

2022 RETAILER MARKETING OVERVIEW



TRANSFORMING RETAIL THROUGH INNOVATION

“We are a company of ideas. For over 50 years, our mission has been to continually elevate and reinvent our properties in modern and innovative ways for the customers, brands, and communities we serve. Fueled by creativity and inspired by a transformative vision of the future, our best-in-class team continues to reinforce our long-term success through a culture of innovation.”

— David Simon, Chairman, Chief Executive Officer & President

250+

Iconic Global
Properties

#1

Balance Sheet
in the Industry

96%

of Properties in Top 10
Largest Economies

DIGITALIZED SOLUTIONS

Revolutionary solutions and services for all retailers and brands that engage customers and keep them coming back.

SIMON SEARCH

This new shopping tool enables customers to search and confirm store inventories in advance. Simon Search saves time and effort, and drives foot traffic to stores to complete purchases.

INTERACTIVE DIGITAL DIRECTORIES

1,200+ Interactive Digital Directories offer quick, easy on-site searches by retailer, brand, or product category.

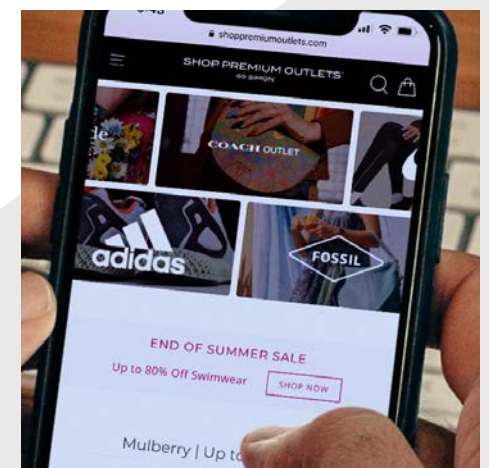
QR CODE ACTIVATIONS

QR codes are included on virtually every customer touchpoint in our centers. This provides new ways for shoppers to connect with Simon, and with retailers' digital content via our proprietary on-center media.

VIRTUAL SHOPPING

Live streamed events via shoppremiumoutlets.com enable U.S. customers to shop their favorite Simon Premium Outlets® from home, any time.

An international version in partnership with ShopShops allows customers in China to shop select Premium Outlets online. Items are delivered directly from the U.S.



OMNICHANNEL SOLUTIONS

Retailers and brands can leverage their physical footprint, maximize traffic, and enhance engagement.

BUY ONLINE, PICK UP IN-STORE

Available at all centers – robot delivery pilot program underway at select centers

BUY ONLINE, RETURN IN-STORE

We encourage customers to make returns in person at their local Simon center and partner with the industry's largest post-purchase programs, Happy Returns and Narvar

EXPEDITED PARKING

Valet/express parking and EV charging stations

ON-SITE FULFILLMENT

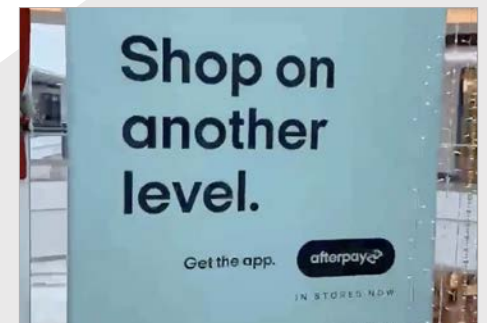
Last mile fulfillment by Fillogic, and more

HANDS-FREE SHOPPING

Dropit offers hands-free shopping and delivery from centers in key tourism markets

BUY NOW, PAY LATER

Strategic partnerships with Afterpay and Klarna





AT THE EPICENTER OF COMMERCE AND COMMUNITY

| CREATING THE MIXED-USE DESTINATIONS OF THE FUTURE | CURATING CREATIVE RETAIL | DRIVING TRAFFIC AND SALES | PRIORITIZING SUSTAINABILITY | INVESTING IN BEST-IN-CLASS BRANDS |
|---|--------------------------|---------------------------|-----------------------------|-----------------------------------|
| | | | | |

The New Live, Work, Play, Stay, Shop Experience

World's Leading Collection of Brands

Innovative advertising and programming that resonates with consumers and provides results for our retailers

Creating a positive economic, social, and environmental impact

Owens interests in a variety of leading retail brands and e-commerce platforms

~\$9B

Investment over Past 10 Years

4,100

Leases Signed in 2021

342M

Website Page Views

\$600M+

Invested in Sustainable Projects

\$3.5B

in Digital Sales

STRATEGIC VISION



DRIVING TRAFFIC AND SALES

Our marketing strategy is focused on creative storytelling tailored to individual platforms and targets that drive awareness, traffic, and sales for the brands and retailers at Simon, while engaging with our shoppers.

Highlights include always-on campaigns that keep our shoppers informed about what's happening locally at each center. In addition, a robust calendar of seasonal campaigns, including the key Back to School and Holiday shopping periods, offer compelling incentives to encourage visits.

The effectiveness of our advertising campaigns is measured and verified using the most sophisticated attribution tools available today. In this way we can test, learn, and refine as never before.



NEW + OPEN
CRANKY GRANNY'S SWEET ROLLS
 Located near Bath & Body Works.

THE DOMAIN
 A SIMON CENTER

A \$1,000 SHOPPING SPREE IS UP FOR GRABS

Scan the QR code or text SPREE## to 74666 to sign up.

Sign up to become a Mall Insider® and you'll automatically be entered for a chance to win a \$1,000 shopping spree!

BURLINGTON MALL
 A SIMON CENTER



The Shops at Riverside
 Sponsored · 📍

Here's your sign that you don't need a special occasion to enjoy a really good meal with really good people.

| | | | |
|---|--|--|--|
| <p>HOUSTON'S American Classics</p> <p>LEARN MORE</p> | <p>TRUE FOOD KITCHEN Fall Flavors</p> <p>LEARN MORE</p> | <p>LT BAR & GRILL New American C...</p> <p>LEARN MORE</p> | <p>SWEETGREEN Greens + Grains</p> <p>LEARN MORE</p> |
|---|--|--|--|

MARKETING HIGHLIGHTS

2.2B

Advertising Impressions

15.7M

Email Subscribers

117M

Annual Website Visits

8.3M

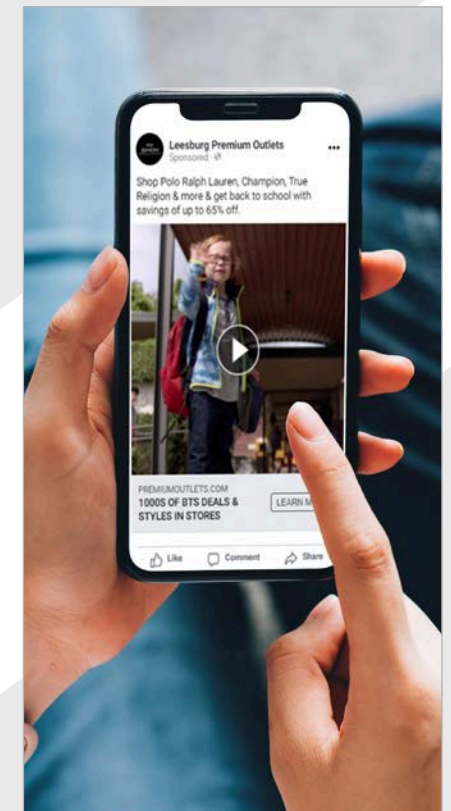
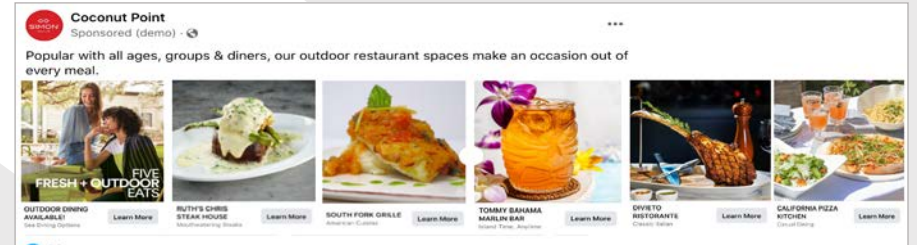
Social Media Followers

220M

Video Views

3.5M

Store Visits
(Via Google & YouTube Ads)



SIMON MARKETING STRATEGIES



ROOSEVELT FIELD
A SIMON STORE

SHOPPERS BUSINESS INVESTORS CAREERS CONTACT

HAUTE

Haute to Handle

Handbags you'll carry all season long are ready for their close-ups. Come discover your perfect match at Burberry, MCM, Neiman Marcus, Louis Vuitton, Bloomingdale's and more.

