MALL OF AMERICA.
always new
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.

**ANNUAL VISITS**
Over 42 million

**ANNUAL MALL SALES**
Over $1 billion

**SALES PER SQUARE FOOT**
$701

**PUBLIC RELATIONS**
Over $400 million in free publicity annually.

Let us be your partner by extending and increasing brand awareness locally, regionally, nationally and globally to over 42 million annual visitors.

OVER $1 BILLION ANNUAL SALES

$701
SALES PER SQUARE FOOT
71% of Minneapolis and St. Paul metro shoppers consider Mall of America® to be their primary destination for mall-oriented shopping

99% of consumers are aware of the brand Mall of America

92% of shoppers make a purchase at Mall of America

5 in 10 local residents indicate frequency with which they visit MOA™ has increased over the past five years due to the addition of new stores & restaurants

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

Mall of America continues to open new retail concepts, often exclusive to the marketplace, targeting the most profitable demographics

"Hollywood of the Midwest," MOA hosts over 400 events annually, including 100 celebrities

MOA is the number one tourist destination in the Midwest

Nearly 850 million have visited Mall of America since its doors opened in 1992

No tax on clothing & shoes


LOCAL DEMOGRAPHICS

MINNEAPOLIS/ST. PAUL MARKET DMA

Total Population: 4,596,171
Total Households: 1,797,033
Total Household Income: $87,512
Average Household Income: $84,761

6 MILE RADIUS

Total Population: 332,670
Total Households: 142,823
Average Household Income: $84,761

$84,761

AVERAGE HHI

6 MILE RADIUS

DISTINGUISHED DESTINATION

171 of Minneapolis and St. Paul metro shoppers consider Mall of America® to be their primary destination for mall-oriented shopping

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AVERAGE HHI

6 MILE RADIUS

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TOTAL POPULATION  332,670
TOTAL HOUSEHOLDS  142,823
AVERAGE HOUSEHOLD INCOME  $84,761

Source: 2013 Census Estimates
MOA™ is the #1 shopping destination in the Minneapolis/St. Paul market for attracting shoppers with the highest household incomes.

- 79% of affluent shoppers choose Mall of America® to make their luxury purchases.
- 381% more $100,000 + HHI shoppers, MOA has...
- 242% more than Ridgedale
- 160% more than Southdale
- 139% more than Rosedale

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

$100,000+ - $250,000+

MOA™ has the largest number of the most profitable demographics in the MSP market

Source: Star Tribune Scarborough Research 2013

37% of MOA™ local customers have HHI $99,600+

Source: Ogilvy Red, April 2013
RETAIL TRAFFIC & SALES

2013 TRAFFIC BY MONTH

2013 SALES BY MONTH
LOCAL BUSINESS COMMUNITY

BLOOMINGTON, MINNESOTA

Hotels
40

Hotel Rooms
Over 8,000

Avis

Average Stay
2 nights (family traveler)
3 nights (business traveler)

Business
6,000

Employees
90,000

MSP INTERNATIONAL AIRPORT

Ranking
16th largest in North America
21st largest in the world

Annual Passengers
33 million

Three Hour Layover
5.2 million passengers

LOCAL BUSINESS COMMUNITY

The Minneapolis/St. Paul metropolitan area is home to 19 Fortune 500 companies and has one of the highest rates of Fortune 500 companies per million residents in the country:

- UnitedHealth Group, Inc.
- Target Corporation
- General Mills, Inc.
- Best Buy Company, Inc.
- U.S. Bancorp
- Medtronic, Inc.
- Xcel Energy, Inc.
- 3M Company
- Ecolab, Inc.
- Supervalu, Inc.
- C.H. Robinson Worldwide
- Land O’Lakes
- The Mosaic Company
- Thrivent Financial for Lutherans
- SpartanNash Company
- St. Jude Medical, Inc.
- Ameriprise Financial, Inc.
- Hormel Foods Corporation

MARKET FOR YOUNG ADULT PROFESSIONALS

Forbes
U.S.A. VISITOR MAP

ZIP CODE ANALYSIS

Representations of individuals who made a purchase from across the USA during 2013

18 STATE TRADE AREA

- Minnesota
- Wisconsin
- Kentucky
- Iowa
- Arkansas
- Kansas
- Nebraska
- Oklahoma

42M+

ANNUAL VISITS
INTERNATIONAL TOURISM

- About 35-40% of visitors to Mall of America® are tourists — people who live outside the 150-mile radius of Minneapolis/St. Paul.
- 40% of non-residents choose Mall of America as their primary reason to visit the Twin Cities.
- Nearly 50% of visitors are from outside the United States.
- Mall of America offers nearly 80 travel packages from 36 countries on 5 continents represented on the map.
- International tourists spend two-and-a-half times more than local residents.
- 36 Bloomington hotels offer free shuttle service to and from Minneapolis/St. Paul International Airport and Mall of America.

