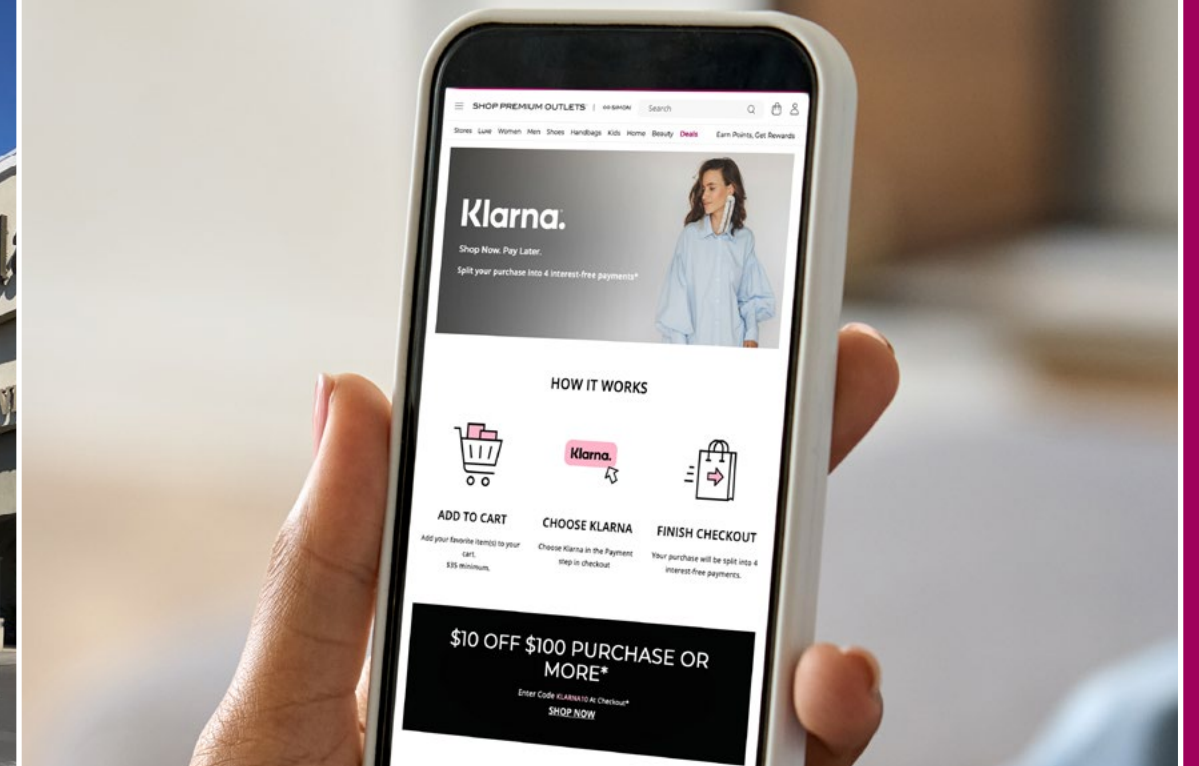
- NATIONAL OUTLET SHOPPING DAY™
- VIP SHOPPER CLUB
- SIGNATURE EVENTS
- THE NEW SIMON AMERICAN EXPRESS CREDIT CARD FROM CARDLESS
- SIMON GIFTCARD® PROMOTIONS



BRICKS TO CLICKS & CLICKS TO BRICKS

Simon creates omnichannel solutions for our retail partners and brands designed to maximize the value of physical store footprints and enhance the customer experience.

- BUY ONLINE, PICK UP IN-STORE (BOPIS)
- BUY ONLINE, RETURN IN-STORE (BORIS)
- EXPEDITED PARKING
- ON-SITE FULFILLMENT
- HANDS-FREE SHOPPING
- BUY NOW, PAY LATER





SIMON MARKETING STRATEGY

Our Marketing Strategy is focused on creative storytelling tailored to individual platforms and target audiences that drive awareness, traffic, and sales for brands and retailers at Simon, while engaging with our shoppers.

The effectiveness of our advertising campaigns is measured and verified using the most sophisticated attribution tools available today, allowing us to continually test, learn, and refine our strategy.

MARKETING HIGHLIGHTS

3.0B Paid Media Advertising Impressions

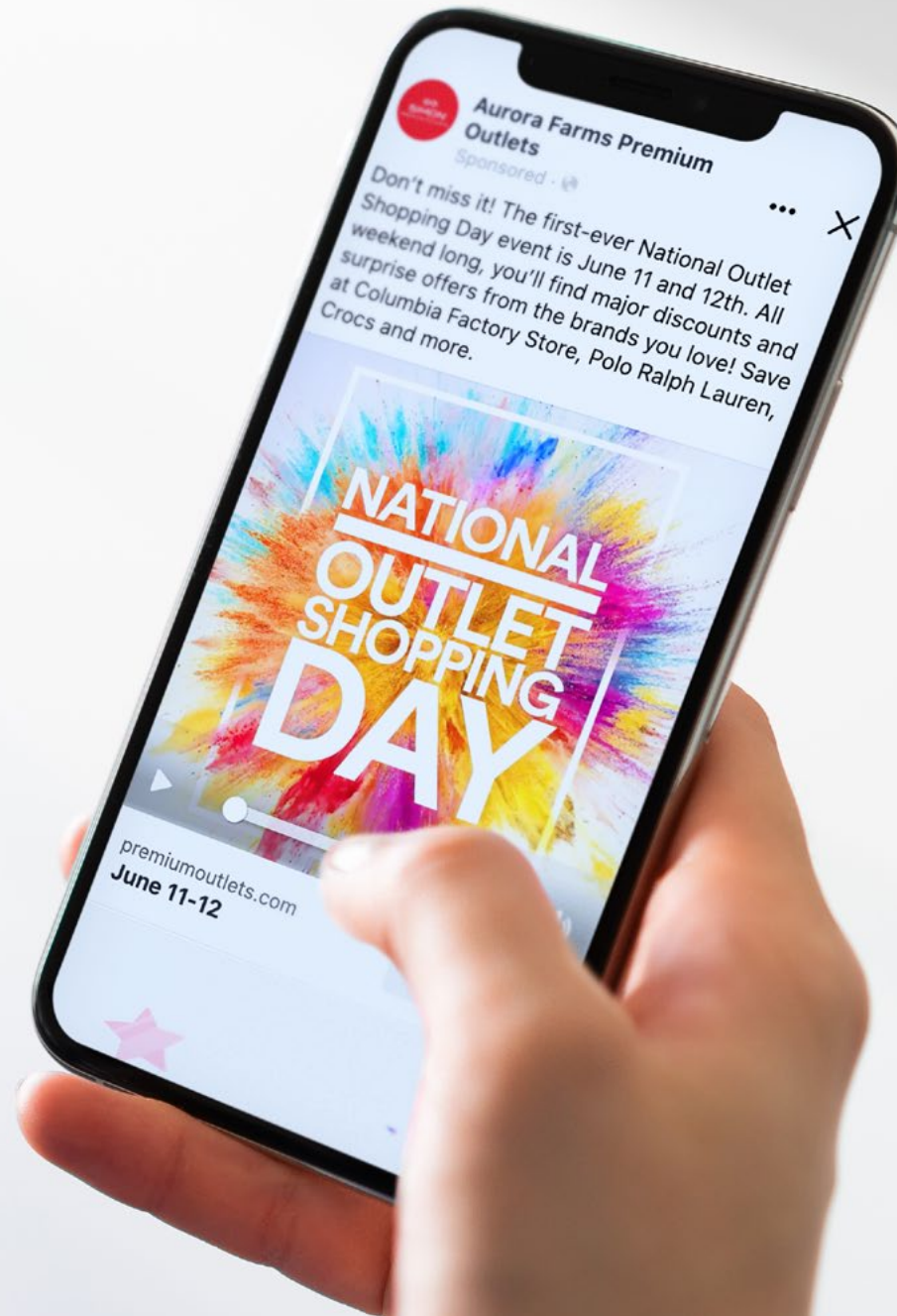
18M Email Subscribers

258M Annual Website Visits

8.2M Social Media Connections

2B Annual Email Sends

\$2B Local PR Coverage Publicity Value

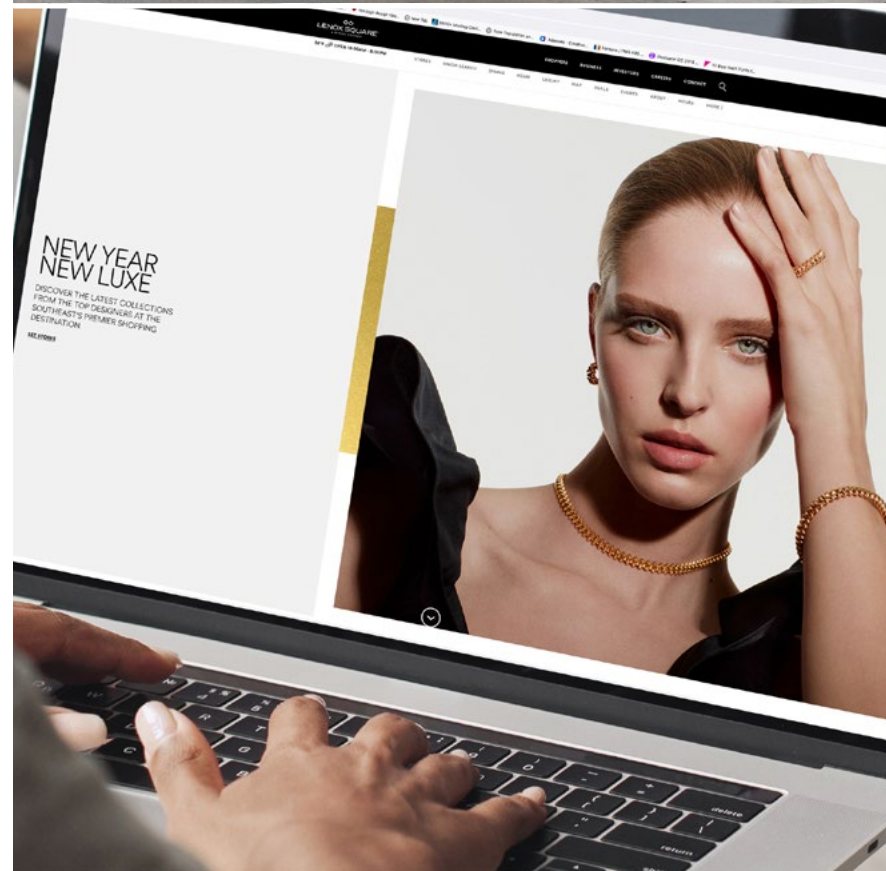


2023 MARKETING PLAN

Simon's 2023 cross-platform marketing plan will resonate with a range of our target audiences by highlighting the extensive selection of brands from luxury to value, as well as dining and entertainment options.

Marketing campaigns will reinforce our core themes: Value, Discovery, Community, and Fun, while reminding shoppers that Simon centers are a place for family and friends to enjoy shared experiences.

We will also help inform and educate our shoppers that both where you shop and how you shop matters.



TARGET AUDIENCES

Simon has a wide reach and attracts many shopper demographics including:

- GEN-Z & YOUNG MILLENNIALS
- GEN-X & MILLENNIALS
- MOMS

We also implement behavioral targeting based on the following categories:



DEAL SEEKERS

SOCIALLY CONNECTED, CONSTANTLY EXPLORING TO FIND GREAT VALUE

WHO ARE THEY?

- W 25-59
- Brand conscious
- Will shop for same item at multiple stores for best price



FASHION ENTHUSIASTS

LIVES BALANCED BETWEEN DIGITAL AND REAL WORLDS

WHO ARE THEY?

- Age 25-59
- Keeps up with trends
- Fashion focused
- Shopping enthusiast



LUXURY

LUXURY BRAND ENTHUSIASTS

WHO ARE THEY?

- W 25-59
- Affluent
- High HHI
- Luxury brand affinities



RESTAURANT GOER

DINING OUT WITH FRIENDS AND FAMILY

WHO ARE THEY?

- Age 25-59
- Food interests
- Restaurant affinities



TOURISTS

TRAVEL FOR SPORT

WHO ARE THEY?

- Domestic & international travelers
- Travel itineraries include shopping

STRATEGIC APPROACH

FOCUS ON THE LOCAL EXPERIENCE

Discover what's new at your local Simon center—from new brands and deals to dining and entertainment.

CONNECT WITH THE COMMUNITY

Reinforce the importance of our centers to their local communities.