[SEE ALL STORES](#)

TO HANDLE

Karl Lagerfeld Paris

Welcome the new season in fresh fabrics and stunning silhouettes.

[MORE DETAILS](#)

Moose Knuckles

Get ready for your next adventure with innovative outerwear for the changing elements.

[FIND OUT MORE](#)

CROSS PLATFORM

MARKETING CAMPAIGN

The 2022 cross platform marketing campaign will resonate with a range of audiences by highlighting always-on “discover” messaging to emphasize the expansive selection of brands ranging from luxury to value as well as dining and entertainment options at Simon Malls, Mills, and Premium Outlets.

MEDIA

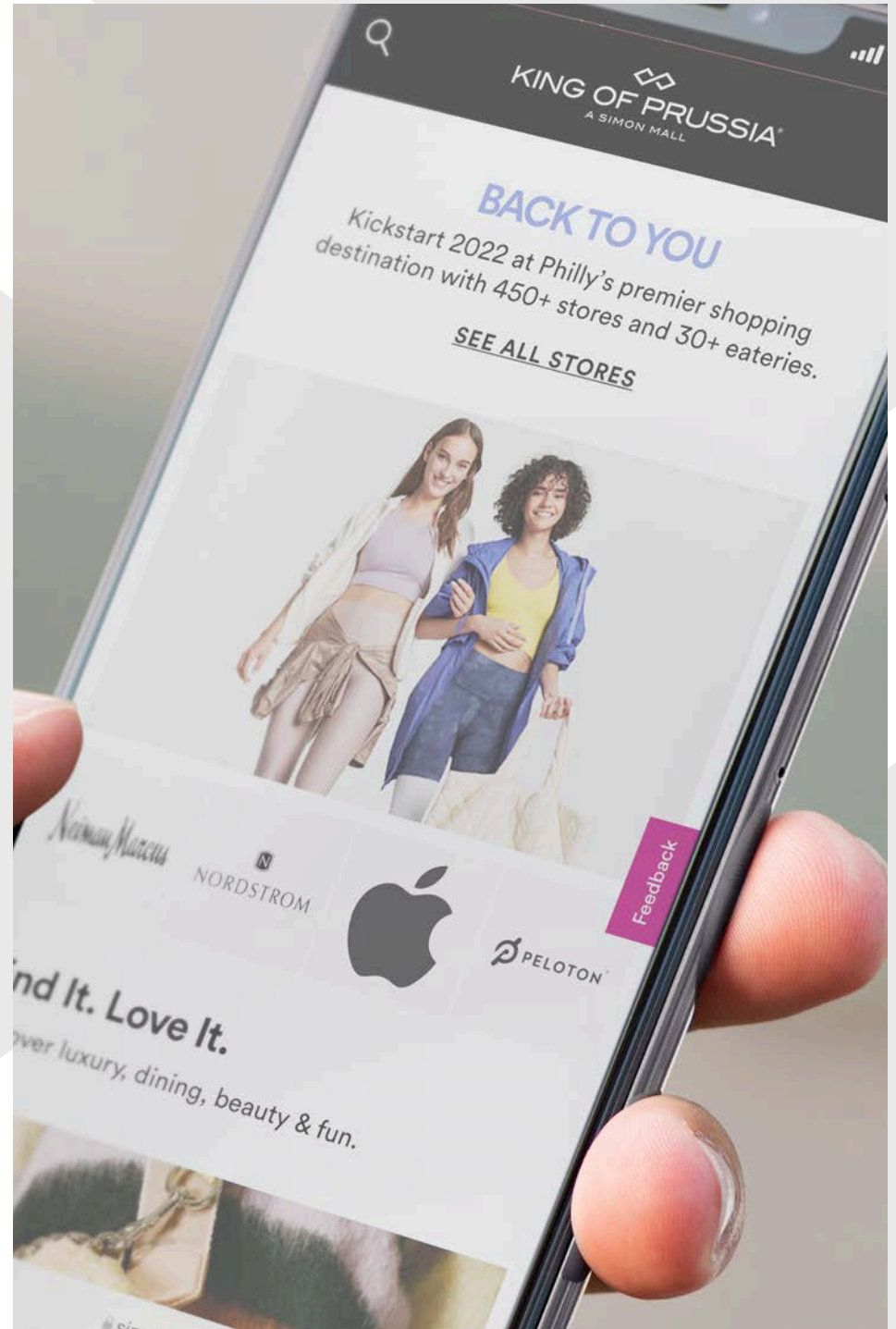
Paid media dollars will be invested on a national basis behind our key selling seasons, Spring, Back to School, Fall, and Holiday. Platforms will include social, YouTube, programmatic, streaming audio, search, and influencer. Messaging will highlight the great deals and selection available.

SEASONAL CAMPAIGNS

Seasonal campaigns will target custom audiences (i.e. Luxury Shoppers, Domestic Tourists) as relevant for each center.

WHERE YOU SHOP MATTERS

Simon Marketing will also include campaigns that will help educate shoppers on the environmental and local community benefits of shopping in-store vs. online. Additionally, we will also featuring our retailers' sustainability messaging and programs in our marketing.



STRATEGIC APPROACH

FOCUS ON THE LOCAL EXPERIENCE

Discover what's new – from new brands and deals to dining and entertainment

CONNECT WITH THE COMMUNITY

Reinforce the importance of our properties to their local communities

INCENTIVIZE DEAL SEEKERS

Amplify retailer offers + sales promotions

INNOVATION

Explore and test new innovative concepts that elevate the mall experience

TELL THE STORY

Paid and owned media



The image features two women standing side-by-side against a background of light blue and white geometric shapes. The woman on the left has long, wavy brown hair and is wearing a white short-sleeved top with thin vertical stripes and a large pink sash tied around her waist. She is also wearing high-waisted, wide-leg pink trousers and carrying a small pink crossbody bag. The woman on the right has long, dark, wavy hair and is wearing a tan, short-sleeved button-down shirt over a matching tan skirt. She is also wearing a tan crossbody bag and a bracelet. Both women are smiling and holding several shopping bags, including white and tan paper bags and a black tote bag. The text 'TARGET AUDIENCES' and 'DEMOGRAPHICS' is overlaid in the center in a bold, black, sans-serif font.

TARGET AUDIENCES DEMOGRAPHICS



MOMS

SOCIALLY CONNECTED, CONSTANTLY EXPLORING TO FIND GREAT VALUE

WHO ARE THEY?

- W25-54
- Brand conscious
- Will shop for same item at multiple stores for best price
- Will travel to shop



GEN-X & MILLENNIALS

FASHION MINDSET, TECH SAVVY, SUBURBAN FAMILIES

WHO ARE THEY?

- AGE 25-54
- Shopping interests
- Will make multiple trips to the center to find the right item
- Brand loyal and will visit a center for their favorite retailers



GEN-Z & YOUNG MILLENNIALS

LIVES BALANCED BETWEEN DIGITAL AND REAL WORLDS

WHO ARE THEY?

- AGE 18-34
- Experience seekers (dining out, traveling)
- Tech natives
- Highly motivated and engaged with social influencers



TARGET AUDIENCES
BEHAVIORAL



DEAL SEEKERS

SOCIALLY CONNECTED, CONSTANTLY EXPLORING TO FIND GREAT VALUE

WHO ARE THEY?

- W25-54
- Brand conscious
- Will shop for same item at multiple stores for best price
- Will head right to clearance rack when entering a store
- Will travel to shop
- Moms (subset)



FASHION ENTHUSIASTS

LIVES BALANCED BETWEEN DIGITAL AND REAL WORLDS

WHO ARE THEY?

- AGE 25-54
- Keeps up with trends
- Fashion focused
- Shopping enthusiast



LUXURY

LUXURY BRAND ENTHUSIASTS

WHO ARE THEY?

- W25-54
- Affluent
- High HHI
- Luxury brand affinities



RESTAURANT GOER

DINING OUT WITH FRIENDS AND FAMILY

WHO ARE THEY?

- AGE 25-59
- Food interests
- Restaurant affinities
- Socially active



TOURISTS

TRAVEL FOR SPORT

WHO ARE THEY?

