

MOA
MALL OF AMERICA®

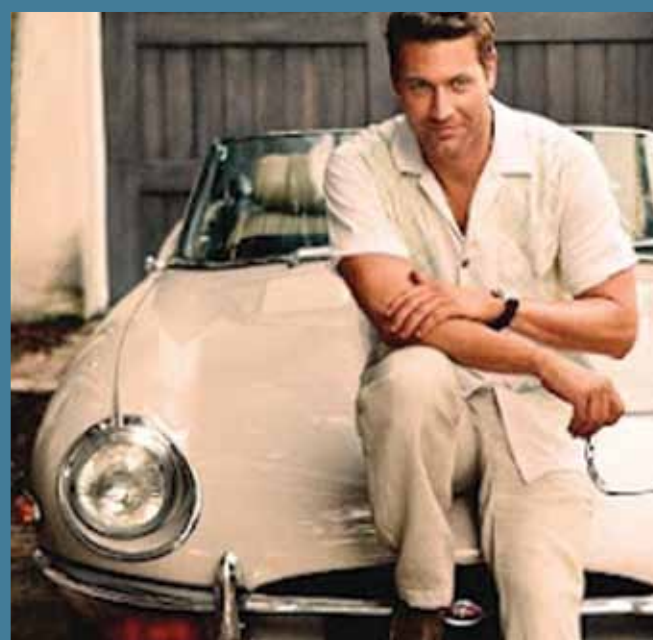


#1

shopping destination

- Travel + Leisure Magazine





let us be your partner...

by extending and increasing brand awareness locally, regionally, nationally and globally to over 42 million annual visitors.

Mall of America® is the **#1 shopping destination** in the Minneapolis/St. Paul market for drawing shoppers with the **highest household incomes**, as well as the **#1 retail and entertainment destination in the country**.

Mall of America sustained consecutive sales increases in 2008, 2009 and 2010 during an economic downturn:

	2011	2010	2009	2008
SALES	+9.4%	+7.5%	+1.5%	+2.0%
TRAFFIC	+3.3%	+3.5%	+3.4%	-3.7%

ANNUAL VISITS	Over 42 million
ANNUAL MALL SALES	Over \$1 billion
SALES PER SQUARE FOOT	\$650
PUBLIC RELATIONS	Over \$400 million in free publicity annually

local demographics

Minneapolis/St. Paul DMA

Total Population	4,548,658
Total Households	1,776,905
Average HHI	
DMA	\$79,391
MSA	\$86,222
Adults 25-54	1,937,276

Source: 2011 Census Estimates, Nielsen Media Research, 2011 SRDS, 2011 Scarborough, 2011 SQAQ

DMA Index

	MSP	MOA™
HHI Under \$35,000	27%	11%
\$35,000-\$49,999	14	9
\$50,000-\$74,999	21	18
\$75,000-\$99,999	16	16
\$100,000+	22	46

Source: Gallup Syndicated Newspaper Study (Mpls. St. Paul)

6 Mile Radius

Total Population	327,348
Total Households	140,084
Average Household Income	\$83,740
Adults 25-54	145,015



profitable demographics

MOA™ is the #1 shopping destination in the Minneapolis/St. Paul market for attracting shoppers with the highest household incomes

- **78%** of **affluent shoppers** choose Mall of America® to make their luxury purchases
- **52%** of affluent women with **HHI \$250,000+** in Minneapolis/St. Paul shop MOA
- **49%** of Minneapolis/St. Paul residents with **HHI \$100,000+** shop MOA
- **62%** of Minneapolis and St. Paul metro shoppers consider Mall of America to be their **primary destination** for mall-oriented shopping
- Mall of America is perceived as **“better”** to **“much better”** by the majority of shoppers for having the **newest stores**, best special events, **best entertainment** and being the best mall to take children
- Metro area shoppers make an average of nearly **30 trips annually** to Mall of America
- **95%** of shoppers are **aware** of Mall of America **advertising**
- **92%** of shoppers **make a purchase** at Mall of America
- Mall of America continues to open new retail concepts, often **exclusive to the marketplace**, targeting the most profitable demographics

Source: FutureBrand Research

distinguished destination

- Minneapolis/St. Paul ranks **5th** among the 20 largest U.S. markets for **annual retail sales by household** at **\$29,734**
- Mall of America® has opened **103 new permanent tenants** over the past five years (recessionary period)
- **33%** of guests' **primary reason to visit MOA™** is the availability of **higher end & luxury brands**
- **41%** of visitors to Mall of America have **increased the number of quarterly trips** over the past 6 years and intend to **continue that trend in 2012**
- Nearly **800 million** have visited Mall of America since its doors opened in 1992
- MOA is the **number one** tourist **destination** in the Midwest
- **“Hollywood of the Midwest”**, MOA hosts over 400 events annually, including 100 celebrities
- Radisson Blu hotel and Mayo Gateway health facility are two new ventures that will **attract an upscale customer from the region, across the country and around the world**

Source : Future Brand Research, ESRI 2010





most profitable demographics

MOA™ has the **largest number of shoppers with HHI \$100,000+ & \$250,000+** in the Minneapolis/St. Paul market, more than any other shopping option.

Mall of America® created and implemented a strategy seven years ago geo-targeting the **most profitable demographics** in the Minneapolis/St. Paul metro. Over that period, sales have **increased over \$300 million** as well as regular visits from the targeted demographics compared to other shopping malls in the market.





household income comparisons

(MSP METRO Shopping Centers)

MOA™ has significantly more upscale shoppers than any other center in the state.

\$100,000+ HHI shoppers, MOA has...

- 69% more than Ridgedale
- 84% more than The Galleria
- 93% more than Rosedale
- 101% more than Southdale
- 148% more than Eden Prairie

\$250,000+ HHI shoppers, MOA has...