INCENTIVIZE DEAL SEEKERS

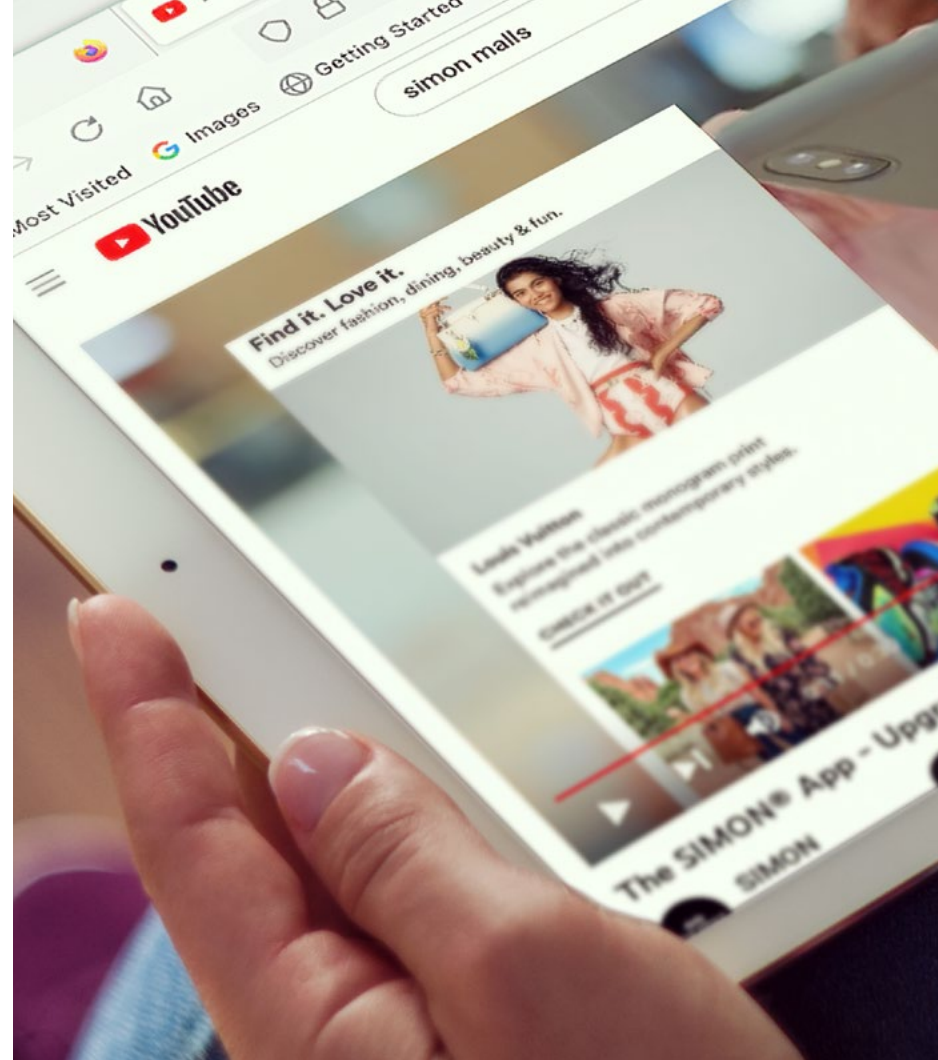
Amplify retailer offers + sales promotions.

SURPRISE & DELIGHT

Explore and test new innovative concepts that elevate the shopping experience.

AMPLIFY THE STORY

Paid media dollars will be invested behind our key selling seasons, Spring, National Outlet Shopping Day, Back to School, Fall, and Holiday, in addition to always-on campaigns throughout the year. Media channels will include social, programmatic digital, connected television, streaming audio, search, out-of-home, print, and influencer.





PROMOTE YOUR BRAND

Simon provides a full promotional calendar to drive traffic and sales for retailers and brands at Simon Malls, Mills, and Premium Outlets.



ALWAYS ON

- Simon Website
- Retailer Showcase
- Social Media
- Localized Email Campaigns
- Email Acquisition

- Simon Search
- Dining
- Home Decor
- Simon SAID
- Influencer Campaigns

- VIP Shopper Club
- Tourism
- Cause
- Signature Events

SIMON.COM WEBSITE

FOCUSED STORY TELLING FOR EVERY SIMON CENTER

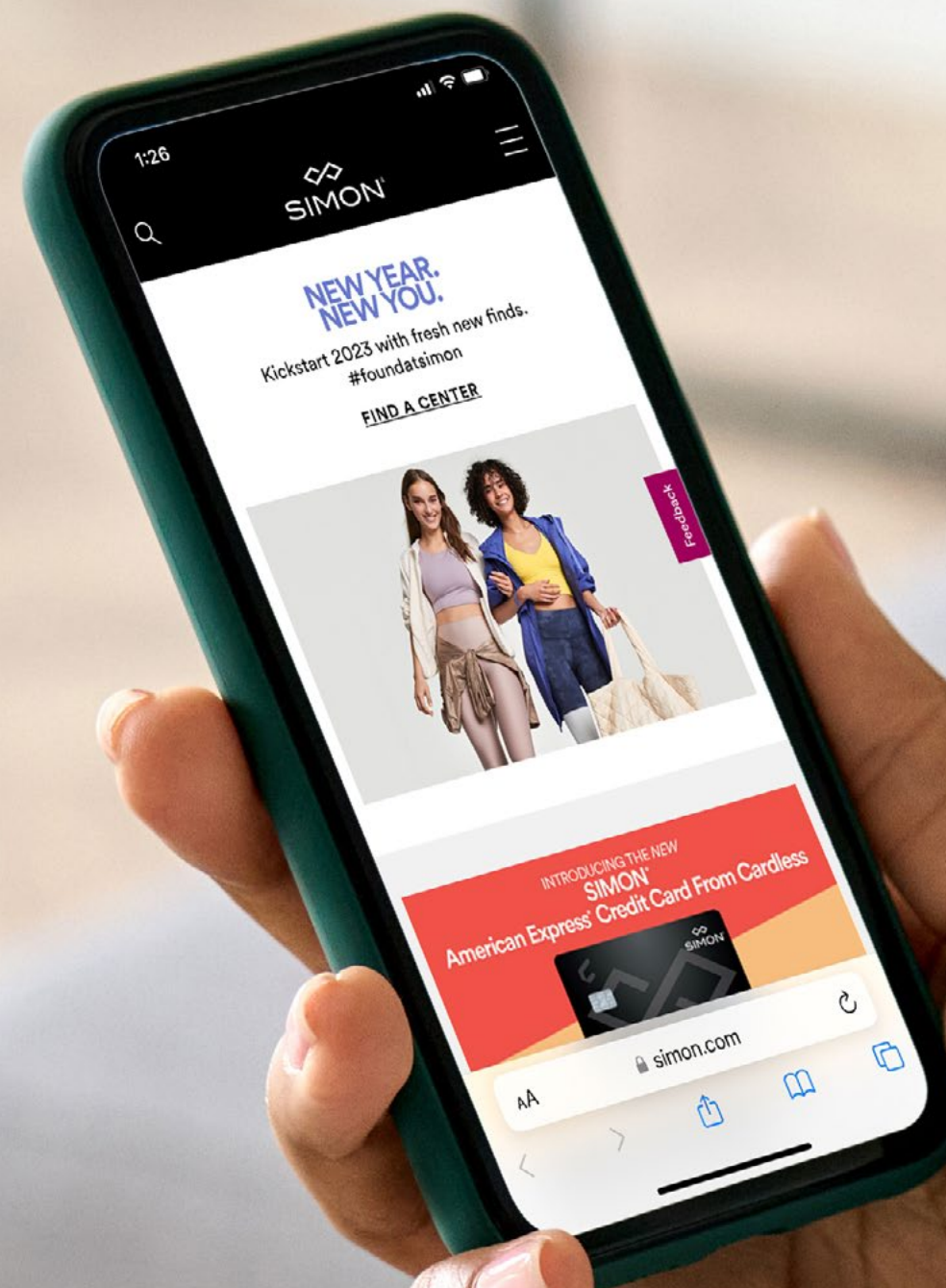
Every Simon center has a unique story to tell so we localize all content to feature the most exciting and compelling news at each center.

Selected content is prominently displayed on the front pages of center websites and potentially included in email, social media, and interactive directories.

Retailers can request unique or date-specific in-store event content to be included on local digital channels. **With 258M annual website visits**, this channel is extremely effective in reaching Simon customers.

ACTION

Reach out to your Account Manager or Jayne Stilson at jstilson@simon.com to review content for consideration.



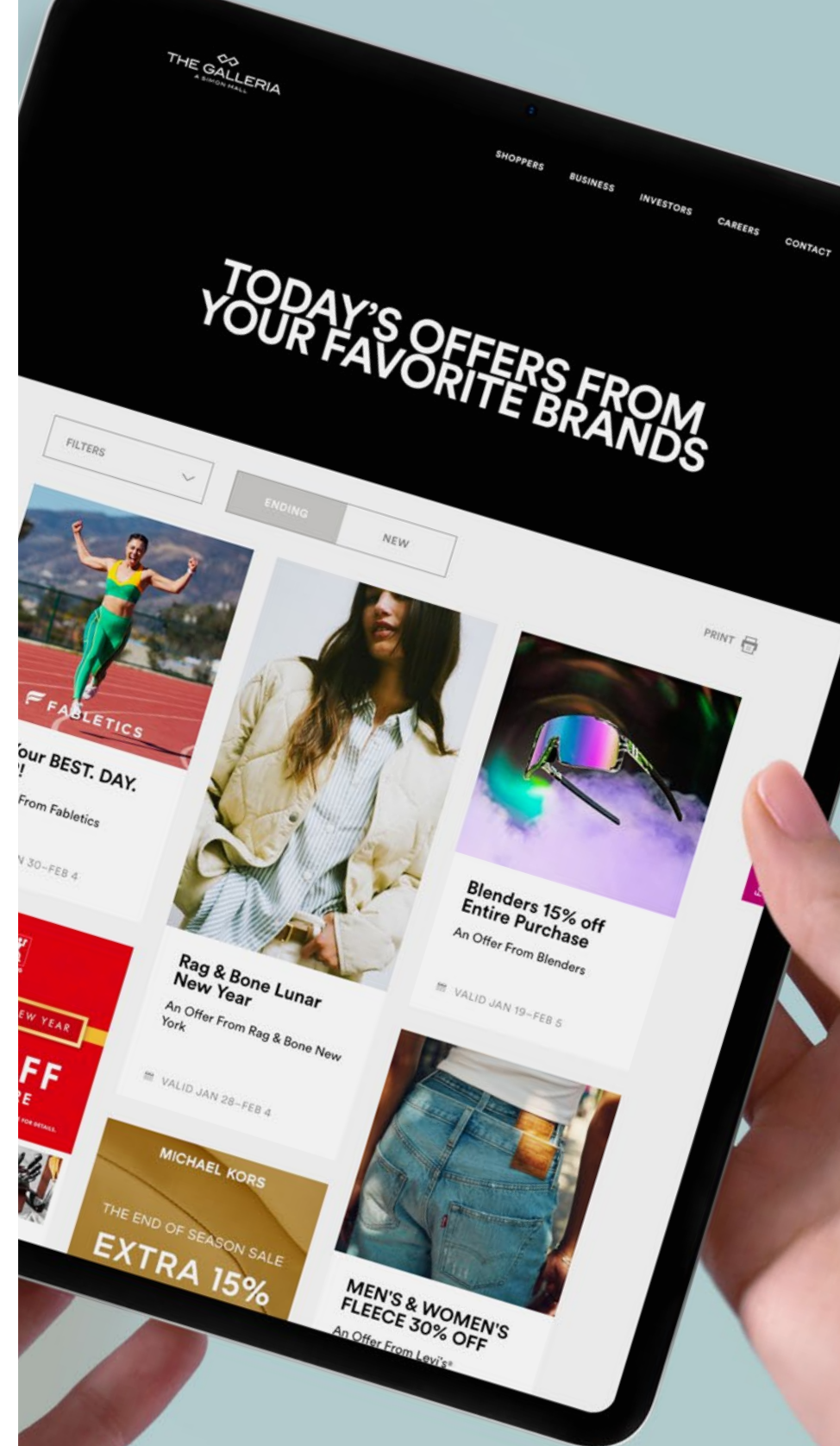
RETAILER SHOWCASE

The “deals” section of each center’s website receives a collective **12M page views annually**. This complimentary marketing opportunity highlights brand’s news, promotions, and events to Simon’s websites and other digital channels.

Retailer Showcase is heavily promoted with prominent signage throughout key areas of the centers and uses QR codes to drive consumers to the deals and offer pages for each center.

ACTION

Visit simon.com/rs to post in-store offers, sales, promotions, and events for all of your locations.



SOCIAL MEDIA

Simon has over **8.2M Social Media Connections**. Cross promote your brand's content with Simon and manage nationally or locally for market relevance.

TARGET

Gen Z, Millennials, Fashion Enthusiasts + Moms

TIMING

Year Round

ACTION

Visit retailersupport.simon.com to post content for consideration.



NESPRESSO

WE'RE HIRING

OPEN HOUSE:
September 21st
12 - 7 pm

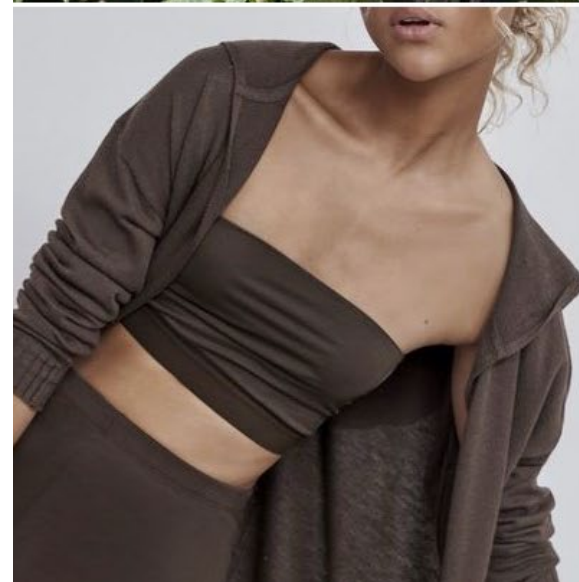
Nespresso is now hiring part-time seasonal and permanent Boutique Coffee Specialists across the US!

