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 market 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.

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

OVER $1 BILLION ANNUAL SALES

$718 SALES PER SQUARE FOOT
MOA® HAS THE LARGEST NUMBER OF THE MOST PROFITABLE DEMOGRAPHICS IN THE MSP MARKET
Source: Star Tribune Scarborough Research 2019

HHI
$100k
$250k+

LOCAL DEMOGRAPHICS

MINNEAPOLIS/ST. PAUL MARKET DMA

Total Population (18+)
3,551,036
Source: Simmons Local
Total Households
1,910,700
Median Household Income
$74,200
Adults 25-54
1,871,200
Source: August Partners Geo-Fencing Study 2018

35 MILE RADIUS

Total Population
2,953,610
Source: August Partners Geo-Fencing Study 2018
Total Households
1,165,929
Average Household Income
$104,319

$104,319
AVERAGE HHI
35 MILE RADIUS
Source: August Partners Geo-Fencing Study 2018

PROFITABLE DEMOGRAPHICS

- 78% of affluent shoppers choose Mall of America® to make their luxury purchases
- 42% of guests’ primary reason to visit MOA is the unique mix and/or higher end & luxury brands
Source: Future Brand Research, Ogilvy Red

Source: August Partners Geo-Fencing Study 2018

$104,319
DAY TRIP MARKET (50-100 MILES)
Total Population 450,978
Total Households 1,283,517
Average Household Income $69,330
Adults 25-54 169,157
Children (ages 0-17) 102,626

DRIVE MARKET (150-500 MILES)
Total Population 46,341,356
Total Households 14,537,192
Adults 25-54 10,606,513
Children (ages 0-17) 6,207,104

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

Source: Claritas, March 2018
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
- Iowa
- Missouri
- Colorado
- Illinois
- Ohio
- Tennessee
- South Dakota
- North Dakota
- Pennsylvania
- Michigan
- Indiana
- Arkansas
- Kansas
- Nebraska
- Oklahoma

OVER

46M

NUMBER OF SHOPPERS WHO LIVE WITHIN A DAY’S DRIVE
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-and-a-half 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
- Finland
- France
- Germany
- Great Britain
- Hong Kong
- Iceland
- India
- Ireland
- Italy
- Japan
- Korea
- Malaysia
- Netherlands
- Norway
- Philippines
- Singapore
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turkey
- United States
- United Kingdom
- Vietnam
- Venezuela
- Vietnam

40% OF TOTAL VISITS TO MOA® ARE FROM THE TOURIST CONSUMER;

OVER 16.8 MILLION ANNUAL VISITS

Source: Ogilvy Red
Mall of America® participates in over 70 major travel + trade shows annually.

COUNTRIES PARTICIPATING IN MALL OF AMERICA TOUR OPERATOR PROGRAM:

- Argentina
- Austria
- Brazil
- Canada
- China
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Great Britain
- Iceland
- India
- Ireland
- Italy
- Japan
- Korea
- Mexico
- Norway
- Philippines
- Scotland
- Singapore
- Slovakia
- Spain
- Sweden
- Taiwan
- Thailand
- United States