- 61% more than The Galleria
- 77% more than Rosedale
- 99% more than Eden Prairie
- 130% more than Southdale
- 267% more than Ridgedale

Source: StarTribune Scarborough Research 2011



local business community

Bloomington, Minnesota

Hotels	Nearly 40
Hotel Rooms	7400 , more than Minneapolis & St. Paul combined
Average Stay	2 nights (family traveler) 3 nights (business traveler)
Businesses	6,000 , including Best Buy, United Properties, Health Partners, Toro, etc.
Employees	90,000

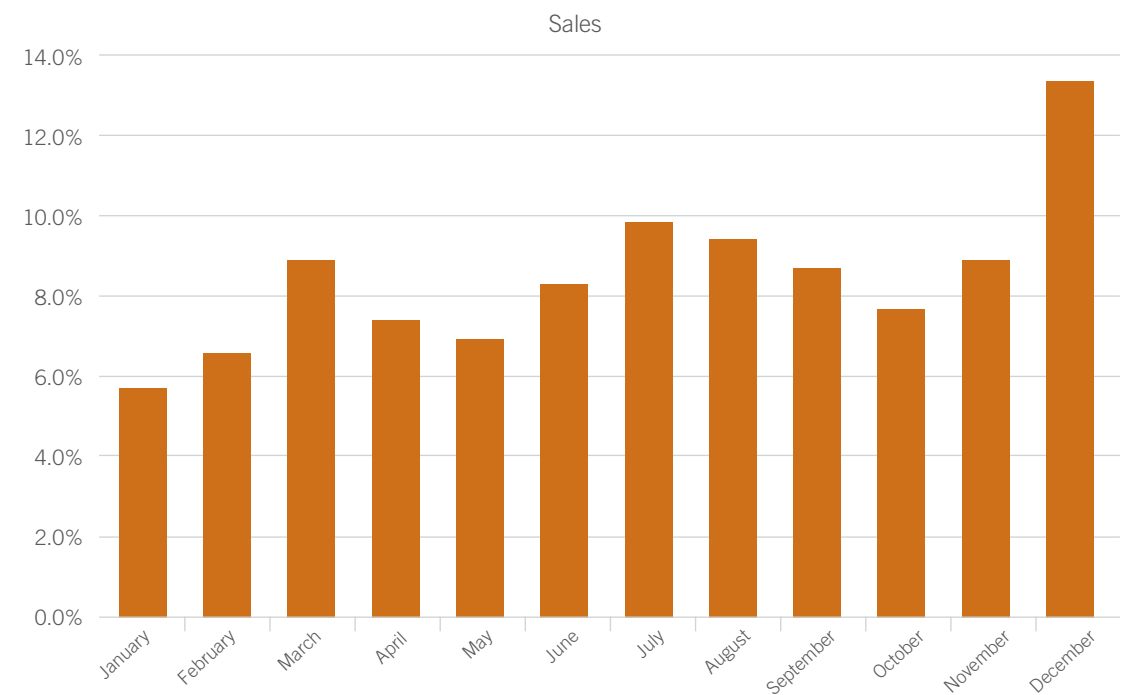
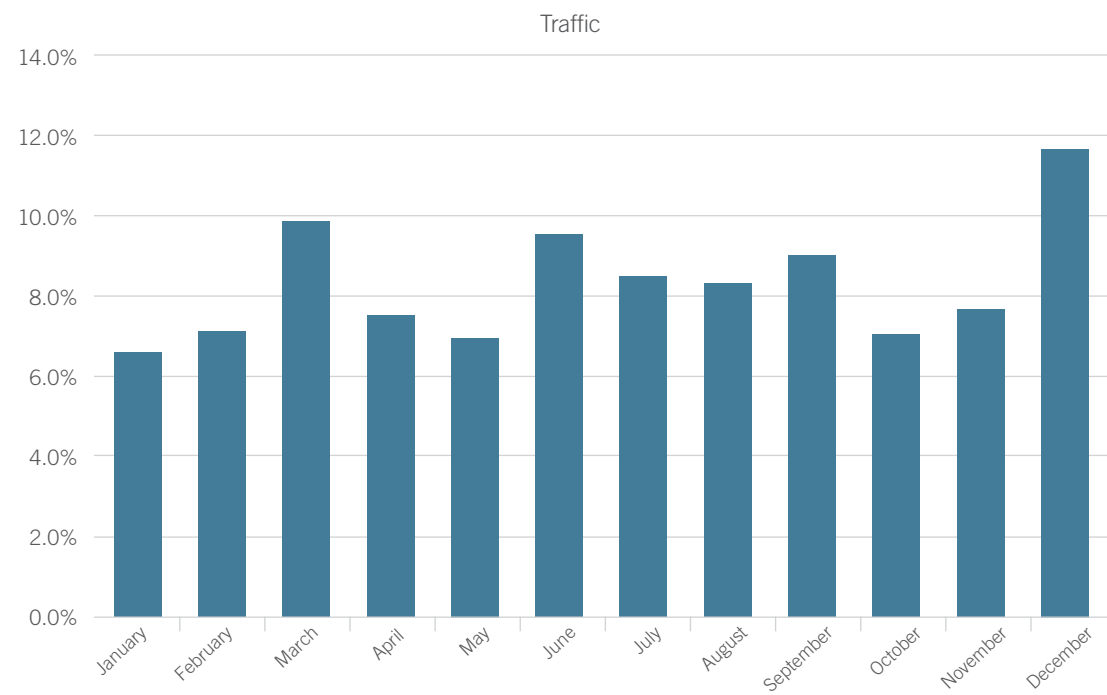
MSP International Airport

Ranking	14th largest in the U.S. 21st largest in the world
Annual Passengers	33 million
Three Hour Layover	5.2 million passengers

Annual Traffic Drivers to MOA™

- Minneapolis & St. Paul **Convention Centers**
- **Cultural** attractions (Guthrie Theatre, Walker Art Center, etc.)
- Regional **spring breaks**
- Annual Minnesota **high school tournaments**
- Sporting events utilizing **Light Rail Transit** (Mall of America® Field, Target Field, etc.)
- **Concert** and **show venues** (Xcel Center, St. Paul and Target Center, Minneapolis)

