

**ICONIC
PROPERTIES**

**INFINITE
OPPORTUNITIES**

The Simon Story

From one enclosed shopping center in Anderson, Indiana, some 50 years ago, Simon has grown to become the global leader in retail real estate ownership, management and development.

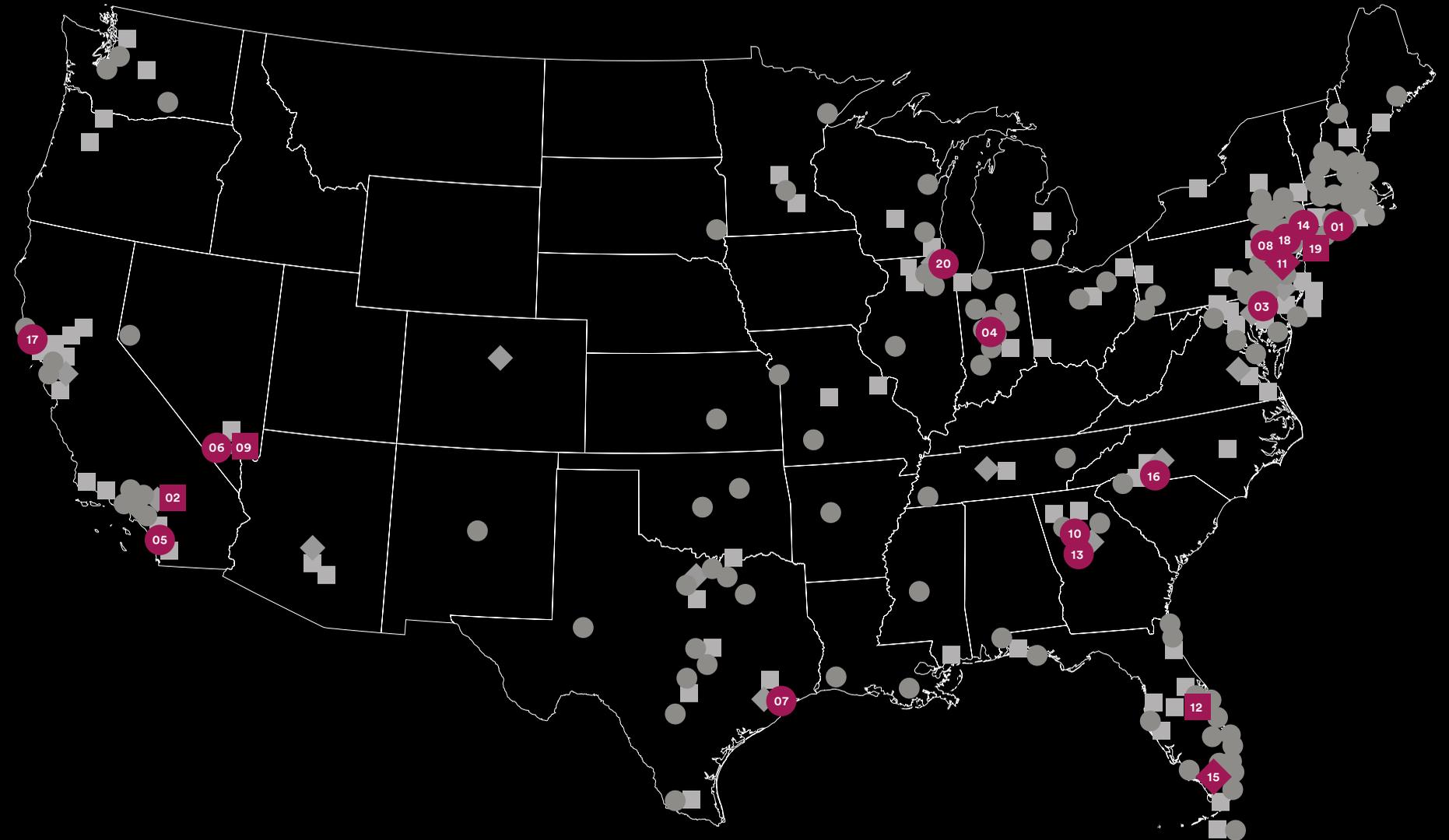
But more than retail real estate, we are a company of experiences: We are destinations and gathering places where communities come together to share the joy of discovery through shopping, dining and entertainment.



Iconic Properties In Top-Tier Markets

- 01
Copley Place
Boston, Massachusetts
- 02
Desert Hills Premium Outlets*
Cabazon, California
- 03
Fashion Centre at Pentagon City
Arlington, Virginia
- 04
The Fashion Mall at Keystone
Indianapolis, Indiana
- 05
Fashion Valley
San Diego, California
- 06
The Forum Shops at Caesars*
Las Vegas, Nevada
- 07
The Galleria*
Houston, Texas
- 08
King of Prussia*
Philadelphia, Pennsylvania
- 09
Las Vegas Premium Outlets*
Las Vegas, Nevada
- 10
Lenox Square*
Atlanta, Georgia
- 11
The Mills at Jersey Gardens
Elizabeth, New Jersey

- 12
Orlando Premium Outlets*
Orlando, Florida
- 13
Phipps Plaza
Atlanta, Georgia
- 14
Roosevelt Field*
Long Island, New York
- 15
Sawgrass Mills*
Sunrise, Florida
- 16
SouthPark
Charlotte, North Carolina
- 17
Stanford Shopping Center
Palo Alto, California
- 18
The Westchester
White Plains, New York
- 19
Woodbury Common Premium Outlets*
Central Valley, New York
- 20
Woodfield Mall
Schaumburg, Illinois



60 Billion

— In Sales

\$60 billion in annual U.S. sales, higher than the combined U.S. sales of America's top two e-commerce retailers, Amazon.com and Apple.com

23,274

— Shops

Over 23,274 specialty shop locations across the portfolio

2,917

— Brands

More than 2,917 unique brands

209

— Properties

There are 209 U.S. properties—and counting

300

— New Brands

Over 300 new brands added to the portfolio annually

3 Billion

— Annual Customers

3 billion annual customers across the portfolio

In Good Company

Simon® malls are home to nearly every major global brand.