Stop by one of our boutiques to see why we are inspired to make a difference....and get a taste of what makes us unique!

Can't make it?
Apply online at www.nestlejobs.com/nespresso or scan the QR code



WIN A
\$300
GIFT CARD
BEAUTY WEEK



SAMSUNG

Get up to \$650 off Galaxy Z Flip4 with eligible trade-in

Visit a Samsung Experience Store near you today



Some restrictions may apply. See store associate for details.

LOCALIZED EMAIL CAMPAIGNS

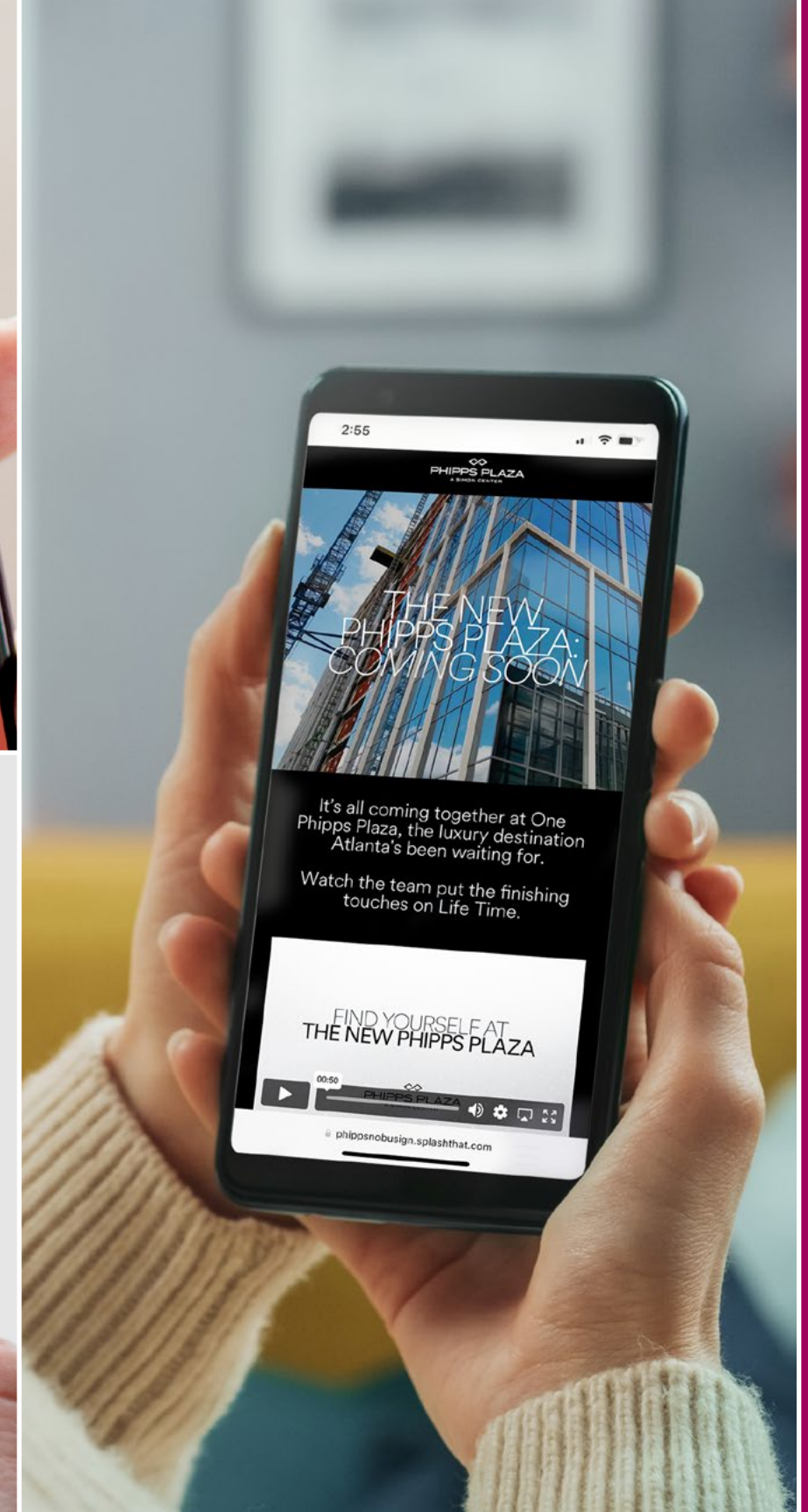
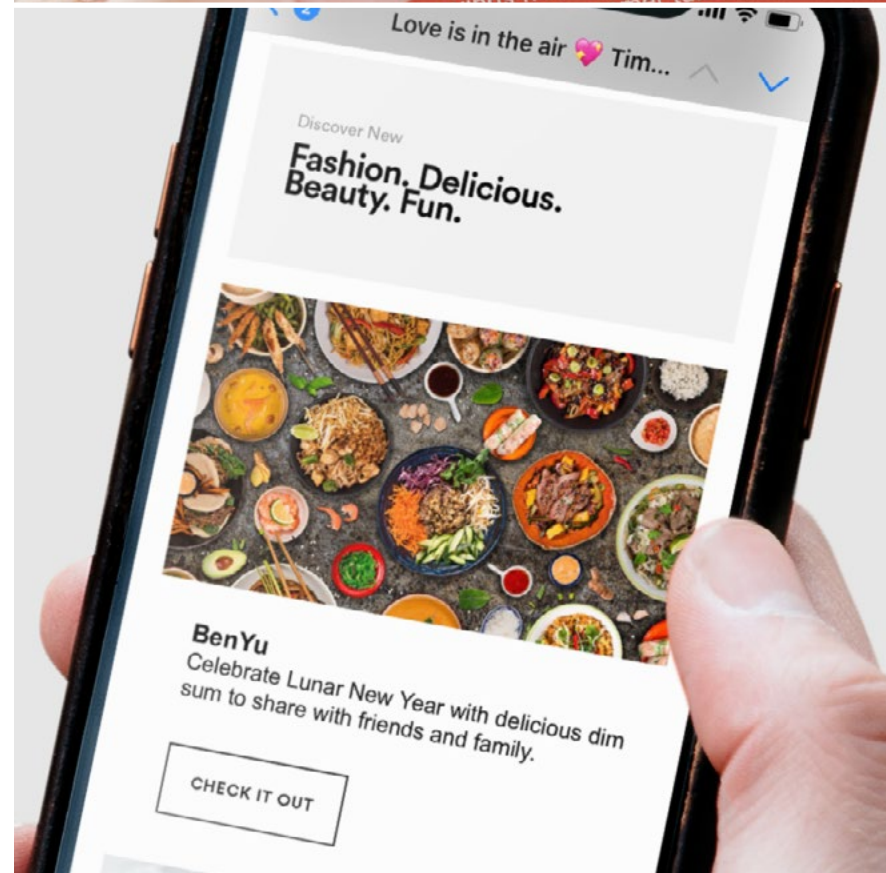
To further promote the key local messages by center, Simon sends at least two emails per month to each center's database. With over **18M email subscribers** who have opted in to receive information about their favorite centers, this targeted communication keeps shoppers informed about "what's new" at each center.

ALWAYS-ON LOCAL CONTENT

- In-Store Special Events or Services
- New Store Openings
- Special Promotions and Deals
- Dining and Entertainment

ACTION

Reach out to your Account Manager or Jayne Stilson at jstilson@simon.com to review content for consideration.



EMAIL ACQUISITION PROGRAM

Acquiring emails from current and prospective customers is a critical component to gaining more first-party data on shoppers.

For several years, Simon has successfully run co-branded sweepstakes campaigns with key retailers—with the goal of mutually beneficial email acquisition.

HERE IS HOW IT WORKS

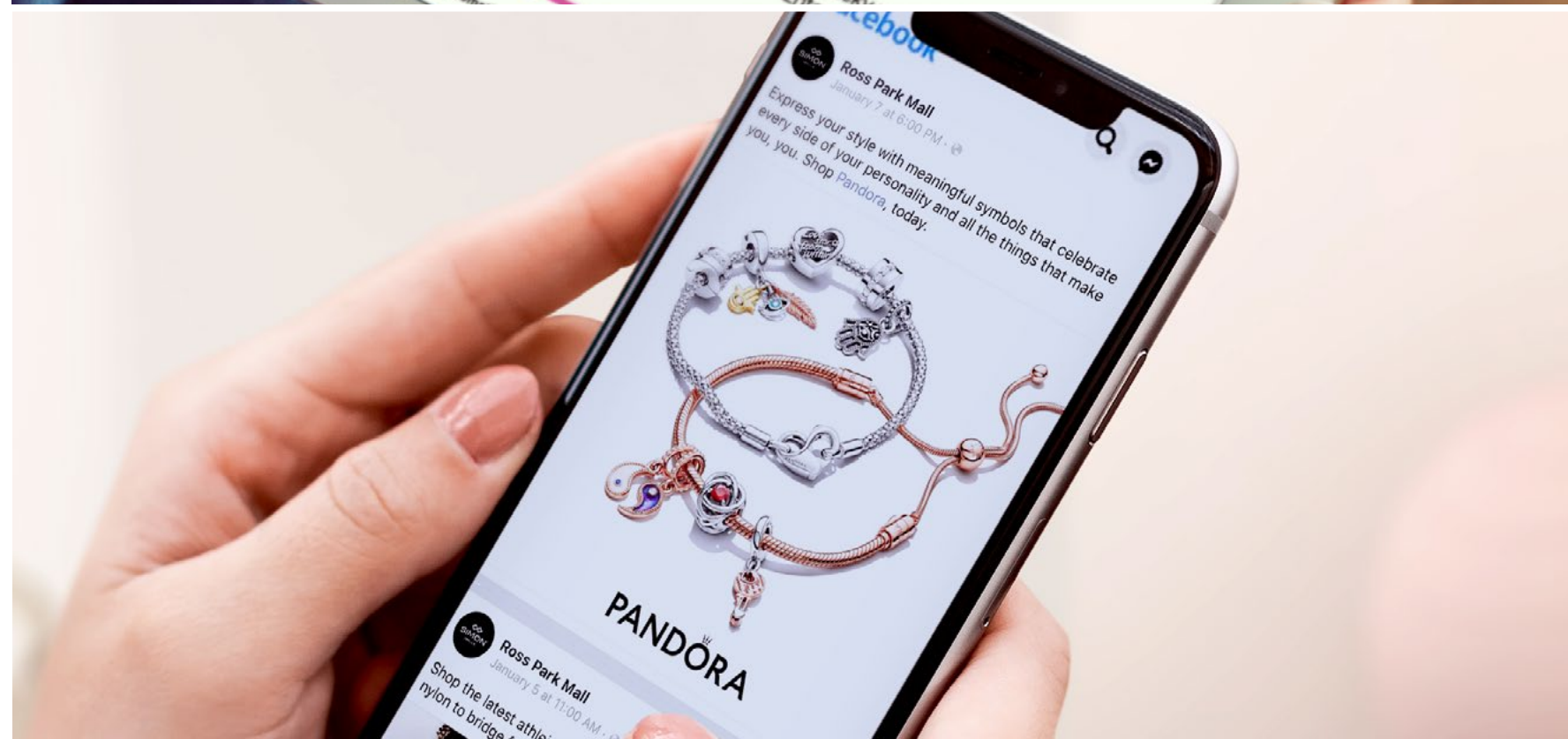
Simon sponsors the sweepstakes, covers rules development, and hosts a landing page for new email sign-ups. We promote the chance-to-win on our digital channels, including sending an email to our sizeable database.

The participating brand provides prizes and deploys an email to their database, in kind (and promotes on other digital channels).

It's a win-win for everyone.

ACTION

Reach out to your Account Manager or Jayne Stilson at jstilson@simon.com for more information.



SIMON SEARCH™

ELEVATING THE CUSTOMER SEARCH EXPERIENCE

Simon Search is live with almost **1M searches** a month and 40+ brands including Coach, kate spade new york, Forever 21, Nordstrom, and many more.

Designed with the shopping center customer in mind, Simon Search is a powerful tool that fills the gap between current availabilities and customer needs and wants. It enhances the shopping experience with easy, targeted, multi-store searchability and inventory confirmation, mall-wide.

Simon Search is integrated into the Simon mobile app, local center websites, and on-property digital directories to promote shopper usage and drive sales and traffic for retailers.

Participation is easy and free. Share your existing local search product feed and Simon will take care of the rest.

ACTION

Reach out to Jayne Stilson at jstilson@simon.com for further details.