2011 traffic & sales by month





U.S.A. visitor map

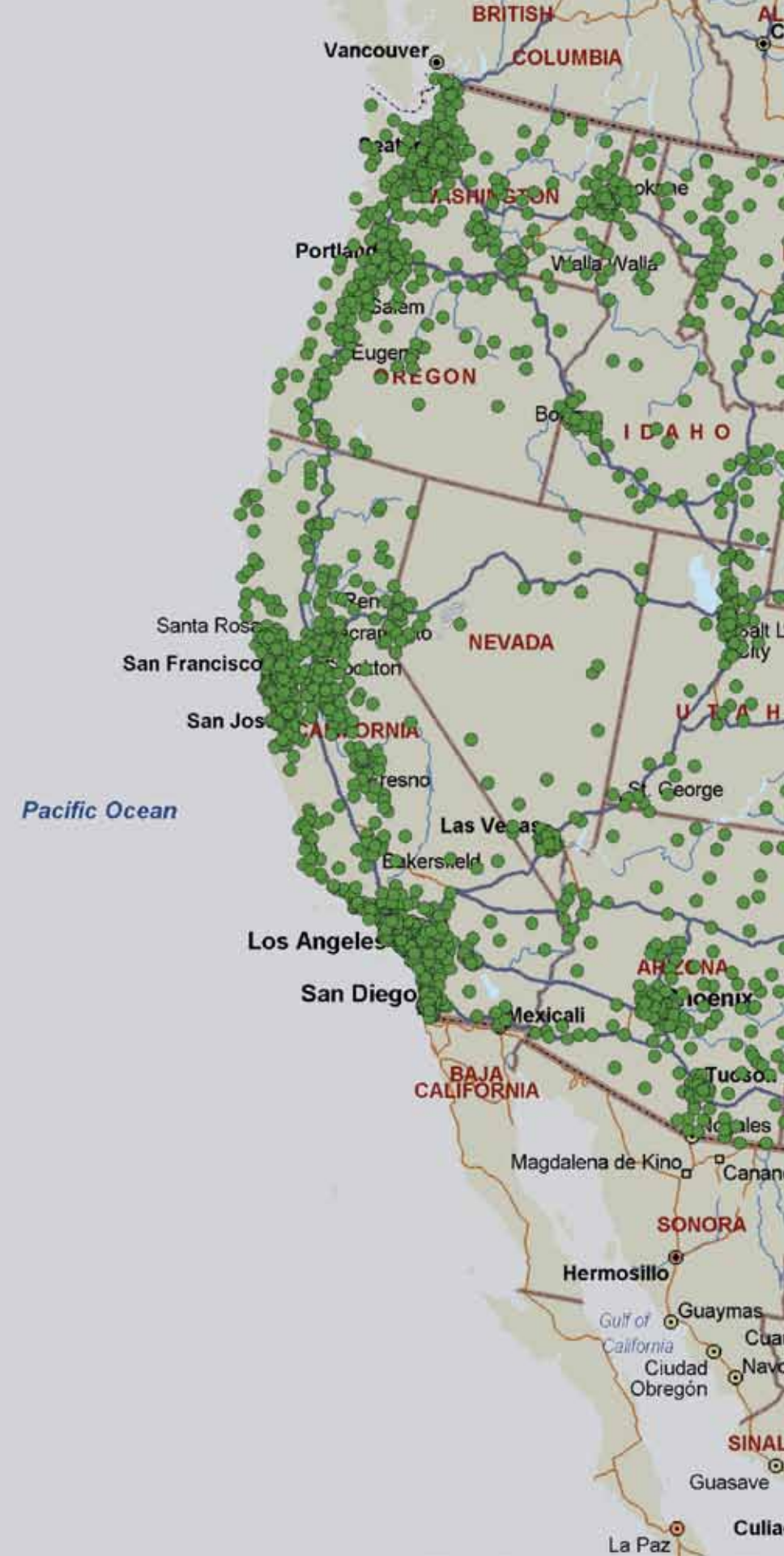
Zip Code Analysis

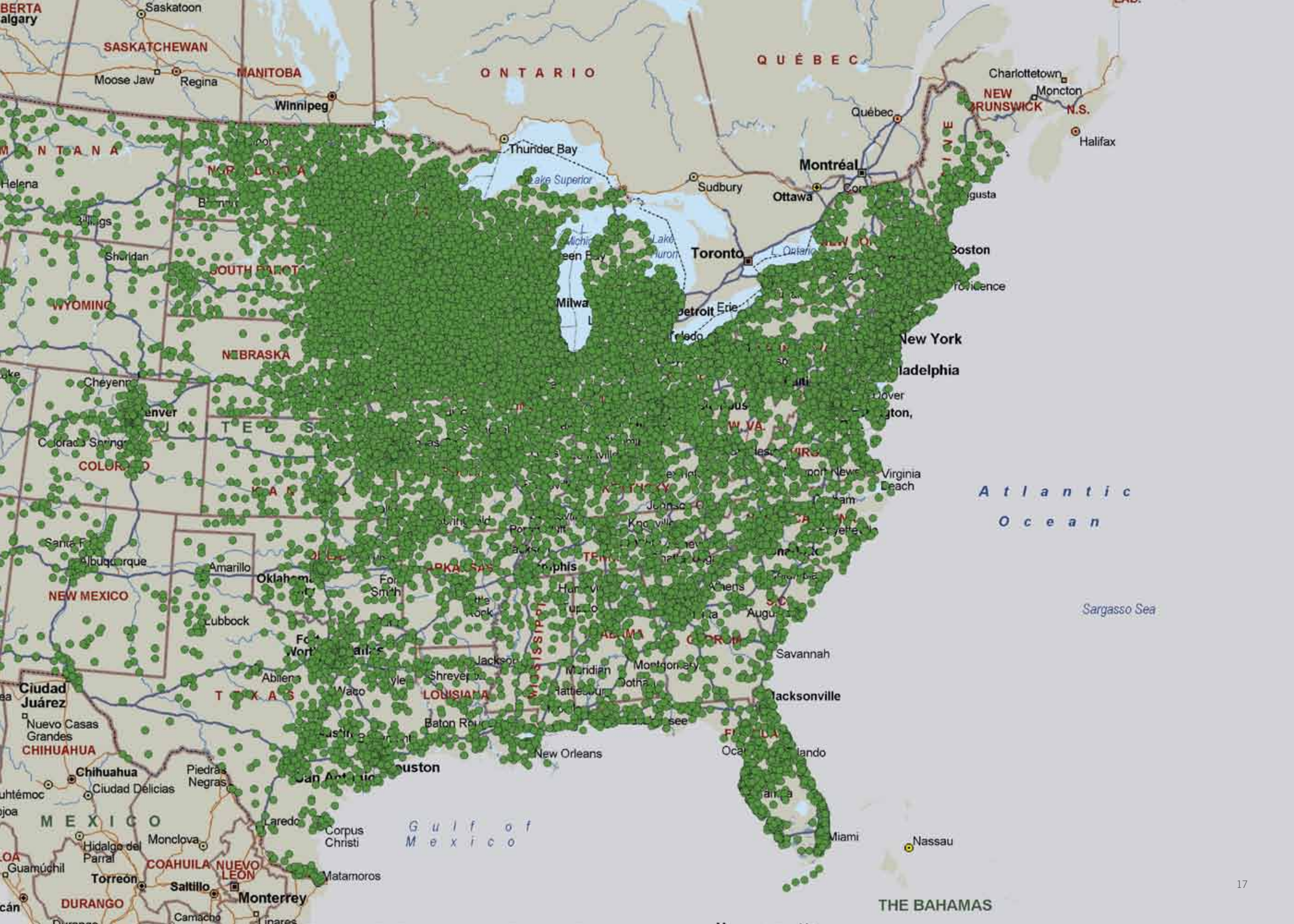
Represents shoppers who **made a purchase** from across the USA during 2011

