MALL OF AMERICA.
always new
LET US BE YOUR PARTNER...

...by extending and increasing brand awareness locally, regionally, nationally and globally to over 40 million annual visitors.

Mall of America is the #1 shopping destination in the Minneapolis/St. Paul metro area for attracting shoppers with the highest household incomes, as well as the #1 retail and entertainment destination in the country. Plus, no tax on clothing and shoes.

OVER $1 BILLION ANNUAL SALES

ANNUAL VISITS
Over 40 million

ANNUAL MALL SALES
Over $1 billion

SALES PER SQUARE FOOT
$718

PUBLIC RELATIONS
Over $400 million in free publicity annually

ANNUAL MALL SALES
Over $1 billion
LOCAL DEMOGRAPHICS
MINNEAPOLIS/ST. PAUL MARKET DMA

Total Population (18+): 3,551,036
Total Households: 1,910,700
Median Household Income: $74,200
Adults 25-54: 1,871,200

Source: Simmons Local

PROFITABLE DEMOGRAPHICS
- 78% of affluent shoppers choose Mall of America® to make their luxury purchases
- 47% of affluent's primary reason to visit MOA is the unique retail mix of higher end & luxury brands

Source: Future Brand Research, Ogilvy Red

$104,319
AVERAGE HHI
35 MILE RADIUS

Source: August Partners Geo-Fencing Study 2018

HHI $100k–250k+
MOA® HAS THE LARGEST NUMBER OF THE MOST PROFITABLE DEMOGRAPHICS IN THE MSP MARKET

Source: Star Tribune
Scarborough Research 2019

AT THE CENTER OF IT ALL
$200,000+ HHI Trade Area Concentration

HOUSEHOLD INCOME
(MSP metro shopping centers)

$100,000 - $250,000+ HHI shoppers, MOA has:
- 2.6 times more than The Galleria
- 2 times more than Ridgedale
- 2.4 times more than Rosedale
- 2 times more than Southdale

Source: Scarborough Research 2019
BLOOMINGTON, MINNESOTA

Hotel Rooms: Over 40
Hotel Rooms: Over 9,400; more than Minneapolis & St. Paul combined
Average Stay: 2 nights (family traveler)
Average Stay: 3 nights (business traveler)
Businesses: 6,000, including Best Buy, United Properties, HealthPartners, Toro, etc.
Employees: 90,000

LOCAL BUSINESS COMMUNITY

Eighteen Fortune 500 companies in the area include:

- UnitedHealth Group, Inc.
- Target Corporation
- Best Buy Company, Inc.
- CHS, Inc.
- 3M Company
- U.S. Bancorp
- Supervalu, Inc.
- General Mills, Inc.
- C.H. Robinson Worldwide, Inc.
- Ecolab, Inc.
- Land O'Lakes, Inc.
- Ameriprise Financial, Inc.
- Xcel Energy, Inc.
- Hormel Foods Corporation
- Thrivent Financial for Lutherans
- Securian Financial Group
- Patterson Cos. Inc.
- Polaris Industries

MARKET FOR YOUNG ADULT PROFESSIONALS

Forbes TOP 10 LOCAL BUSINESS COMMUNITY

6 7
NUMBER OF SHOPPERS WHO LIVE WITHIN A DAY’S DRIVE

OVER 46M

U.S.A. VISITOR MAP
ZIP CODE ANALYSIS

Represents shoppers who visited from across the USA during 2019, based on WiFi analytics.

18 STATE TRADE AREA

Minnesota
Wisconsin
Kentucky
Ohio
Iowa
Missouri
Colorado
Illinois
Ohio
Kentucky
South Dakota
North Dakota
Indiana
Arkansas
Michigan
Pennsylvania
Indiana
Arkansas
Kansas
Nebraska
Oklahoma

DAY TRIP MARKET (50-100 MILES)

Total Population: 46,341,356
Total Households: 14,537,192
Adults (25-54): 39,912,453
Children (ages 0-17): 23,170,678

DRIVE MARKET (150-500 MILES)

Total Population: 99,105,870
Total Households: 56,784,139
Adults (25-54): 46,238,100
Children (ages 0-17): 28,050,078

FLY MARKET (500-1000 MILES)

Total Population: 99,105,870
Total Households: 56,784,139
Adults (25-54): 39,912,453
Children (ages 0-17): 23,170,678

Sources: Claritas, March 2018
INTERNATIONAL TOURISM

• About 40% of visitors to Mall of America® are tourists — people who live outside the 150-mile radius of Minneapolis/St. Paul
• Nearly 10% of visitors are from outside the United States
• International tourists spend two- to three times more than local residents
• Mall of America offers nearly 90 travel packages from 38 countries on 5 continents represented on this map

Over 40 Bloomington hotels offer free shuttle service to and from Minneapolis/St. Paul International Airport and Mall of America