KEY INTERNATIONAL MARKETS:
Canada  Germany  Japan  Great Britain  Scandinavia  China
France  Italy  Spain  Mexico  Indonesia

EMERGING INTERNATIONAL MARKETS:
Latin America  Russia  Taiwan  Brazil  Korea

80 TRAVEL PACKAGES FROM 36 COUNTRIES ON 5 CONTINENTS

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

Source: Ogilvy Red 2013
INTERNATIONAL 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™. Mall of America® also has partnerships with over 16 U.S. and international airline companies.

COUNTRIES PARTICIPATING IN MALL OF AMERICA TOUR OPERATOR PROGRAM:

Argentina  
Australia  
Bolivia  
Brazil  
Canada  
Chile  
China  
Czech Republic  
Denmark  
Ecuador  
Estonia  
Finland  
France  
Germany  
Mexico  
Netherlands  
Philippines  
Slovakia  
Spain  
Sweden  
Taiwan  
Thailand  
Turkey  
United States  
Venezuela

DAY TRIP MARKET (50-150 MILES)

Total Population 2,792,991
Total Households 1,135,188
Adults 25-54 1,058,489
Children (ages 0-17) 645,692

DRIVE MARKET (150-500 MILES)

Total Population 25,561,865
Total Households 9,900,800
Adults 25-54 10,420,772
Children (ages 0-17) 6,144,507

FLY MARKET (500+ MILES)

Total Population 55,028,452
Total Households 21,723,755
Adults 25-54 21,850,887
Children (ages 0-17) 13,035,752

Sources: 2013 Census Estimates

MALL OF AMERICA® EIGHTEEN STATE TRADE AREA

NEARLY 30M NUMBER OF SHOPPERS WHO LIVE WITHIN A DAY’S DRIVE
Upcoming Renovations:

2014 West Market
2015 North Garden

SOUTH AVENUE, EAST BROADWAY & SOUTHEAST COURT HAVE BEEN TRANSFORMED WITH MULTI-MILLION DOLLAR RENOVATIONS CREATING A RENDEZVOUS UPTOWN ENVIRONMENT

REVITALIZATION & RENOVATION
Mall of America® has successfully geo-targeted the most profitable demographics (HHI $100,000+ - $250,000+) in the Minneapolis/St. Paul metro increasing sales significantly and adding numerous upscale tenants & brands exclusive to the marketplace.

MOA™ REMIX

MOODS OF NORWAY

MAD BOSS

MOODS OF NORWAY
A 500 room Radisson Blu Hotel is connected by sky bridge directly to the mall and features:

• 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

BLU IS THE NEW BLACK
A 500 rooms Radisson Blu Hotel connected by sky bridge directly to the mall and features:

• 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

Mall of America® is #1 in the shopping center industry in social media:
• Over 464,690 Facebook fans
• Over 34,100 Twitter followers
• Over 50,000 monthly blog page reads

MALL OF AMERICA® IS THE LEADER IN THE SHOPPING & ENTERTAINMENT BUSINESS:
• Hosts over 400 events annually
• National celebrity appearances
• Raises over $16 million annually through on-site Community Relations events & initiatives
• Generates over $400 million in free publicity annually

99% UNIVERSEAL AWARENESS RATING OF THE BRAND MALL OF AMERICA®
Source: Ogilvy Red April 2013
Lever 3 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 ambiance indoors!

2013 RESTAURANT & FOOD HIGHLIGHTS (sales per square foot):

CONTEMPORARY DINING $773
FOOD COURT $1,246

FEATURED DINING

- CRAVE RESTAURANT
- MASU SUSHI & ROBATA
- BENIHANA
- FIRELACE GRILL
- TUCCI BENUCCH
- TWIN CITY GRILL
- TIGER SUSHI
- RAINFOREST CAFE
- HARD ROCK CAFE
- CADILLAC RANCH BAR & GRILL
- BUFFALO WILD WINGS
- BUBBA GUMP SHRIMP CO.