18 State Trade Area

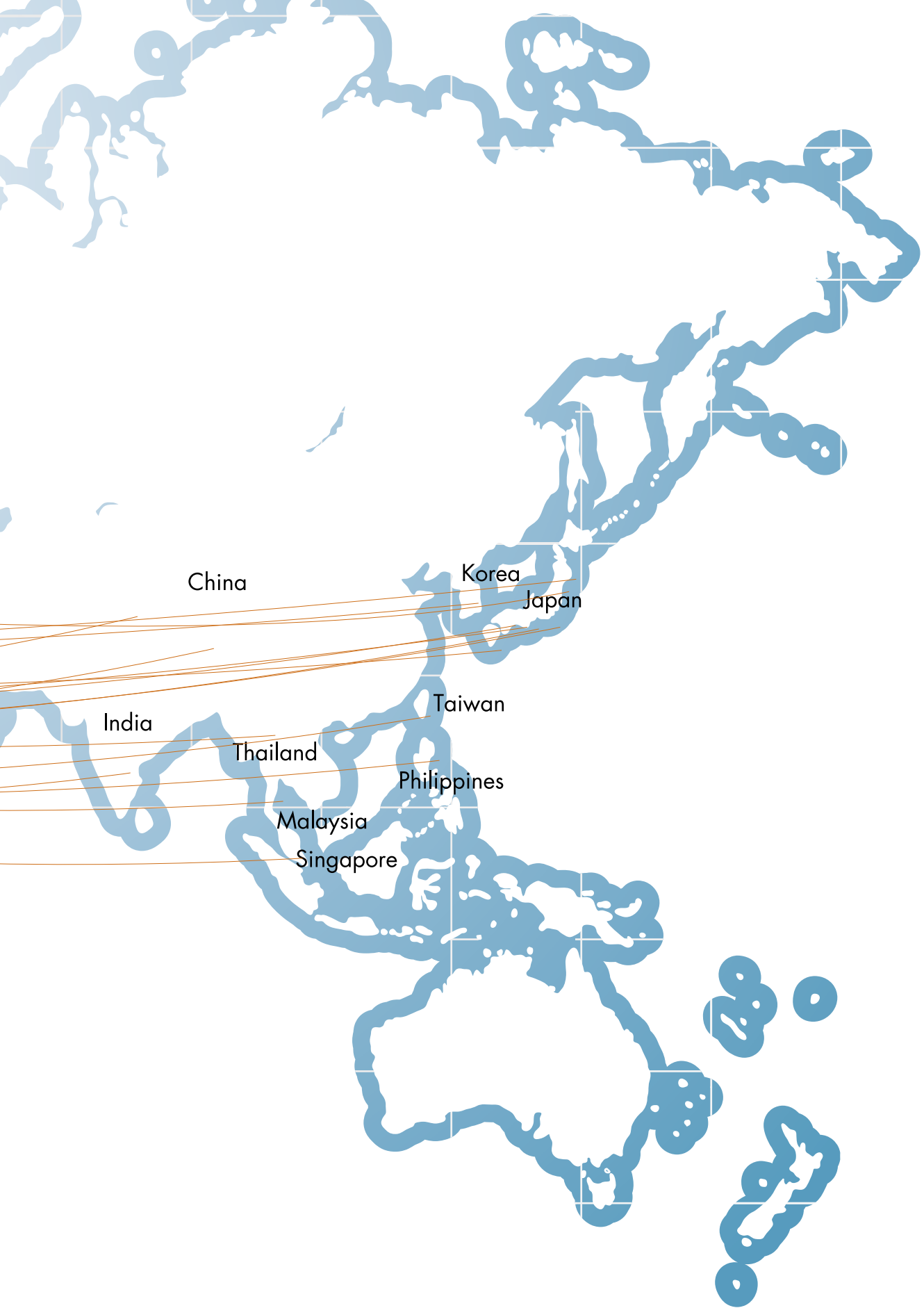
Minnesota	Illinois	Michigan
Wisconsin	Ohio	Indiana
Kentucky	Tennessee	Arkansas
Iowa	South Dakota	Kansas
Missouri	North Dakota	Nebraska
Colorado	Pennsylvania	Oklahoma