96

Simon Malls on Program Mills and PO Launch Q2 2023

1M

Estimated Monthly Searches this Holiday Season

234K

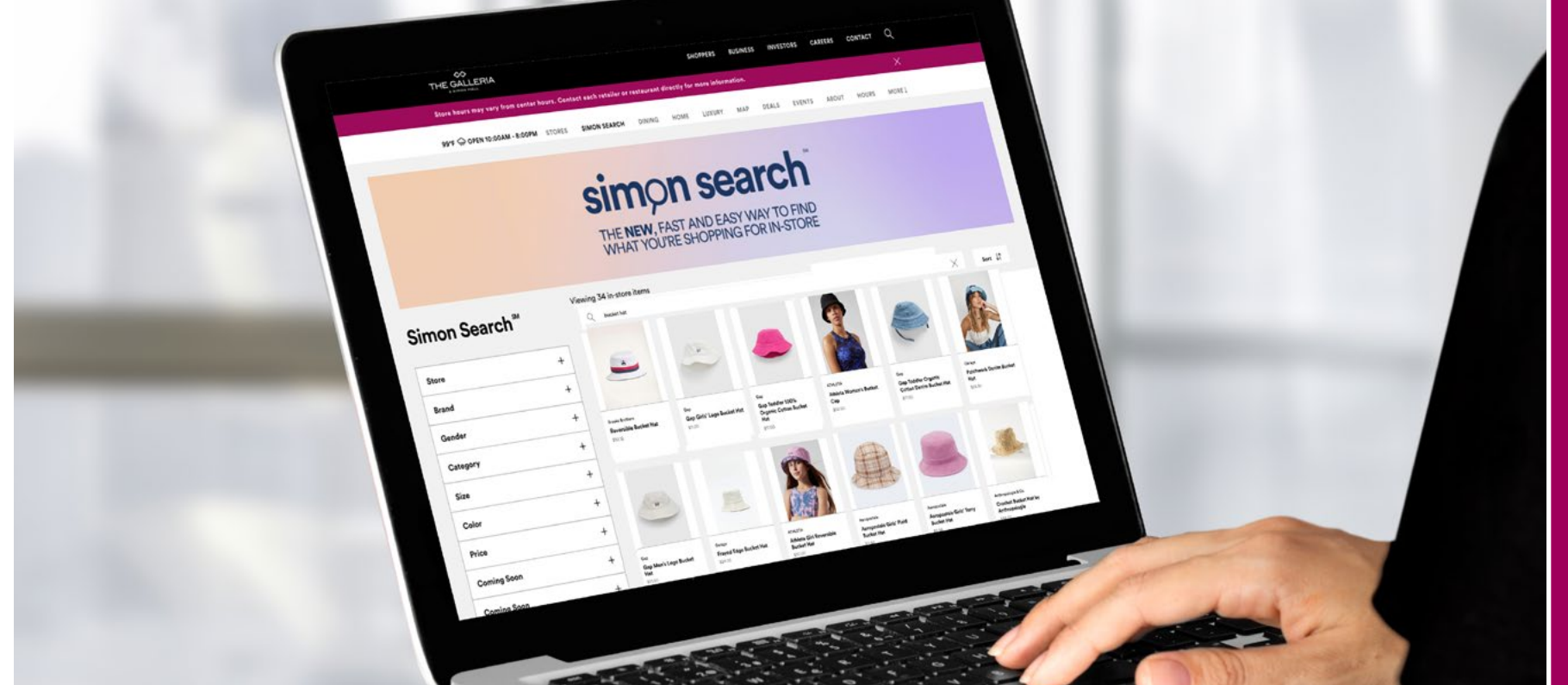
Searchable Products with 963K Product Variances

45

Participating Brands

#3

Most-Used Utility on Interactive Directory, App, and Website after Center Directory and Map



DINING

Diners represent a key customer segment for Simon. Many Simon shoppers eat while at the shopping center. Simon's comprehensive dining strategy is focused on promoting full-service, fast-casual, and snack shops.

TARGET

Restaurant Goer

TIMING

Year Round

ELEMENTS

On-mall collateral, paid media, Simon-owned digital, public relations, influencer, and special events

ACTION

Post offers, special events, holiday menu options, and private dining details to simon.com/rs. Use the "Dining" tag to ensure that all posts appear as part of the Dining Promotions.



HOME DÉCOR

Simon promotes home furnishing retailers during key seasons.

TARGET

All Shoppers

TIMING

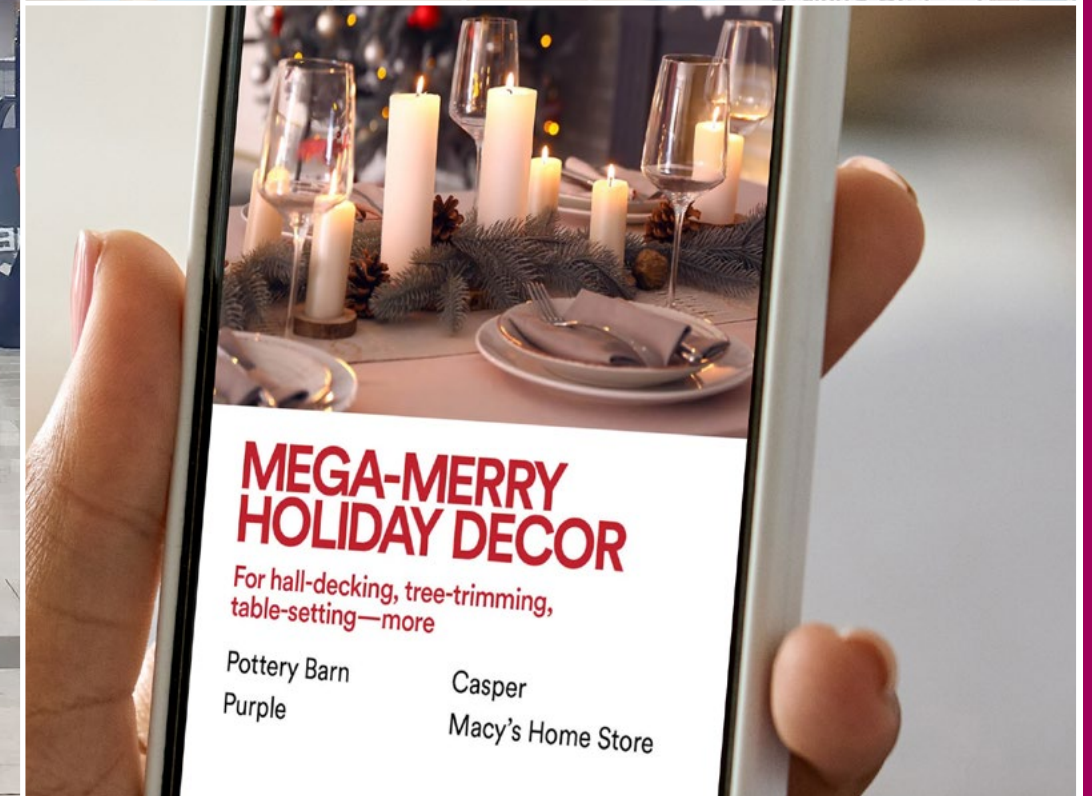
Spring, Fall, Holiday

ELEMENTS

On-mall collateral, paid media, Simon-owned digital, influencer marketing, and special events

ACTION

Post offers and special events to [simon.com/rs](https://www.simon.com/rs).



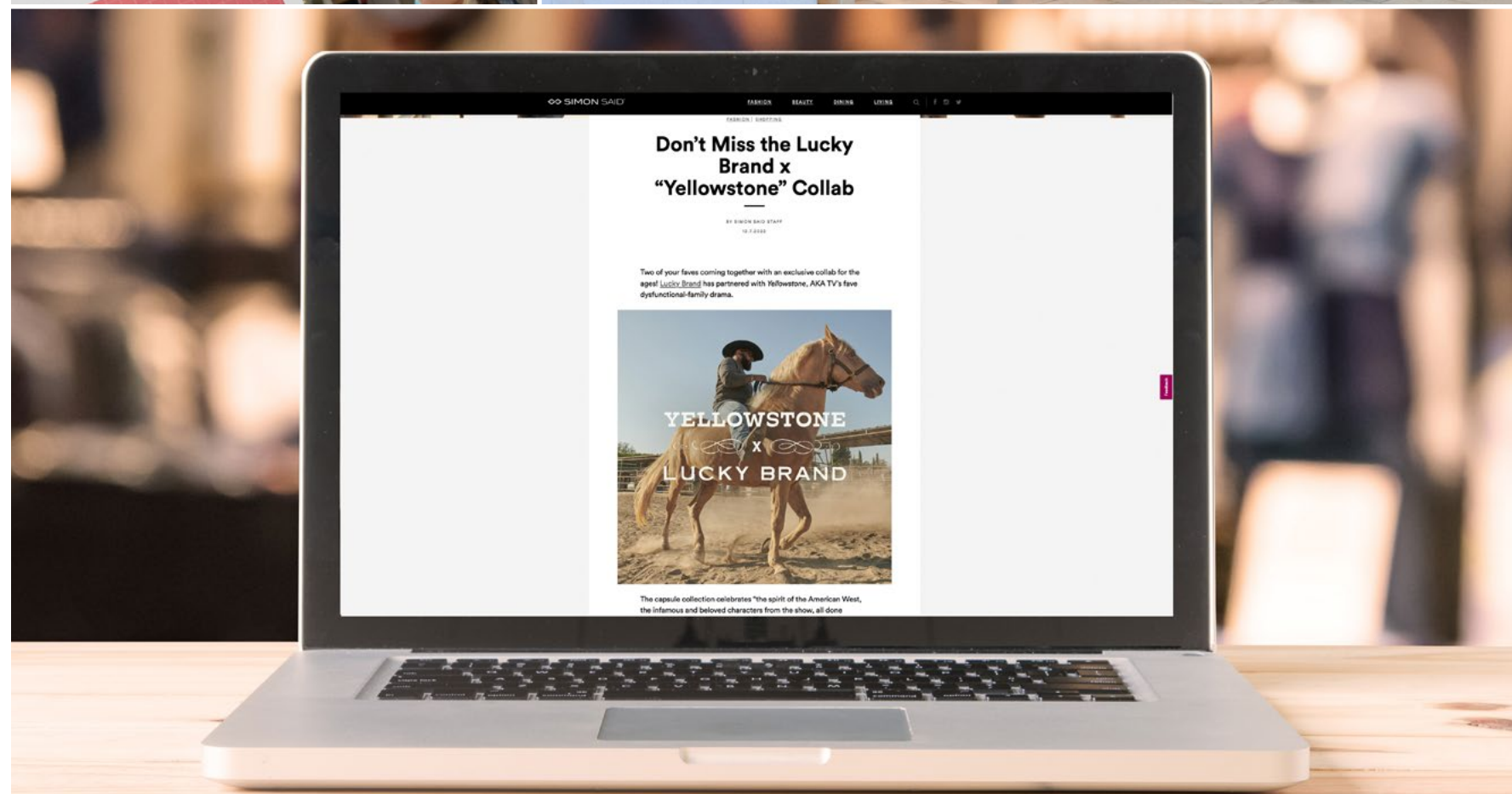
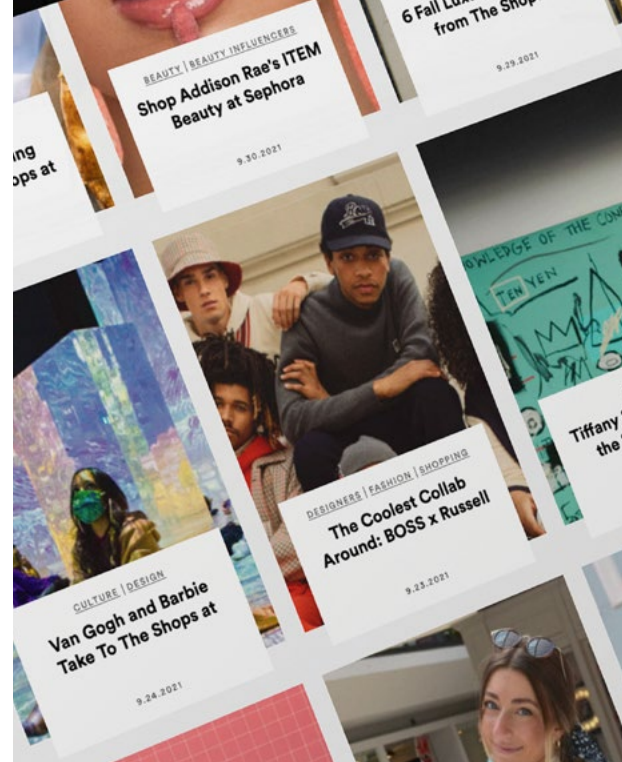
SIMON SAID

SAID, Simon's "always on" editorial platform highlights the offerings available at Simon centers via features that spotlight the best in fashion, beauty, dining, and living. SAID receives an average of 10-20K visitors per month.

SAID is supported by our Shop Simon and property social channels where we drive traffic to the site through paid and organic posts. SAID stories can feature openings, product launches, special collections, or events.

ACTION

Reach out to your Account Manager or Jayne Stilson at jstilson@simon.com to review content for consideration.



INFLUENCER CAMPAIGNS

Influencer campaigns will run throughout the year supporting our key selling seasons and dining and home décor offerings. Influencers will showcase their shopping hauls, dining experiences, and Simon on-center events.

TARGET

Gen Z, Millennials, Fashion Enthusiasts + Moms

TIMING

Year Round



VIP SHOPPER CLUB

Retention, rewards, and acquisition remain a key focus of the Simon VIP Program. Simon brands can benefit from increased traffic and sales by providing an exclusive offer for tourists and our most loyal, engaged shoppers.

- 18M email subscribers.
- 140 participating properties.
- Primarily digital program will be offered across Simon Malls, Mills, and Premium Outlets.
- Select international tourism centers will also provide a printed physical book—The Florida Mall, The Mills at Jersey Gardens, Las Vegas North Premium Outlets, Ontario Mills, Orlando International Premium Outlets, Orlando Vineland Premium Outlets, Sawgrass Mills, Woodbury Common Premium Outlets.

TARGET

All Shoppers

TIMING

Year Round

ELEMENTS

Simon-owned digital and on-mall; Offer must be valid from February 1, 2023, through January 31, 2024

ACTION

Reach out to Jayne Stilson at jstilson@simon.com for further details.