- Domestic & international travelers
- Travel itineraries include shopping
- Willing to drive for best deals

BACK TO YOU

Kickstart 2022 at Philly's premier shopping destination with 450+ stores and 30+ eateries.

SEE ALL STORES

CROSS PLATFORM ALWAYS ON



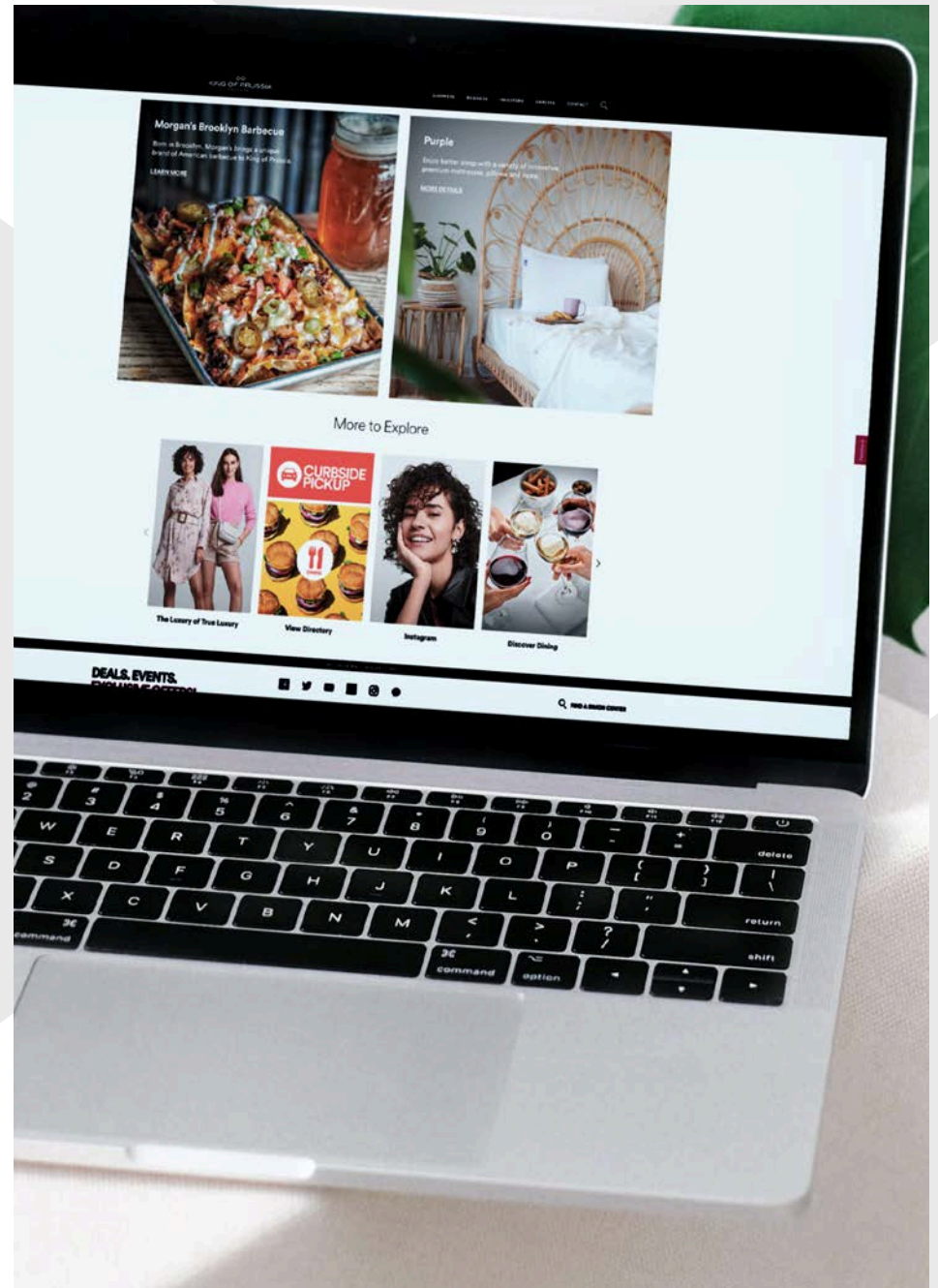
LOCALIZED DIGITAL CONTENT

Simon individual center websites, emails, and social channels feature the most interesting news and special offers available at each center. Retailers can post unique or date-specific in-store events or promotions for inclusion.

Selected content will be prominently displayed on the front pages of center websites and potentially included in email, social media, and interactive directories.

ACTION:

To provide content for consideration please visit retailersupport.simon.com.



LOCALIZED EMAIL CAMPAIGNS

In order to further promote the most interesting news, special offers, and key retail selling periods, Simon will send at least two emails per month to each center's database. With over 15M email subscribers who have opted in to receive information about their favorite centers, this targeted communication keeps shoppers informed about "what's new" at each center.

Seasonal Content Examples

| | | |
|-----------------|----------------|--------------|
| New Year's Day | Cinco De Mayo | Columbus Day |
| Super Bowl | Mother's Day | Halloween |
| Valentine's Day | Memorial Day | Thanksgiving |
| Presidents' Day | Father's Day | Black Friday |
| Lunar New Year | 4th of July | Holiday |
| Easter | Back to School | |
| Earth Day | Labor Day | |

Always On

- Dining and Entertainment
- In-Store Events or Services
- Store Openings/Renovations
- Sales Promotions

ACTION:

To provide content for consideration please visit retailersupport.simon.com to post unique or date-specific in-store events, promotions, and events.



CO-BRANDED SWEEPSTAKES

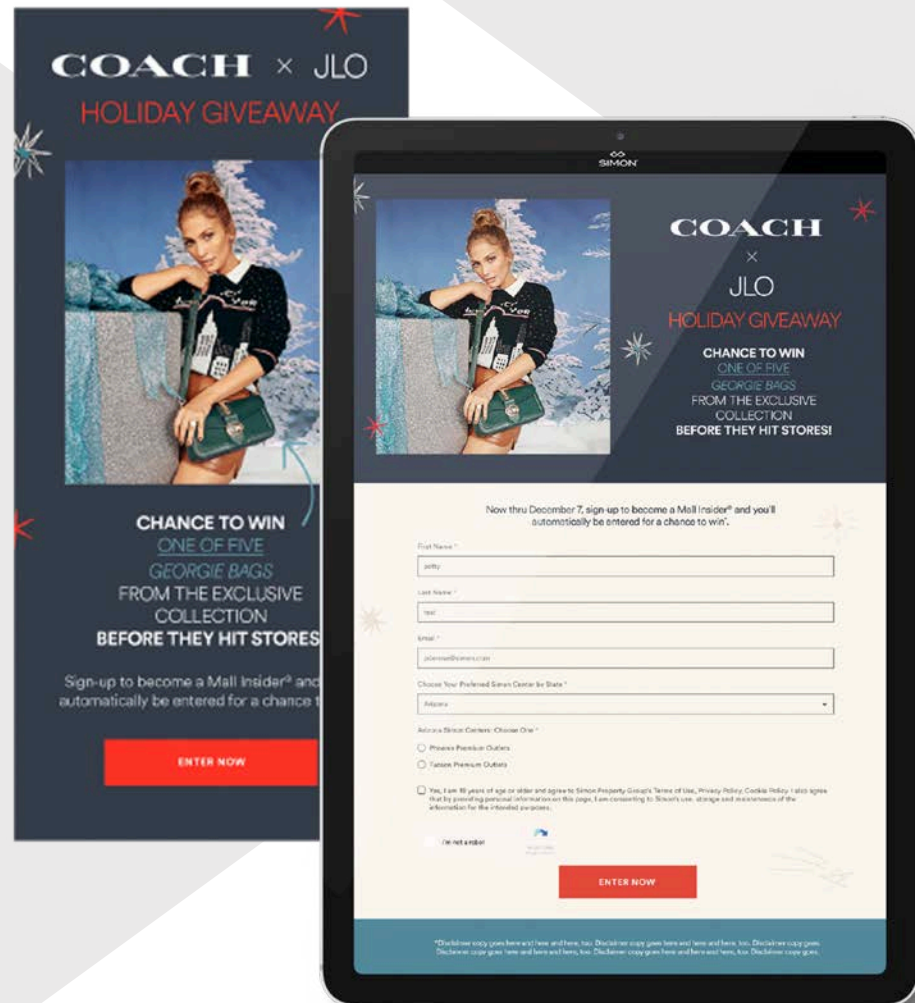
In order to promote retailers and brands at Simon centers and also drive mutually beneficial email acquisition goals, Simon works with select retailers to create co-branded sweepstakes promotions.