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tourism

- About **35-40%** of visitors to Mall of America® are tourists — people who live outside the 150-mile radius of Minneapolis/St. Paul
- **42%** of non-residents choose Mall of America as their **primary reason** to visit the Twin Cities
- Roughly **6%** of visitors are from outside the United States or over **2.5 million visitors**
- Mall of America offers nearly **80 travel packages** from **35 countries** on **5 continents** represented on this map
- International tourists spend **two-and-a-half times** more than local residents
- **33** Bloomington hotels offer **free shuttle service** to and from Minneapolis/St. Paul International Airport and Mall of America

Key International Market:

Canada	Germany	Japan
Great Britain	Scandinavia	China
France	Italy	Spain
Mexico	Netherlands	

Emerging International Market:

Latin America	Brazil	Korea
Russia	Poland	Vietnam

tourism

Mall of America® participates in **over 60 major travel & trade shows** annually in Europe, Asia, Latin America, Canada and the United States to promote travel to MOA™

- Tourism and Marketing departments have **partnerships with over 15 U.S. and international airline companies**
- **Mayo Clinic** will increase the number of annual international visitors to MOA
- Countries participating in **Mall of America tour operator program:**

Argentina	Ecuador	Italy	Slovakia
Austria	Estonia	Japan	Spain
Bolivia	Finland	Korea	Sweden
Brazil	France	Malaysia	Taiwan
Canada	Germany	Mexico	Thailand
Chile	Great Britain	Norway	Turkey
China	Iceland	Philippines	United States
Czech Republic	India	Scotland	Venezuela
Denmark	Ireland	Singapore	



mall of america® 18 state trade area

Day Trip Market (50-150 Miles)

Total Population	2,789,501
Total Households	1,129,300
Adults 25-54	1,070,520
Children (ages 0-17)	641,141

Drive Market (150-500 Miles)

Total Population	25,411,344
Total Households	9,860,566
Adults 25-54	10,473,476
Children (ages 0-17)	6,194,348

Fly Market (500+ Miles)

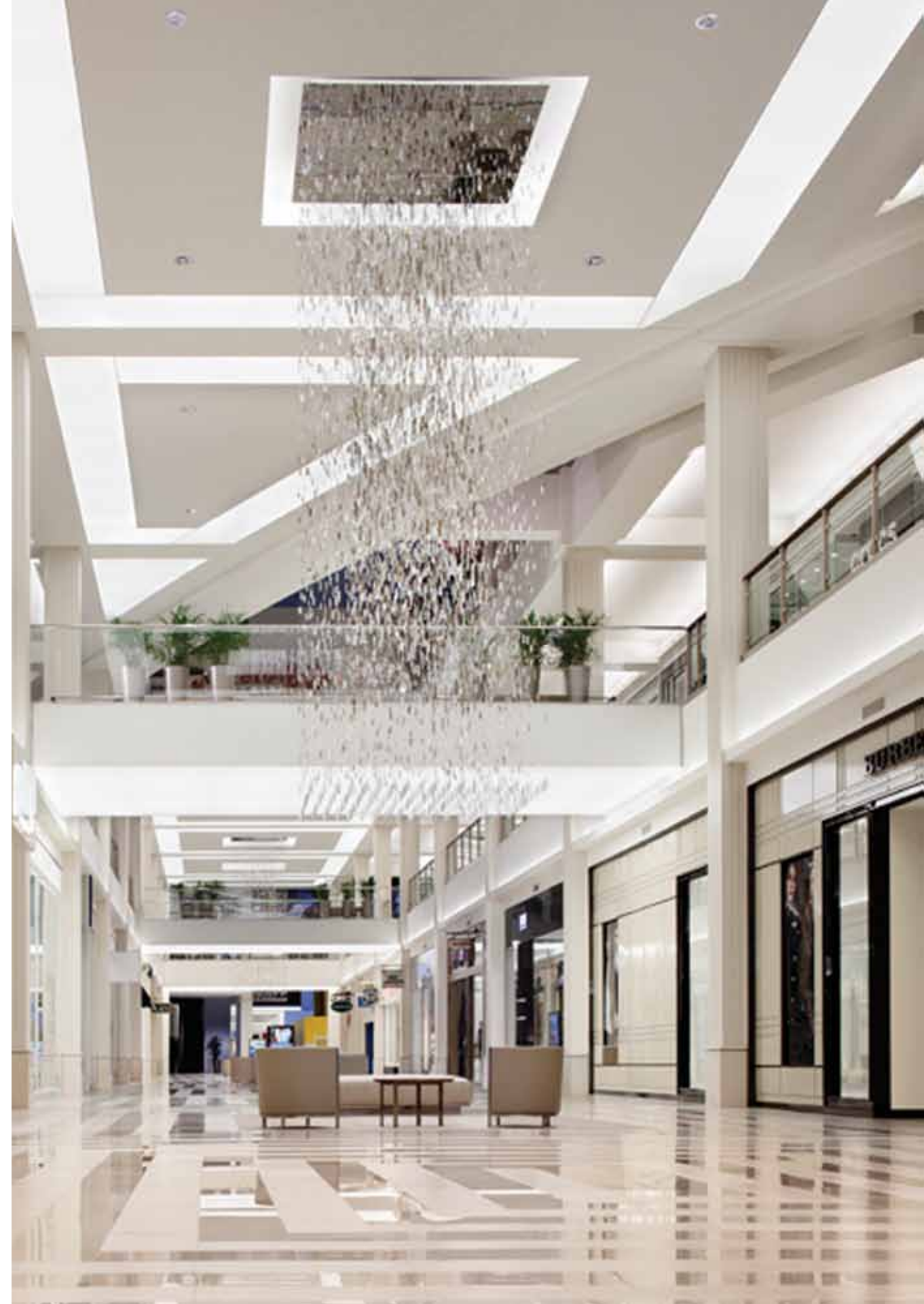
Total Population	54,789,653
Total Households	21,347,754
Adults 25-54	22,272,504
Children (ages 0-17)	13,026,675