VERSACE

GUCCI



TIFFANY & Co.



TOPSHOP



J. CREW

GIORGIO ARMANI



BOTTEGA VENETA



GUCCI



ZARA



VINCE.

OMEGA



REBECCA TAYLOR



MICHAEL KORS

Microsoft

ELI TAHARI

VALENTINO

BOSS
HUGO BOSS



L.K. Bennett
London

Radical Retailing

In today's world of omnichannel retailing, Simon centers are invaluable incubators for innovative marketing strategies that transcend traditional retail. We are actively redefining the spaces that have become iconic destinations for shopping and socializing.

From Simon Malls to Simon Premium Outlets® and The Mills®, there's a place and space for every brand and the freedom to decide how your customers encounter and experience it.





Partners Wanted

We believe in collaboration and will work with you as true partners to create the most powerful retail experience for your brand and your customers.

We are committed to partnering with:

Pure Play e-Tailers

Single-channel retailers looking to accelerate customer acquisition and conversion

Makers

Hyperlocal retailers seeking sophistication in brand presentation

New Culinary Concepts

Restaurants—from fine to quick-service—seeking scalability and national presence

Global Greats

Iconic international brands entering the U.S. market for the first time

Fashion

Brands looking to establish themselves amongst the fashion greats

Innovators

New and existing brands seeking a strategic partner to launch bold new concepts

Bricks And Mortar—And More



With Simon, your brand has an opportunity to tap into the clear advantages of a seamless in-store experience.

- A multisensory brand identity through dynamic visual merchandising
- Enhanced personal connection with your customers to solicit feedback and drive sales
- Better customer conversion rates and higher-ticket purchases per transaction
- Faster distribution and in-store pickup options
- Opportunities to cross-sell from various platforms
- Increased customer confidence and trust
- Sustainable customer loyalty
- Reverse showrooming



Beyond the “touch and feel” opportunity, your brand’s presence in Simon centers offers benefits to your customers that reignite the pleasure of shopping and create an invaluable emotional connection to your brand.

- The thrill of discovery
- Instant gratification
- One-on-one customer service experiences
- Elimination of shipping costs and return hassle
- Flexibility of payment options
- In-person expert advice
- An experience to share with family and friends
- Ability to seamlessly cross-shop between favorite brands

Successful Collaborations

Lookbook Live with *GQ* and *Glamour*

This high-profile, his-and-hers style and shopping program integrated print, digital, social media and live events in collaboration with *Glamour* and *GQ* magazines.

- One-on-one styling sessions
- Social media challenges
- Beauty how-to lessons
- His-and-hers online videos
- Giveaways

The Shopping Block with Refinery29

A nationwide “take back the mall” activation brought Refinery29 into the physical world of retail at six premier Simon centers across the U.S. with bespoke on-site and digital activations targeted to Millennial audiences.

- Indie boutiques plus national brands
- Sweepstakes
- Stylist concierge
- Beauty bars
- Guest hosts
- DIY stations



“Simon has been an ideal partner in helping bring the Refinery29 brand to life. Refinery29 speaks to an audience of Millennial women who turn to us as a trusted source of inspiration while shopping, and by activating in Simon shopping centers, we were able to provide a tangible, tactile experience.”

— Justin Stefano, Co-Founder and CEO of Refinery29

Only Simon

We are committed to the success of our retailers, supplying your brand with advantages you won't find anywhere else.

— Quality

No other property group can offer access to iconic, irreplaceable properties in the world's best locations.

— A Scalable Network

With properties across all platforms—from luxury brands to value and outlet pricing—all around the world, we offer access to exactly what you need.

— Unrivaled Consumer Traffic

Simon centers attract more shoppers year round than any other shopping center developer. And our shopper demographics are unparalleled, with diverse, ready-to-spend consumers.

— Support from the Ground Up

From merchandising assistance to setup support, we'll make sure you have access to everything you need from day one to get your new store up and running quickly and efficiently.

— Flexibility

Whether you need to lease for a day, a week, a month, a year or years, we will tailor a leasing solution that makes sense for your business.

— The Style Factor

Fresh from a 2014 rebranding, Simon is bolstering its status as a world-class brand with high-profile advertising and partnerships with renowned fashion influencers.

— Brand Collaborations

Memorable, unique experiences for consumers and retailers with buzz-worthy partners—something smaller retail centers simply can't provide.

— Innovation

We've reinvented the classic loyalty program, brought the ubiquitous mall directory to life, and welcomed Bluetooth beacons and same-day delivery. Simon continues to collaborate with game-changing partners to innovate the shopping experience and further support our retailers.

— Experience and Stability

Simon offers decades of expertise in development, ownership and management. When you partner with us, you know you're working with the best.

DEL AMO FASHION CENTER TORRANCE, CALIFORNIA



595,700,002

 Website page views

4,685,723

 Facebook likes

120,818,183

 Google+ local impressions

350,117

 Twitter followers

1,317,729

 YouTube views

87,345

 Instagram followers





SIMON.COM

Simon is a global leader in retail real estate ownership, management and development and an S&P 100 company (Simon Property Group, NYSE:SPG).