

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

OVER
\$1 BILLION
ANNUAL SALES

LET US BE
YOUR PARTNER...

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

\$701
SALES PER SQUARE FOOT



LOCAL DEMOGRAPHICS

MINNEAPOLIS/ST. PAUL MARKET DMA

Total Population	4,596,171
Total Households	1,797,033
Average HHI	
DMA	\$80,524
MSA	\$87,512
Adults 25-54	1,930,060

6 MILE RADIUS

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

Source: 2013 Census Estimates

\$84,761

AVERAGE HHI
6 MILE RADIUS



DISTINGUISHED DESTINATION

- **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

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

#1
SHOPPING DESTINATION IN THE U.S.

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



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
- **56%** of affluent consumers with **HHI \$250,000+** in Minneapolis/St. Paul shop MOA
- **55%** of Minneapolis/St. Paul residents with **HHI \$150,000+** shop MOA
- **33%** of guests' **primary reason to visit MOA** is the availability of **higher end & luxury brands**
- Minneapolis/St. Paul ranks **5th** among the 20 largest U.S. markets for **highest median HHI**

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



Hugo Boss

HHI
\$100,000+ –
\$250,000+

MOA™ HAS THE LARGEST
NUMBER OF THE MOST PROFITABLE
DEMOGRAPHICS IN THE MSP MARKET

Source: Star Tribune Scarborough Research 2013

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 geo-targeting the **most profitable demographics** in the Minneapolis/St. Paul metro. Over that period, sales have **increased significantly** as well as regular visits from the targeted demographics compared to other shopping malls in the market.

HOUSEHOLD INCOME (msp metro shopping centers)

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

\$100,000 - \$250,000+ HHI shoppers, MOA has...

- 381% more than The Galleria
- 242% more than Ridgedale
- 160% more than Southdale
- 139% more than Rosedale