Sources: 2011 Census Estimates

south avenue renovation

South Avenue at Mall of America® has been transformed with a multi-million dollar renovation creating a **renewed upscale environment**. The refurbished avenue includes:

- Botticino marble
- Polished surfaces juxtaposed with matte finishes
- Rich palette of light beige, cream and taupe
- Opalescent silk ceiling panels
- Custom designed floor pattern
- Swarovski crystal chandeliers
- Contemporary furnishings





east broadway renovation

The **renovation of East Broadway** envelops visitors with a warm environment inspired by industrial-scaled loft spaces and artistic culture. Accents of illumination and the dynamic effect of the striped flooring emit an energy that is sophisticated and modern.

The refurbished East Broadway and Rotunda includes:

- **Contrasting gray and white, matte and polished, Italian ceramic tile**
- **Palette of grays and taupes, graduated from dark to light**
- **Enriched plaster and stone column finishes**
- **Illuminated ceiling bays in graduated intensities**
- **Dramatic elevator core refinished in backlit technical mesh**
- **Contemporary, playful furnishings**

With the success of the South Avenue and East Broadway renovations, Mall of America® and its owners, Triple Five® Worldwide, have agreed to renovate the following areas, one per year.

Projected Renovations:

- 2012 South East Court
- 2013 West Market
- 2014 North Garden





fashion court

The newly renovated South East Court @ Mall of America® will be a **transitional area** combining the best of the South Avenue and East Broadway remodels. A highly **concentrated shopping district of trend conscious fashion** retailers, the court will emit a “Times Square” vibe with the following components:

- **High tech digital media** programmed to increase retailer awareness
- **Interactive technology** to engage and entertain
- **Social media components** to interact and increase traffic
- **Event space** designed to enhance the experience



moa™ remix

Mall of America® has **successfully geo-targeted the most profitable demographics (HHI \$100,000+ & \$250,000+)** in the Minneapolis/St. Paul metro **increasing sales over \$300 million** and adding numerous **upscale tenants & brands exclusive to the marketplace**. Since the recessionary period started in 2008, MOA™ has opened 103 new permanent retailers!



HUGO BOSS



SUPERDRY

MICHAEL KORS



CHANEL BOUTIQUE @ NORDSTROM



FOREVER 21 FLAGSHIP



NEW YORKER*



KIEHL'S



BCBG MAX AZRIA*



AIX ARMANI EXCHANGE



DESIGUAL



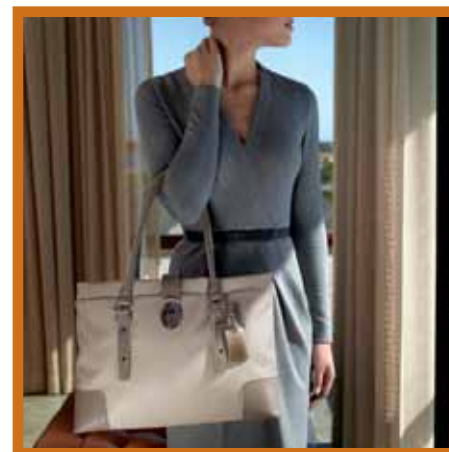
GUCCI BOUTIQUE @ NORDSTROM



EMPORIO ARMANI*



BURBERRY



TUMI



TOPSHOP*

* Currently in negotiations to open in 2012/2013



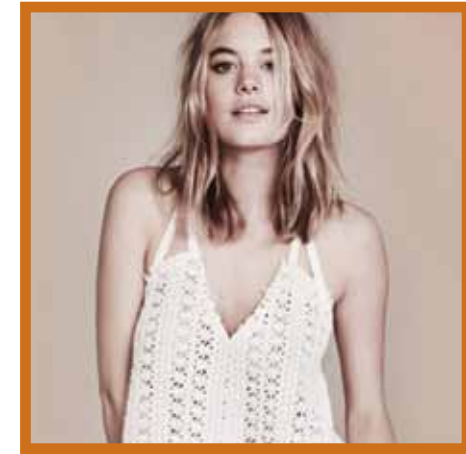
JO MALONE BOUTIQUE @ NORDSTROM



ARMANI JEANS*



COACH FLAGSHIP



FREE PEOPLE*



ZARA*



MICROSOFT STORE



CLUB MONACO



BETSEY JOHNSON



LACOSTE



VERA BRADLEY



THE ART OF SHAVING



TRUE RELIGION BRAND JEANS

* Currently in negotiations to open in 2012/2013



CARHARTT*



BOND NO. 9 BOUTIQUE
© NORDSTROM



G-STAR RAW*

STUART WEITZMAN



moa™ remix



opening soon



INTELLIGENT NUTRIENTS



DR. MARTENS



ATHLETA



HENRI BENDEL



RIMOWA BOUTIQUE @
LINCOLN ROAD TRAVELWEAR



JUICY COUTURE



TYPO



TILLY'S



COTTON ON

radisson blu hotel



Blu is the New Black

Radisson Blu Hotel in Bloomington, a **500 room upscale hotel**, has begun construction and is expected to open **Spring 2013**. The hotel will be connected by sky bridge and feature:

- three of the new Radisson Room Styles: Urban, Naturally Cool and NY Mansion
- restaurant and lounge
- spa
- fitness facilities
- indoor pool
- more than 23,000 square feet of meeting space encompassing two ballrooms

The Radisson Blu Hotel, Bloomington will be the second Radisson Blu to open in the United States, with Chicago's distinctive Aqua skyscraper being home to the first.