TOURISM

Tourism campaigns are designed for each specific market and will run throughout the year. Advertising highlights the large selection of brands, from value to luxury, as well as dining and entertainment options. Property-specific in-market tourism activities vary and may include joint promotions with CVBs, travel FAMs, hotel concierge programs, tour operator relationship marketing, and special offerings for FITs and group arrivals.

TARGET

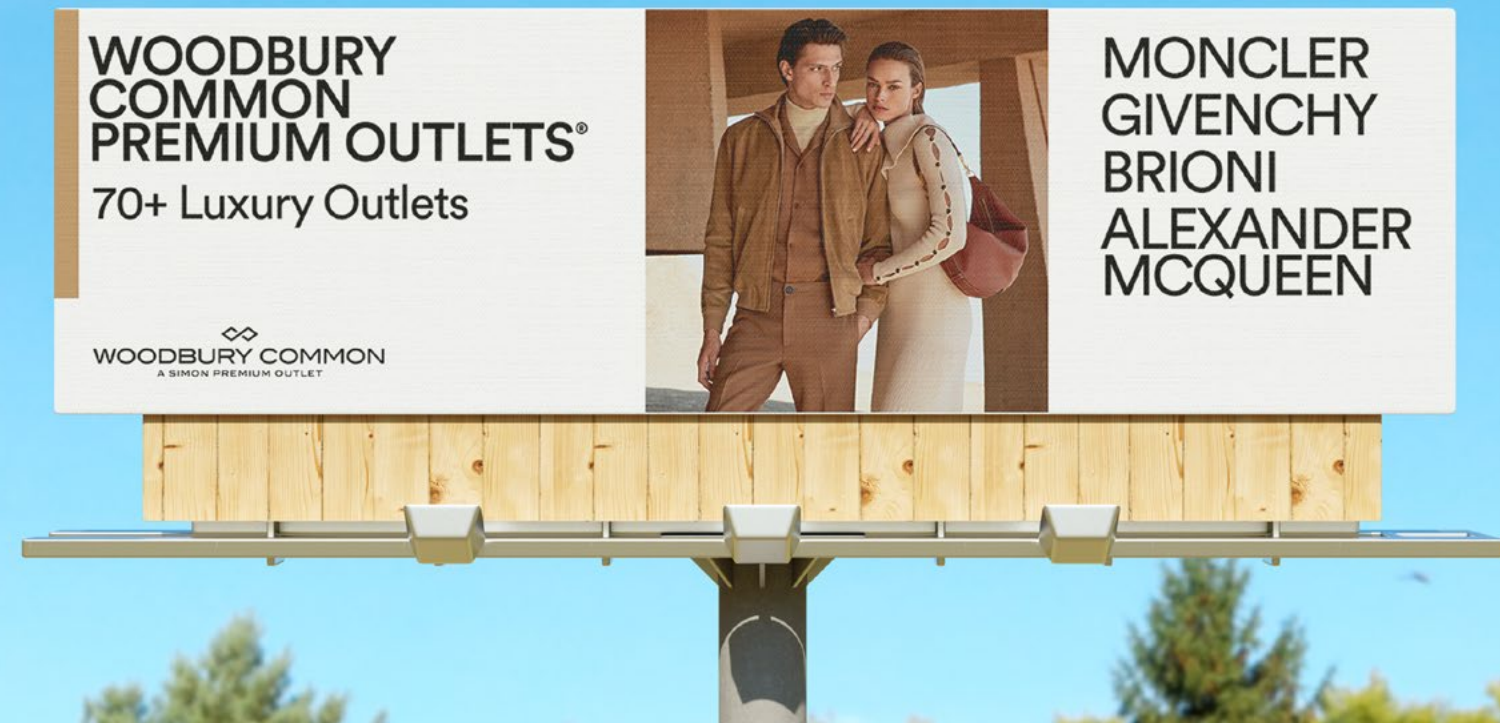
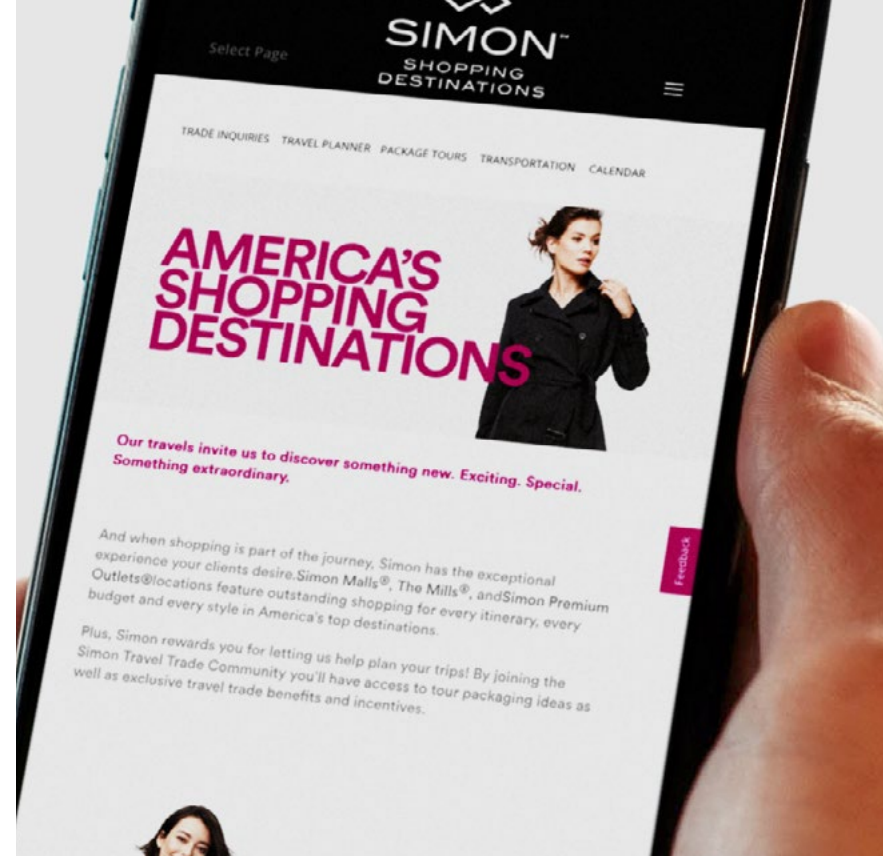
Tourists, domestic and/or international upon arrival in market as well as in the planning stages.

TIMING

Year Round, based on peak tourism season per market.

ELEMENTS

Paid social, programmatic, search, print, and out-of-home



CAUSE

Simon is committed to building stronger communities by partnering with national and local charitable initiatives.

GIVE BACK BOX

Simon has partnered with Give Back Box to make it easy to donate gently used clothing and accessories to local charities. Simply fill a box with gently used clothing, shoes, and accessories, print a free shipping label, and your donations will help someone in need. Make room in your closet and make a big difference for others—it's a win-win.

SUSAN G. KOMEN

Each October Simon partners with Susan G. Komen, in support of Breast Cancer Awareness Month, to host our annual Shop, Support & Save event. Shoppers who donate \$10 to Susan G. Komen receive a digital Discount Pass for participating retailers. We've partnered with Susan G. Komen since 2006 and have raised over \$7M to support the mission to end breast cancer forever.

SYF

Simon Youth Foundation has been Simon's charity of choice since 1998 when the Foundation was formed. Simon employees raise more than \$600K annually through an Employee Contribution Campaign. Additionally, our centers host local fundraising and grassroots events in nearly every state contributing to the \$19M in scholarships given to the 24K SYF graduates and counting.

LOCAL PROGRAMS

Simon centers across the globe host local fundraising initiatives throughout the year that have a big impact.



SIGNATURE

Our mission is to elevate and reinvent the shopping experience in Simon centers by hosting local traffic-driving events with turnkey opportunities for brand and product integration. Key events planned for 2023 include the following:

PROPERTY	EVENT	SEASON
Mall of Georgia	Movies Under the Stars Series	Spring, Summer, Fall
Greenwood Park Mall	Summer Concert Series	Summer
Firewheel Town Center	Star Spangled Spectacular	Summer
The Domain	Taste of North Austin	Summer
Smith Haven Mall	Fall Concert	Fall
Miami International Mall	Hispanic Heritage	Fall
The Galleria	Ice Spectacular	Fall
St. Johns Town Center	Holiday Spectacular	Fall
Mall of Georgia	Holiday Spectacular	Fall
Pier Park	New Year's Ball Drop	Winter

ACTION

Reach out to the local centers for more information and participation opportunities.





KEY 2023 CAMPAIGNS

Simon Malls, The Mills, and Premium Outlets

NEW YEAR NEW YOU

Our New Year New You campaign will highlight retailer trends in athleisure for the new year ahead.

TARGET

All Shoppers

TIMING

January

ELEMENTS

Simon-owned digital, on-mall, social

ACTION

Post offers, special events, and unique in-store experiences to [simon.com/rs](https://www.simon.com/rs). Use the “New Year” tag to ensure that all posts appear as part of the New Year Promotions.



THREE KINGS DAY

Simon's Three Kings Day campaign will promote extended sales and offers after the holiday season. On center events and retailer offers will be highlighted.

TARGET

All Shoppers

TIMING

January

ELEMENTS

Simon-owned digital, social

ACTION

Post offers and special events to [simon.com/rs](https://www.simon.com/rs).



LUNAR NEW YEAR

Simon's Lunar New Year campaign will promote special retailer offers and on-center events.

TARGET

All Shoppers

TIMING

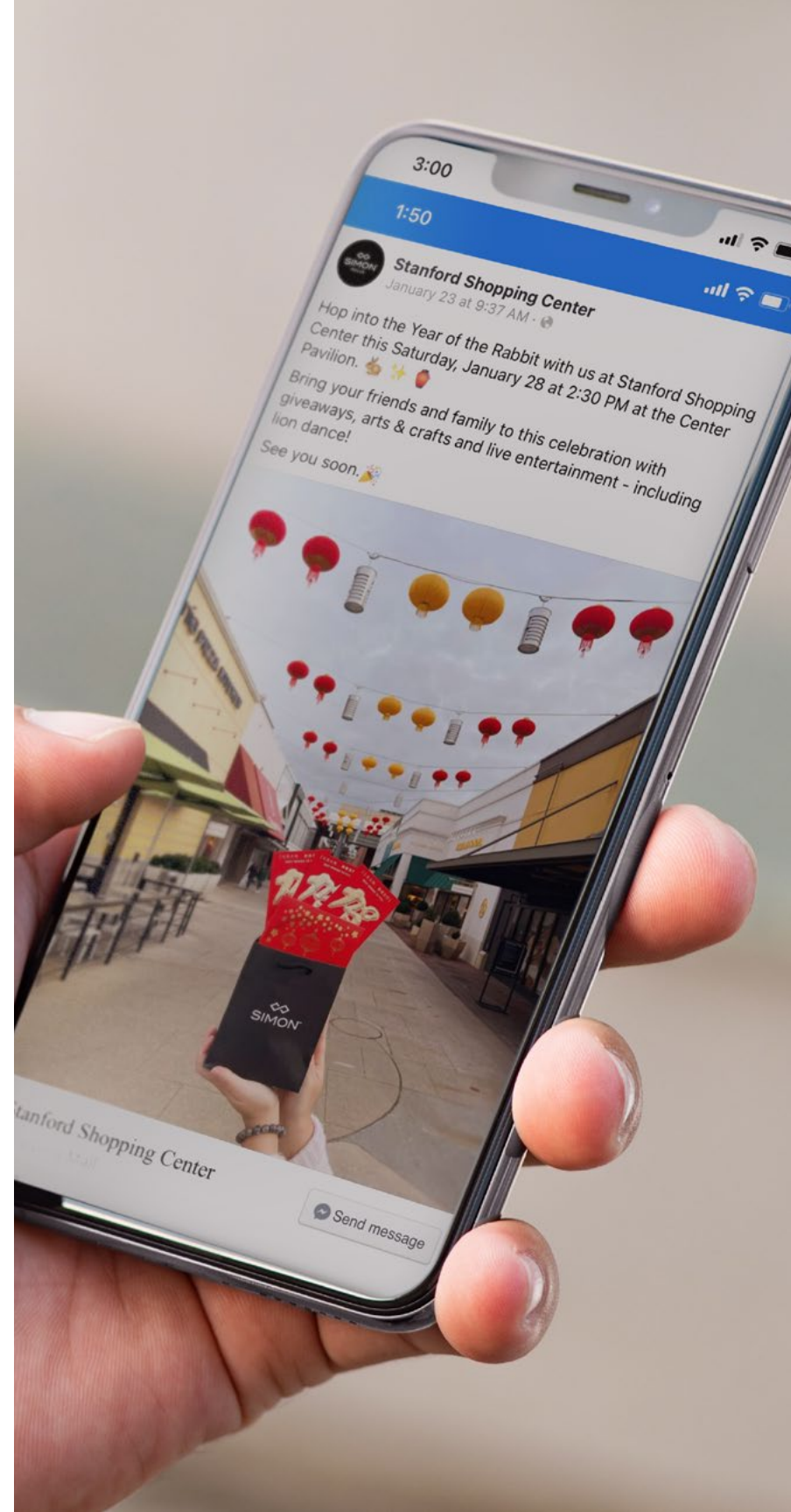
January-February

ELEMENTS

Simon-owned digital, social, on-mall

ACTION

Post offers, special events, and unique in-store experiences to simon.com/rs. Use the "Lunar New Year" tag to ensure that all posts appear as part of the Lunar New Year Promotions.