Source: Star Tribune Scarborough Research 2013

37% OF MOA™ LOCAL
CUSTOMERS HAVE HHI

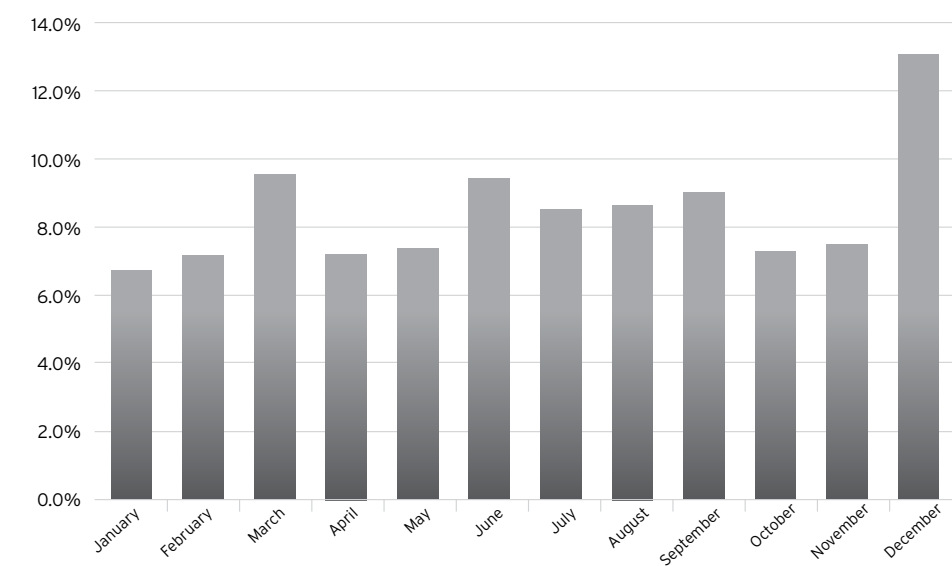
\$99,600+

Source: Ogilvy Red, April 2013

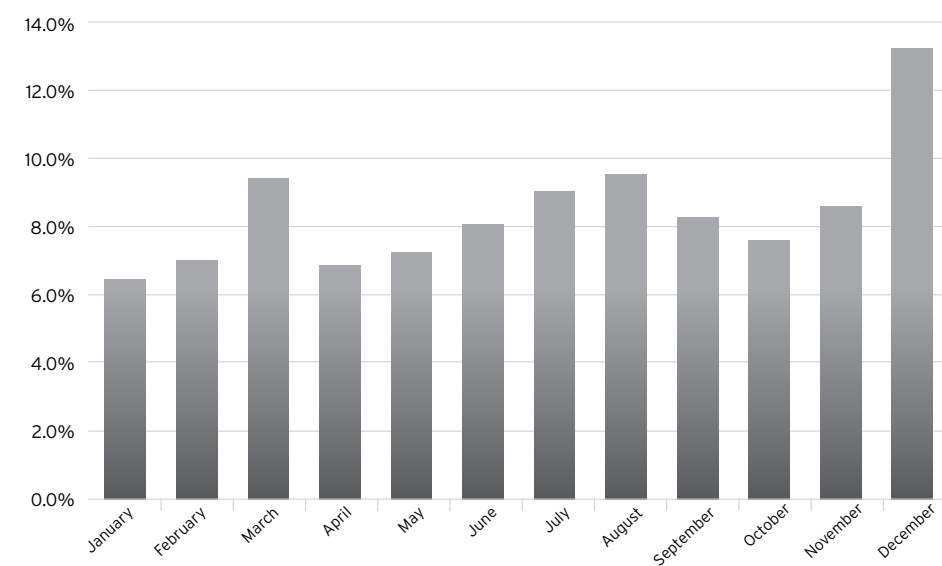


RETAIL TRAFFIC & SALES

2013 TRAFFIC BY MONTH



2013 SALES BY MONTH





LOCAL BUSINESS
COMMUNITY

BLOOMINGTON, MINNESOTA

Hotels	Nearly 40
Hotel Rooms	Over 8,000 , 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	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 & has **one of the highest rates of Fortune 500 companies** per million residents in the country:

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

TOP 10

MARKET FOR YOUNG ADULT PROFESSIONALS

Forbes



U.S.A. VISITOR MAP

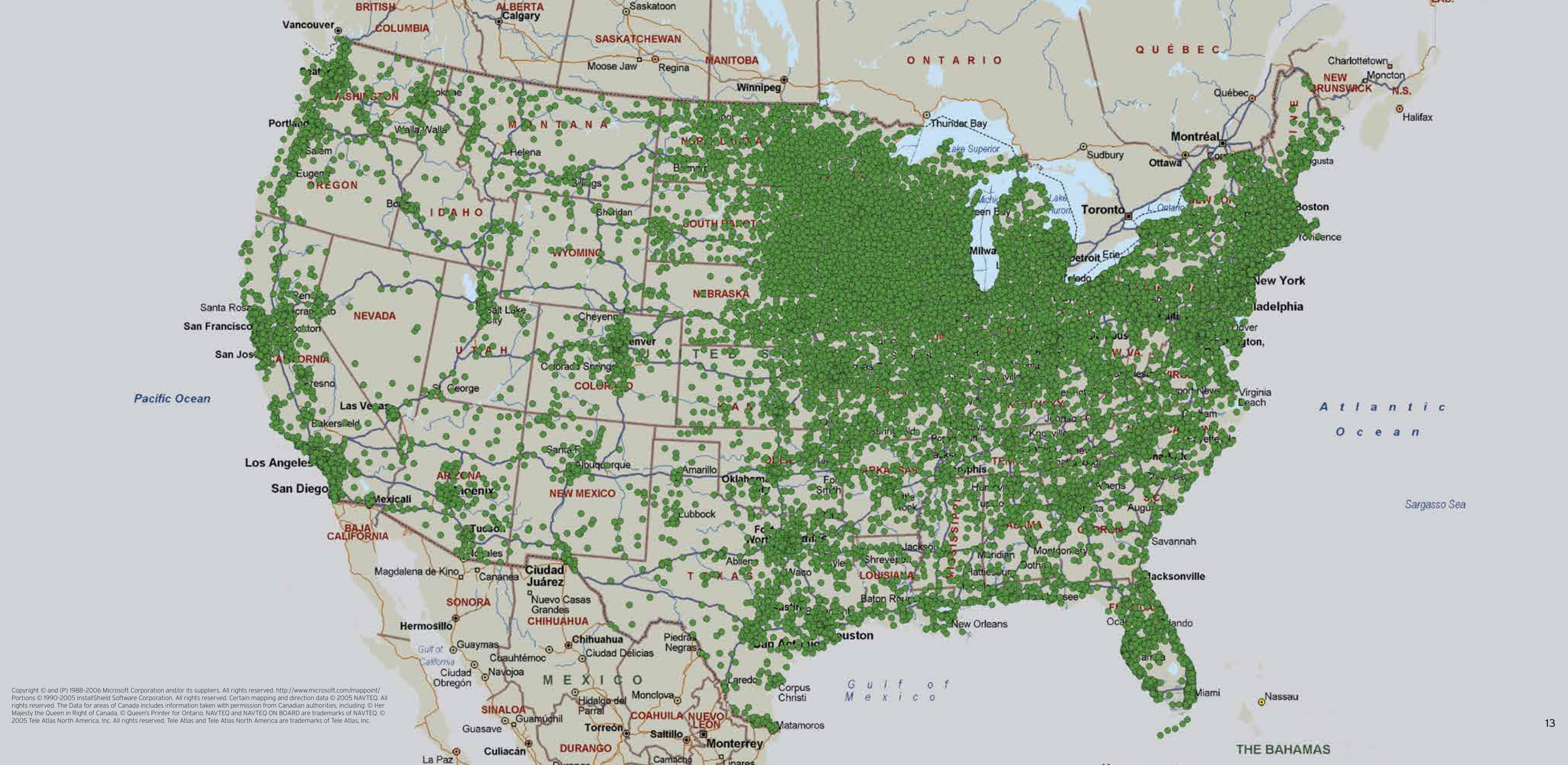
ZIP CODE ANALYSIS

Represents shoppers who **made a purchase** from across the USA during 2013

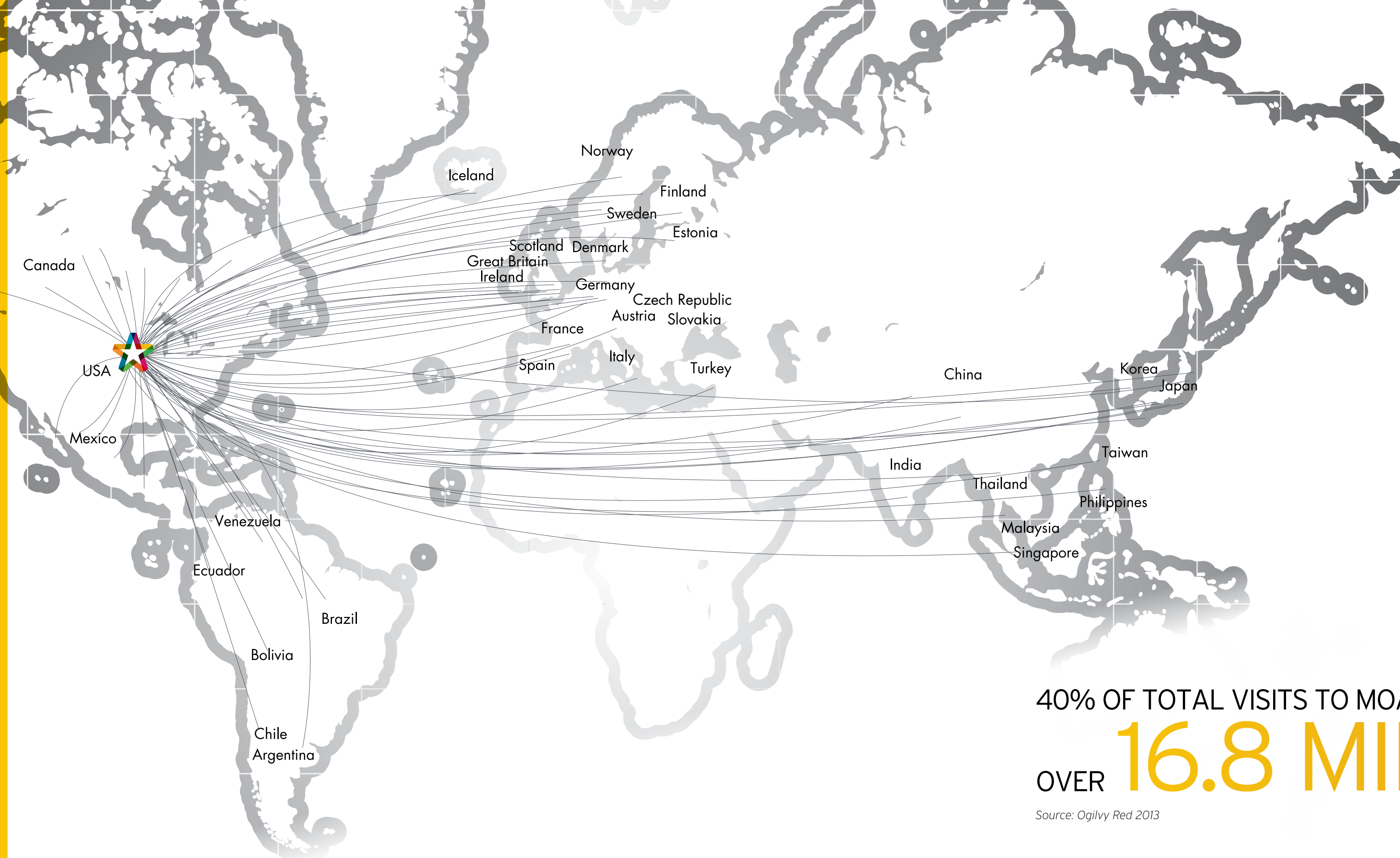
18 STATE TRADE AREA

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

42M+
ANNUAL VISITS



80
TRAVEL PACKAGES FROM
36
COUNTRIES ON
5
CONTINENTS



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
- **42%** of non-residents choose Mall of America as their **primary reason** to visit the Twin Cities
- Nearly **10%** of visitors are from outside the United States
- Mall of America offers nearly **80 travel packages** from **36 countries** on **5 continents** represented on this 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	Netherlands	