"Mall of America® is an international billboard for distinct global brands"

Thorsten Kirschke
*executive vice president & chief operating officer
carlson hotels*





mayo clinic

Executive Health Facility

Mayo Clinic is planning a facility at Mall of America®: **a gateway to Mayo Clinic targeting the wealthiest executive consumers domestically and globally.**

Initial concepts call for care delivery models that will reach new patients and enhance services offered at Mayo Clinic in Rochester, not replicate them. "Mall of America provides an opportunity to offer patient services outside of traditional care models and enhance convenience and connectivity to Mayo Clinic," Glenn Forbes M.D., CEO Mayo Clinic Rochester.

Planned opening of Mayo's Executive Health facility is 2014.

Products and services being considered:

- Primary and secondary care
- Medical education and research
- Technology
- Preventative and diagnostics care
- Medical and clinical diagnostics
- Patient and consumer education
- Destination Center for regional, national and international visitors
- Medical education with potential 3D & 4D imaging
- Museum and interactive exhibits
- Retail







social media

A leader in interactive marketing, MOA™ leverages social media to connect with consumers through two-way communication regarding retail offerings, special promotions, events and guest relations.



dining & restaurants

Level 3, South at Mall of America® has been transformed into an outdoor themed streetscape that includes:

- patio seating
- new flooring
- natural rock
- iron gate work
- intimate lighting

creating a **one-of-a-kind outdoor dining ambience**, indoors!



2011 Restaurant & Food Highlight

Restaurant
(average sales per square foot):

Mall of America	Fine Dining	\$776
	Total Dining	\$546

ICSC Average \$476

Food Court
(average sales per square foot):

Mall of America **\$1,325**

ICSC Average \$813

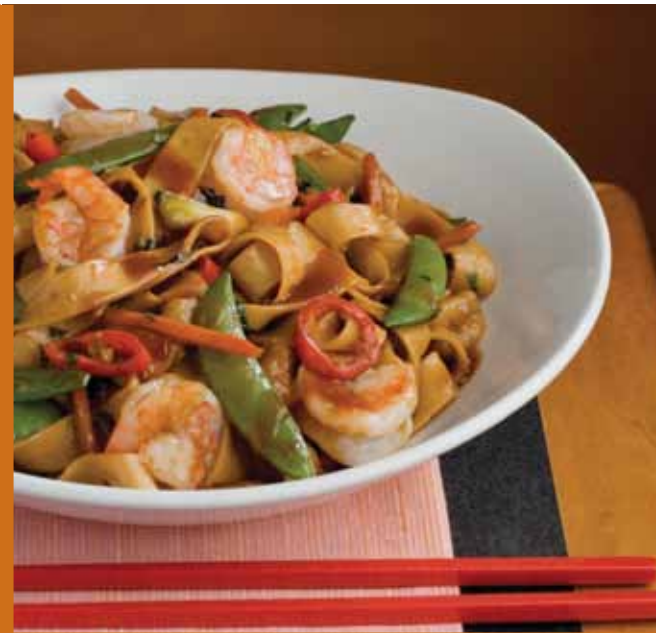


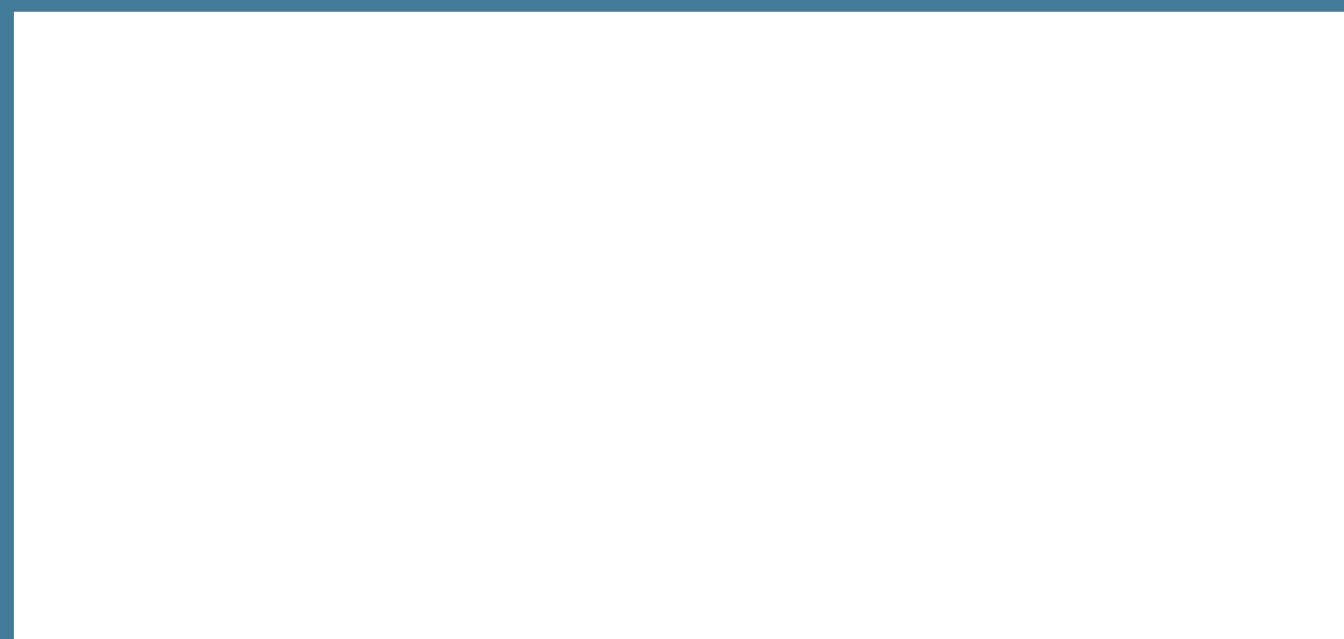
Crave Restaurant
Tiger Sushi
Napa Valley Grille