Source: Ogilvy Red

KEY INTERNATIONAL MARKETS:
Australia Argentina Austria Brazil Canada China Czech Republic Denmark Ecuador Iceland India Ireland Italy Japan Korea Malaysia Mexico Netherlands Norway Philippines Singapore Spain Sweden Switzerland Taiwan United States

40% OF TOTAL VISITS TO MOA® ARE FROM THE TOURIST CONSUMER; OVER 16.8 MILLION ANNUAL VISITS

Source: Ogilvy Red

INTERNATIONAL TOURISM

NEARLY 90 TRAVEL PACKAGES FROM 38 COUNTRIES ON 5 CONTINENTS

About 40% of visitors to Mall of America® are tourists — people who live outside the 150-mile radius of Minneapolis/St. Paul. Nearly 10% of visitors are from outside the United States. International tourists spend two- to three times more than local residents. Mall of America offers nearly 90 travel packages from 38 countries on 5 continents represented on this map. Over 40 Bloomington hotels offer free shuttle service to and from Minneapolis/St. Paul International Airport and Mall of America. Source: Ogilvy Red.
TOURISM

The Tourist customer accounts for 50% of total sales.
Mall of America® has a Welcome Video available in 5 languages (Chinese, Japanese, German, Portuguese & Spanish) & a website available in those languages, as well as in French.

MINNEAPOLIS-ST. PAUL INTERNATIONAL AIRPORT

• 17th busiest in the U.S.
• Over 38 million passengers annually
• One of 5 major airline hubs in the country
• 163 non-stop markets (136 domestic & 27 international/non-stop)
• Over 1,100 flights daily
Source: mspairport.com

MALL OF AMERICA® COUNTRIES PARTICIPATING IN TOUR OPERATOR PROGRAM:

Argentina  Austria  Brazil  Canada  China  Czech Republic  Denmark  Finland  France  Germany
Great Britain  Ireland  India  Italy  Japan  Korea  Mexico  Norway  Philippines

MALL OF AMERICA® PARTICIPATES IN OVER 70 MAJOR TRAVEL + TRADE SHOWS ANNUALLY.

INTERNATIONAL TOURISM

#1 SHOPPING DESTINATION IN THE U.S.

Travel Leisure, U.S.A. Today, Time Magazine

#1 COUNTRIES PARTICIPATING IN MALL OF AMERICA TOUR OPERATOR PROGRAM:

Argentina  Austria  Brazil  Canada  China  Czech Republic  Denmark  Finland  France  Germany
Great Britain  Ireland  Italy  Japan  Korea  Mexico  Norway  Philippines

MSP RANKED #1 NORTH AMERICAN AIRPORT

FOR EFFICIENCY EXCELLENCE IN ITS SIZE CATEGORY
Airports Council International, 2019
### Social Media Connectivity

**Mall of America® is the leader in Mall Property Social Media**

<table>
<thead>
<tr>
<th>MOA® Social Media Stats</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage In 60,000+ Text/Chat Conversations with Guests Per Year</td>
<td>548,000+ Followers</td>
<td>86,000+ Followers</td>
<td>67,000+ Followers</td>
</tr>
<tr>
<td>Over 855,000 Fans Across All MOA® Social Accounts</td>
<td>1 Post Interaction Per Minute Per Day</td>
<td>150 Million Monthly Social Reach of MOA®</td>
<td>60,000+ Text/Web Chat Conversations Per Year</td>
</tr>
</tbody>
</table>

**MOA® Social Media Stats**

- **67% Retail**
- **23.6% Entertainment/Attractions**
- **9.4% Food & Beverage**

(Mall of America®)
2019 SALES BY MONTH

January: 14.0%  
February: 12.0%  
March: 10.0%  
April: 8.0%  
May: 6.0%  
June: 4.0%  
July: 2.0%  
August: 0.0%  
September: 2.0%  
October: 4.0%  
November: 6.0%  
December: 8.0%

2019 TRAFFIC BY MONTH

January: 14.0%  
February: 12.0%  
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December: 8.0%
Mall of America® has undergone numerous multi-million dollar renovations on each avenue creating a renewed upscale environment throughout the entire property.

REINVESTMENT, REVITALIZATION & RENOVATION

Mall of America® has spent over $500M in renovations & additions to the property over the last 8 years.
MOA® REMIX

FIRST TO MARKET

Mall of America® is the premier retail entry point for the Minneapolis/ St. Paul market & region for retailers extending their brand. Over 100 MOA® retailers have been “first to market” in debuting their brands including Nordstrom, Apple, Canada Goose, Aritzia, Zara, Burberry, Hugo Boss, Nike, Indochino, Fabletics & Kendra Scott just to frame a few!