Campaigns are developed in conjunction with brands where Simon hosts the campaign landing page, manages rules drafting, winner selection, and provides all opted-in email addresses to brands at the end of the promotion.

Partner brands provide all prizing and send an email to their list.

ACTION:

Reach out to your Account Manager or Jayne Stilson at jstilson@simon.com to review content for consideration. Please note participation is limited.



RETAILER SHOWCASE

The “deals” sections of each center’s website receives a collective 12M page views annually. This complimentary marketing opportunity highlights brand’s news, promotions, and events to Simon’s websites and other digital channels.

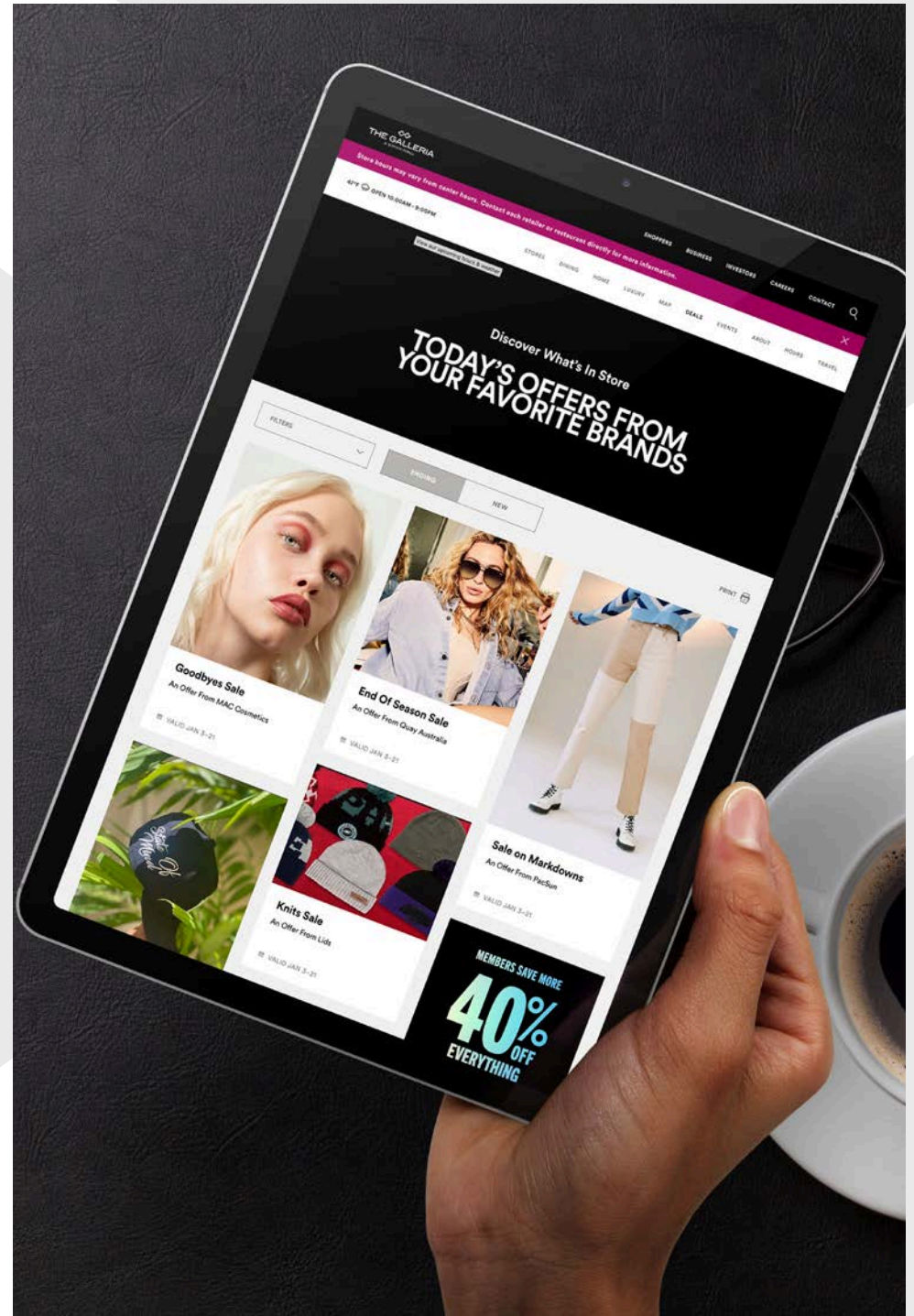
Retailer Showcase is heavily promoted with prominent signage throughout key areas of the centers and uses QR codes to drive consumers to the deals and offer pages for each center.

ACTION:

Visit simon.com/rs to post in-store offers, sales, promotions, and events for all of your locations.

A vertical sign with a black top section containing the Simon logo. Below is a teal section with the text "SCAN. SHOP. SAVE BIG MONEY!" and a QR code. At the bottom, it says "Before You Shop, Scan Here for Retailer Deals & Offers!" and features a row of stars.

A vertical sign with a white top section containing the "VIP SHOPPER CLUB" logo. Below is a pink section with the text "OUR VIPS LOVE TO SAVE \$\$\$\$\$\$\$\$ (AND SHOP)" and a QR code. At the bottom, it says "Scan to Sign Up (Or Sign In) for VIP Shopper Club Deals" and features a row of stars.

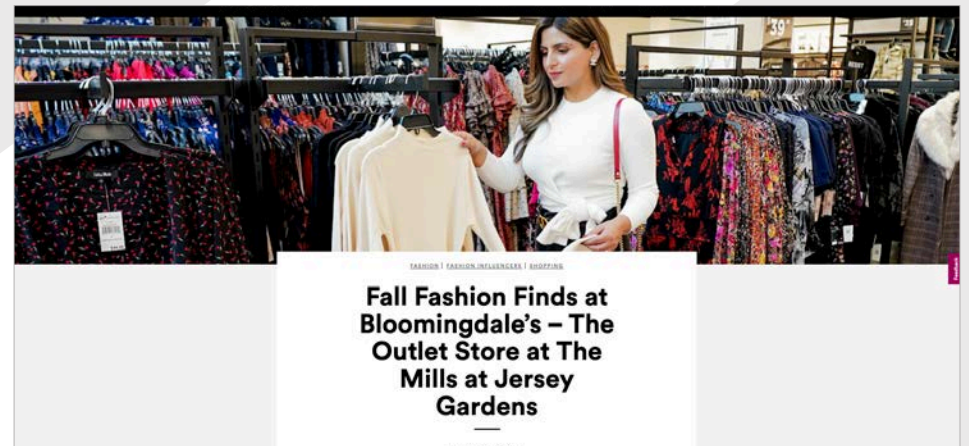


SAID, Simon’s “always on” editorial platform highlights the offerings available at Simon centers via features that spotlight the best in fashion, beauty, dining, and living. SAID receives an average of 15K page views per month.

SAID is supported by our Shop Simon and property social channels where we drive traffic to the site through paid and organic posts. SAID stories can feature openings, product launches, special collections, or events.

ACTION:

Reach out to your Account Manager or Jayne Stilson at jstilson@simon.com to review content for consideration.