Tucci Benuoch
Twin City Grill
Stir Crazy Fresh Asian Grill

Masu Sushi & Robata
Rainforest Cafe
Cadillac Ranch Bar & Grill

Dick's Last Resort
Buffalo Wild Wings
Bubba Gump Shrimp Co.
Cantina #1





dining & restaurants

Minneapolis/St. Paul Dining Demographics

- Average amount spent in full service restaurants per household per year is **\$2,396**
- **83%** of metro area adults (2,006,213) ate at a sit down restaurant in the **past month**.
- **35%** of metro area adults ate at a sit down restaurant **3-5 times** in the **past month**.
- **36%** of metro area adults are willing to travel **10-19 miles** for fine dining and **30%** are willing to travel **20-40 miles**

Source: MORI Custom Study 2010 Mpls/St. Paul CBSA

Traffic Advantages of a Mall (of America) Location

- **72%** are adults
- **2.8 million** visitors primary reason to visit is to dine at a sit down restaurant
- **1.6 million** visitors only reason to visit is to dine at a sit down restaurant
- **16.8 million** visitors come from beyond 150 miles and need to refuel
- The average length of a visitor's stay is **over 2.5 hours**

entertainment

Nickelodeon®, the #1 entertainment brand for kids and Mall of America®, the nation's premier shopping destination, have joined forces to create a one-of-a-kind theme park; **Nickelodeon Universe®**.

Located in the center of Mall of America, Nickelodeon Universe features **seven acres of unique entertainment**, including 27 rides and attractions for guests of all ages and courage levels!

Teenage Mutant Ninja Turtles Shell Shock

SpongeBob SquarePants Rock Bottom Plunge

Avatar Airbender

Pepi Orange Streak

Fairly Odd Coaster

Splat-O-Sphere

Log Chute

El Circulo del Cielo

Flying Dutchman Ghostly Gangplank

Anchor Drop

...and more

100

places to take your kids
before they grow up

- Frommer's







entertainment

SEA LIFE™ Minnesota Aquarium

The LEGO® Store

American Girl®

Theatres at Mall of America®

Build-A-Bear Workshop®

Rick Bronson's House of Comedy

A.C.E.S. Flight Simulation

... and more



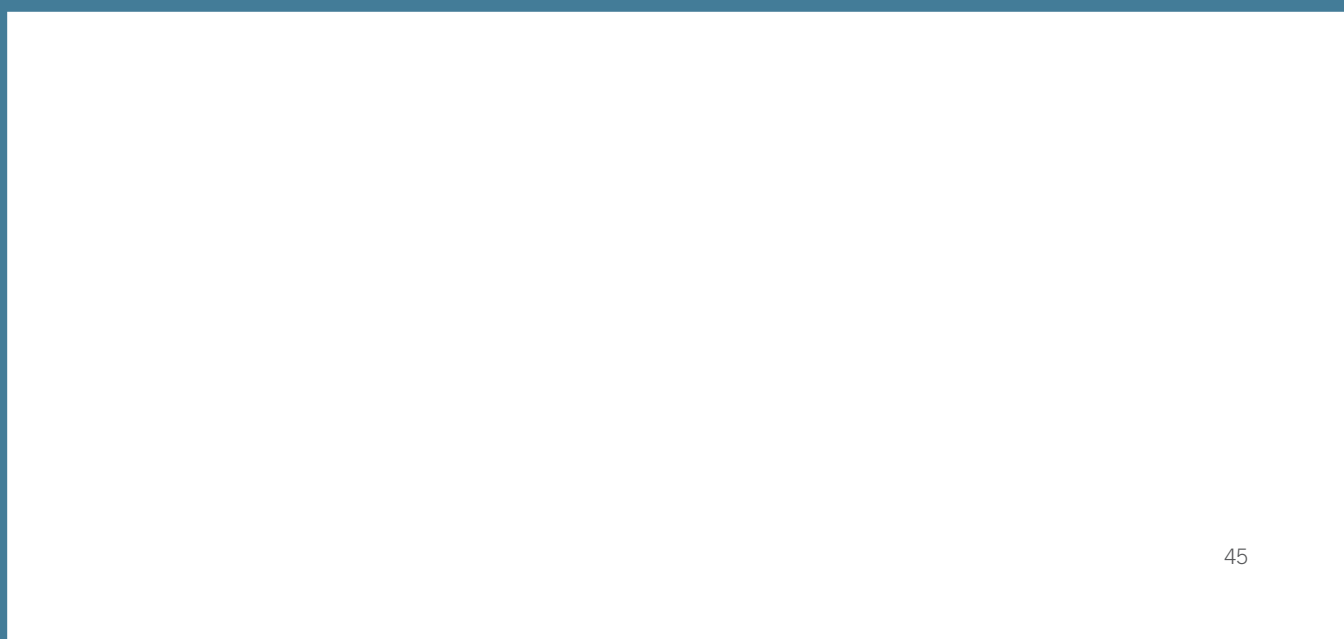
The Power Behind the Property

Triple Five® Worldwide

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 | Auto and industrial manufacturing |
| Tourism projects | Natural resource development
(oil, gas and minerals) |
| Office buildings | Technology |
| Urban entertainment destinations | Research |
| Recreation and amusement parks | Venture capital |
| Hospitality projects | Banking and finance |
| Residential developments | |
| Commercial and industrial real estate | |

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.



Learing

Mall of America®

Annual Visits	Over 42 million
Annual Mall Sales (2011)	Over \$1 billion
Sales Per Square Foot	\$650
Public Relations	Over \$400 million in free publicity

Customer Base

Local	60%
Tourist	40%
Locals average spend	\$147 per visit
Tourists average spend	\$211 per visit
International tourists spend	2 ½ times more than local residents

Learing

Gross Building Area	4.6 million square feet
Gross Leasable Retail Space	2.5 million square feet
Total Dept Store GLA	900,000 square feet
Total Small Shop GLA	1.6 million square feet

Tenants	520
Employees	12,000 (15,000 seasonally)
Parking Spaces	12,550

Retail	79.2%
Food & Beverage	5.2%
Entertainment	15.6%

(Based on square footage of stores)

Images courtesy of: Nordstrom, Hugo Boss, True Religion Brand Jeans, Burberry, crewcuts by J. Crew, Tommy Bahama and Tumi.