VALENTINE'S DAY

Simon's Valentine's Day campaign will promote gifting and dining, featuring brands and restaurants.

TARGET

All Shoppers

TIMING

February

ELEMENTS

Simon-owned digital, social, on-mall

ACTION

Post offers, special events, and unique in-store experiences to simon.com/rs. Use the "Valentine's Day" tag to ensure that all posts appear as part of the Valentine's Day Promotions.



SPRING FASHION

Spring fashion will target shoppers with a trend-focused campaign. Mass and Luxury brands will be featured while highlighting multiple categories.

TARGET

Gen Z/Young Millennial, Gen X/Millennials, Fashion Enthusiasts, Deal Seekers, and Luxury

TIMING

Spring

ELEMENTS

Paid social, Simon-owned digital, and on-mall

ACTION

Post offers, special events, and unique in-store experiences to [simon.com/rs](https://www.simon.com/rs). Use the “Spring” tag to ensure that all posts appear as part of the Spring Promotions.



WHERE YOU SHOP MATTERS

Simon's **Where You Shop Matters** campaign will take on a multi-strategy approach that will inform and educate the public that both where you and how you shop matters.

Simon will also amplify retailer sustainability programs across our owned channels. Select Simon centers will host a Go Green Day in celebration of Earth Week in April 2023. Local events will highlight sustainability, recycling, donating, and more with opportunities to learn how to make a positive impact on the planet.

TARGET

All Shoppers

TIMING

Year Round

ELEMENTS

Simon-owned digital, social, on-mail

ACTION

Post offers, special events, and unique in-store experiences to [simon.com/rs](https://www.simon.com/rs). Use the "Sustainability" tag to ensure that all posts appear as part of the Sustainability Promotions.



MILITARY APPRECIATION MONTH

Simon honors the military and their families throughout the year by showing appreciation for their service and sacrifice.

Military campaigns will feature retailer offers and discounts for military families and will be supported with website promotional spots, social media, email blasts, text messages, on-mall collateral, and participating store decals. Centers may host local activations to support key military events throughout the year.

ACTION

Post offers, special events, and unique in-store experiences to [simon.com/rs](https://www.simon.com/rs). Use the “Military” tag to ensure that all posts appear as part of the Military Promotions.



MOTHER'S DAY

The Simon Mother's Day campaign will remind shoppers to spoil mom with gifts she'll love.

TARGET

All Shoppers

TIMING

May

ELEMENTS

Simon-owned digital, social, on-mall

ACTION

Post offers, special events, and unique in-store experiences to [simon.com/rs](https://www.simon.com/rs). Use the "Mother's Day" tag to ensure that all posts appear as part of the Mother's Day Promotions.



MEMORIAL DAY

Retailer offers will be promoted during Memorial Day across Simon-owned channels.

TARGET

All Shoppers

TIMING

May

ELEMENTS

Simon-owned digital, social, on-mall

ACTION

Post offers, special events, and unique in-store experiences to [simon.com/rs](https://www.simon.com/rs). Use the “Memorial Day” tag to ensure that all posts appear as part of the Memorial Day Promotions.



PRIDE

Simon will celebrate pride with a campaign that features retailer pride offerings, unique products, special events, and deals.

TARGET

All Shoppers

TIMING

June

ELEMENTS

Simon-owned digital, on-mall, social

ACTION

Post offers, special events, and unique in-store experiences to [simon.com/rs](https://www.simon.com/rs). Use the “Pride” tag to ensure that all posts appear as part of the Pride Promotions.



FATHER'S DAY

The Simon Father's Day campaign will remind shoppers to celebrate dads with gifts and love.

TARGET

All Shoppers

TIMING

June

ELEMENTS

Simon-owned digital, social, on-mall

ACTION

Post offers, special events, and unique in-store experiences to [simon.com/rs](https://www.simon.com/rs). Use the "Father's Day" tag to ensure that all posts appear as part of the Father's Day Promotions.



NATIONAL OUTLET SHOPPING DAY™

Simon hosted the first-ever National Outlet Shopping Day on June 11-12, 2022. This inaugural event was extremely successful and offered consumers a timely, first-of-its-kind, power shopping experience.

Supported by national, regional, and local PR efforts as well as extensive paid and owned advertising, The second annual National Outlet Shopping Day will continue to be positioned as a key power shopping period and will deliver highly engaged consumers.

The event will feature a festive atmosphere, common area activations, and customer surprises all weekend long at all Simon Mills and Premium Outlets.

The event will include:

- Retailer offers, discounts, and gift with purchase promotions
- Common area and in-store activations and special events
- Surprise & Delights
- Enter to win sweepstakes with showstopper giveaways
- Tote Bag Giveaways

TARGET

All Shoppers

TIMING

June 10-11

ELEMENTS

Simon-owned digital, paid social, streaming audio, search, programmatic, influencers, public relations, and on-center communication.

ACTION

Reach out to Jayne Stilson at jstilson@simon.com for further details.



4TH OF JULY

Retailer offers will be promoted during 4th of July across Simon-owned channels.

TARGET

All Shoppers

TIMING

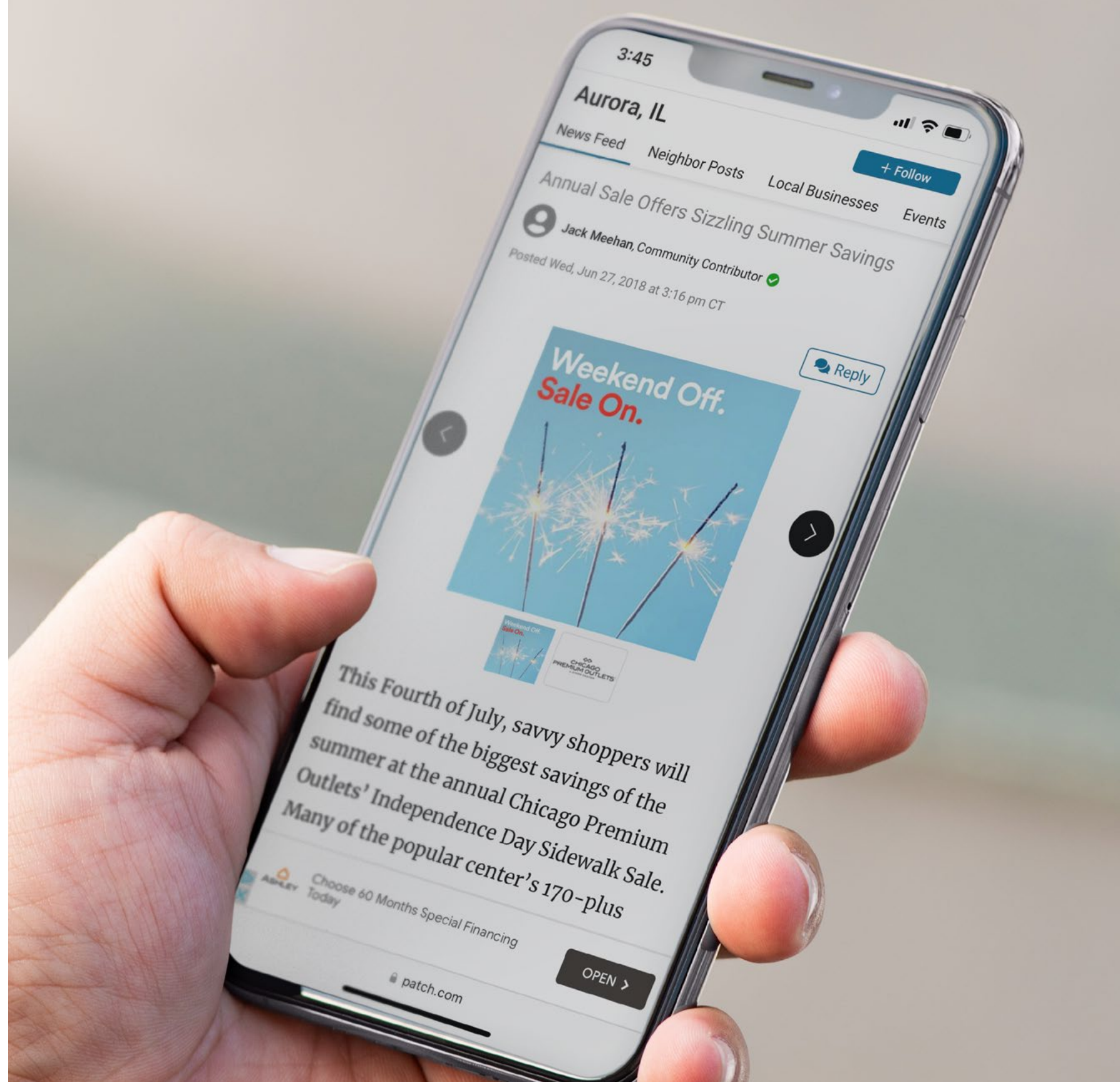
July

ELEMENTS

Simon-owned digital, social, on-mail

ACTION

Post offers, special events, and unique in-store experiences to [simon.com/rs](https://www.simon.com/rs). Use the “July 4th” tag to ensure that all posts appear as part of the July 4th Promotions.



LABOR DAY

Retailer offers will be promoted during Labor Day across Simon-owned channels.

TARGET

All Shoppers

TIMING

September

ELEMENTS

Simon-owned digital, social, on-mall

ACTION

Post offers, special events, and unique in-store experiences to [simon.com/rs](https://www.simon.com/rs). Use the “Labor Day” tag to ensure that all posts appear as part of the Labor Day Promotions.



BACK TO SCHOOL

Simon's Back to School campaign will highlight the great selection and deals on everything for Back to School and reinforce the importance of our centers to their local communities. A Back to School trend guide will help inspire moms and kids.

TARGET
Moms

TIMING
July - September

ELEMENTS
Paid social, YouTube, programmatic, streaming audio, connected TV, Google, Simon-owned digital, on-mall, and influencer marketing

ACTION
Post offers, special events, and unique in-store experiences to [simon.com/rs](https://www.simon.com/rs). Use the "Back to School" tag to ensure that all posts appear as part of the Back to School Promotions.



FALL FASHION

Fall fashion will target shoppers with a trend-focused campaign. Mass and Luxury brands will be featured while highlighting multiple categories.

TARGET

Gen Z/Young Millennial, Gen X/Millennials, Fashion Enthusiasts, Deal Seekers + Luxury

TIMING

Fall

ELEMENTS

Paid social, Simon-owned digital, on-mall

ACTION

Post offers, special events, and unique in-store experiences to simon.com/rs. Use the “Fall” tag to ensure that all posts appear as part of the Fall Promotions.



PINK OCTOBER

October is Breast Cancer Awareness Month and Simon partners with Susan G. Komen to implement a Shop with Purpose campaign throughout the month of October.

Consumers who donate \$10 to Susan G. Komen receive a digital Discount Pass highlighting special offers and discounts from participating retailers.

TARGET

All Shoppers

TIMING

October 1-31

CENTERS

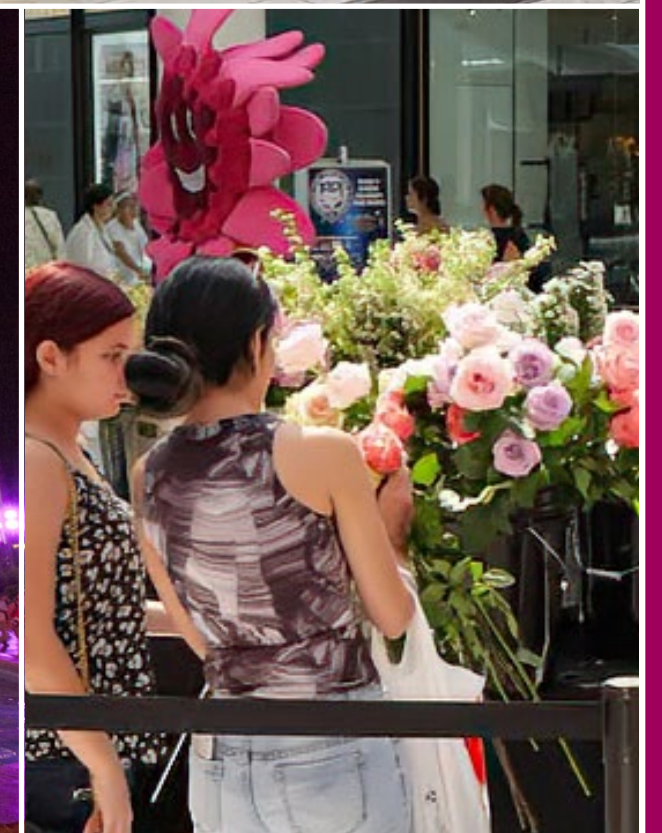
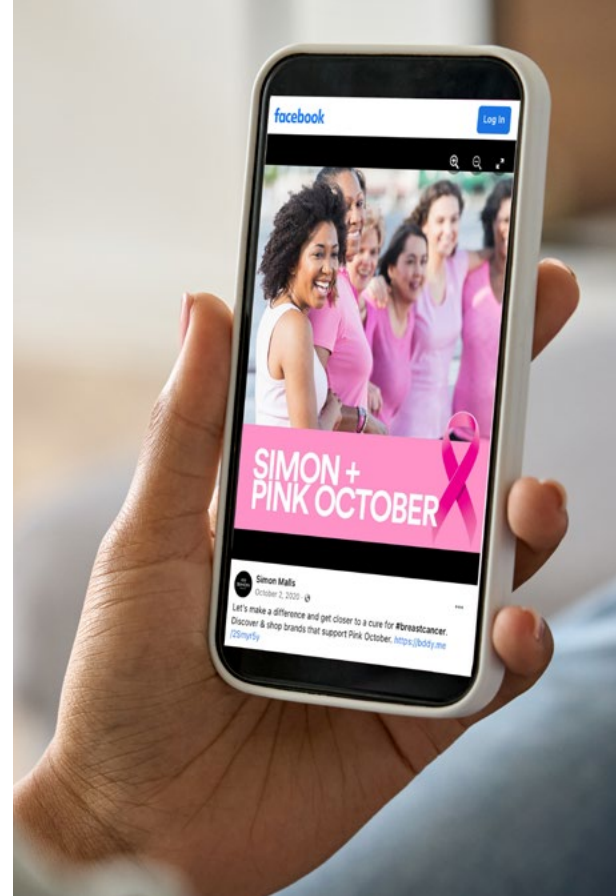
Participating centers will be finalized in August.