EMERGING INTERNATIONAL MARKETS:

Latin America	Brazil	Korea
Russia	Taiwan	

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™. In addition, Tourism and Marketing departments have **partnerships with over 15 U.S. and international airline companies.**

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® EIGHTEEN STATE TRADE AREA

DAY TRIP MARKET (50-150 MILES)

Total Population	2,793,091
Total Households	1,135,188
Adults 25-54	1,058,649
Children (ages 0-17)	635,612

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

NEARLY

30M

NUMBER OF SHOPPERS WHO
LIVE WITHIN A DAY'S DRIVE





REVITALIZATION & RENOVATION

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

Upcoming Renovations:

- 2014 West Market
- 2015 North Garden





MOODS OF NORWAY



HUGO BOSS

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 significantly** and adding numerous **upscale tenants & brands exclusive to the marketplace**



A|X ARMANI EXCHANGE



CHANEL BOUTIQUE @ NORDSTROM



STUART WEITZMAN



BREITLING @ BEN BRIDGE JEWELER



PRADA BOUTIQUE @ NORDSTROM



LULULEMON ATHLETICA



HENRI BENDEL



GUCCI BOUTIQUE @ NORDSTROM



INTELLIGENT NUTRIENTS



FREE PEOPLE



BURBERRY



IVIVVA ATHLETICA



TUMI

MOA™ REMIX

MALL OF AMERICA® IS AN INTERNATIONAL BILLBOARD FOR DISTINCT GLOBAL BRANDS

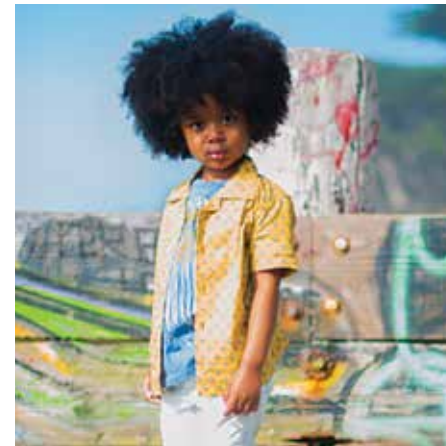
Thorsten Kirschke
Executive Vice President & Chief Operating Officer
Charlson Hotels



BCBG GENERATION



KIEHL'S



PEEK



UGG AUSTRALIA



BOND NO. 9 BOUTIQUE
@ NORDSTROM



L.L. BEAN



CLUB MONACO



MICROSOFT STORE



LACOSTE



VERIZON DESTINATION STORE



MADEWELL



THE ART OF SHAVING



H&M



MICHAEL HILL



ATHLETA



MICHAEL KORS



VICTORINOX

RADISSON BLU

A LUXURY 4-STAR HOTEL

BLU IS THE NEW BLACK

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



MARKETING, PUBLIC RELATIONS & SOCIAL MEDIA

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%

UNIVERSAL AWARENESS RATING OF
THE BRAND MALL OF AMERICA®

Source: Ogilvy Red April 2013



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 ambiance**, indoors!

2013 RESTAURANT & FOOD HIGHLIGHTS

(sales per square foot):

CONTEMPORARY DINING	\$773
FOOD COURT	\$1,246



FEATURED DINING

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

\$773
SALES PER SQUARE FOOT
FOR CONTEMPORARY
RESTAURANT



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

\$1,246

FOOD COURT SALES PER
SQUARE FOOT





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!



100

PLACES TO TAKE YOUR KIDS
BEFORE THEY GROW UP

Frommer's

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





ENTERTAINMENT

NICKELODEON UNIVERSE®

THEATRES AT MALL OF AMERICA®

RICK BRONSON'S HOUSE OF COMEDY

A.C.E.S. FLIGHT SIMULATION

BENIHANA

HARD ROCK CAFÉ

400 BAR/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 opportunity to attract new tenants further enhancing the merchandise mix already available at 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

THE EXPANSION

750,000 SQ. FT. OF MIXED USE

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





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:	750,000 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 Venues over 55,000 sq. ft.





THE EXPANSION CONNECTION



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.

mallofamerica.com triplefive.com



MALL OF AMERICA®



AMERICAN DREAM™



AMERICAN DREAM™



WEST EDMONTON MALL



LEASING

MALL OF AMERICA®

Annual Visits	Over 42 million
Annual Mall Sales	Over \$1 billion
Sales Per Square Foot	\$701
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 ½ times more than local residents

LEASING

Gross Building Area	4.6 million square feet
Gross Leasable Retail Space	2.570 million square feet
Total Dept Store GLA	693,000 square feet
Total Small Shop GLA	1.877 million square feet
Total Hotel GLA	372,000 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)

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