FAMILY AT SIMON

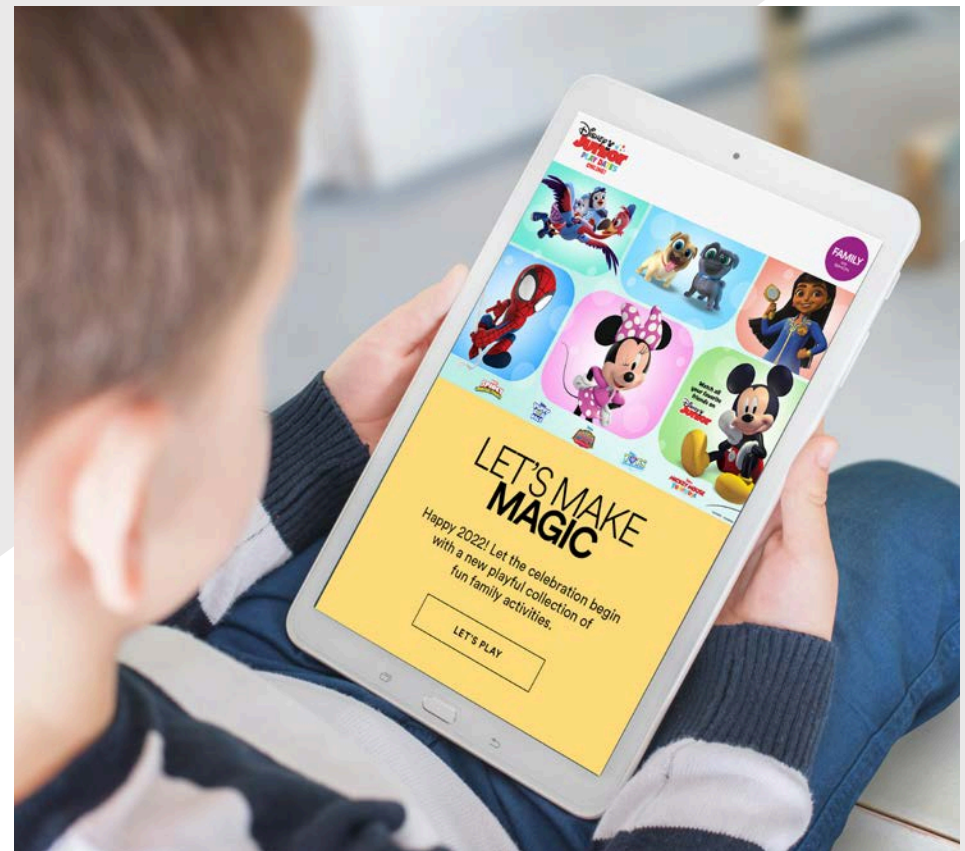
The Family at Simon program connects with families and highlights retailer offers, in-store events, family friendly amenities, and more. This initiative is supported with digital marketing, social media, and in-center events.

Family at Simon also features regular programming with partners such as Disney Junior alongside seasonal photo opportunities for Easter and Holiday.

In 2022, Disney Junior playdates will be virtual with on-demand content and activities featured on local center home pages in addition to live events at select properties.

ACTION:

Visit simon.com/rs to post offers and select “Family at Simon” under the sales type section.



MILITARY

Simon honors the military and their families throughout the year by showing appreciation for their service and sacrifice. Military campaigns will feature retailer offers and discounts for military families and will be supported with social media, email blasts, on-center collateral, and participating store decals.

ACTION:

Visit simon.com/rs to post offers and select “Military” under the sales type section.



**SHOW YOUR
MILITARY ID
AND SAVE**

Military members and their families receive exclusive discounts at stores proudly displaying this star in their window.



**HAWAII'S
FAVORITE OUTLETS
55+ STORES
UP TO 65% OFF**

Get a special offer when you show your Military ID at the Management Office.

ADIDAS OUTLET STORE
LEVI'S® OUTLET
MARC JACOBS

TOMMY HILFIGER
TORY BURCH
CARTER'S

The Management Office is located in Suite 100. Limit one per person, per day. Valid until 12/31/21.


WAIKALE
PREMIUM OUTLETS
A SIMON CENTER

 /waikalepremiumoutlets
 @waikalepo
 @waikalepo
premiumoutlets.com/waikale
94790 Lunalana St., Waipahu, HI 96797

CAUSE MARKETING

Simon is committed to Cause Marketing, with planned efforts currently supporting Breast Cancer Awareness and Education.

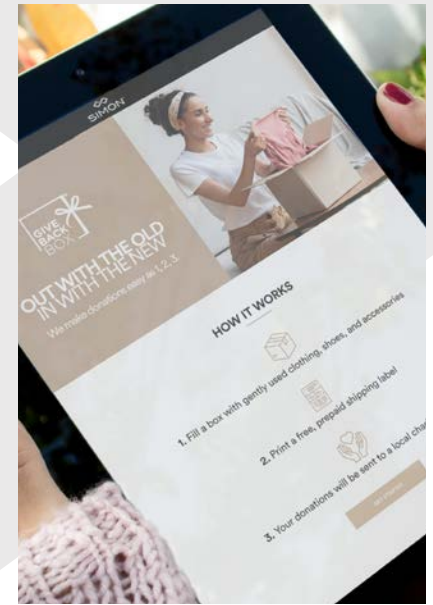
Simon has also partnered with Give Back Box to make it easy for shoppers to donate gently used clothing, shoes and accessories to local charities.



ACTION:

Retailers can participate in Pink October by promoting their efforts to raise awareness or funds in support of Breast Cancer Research during the month of October.

Additionally, brands are invited to partner with Simon Youth Foundation.



PIZZA FOR A CAUSE

Join us for this 3-day benefit exclusively at California Pizza Kitchen.

When you mention this ad, 20% of your purchase of anything on the menu (excluding alcohol) will be donated to the Simon Youth Foundation.



SYF Simon Youth Foundation

Helping students reach graduation day. Donate today!



KEY 2022 CAMPAIGNS

Simon Malls, Mills, and Premium Outlets

LUNAR NEW YEAR

Simon's Lunar New Year campaign will promote special retailer offers and on-center events.

TARGET:

All Shoppers

TIMING:


Jan-Feb

ELEMENTS:

Simon-owned digital, social, on-mall

ACTION:

Visit simon.com/rs to post offers and select "Lunar New Year" under the sales type section.



The graphic features a central illustration of a tiger in a leaping pose, rendered in a golden-red color. On either side of the tiger are traditional Chinese decorative ornaments, also in golden-red, each containing the year '2022'. The background is a gradient of gold and yellow.

HAPPY LUNAR NEW YEAR

Simon wishes you and your family
good fortune and happiness during
the Year of the Tiger.

[SEE DEALS](#)

VALENTINE'S DAY

Simon's Valentine's Day campaign will promote gifting and dining, featuring brands and restaurants.

TARGET:

All Shoppers

TIMING:

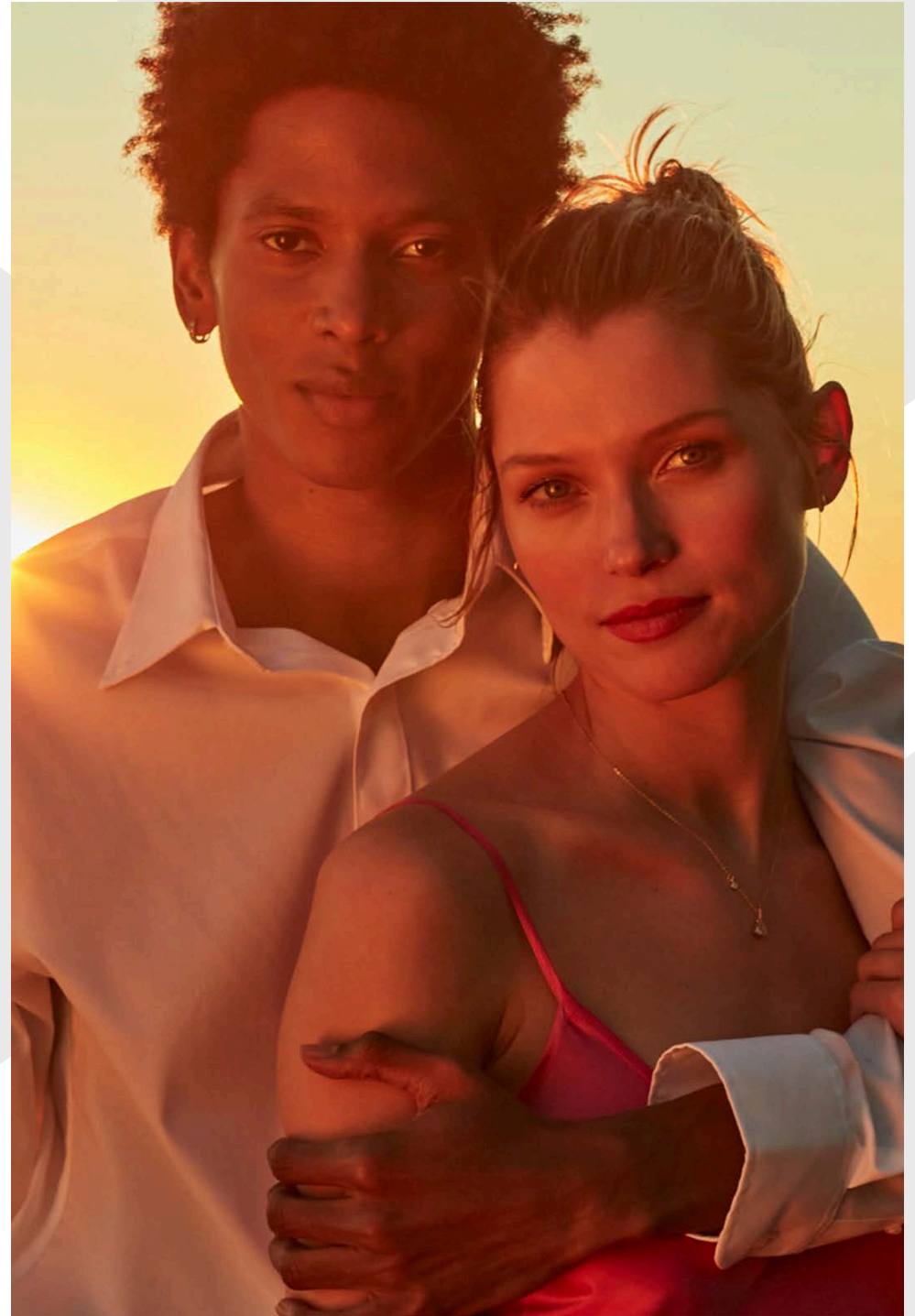
Feb

ELEMENTS:

Simon-owned digital, social, on-mall

ACTION:

Visit simon.com/rs to post offers and select "Valentine's Day" under the sales type section.



SPRING FASHION

A Spring Refresh campaign will showcase the best of Spring trends to get shoppers excited for brighter days ahead. Fashion brands from value to luxury will be featured.

TARGET:

Gen Z/Young Millennial, Gen X/Millennials, Fashion Enthusiasts, Deal Seekers, and Luxury

TIMING:

Spring

ELEMENTS:

Paid social, Simon-owned digital, on-mall, and influencer marketing

ACTION:

Post offers, special events, and unique in-store experiences to simon.com/rs. Use the “Spring Savings” tag to ensure that all posts appear as part of the Spring campaign.



MOTHER'S DAY

The Simon Mother's Day campaign will remind shoppers to spoil mom with gifts, love, and a meal out. Brands and restaurants will be featured in the creative.

TARGET:

All Shoppers

TIMING:

May

ELEMENTS:

Simon-owned digital, social, on-mall

ACTION:

Visit simon.com/rs to post offers and select the specific weekend sale under the sales type section.



SPOIL MOM WITH GIFTS & LOVE
 Treat her to brunch, beauty & beyond. Mother's Day is Sunday, May 9.

| | |
|------------------------|------------------------|
| Bloomingdale's | Pandora |
| Tory Burch | True Food Kitchen |
| Sephora | LT Bar & Grill |
| L'OCCITANE en Provence | The Cheesecake Factory |


THE SHOPS AT RIVERSIDE
 A SIMON CENTER



SPOIL MOM WITH GIFTS & LOVE
 Treat her to brunch, beauty & beyond. Mother's Day is Sunday, May 9.

| | |
|-------------------|------------------------|
| Saks Fifth Avenue | Mango |
| Tous | North Italia |
| Sephora | CVI.CHE 105 |
| Mayors | The Cheesecake Factory |

DAELAND MALL
 A SIMON MALL



MOTHER'S DAY PHOTO CONTEST
 May 5-9

Snap a photo with your Mom on Instagram and tag **#castletonsquare** for a chance to win a Mother's Day gift including a \$25 maurices gift card, a candle from Yankee Candle and a cosmetic and skincare package from Von Maur.

CASTLETON SQUARE
 A SIMON MALL

PRIDE

Simon will celebrate pride with a campaign that features retailer pride offerings, unique products, special events, and deals.

TARGET:

All Shoppers

TIMING:

June

ELEMENTS:

Simon-owned digital, on-mall, social

ACTION:

Post offers, special events, and unique in-store experiences to simon.com/rs. Use the “Pride” tag to ensure that all posts appear as part of the pride campaign.



NATIONAL OUTLET SHOPPING DAY

The **first ever** National Shopping Day will take place on Saturday June 11, 2022.

Supported by national, regional and local PR efforts as well as extensive paid and owned advertising this annual event is envisioned to become a key power shopping period.

The event will feature a festive atmosphere, common area activations, sweepstakes and customer surprises all weekend long.

TARGET:

All Shoppers

TIMING:

June 11 - 12

LOCATION:

All Simon Mills and Premium Outlets

ELEMENTS:

Simon owned digital, paid social, streaming audio, search, programmatic, influencers, public relations, and on-center communication.

ACTION:

More details to come but we encourage retailers to provide compelling and unique offers. Examples of compelling offers include Extra 25% off purchase, Buy One, Get One Free, Free Gift or Gift Card Giveaway for Every Shopper or Gift with Purchase.



FATHER'S DAY

The Simon Father's Day campaign will remind shoppers to spoil their dads with style and a meal out. Brands and restaurants will be featured in the creative.

TARGET:

All Shoppers

TIMING:

June

ELEMENTS:

Simon-owned digital, social, on-mall

ACTION:

Visit simon.com/rs to post offers and select "Father's Day" under the sales type section.



**FOODIE FATHERS,
GRILL MASTERS,
STYLISH DADS...**

Spoil him in style & to a special meal out.

Nike Factory Store
AllSaints
Polo Ralph Lauren
Matchbox Vintage Pizza Bistro
Seasons 52
The Cheesecake Factory

SAWGRASS MILLS®
A SIMON CENTER



**FOODIE FATHERS,
GRILL MASTERS,
STYLISH DADS...**

Father's Day is Sunday, June 20.
Spoil him in style & to a special meal out.

Gucci
Louis Vuitton
David Yurman

The Palm Las Vegas
Joe's Seafood Prime
Steak & Stone Crab

THE FORUM SHOPS
A SIMON CENTER



**STYLISH FATHERS,
SPORTY POPS,
HANDY DADS...**

Father's Day is Sunday, June 20.
Spoil him in style with the best looks and gear for every kind of dad—even yours.

Neiman Marcus
Ben Bridge Jewelers
Louis Vuitton

UNTUCKit
Levi's®
Peter Millar

THE DOMAIN
A SIMON CENTER

BACK TO SCHOOL AND TAX FREE

Simon's Tax Free and Back to School campaigns target Moms. Brands will be featured highlighting Simon's great selection and deals on everything for Back to School.

TARGET:

Moms

TIMING:

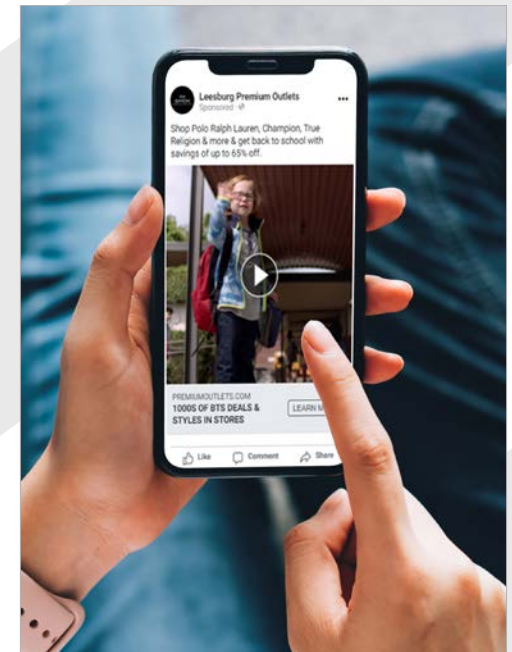
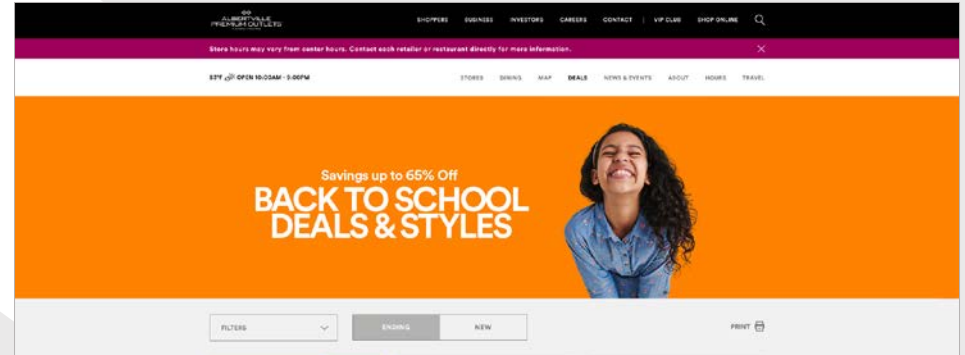
July - September

ELEMENTS:

Paid social, Youtube, programmatic, streaming audio, connected TV, Google Local, Google search, Simon-owned digital, on-mall, and influencer marketing

ACTION:

Post offers, special events, and unique in-store experiences to simon.com/rs. Use the "Back to School" tag to ensure that all posts appear as part of the Back to School campaign.