ELEMENTS

Social, Simon-owned digital, and on-mall

ACTION

Provide an offer for 25% off one item for Premium Outlets or 15% off one item at Simon Malls. Additional details will be shared in August.



HOLIDAY

The Simon Holiday campaign will celebrate the season with joy, savings, and gifting for all. The campaign will build excitement for the holiday season, provide gifting ideas, and showcase the best deals at each center with Holiday Offer Guides.

A last-minute, guaranteed-gifting campaign will remind shoppers to skip shipping and shop Simon.

TARGET

Gen Z/Young Millennial, Gen X/Millennials, Deal Seekers + Luxury

TIMING

Holiday

ELEMENTS

Paid social, YouTube, streaming audio, connected TV, Google Performance Max, programmatic, Simon-owned digital, on-mall, influencer marketing

ACTION

Post offers, special events, and unique in-store experiences to [simon.com/rs](https://www.simon.com/rs). Use the “Holiday” tag to ensure that all posts appear as part of the Holiday Promotions.





CALENDAR AND CAMPAIGN OVERVIEW

2023 SIMON PROGRAMMING CALENDAR

Q1

January	Hello 2023 Three Kings Day New Year/Deals
February	Lunar New Year Valentine's Day President's Day
March	Spring Fashion

Q2

April	Easter Bunny Photos Earth Day Where you Shop Matters Tourism
May	Dining Home Decor Military Appreciation Month Mother's Day Memorial Day Tourism
June	Pride Father's Day National Outlet Shopping Day Tourism

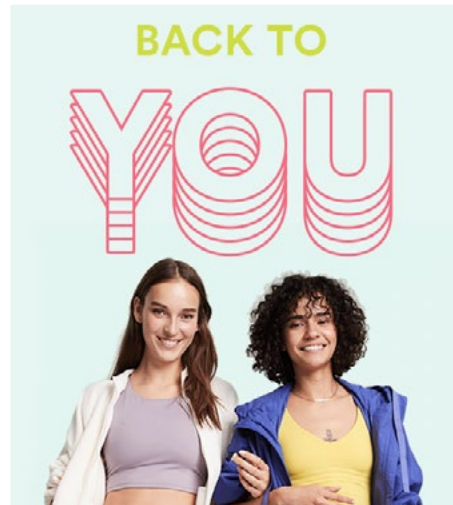
Q3

July	4th of July Back to School Tourism
August	Back to School Tourism
September	Back to School Labor Day Fall Fashion Tourism

Q4

October	Dining Home Decor Tourism
November	Holiday 2023
December	Holiday 2023

Q1 CAMPAIGNS



NEW YEAR
NEW YOU



THREE
KINGS DAY

**CELEBREMOS
EL DÍA DE REYES**
CELEBRATE THREE KINGS DAY



LUNAR
NEW YEAR



VALENTINE'S
DAY



SPRING
FASHION



SUSTAINABILITY

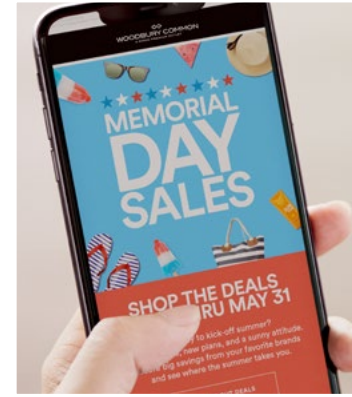
Q2 CAMPAIGNS



MILITARY
APPRECIATION
MONTH



MOTHER'S
DAY



MEMORIAL
DAY



DINING



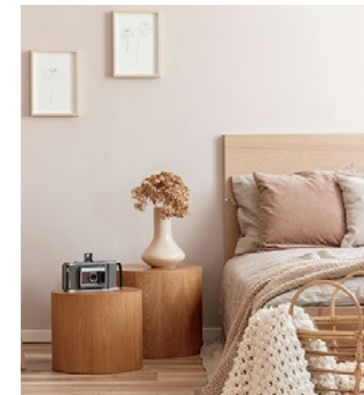
PRIDE



FATHER'S
DAY

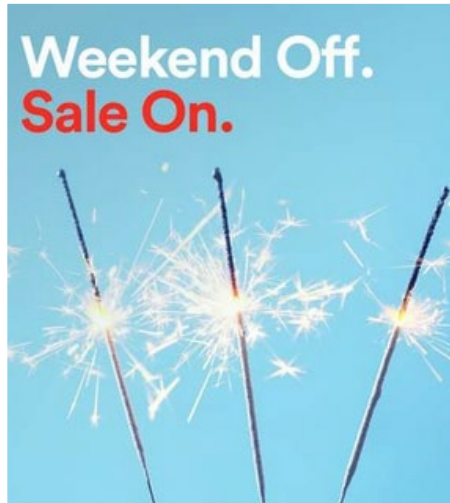


NATIONAL
OUTLET
SHOPPING DAY™



HOME
DÉCOR

Q3 CAMPAIGNS



4TH
OF JULY



LABOR
DAY



BACK TO
SCHOOL



FALL
FASHION



PINK
OCTOBER

Q4 CAMPAIGNS



HOLIDAY
2023



SANTA
PHOTO



BLACK
FRIDAY



DINING



HOME
DÉCOR

OTHER OPPORTUNITIES



SIMON CREDIT CARD

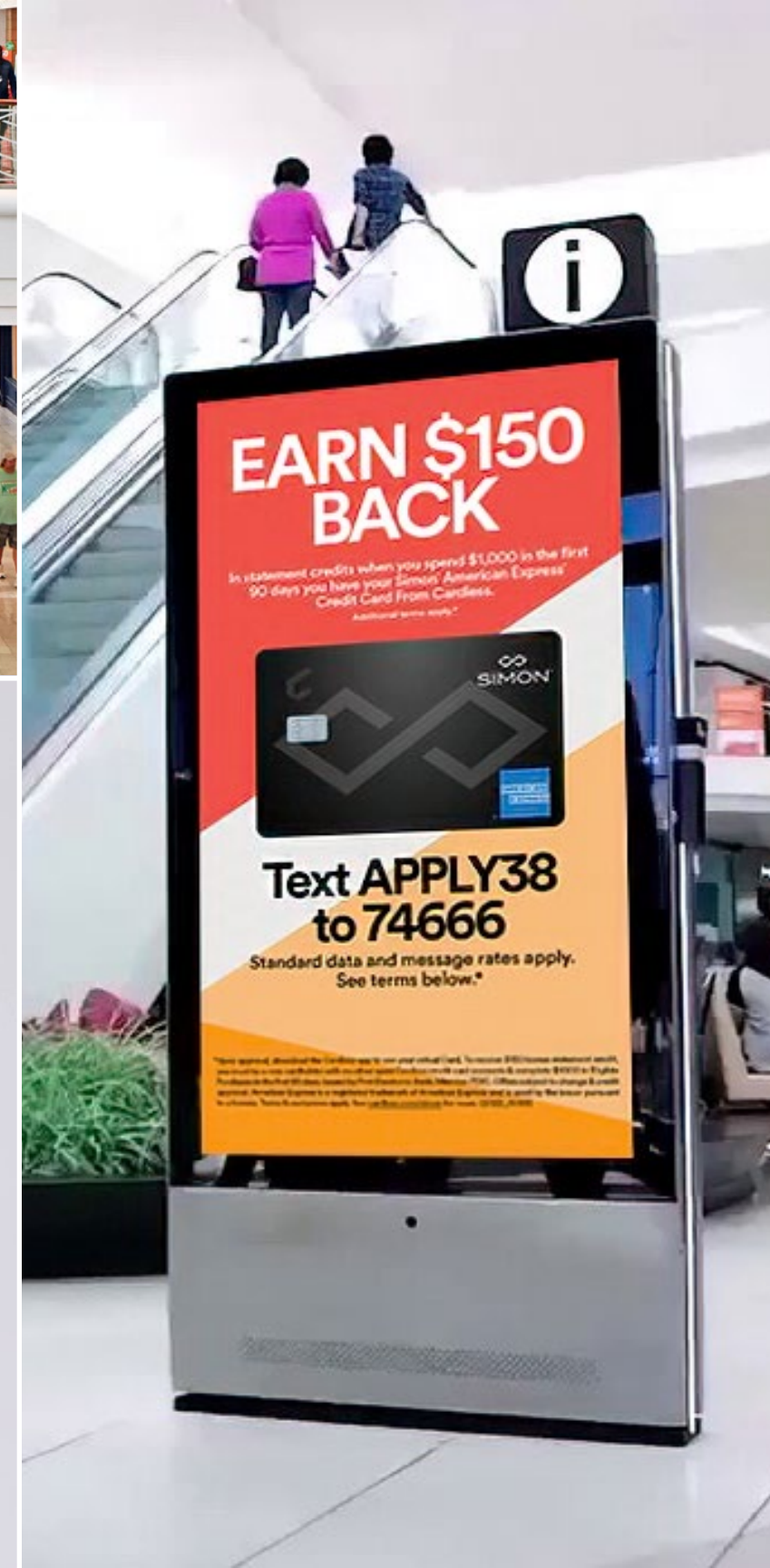
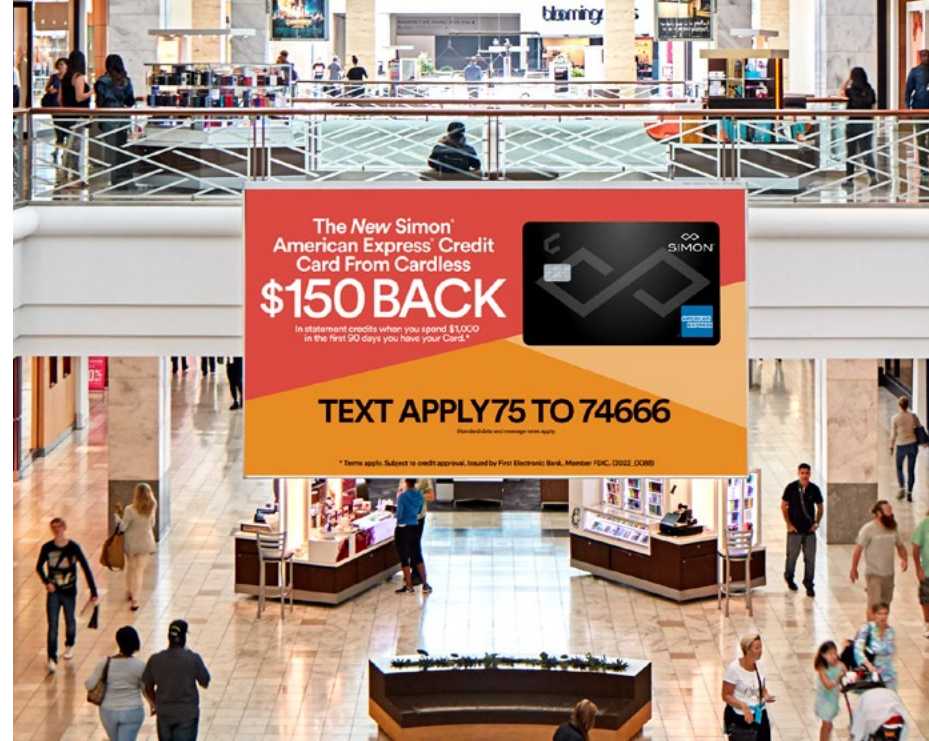
Cardless and Simon® have launched a premium retail credit card on the American Express Network. Cardmembers will receive up to 3% back on eligible purchases made at Simon shopping destinations and up to 5% back at specific retailers.

This initiative will make it possible to engage Simon shoppers in a new way, giving them the opportunity to shop more and earn more. The Simon American Express Credit Card and its benefits will incent cardmembers to direct their spend to Simon destinations, reward them for their loyalty, and drive incremental sales to brands and retailers at Simon shopping destinations.

While all retailers will benefit from the 3% back on purchases, there is an opportunity for retailers to opt in for enhanced cardholder incentives.

ACTION

Reach out to Jayne Stilson at jstilson@simon.com for further details.



SIMON GIFTCARD®

Simon creates high-impact campaigns to reinforce a robust “always on” Giftcard promotional calendar and drive retailer gift card sales and store traffic throughout the year. Take advantage of Simon’s robust promotional opportunities.