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 1100 flights daily

Source: mspairport.com

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>Social Media Stats</th>
<th>MOA® Social Media Stats</th>
<th>1 Post/Interaction Per Minute Per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>/MALLOFAMERICA</td>
<td>548,000+ Followers</td>
<td></td>
</tr>
<tr>
<td>ENGAGE IN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60,000+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TEX/WEB CHAT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CONVERSATIONS WITH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GUESTS PER YEAR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OVER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>855,000 FANS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACROSS ALL MOA®</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOCIAL ACCOUNTS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100 MILLION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PER MONTH SOCIAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>REACH OF MOA®</td>
<td></td>
<td></td>
</tr>
<tr>
<td>75 SECONDS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AVERAGE RESPONSE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TIME IS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>@MALLOFAMERICA</td>
<td>86,000+ Followers</td>
<td></td>
</tr>
<tr>
<td>67,000+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FOLLOWERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>@MALLOFAMERICA</td>
<td>548,000+ Followers</td>
<td></td>
</tr>
<tr>
<td>141,000+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FOLLOWERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>@MALLOFAMERICA</td>
<td>67,000+ Followers</td>
<td></td>
</tr>
<tr>
<td>86,000+</td>
<td>1 Post/Interaction Per</td>
<td></td>
</tr>
<tr>
<td>TEX/WEB CHAT</td>
<td>75 SECONDS</td>
<td></td>
</tr>
<tr>
<td>CONVERSATIONS WITH</td>
<td>GUESTS PER YEAR</td>
<td></td>
</tr>
<tr>
<td>OVER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>855,000 FANS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACROSS ALL MOA®</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOCIAL ACCOUNTS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100 MILLION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PER MONTH SOCIAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>REACH OF MOA®</td>
<td></td>
<td></td>
</tr>
<tr>
<td>75 SECONDS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AVERAGE RESPONSE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TIME IS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>@MALLOFAMERICA</td>
<td>86,000+ Followers</td>
<td></td>
</tr>
<tr>
<td>67,000+</td>
<td>1 POST/INTERACTION PER</td>
<td></td>
</tr>
<tr>
<td>TEX/WEB CHAT</td>
<td>75 SECONDS</td>
<td></td>
</tr>
<tr>
<td>CONVERSATIONS WITH</td>
<td>GUESTS PER YEAR</td>
<td></td>
</tr>
<tr>
<td>OVER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>855,000 FANS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACROSS ALL MOA®</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOCIAL ACCOUNTS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100 MILLION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PER MONTH SOCIAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>REACH OF MOA®</td>
<td></td>
<td></td>
</tr>
<tr>
<td>75 SECONDS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AVERAGE RESPONSE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TIME IS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>@MALLOFAMERICA</td>
<td>86,000+ Followers</td>
<td></td>
</tr>
<tr>
<td>67,000+</td>
<td>1 POST/INTERACTION PER</td>
<td></td>
</tr>
<tr>
<td>TEX/WEB CHAT</td>
<td>75 SECONDS</td>
<td></td>
</tr>
<tr>
<td>CONVERSATIONS WITH</td>
<td>GUESTS PER YEAR</td>
<td></td>
</tr>
</tbody>
</table>

### Square Footage Allocation

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

(Based on square footage of stores)
RETAIL TRAFFIC & SALES

2019 TRAFFIC BY MONTH

2019 SALES BY MONTH
Mall of America® has undergone numerous multi-million dollar renovations on each avenue creating a renewed upscale environment throughout the entire property.

MALL OF AMERICA®
HAS SPENT OVER
$500M
IN RENOVATIONS & ADDITIONS
TO THE PROPERTY OVER
THE LAST 8 YEARS
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 name a few!
MOA® REMIX

ANTHROPOLOGIE

EYEBobs

BRUNELLO CUCINELLI BOUTIQUE @ NORDSTROM

CARHARTT

ALTAR'D STATE

NIKE

TUMBLELAND

UNDER ARMOUR

DR. MARTENS

THE NORTH FACE

HAMMER MADE

BURBERRY

MICROSOFT

99%

UNIVERSAL AWARENESS RATING OF THE BRAND MALL OF AMERICA®

Source: Ogilvy Red
MOA® REMIX

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 AND EXPERIENCES THAT HAVE OPENED AT MOA®
Located in the center of Mall of America®, Nickelodeon Universe® features seven acres of unique entertainment, with nearly 30 rides and attractions for guests of all ages and courage levels!