FALL FASHION

Fall fashion will target shoppers with trend-focused campaign. Mass and Luxury brands at select centers will be featured while highlighting multiple categories.

TARGET:

Gen Z/Young Millennial, Gen X/Millennials, Fashion Enthusiasts, Deal Seekers + Luxury

TIMING:

Fall

ELEMENTS:

Paid social, Simon-owned digital, and on-mall

ACTION:

Post offers, special events, and unique in-store experiences to simon.com/rs. Use the “Fall Savings” tag to ensure that all posts appear as part of the Fall campaign.



BEAUTY WEEK

To encourage shoppers to touch, try, and buy the latest beauty trends, products, and services, Simon Malls will host Beauty Week.

The event will feature common area activations, in-store special offers, etc., and will be supported by a paid and owned media campaign.

TARGET:

Gen-X, Gen-Z and Millennials

TIMING:

Fall

ELEMENTS:

Paid social, Simon-owned digital, on-mall communications, and influencer marketing

ACTION:

Beauty brands will be able to submit offers and in-store events for Fall starting on July 15, 2022 via an online portal. Watch your email in July for access instructions. You can also reach out to Jayne Stilson at jstilson@simon.com.

BEAUTY
WEEK



HOLIDAY

The Simon Holiday campaign will celebrate the season with joy, savings, and gifting at Malls, Mills, and Premium Outlets. The campaign will start in early November to inspire cheer and provide gifting ideas. A last minute gifting/shipping delays campaign will remind shoppers to skip shipping and shop Simon.

TARGET:

Gen Z/Young Millennial, Gen X/Millennials, Deal Seekers + Luxury

TIMING:

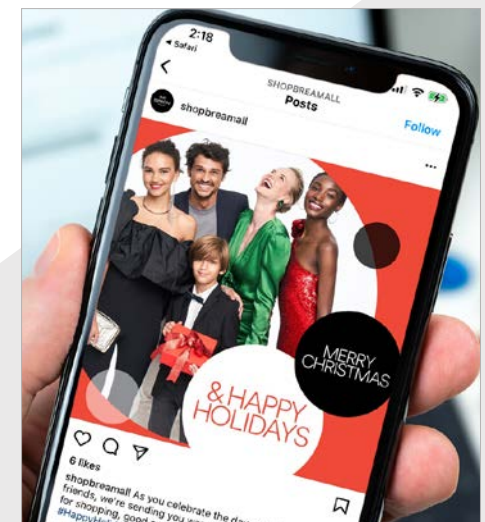
Holiday

ELEMENTS:

Paid social, Youtube, streaming audio, connected TV, Google Local, Google search, programmatic, Simon-owned digital, on-mall, influencer marketing

ACTION:

Post offers, special events, and unique in-store experiences to simon.com/rs. Use the “Holiday” tag to ensure that all posts appear as part of the Holiday campaign.



DINING

Diners represent a key customer segment for Simon. Nearly 60% of Simon shoppers eat while at the shopping center. Simon’s comprehensive dining strategy is focused on promoting full-service, fast-casual, and snack shops via on-mall collateral, placed media, digital promotions, public relations, influencer, and special events.

In 2022 Simon will offer multi-restaurant ordering capabilities while on and off property.

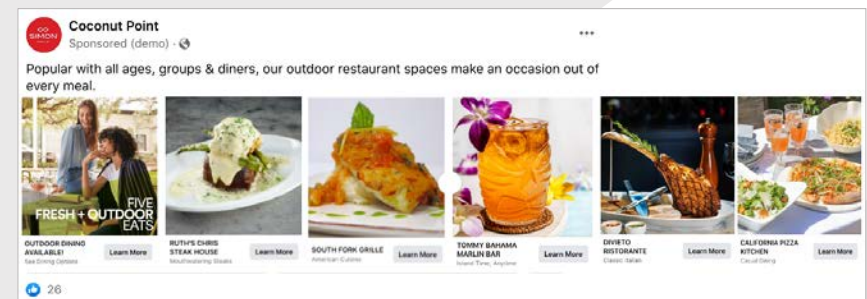
TARGET:
Restaurant Goer

TIMING:
Year Round

ELEMENTS:
Paid social, Simon-owned digital, on-mall, programmatic, and influencer marketing

ACTION:
Post offers, special events, and unique dining experiences to simon.com/rs. Consider including details about private events, holiday parties, and other potential celebrations. Use the “Dining” tag to ensure that all posts appear as part of the Dining campaign.

Additionally, to provide content for website consideration visit retailersupport.simon.com to post unique or date- specific events, promotions, and events.



SALES WEEKENDS

Retailer offers are promoted during Holiday Sale Weekends across Simon-owned channels.

- Presidents' Day
- Memorial Day
- 4th of July
- Labor Day

TARGET:

All Shoppers

TIMING:

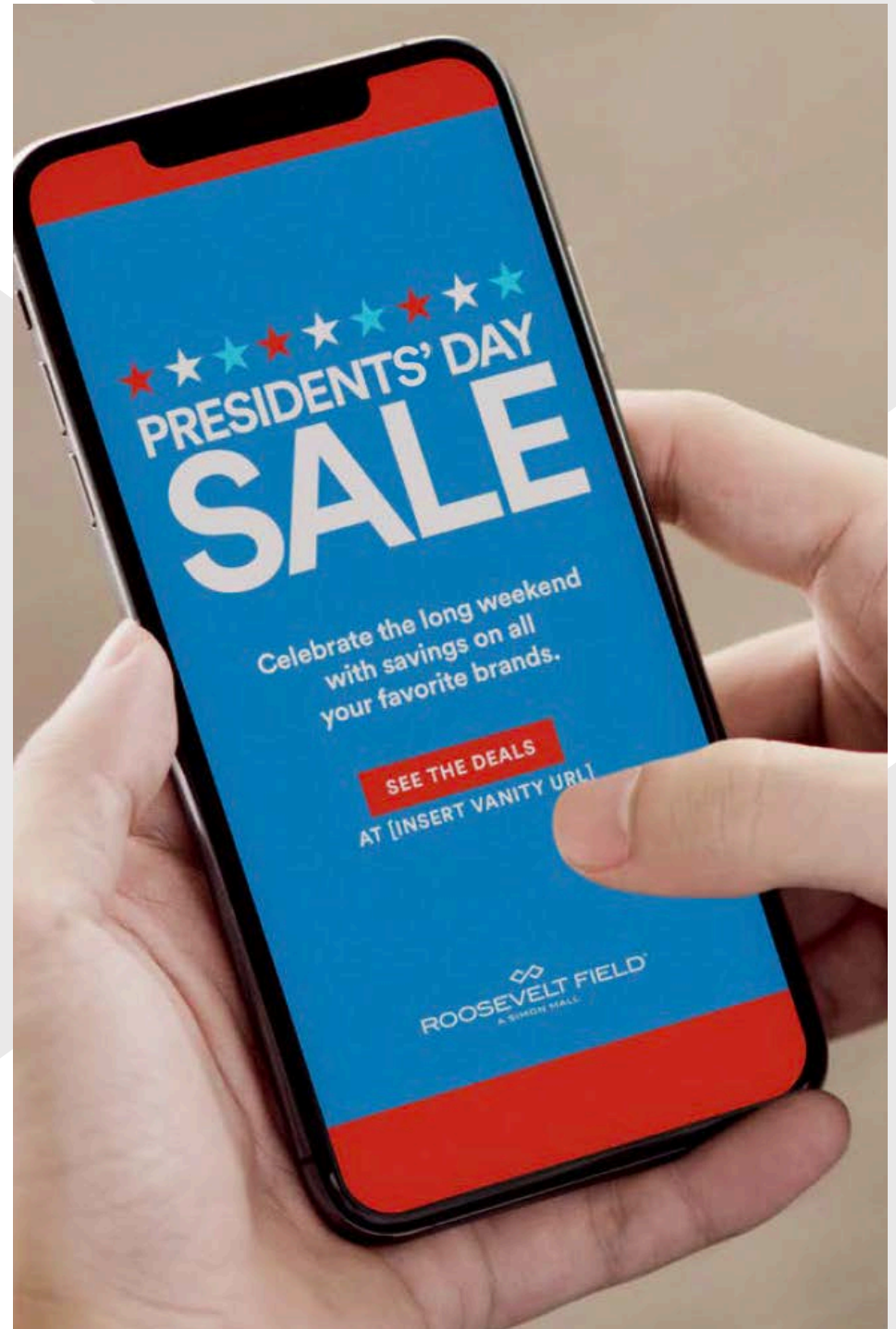
Year Round

ELEMENTS:

Simon-owned digital, social, on-mall

ACTION:

Visit simon.com/rs to post offers and select the specific weekend sale under the sales type section.