BASIC

10% offer / 25–50% Lift
Instant Savings or Bonus Load
Example: Buy \$50, Get \$5
Bonus Load Capped Funding

GOOD

15% offer / 75–100% Lift
Instant Savings or Bonus Load
Example: Buy \$100, Save \$15
Bonus Load Capped Funding

BETTER

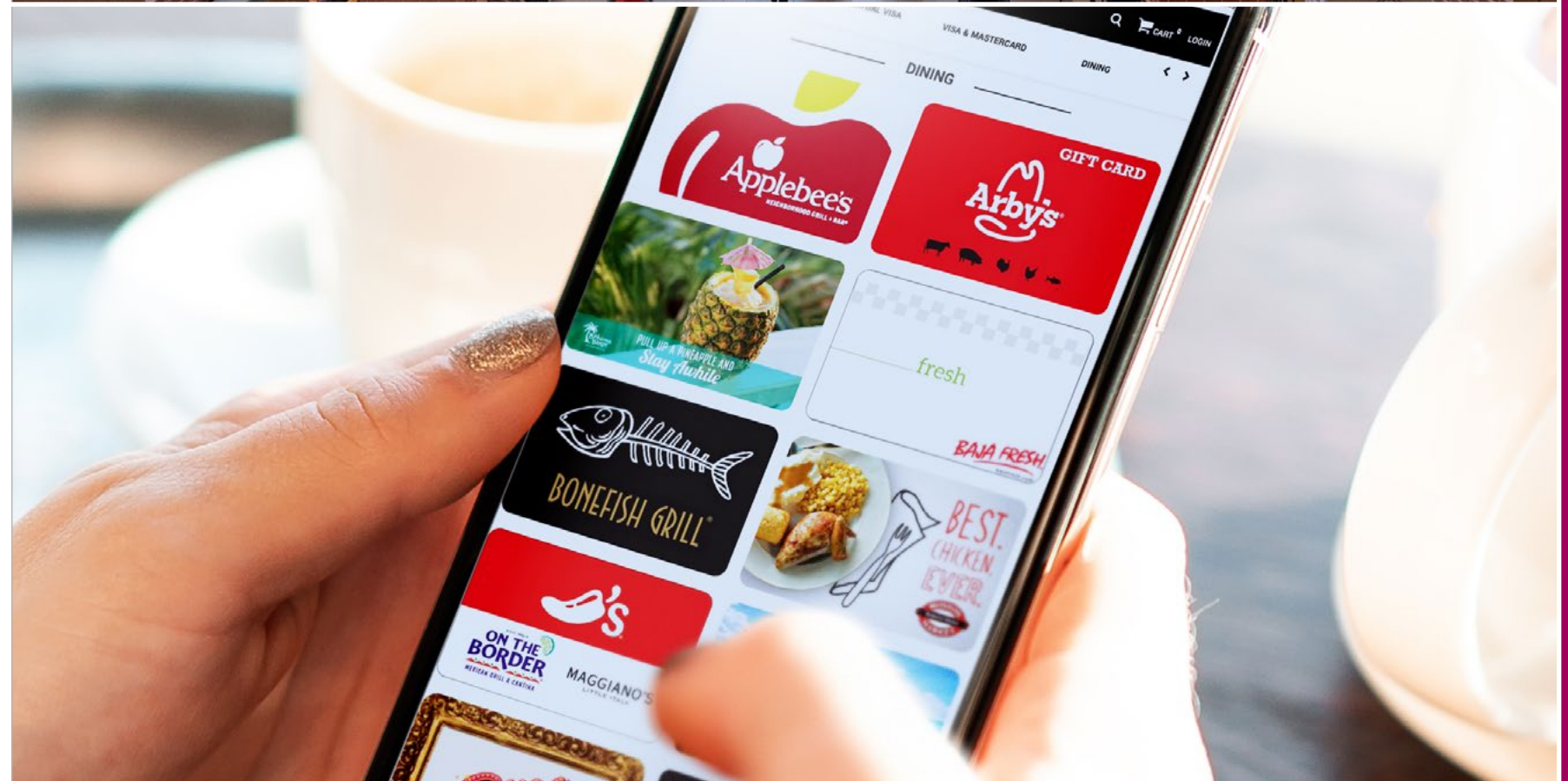
20% offer / 100–200% Lift
Instant Savings or Bonus Load
Example: Buy \$50, Get \$10
Bonus Load No Capped Funding

BEST

20% offer / 250%+ Lift
Bonus Card
Example: Buy \$50, Get \$10 Visa® Simon Giftcard®
Bounce-Back Offer No Capped Funding

ACTION

Contact Matt Morarity at matt.morarity@simon.com
or (317) 263-7143 to discuss details.



OPEN A STORE IN OUR ONLINE CENTER SHOPPREMIUMOUTLETS.COM

The Shop Premium Outlets marketplace brings the Simon Premium Outlets experience online. We deliver an elevated, brand-safe environment for premium and luxury brands like yours to sell on-sale, clearance, and/or outlet inventory direct to a targeted customer.

Unlike other marketplaces, we collaborate rather than compete with brands by sharing customer data and driving to store with Buy Online, Pick Up In-Store, Fulfill from Store, and Livestream Shopping.

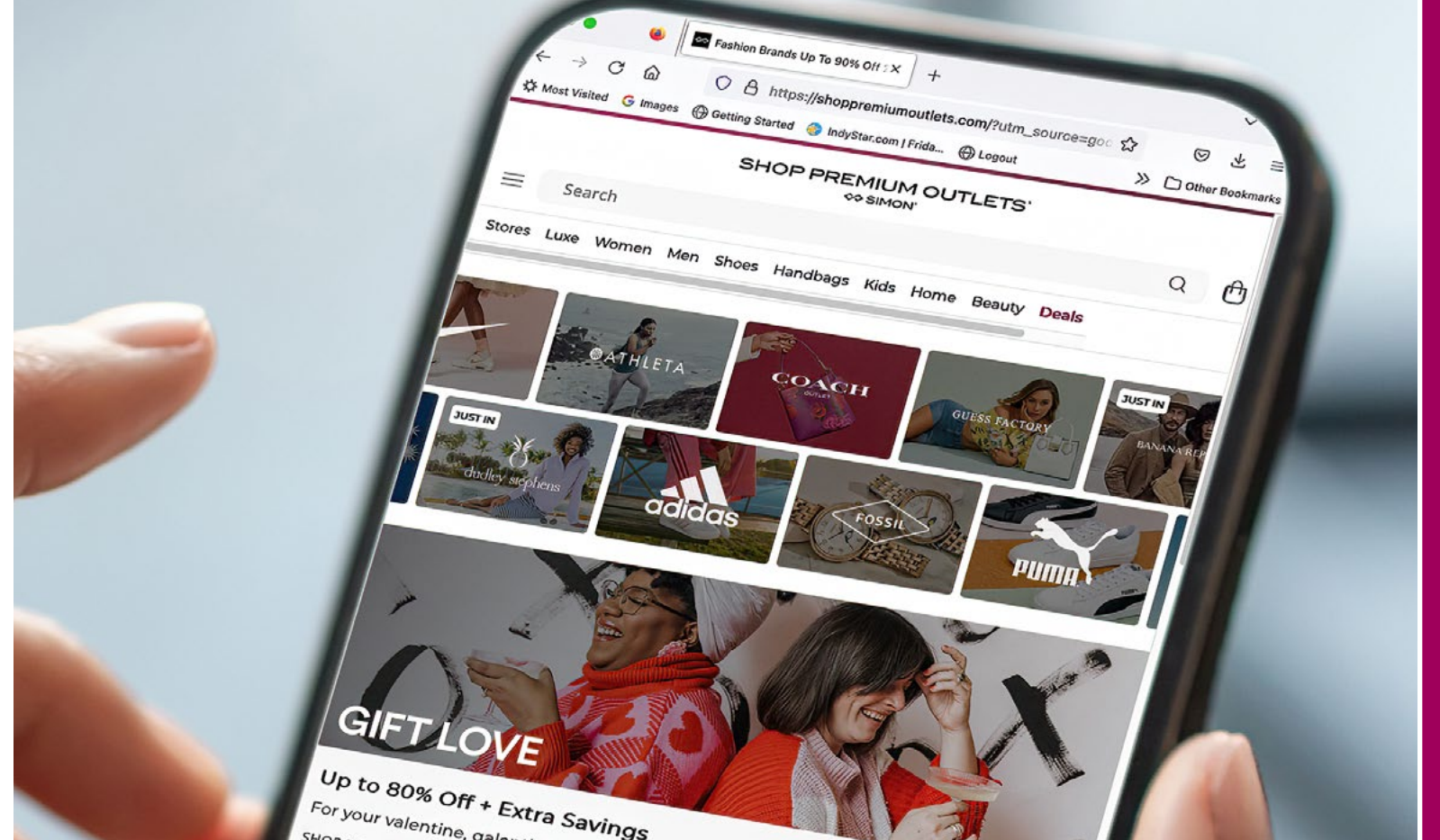
Our commitment is to help you drive sales, gain valuable insights, and acquire customers for your own online and in-store experiences.

There are many ways to onboard and operate with most brands launching within weeks.

Join premium and luxury brands like Tod's, Coach Outlet, Hugo Boss, Adidas, Banana Republic, Eddie Bauer, Fossil, Athleta, Furla, and many more!

ACTION

For more details and to sign up contact: Suzanne Laurita, VP Retail Partnerships, slaurita@shopppremiumoutlets.com or (404) 259-9974.



DROPIT

With Dropit's seamless technology, customers can shop in their favorite stores, "Drop" their bags in-store, and have them all delivered to their home or hotel with same-day or next-day delivery service.

- Dropit is a hands-free shopping service with delivery from store to door. Dropit creates a seamless network that links brands, malls, and logistics companies to their shared customer.
- The service offering includes hotel, office, and home delivery.
- Customers using the Dropit service have an ATV that is, on average, 400% higher than average spend.

The service is easy to use and simple to set up. Dropit is also completely digital and trackable.

Participating Centers:

Desert Hills Premium Outlets

Lenox Square

The Forum Shops at
Caesars Palace

The Mills at Jersey Gardens

The Galleria

Phipps Plaza

King of Prussia

The Shops at Crystals

Las Vegas North Premium Outlets

Woodbury Common
Premium Outlets

Las Vegas South Premium Outlets

ACTION

For more details and to sign up contact Stuart Ford at stuartf@dropitshopping.com

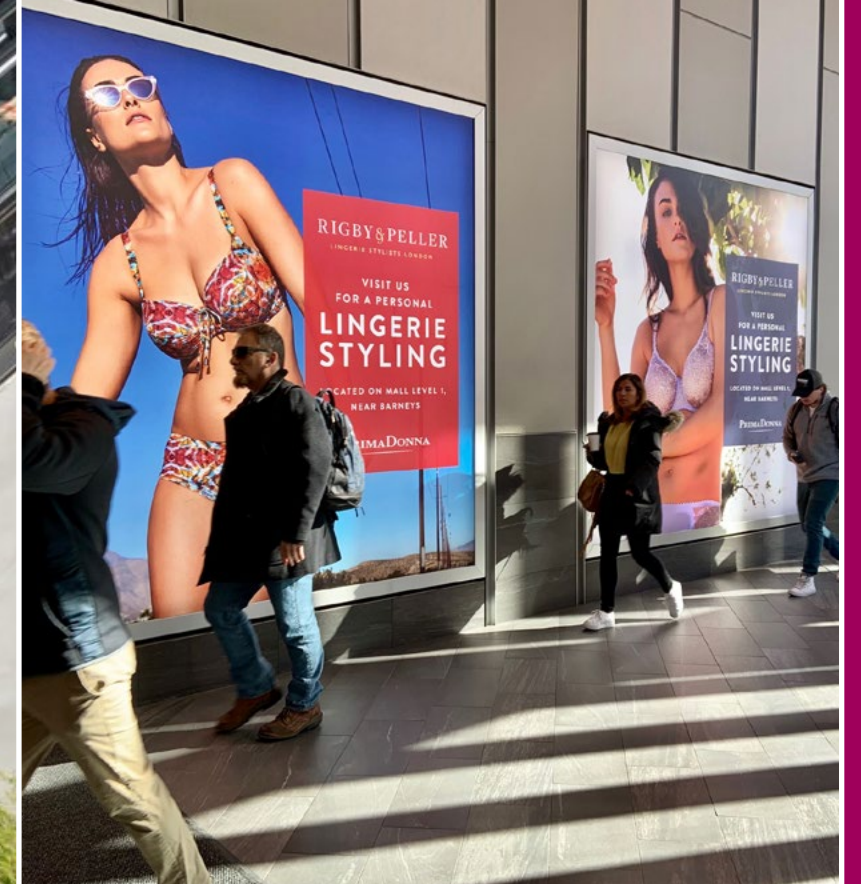


FEE-BASED MARKETING OPPORTUNITIES

MEDIA

Impactful, efficient, and scalable media solutions support your brand messages with a variety of turn-key formats, reaching shoppers both on-mall and online.

- Large Format Digital Boards
- Digital and Static Ad Panels
- Britewalls
- Sky Banners
- Standees
- Elevator Wraps
- Interior and Exterior Spectaculars
- Wallscapes and Windowscapes
- Pole Banners
- Branded Email Advertising



FEE-BASED MARKETING OPPORTUNITIES

COMMON AREA ACTIVATION

Common area activations create experiential promotional opportunities to access shoppers in the highest traffic mall locations. Simon provides event planning, logistics support, PR outreach, and access to VIP contacts as well as identification of local partner support for catering, charity tie-ins, etc.

- Full-Scale Events
- Brand Ambassadors
- Product Demonstrations
- Kiosks
- Pop-Up Displays