OVER 100 MOA® RETAILERS HAVE BEEN “FIRST TO MARKET” IN DEBUTING THEIR BRAND
GUCCI BOUTIQUE @ NORDSTROM

MADEWELL

GUCCI BOUTIQUE @ NORDSTROM

NEOPRESSO

UGG

LULULEMON EXPERIENTIAL FLAGSHIP

THE NORTH FACE

UGG

MICROSOFT

BRUNELLO CUCINELLI BOUTIQUE @ NORDSTROM

UNDER ARMOUR

ANTHROPOLOGIE

DR. MARTENS

TIMBERLAND

EYEBOBS

LULULEMON EXPERIENTIAL FLAGSHIP

99%

UNIVERSAL AWARENESS RATING
OF THE BRAND MALL OF AMERICA®
THE OMNI-CHANNEL EXPERIENCE

“It doesn’t matter where customers are actually making purchases, be it in-store, online or on their phones. He plans to keep opening stores, thanks to the consistent flow of customer interaction and insight that comes with them; they’ve changed how the company designs its monthly collections, improves upon existing designs and drives education about the brand’s model.”

—Gregg Throgmartin
President, Fabletics

MALL OF AMERICA® IS THE ULTIMATE GLOBAL PLATFORM FOR ACTIVATING AN OMNI-CHANNEL EXPERIENCE

OMNI-CHANNEL TENANTS & EXPERIENCES THAT HAVE OPENED AT MOA®
TOTAL FOOD & BEVERAGE SALES IN 2018 WAS OVER $145 MILLION
TOP HOTELS IN THE MIDWEST

JW MARRIOTT #2
RADISSON BLU #7

JW MARRIOTT LUXURY 4 1/2 STAR HOTEL

HOTEL COMPONENTS
• 342 Luxurious Rooms
• Upscale Restaurant/Urban Bistro
• Lobby Bar
• Valet
• Concierge
• Direct Access to MOA®
• Underground Parking
• Meeting and Event Space Venue

18,000 sq. ft.

JW MARRIOTT
LUXURY 4 1/2 STAR HOTEL

JW MARRIOTT
LUXURY 4 1/2 STAR HOTEL

RADISSON BLU A LUXURY 4-STAR HOTEL

RADISSON BLU A LUXURY 4-STAR HOTEL

RADISSON BLU A LUXURY 4-STAR HOTEL

BLU IS THE NEW BLACK

RA

28 29
Located in the center of Mall of America’s Nickelodeon Universe®, this is seven acres of unique entertainment, with nearly 30 rides and attractions for guests of all ages and courage levels!

100 PLACES TO TAKE YOUR KIDS BEFORE THEY GROW UP

ENTERTAINMENT

MARKETING, PUBLIC RELATIONS, EVENTS & COMMUNITY INITIATIVES
2019 HIGHLIGHTS

• Over 400 events hosted annually from celebrity appearances, book signings, notable chefs and sports exhibitions to major Holiday initiatives and Toddler Tuesday
• Community Relations initiatives raised over $16 million
• Garnered over $400 million in free publicity
TRIPLE FIVE® WORLDWIDE

THE POWER BEHIND THE PROPERTY

Triple Five® Worldwide is a multinational conglomerate, development and finance corporation with offices in major U.S. and Canadian cities. Triple Five’s wide-ranging experience is suited to creating successful mixed-use developments and activities that encompass the development, management and ownership of world-scale ventures in many fields.

Shopping centers
Tourism projects
Office buildings
Urban entertainment destinations
Recreation and amusement parks
Hospitality projects
Residential developments
Commercial and industrial real estate

Auto and industrial manufacturing
Natural resource development (oil, gas and minerals)
Technology
Research
Venture capital
Banking and finance

Triple Five has developed, owns and manages the world’s first and second largest tourism, retail and entertainment complexes, the world-renowned West Edmonton Mall in Canada and Mall of America® in the United States. These two projects attract over 70 million visitors annually.
LEASING

MALL OF AMERICA

Annual Visitors
Over 40 million

Annual Mall Sales
Over $1 billion

Sales per Square Foot
$718

Public Relations
Over $400 million in free publicity

CUSTOMER BASE

Local
60%

Tourist
40%

Average Spend per Visit
$316

Average Length of Stay
4.9 hours

International Tourists Spend
2 1/2 times more than local visitors

LEASING

Gross Building Area
5,689,000 square feet

Gross Leasable Retail Space
2,869,000 square feet

Total Dept Store GLA
489,000 square feet

Total Small Shop GLA
2,380,000 square feet

Total Retail GLA
5,862,000 square feet

Tenants
520

Employees
12,000 (15,000 seasonally)

Parking Spaces
12,550

Retail
67%

Entertainment/Attractions
23.6%

Food & Beverage
9.4%

Sources: Future Brand Research, Ogilvy Red

Photo Credit:
Brunello Cucinelli, p 14, 15, 36
Club Monaco, p 12, 13
Hugo Boss, p 4
Indochino, p 2
Kendra Scott, p 3
Zara, p 6