AND MORE

$773 SALES PER SQUARE FOOT FOR CONTEMPORARY RESTAURANT
FOOD COURT SALES PER SQUARE FOOT

$1,246

MINNEAPOLIS/ST. PAUL DINING DEMOGRAPHICS

Minneapolis/St. Paul metro area dining habits over a 30 day period:

- 98% at any type restaurant
- 88% at a sit-down restaurant
- 91% have visited a quick service restaurant

Source: Star Tribune Scarborough Research 2013
Nickelodeon® 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!
ENTERTAINMENT

SEA LIFE™ MINNESOTA AQUARIUM
THE LEGO® STORE
AMERICAN GIRL®
BUILD-A-BEAR WORKSHOP®
EXHIBIT CENTER
- Barbie™ the Dreamhouse Experience™
- CSI: The Experience®
- Star Trek®: The Exhibition

MALL OF AMERICA® Exhibit Center
ENTERTAINMENT

NICKLEODON UNIVERSE®
THEATRES AT MALL OF AMERICA®
RICK BRONSON’S HOUSE OF COMEDY
A.C.E.S. FLIGHT SIMULATION
BENIHANA
HARD ROCK CAFÉ
MINNESOTA MUSIC MUSEUM
AND MORE
THE EXPANSION

THE NEW GRAND ENTRANCE TO MALL OF AMERICA®
OPENING AUGUST 2015

OVERVIEW

The Expansion will become the signature entrance and new "front door" to Mall of America. Over 150,000 square feet of retail space will provide an expansion where upper and lower levels connect. This expansion will offer additional opportunities for the center.

The merchandising strategy for The Expansion will focus on:

Level 1
- Luxury/aspirational tenants

Level 2
- Home-inspired tenants

Level 3
- Unique dining experience in a gourmet Food Hall that includes a market concept
- Upscale full service restaurants
- Upscale fast casual dining options

EXPANSION COMPONENTS:

- Unique/Upscale Retail
- JW Marriott Luxury Hotel (350 rooms)
- Restaurants
- Valet
- International Tourism Center
- Hotel Shuttles
- Limousine
- Taxis
- Tours
- Meeting Facilities
- Event Atrium
- Additional Parking

750,000 SQ. FT. OF MIXED USE

OVERVIEW

The New Grand Entrance to Mall of America®
Opening August 2015
PHASE IC

BUILDING AREA

- Luxury Hotel 305,000 sf
- Class A Office Tower 180,000 sf
- Retail 130,000 sf
- Food 35,000 sf
- Retail Common 100,000 sf

TOTAL: 760,000 sf

JW MARRIOTT

LUXURY 4 1/2 STAR HOTEL

- 350 Luxurious Rooms
- Upscale Restaurant & Lounge
- Valet
- Concierge
- Direct access to MOA
- Underground Heated Parking
- Meeting & Event Space (areas over 55,000 sq ft)
THE EXPANSION CONNECTION
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
Technology
Venture capital
Banking and finance

THE POWER BEHIND THE PROPERTY

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.

mallofamerica.com       triplefive.com

triplefive.ca
### LEASING

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Building Area</td>
<td>4.6 million square feet</td>
</tr>
<tr>
<td>Gross Leasable Retail Space</td>
<td>2.570 million square feet</td>
</tr>
<tr>
<td>Total Gross Building GLA</td>
<td>490,000 square feet</td>
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<tr>
<td>Total Small Shop GLA</td>
<td>1,877,000 square feet</td>
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<tr>
<td>Total Hotel GLA</td>
<td>372,000 square feet</td>
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<tr>
<td>Tenants</td>
<td>520</td>
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<tr>
<td>Employees</td>
<td>12,000 (15,000 seasonally)</td>
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<tr>
<td>Parking Spaces</td>
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<tr>
<td>Retail</td>
<td>79.2%</td>
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<tr>
<td>Food &amp; Beverage</td>
<td>5.2%</td>
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<tr>
<td>Entertainment</td>
<td>15.6%</td>
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*Based on square footage of stores*

### CUSTOMER BASE

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Local</td>
<td>60%</td>
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<tr>
<td>Tourist</td>
<td>40%</td>
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</tbody>
</table>

Average Spend per Visit: $316
Average Length of Stay: 4 hours
International Tourists Spend 2.5 times more than local residents.

### SOURCES

- Future Brand Research
- ESRI 2010
- Star Tribune Scarborough Research 2013
- Ogilvy Red 2013
- On-Mall Intercept Study, August 2013