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
ENTERTAINMENT

NICKELODEON UNIVERSE®
SEA LIFE® MINNESOTA AQUARIUM
CMX, THE VIP CINEMA EXPERIENCE
THE LEGO® STORE
CRAYOLA EXPERIENCE
FLYOVER AMERICA
BUILD-A-BEAR WORKSHOP®
MOOSE MOUNTAIN ADVENTURE GOLF
XD RIDE

M&M’S WORLD (OPENING 2020)
THE VOID
MATRIX TECHNOLOGY
THE ESCAPE GAME
GAMEWORKS
AMAZING MIRROR MAZE
XSCAPE
ROCK OF AGES
BLACKLIGHT MINIGOLF
RICK BRONSON’S HOUSE OF COMEDY
BASE RENT

Base rent ranges from $2,500 - $9,000 per month depending upon time of the year:

- January through June: $2,500 - $3,900 per month
- July and August: $4,500 - $5,900 per month
- September and October: $3,000 - $3,900 per month
- November and December: $6,000 - $9,900 per month

OVERAGE RENT

In addition to base rent, 18% of all sales that exceed the monthly breakpoint will be due 10 days after the end of each month in the form of overage rent.

Example:

Assumption: base rent is $2,500 per month

- $2,500 (base rent) ÷ .18 (18%) = $13,888
  This is known as the natural breakpoint.
- If sales for the month are $15,000, the computation to figure the amount of overage rent owed is below.
  - $15,000 (Sales) - $13,888 (breakpoint) = $1,112
  - $1,112 X .18 = $200
  This is the amount of overage rent owed.

Visual Design & Approval Fee $500

A one time, non-refundable charge for retail consultation, fixture design, review and primary signage. Visual merchandising assistance and set up along with additional signage are available for an additional cost.

Security Deposit $2,500

Fee is refundable when tenant vacates the Mall if the tenant has fulfilled all Lease term conditions and obligations.

BASE RENT

Base rent ranges from $7,000 - $28,000 per month depending upon location and time of year. Rent is determined based upon square footage, term of the Lease Agreement, assortment of products as well as the location of the space within the Mall.

OVERAGE RENT

In addition to base rent, 18% of all sales that exceed the monthly breakpoint will be due 10 days after the end of each month in the form of overage rent.

Example:

Assumption: base rent is $7,000 per month

- $7,000 (base rent) ÷ .18 (18%) = $38,888
  This is known as the natural breakpoint.
- If sales for the month are $40,000, the computation to figure the amount of overage rent owed is below.
  - $40,000 (Sales) - $38,888 (breakpoint) = $1,112
  - $1,112 X .18 = $200
  This is the amount of overage rent owed.

Visual Design & Approval Fee $6,000-$12,000

A one time, non-refundable charge for retail consultation, fixture design & construction, primary signage, visual merchandising assistance and set up. The landlord has fixture resources that may be utilized based upon availability.

Security Deposit: One Month’s Rent

Fee is refundable when tenant vacates the Mall if the tenant has fulfilled all Lease term conditions and obligations.
CART
Grouped in courtyard areas and along Mall avenues, 7’ x 4’ carts are utilized by retailers to sell everything from engraved key chains to electronics. Nowhere else will you find cart operators showcased with as much style and emphasis.
Leasing Agreement: 3 months to 1 year

TEMPORARY INLINE
Taking advantage of temporary vacancies, inline opportunities provide a broad range of space options from approximately 500 to 10,000 square feet (depending on availability). All temporary inlines are delivered with blank walls and basic floor coverings, ready for you to implement your unique product and style.
Leasing Agreement: 1 year

KIOSK
This unique opportunity allows for a tenant custom designed kiosk, in a select or creative location, showcasing the tenant’s distinctive personality. All designs require approval by Mall Management as well as an agreed upon location.
Kiosk opportunities are limited, rates and design fees are available upon request.
Leasing Agreement: 6 months to 1 year

SPECIALTY LEASING OPTIONS
MOA® @ A GLANCE

MALL OF AMERICA®

Annual Visits
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 hours

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

LEASING

Gross Building Area
5.689 million square feet

Gross Leasable Retail Space
2.869 million square feet

Total Dept Store GLA
693,000 square feet

Total Small Shop GLA
2,140 million square feet

Total Hotel GLA
690,000 square feet

SPECIALTY LEASING

PROGRAM CONTACTS

LISA TAYLOR
Director of Specialty Leasing
p 952-883-8832
f 952-883-8803
e lisa.taylor@moa.net

SHERRY WEBER
Specialty Leasing Manager
p 952-883-8639
f 952-883-8803
e sherry.weber@moa.net