TOURISM

Tourism campaigns will run throughout the year highlighting the large selection of brands from value to luxury as well as dining and entertainment options.

TARGET:

Tourists

TIMING:

Year Round

ELEMENTS:


Paid social, programmatic, search, print, and OOH




OPRY MILLS®
200+ Stores & Outlets

Vans Outlet
H&M
J.Crew Factory
LEGO® Store


OPRY MILLS®
A SIMON CENTER




THE SHOPS AT
CRYSTALS
A SIMON CENTER

PURE LUXURY

Louis Vuitton
Hermès
Christian Dior
Alexander McQueen

SAN MARCOS PREMIUM OUTLETS®

1-35 North,
Exit 200



SAN MARCOS
PREMIUM OUTLETS®
A SIMON CENTER

Prada
Versace
MCM
Valentino
Neiman
Marcus
Last Call

IT PAYS TO BE A VIP

The Simon VIP program is getting a makeover in 2022, but retention, rewards, and acquisition remain a key focus when communicating with our most loyal and engaged shoppers. Simon brands can benefit from increased traffic and sales by providing an exclusive offer for tourists and core shoppers.

- 198 Participating Properties
- Primarily digital program will be offered across Simon Malls, Mills, and Premium Outlets
- Select international tourism centers will also provide a printed physical book – The Florida Mall, The Mills at Jersey Gardens, Ontario Mills, Orlando International Premium Outlets, Orlando Vineland Premium Outlets, San Marcos Premium Outlets, Sawgrass Mills
- Offers will only be visible to Simon VIP members, international + domestic tourists, travel trade partners, and select local partners

TARGET:

All shoppers

TIMING:

Year Round

ELEMENTS:

Simon-owned digital and on-mall; *Offer must be valid from January 1, 2022, through January 31, 2023*

ACTION:

Reach out to Jayne Stilson at jstilson@simon.com for further details.



INFLUENCER

Influencer campaigns will run throughout the year supporting our key selling seasons and dining offerings. Influencers will showcase their shopping hauls, dining experiences and Simon on center events.

TARGET:

Gen Z, Millennials, Fashion Enthusiasts + Moms

TIMING:

Year Round

ELEMENTS:

Social



WHERE YOU SHOP MATTERS

Simon's Where You Shop Matters campaign will take on a multi-strategy approach that will inform and educate the public that both *where you shop and how you shop matters*.

Simon will also amplify retailer sustainability programs across our owned channels.

TARGET:

All Shoppers

TIMING:

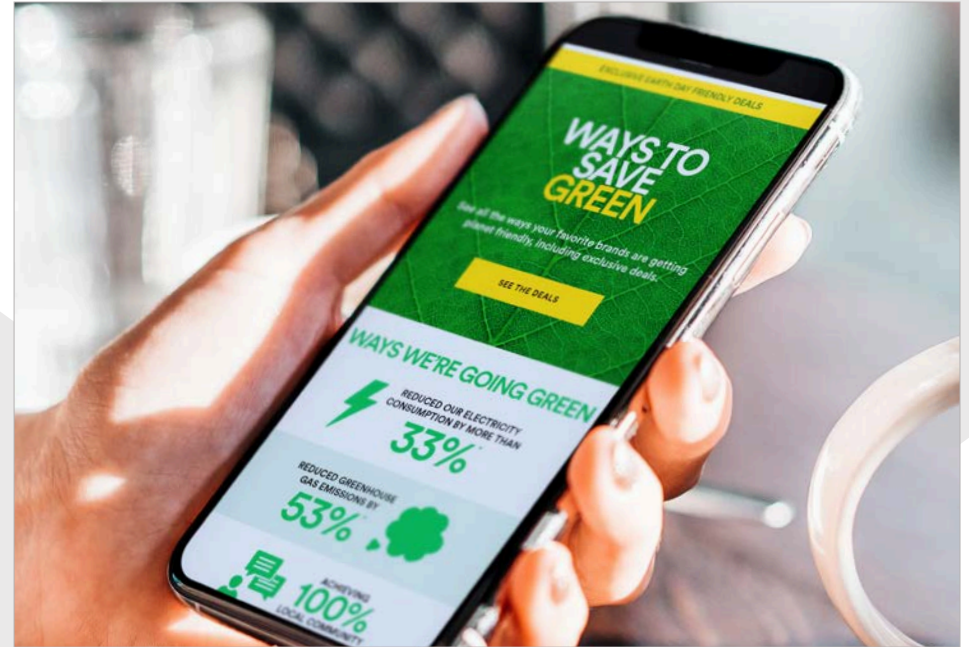
Year Round

ELEMENTS:

Simon-owned digital, on-mall, social

ACTION:

Post offers, special events, and unique in-store experiences to simon.com/rs. Use the "Sustainability" tag to ensure that all posts appear as part of the Sustainability campaign.



SIGNATURE EVENTS

Our mission is to elevate and reinvent the shopping experience in Simon centers by hosting local traffic-driving events with turnkey opportunities for brand and product integration. Key events planned for 2022 include the following:

| PROPERTY NAME | EVENT NAME | SEASON |
|--------------------------|-------------------------------|----------------------|
| Mall of Georgia | Movies Under the Stars Series | Spring, Summer, Fall |
| Greenwood Park Mall | Summer Concert Series | Summer |
| Firewheel Town Center | Star Spangled Spectacular | Summer |
| Smith Haven Mall | Fall Concert | Fall |
| Miami International Mall | Hispanic Heritage | Fall |
| The Galleria | Ice Spectacular | Fall |
| St. Johns Town Center | Holiday Spectacular | Fall |
| Mall of Georgia | Holiday Spectacular | Fall |
| Pier Park | New Year's Ball Drop | Winter |

ACTION:

Reach out to the local centers for more information and participation opportunities.



An architectural rendering of a modern shopping plaza. The scene is viewed through a semi-transparent geometric overlay. In the foreground, a tall, slender street lamp stands on a paved walkway. To the left, a building with a checkered facade features storefronts for 'Cartier' and 'Car'. In the center, a large, white, conical fountain is surrounded by a low wall. To the right, a modern building with large glass windows and a 'Hugoboss' sign is visible. People are depicted walking and sitting on benches in the plaza. The sky is bright and cloudy.

OTHER OPPORTUNITIES

GIFT CARDS

Simon creates high-impact campaigns to reinforce a robust “always on” Giftcard promotional calendar and drive retailer gift card sales and store traffic throughout the year. Take advantage of Simon’s robust promotional opportunities.

BASIC

10% offer / 25–50% Lift

Instant Savings or Bonus Load

Example: Buy \$50, Get \$5

Bonus Load Capped Funding

GOOD

15% offer / 75–100% Lift

Instant Savings or Bonus Load

Example: Buy \$100, Save \$15

Bonus Load Capped Funding

BETTER

20% offer / 100–200% Lift

Instant Savings or Bonus Load

Example: Buy \$50, Get \$10

Bonus Load No Capped Funding

BEST

20% offer / 250%+ Lift

Bonus Card

Example: Buy \$50, Get \$10 Visa® Simon Giftcard®

Bounce-Back Offer No Capped Funding

ACTION:

Contact Matt Morarity at matt.morarity@simon.com

or (317) 263-7143 to discuss details.



DROPIT

With Dropit's seamless technology, customers can shop in their favorite stores, "Drop" their bags in-store, and have them all delivered to their home or hotel with same-day or next-day delivery service.

- Dropit is a hands-free shopping service with delivery from store to door. Dropit creates a seamless network that links brands, malls, and logistics companies to their shared customer.
- The service offering includes hotel, office, and home delivery.
- Customers using the Dropit service have an ATV that is, on average, 400% higher than average spend.

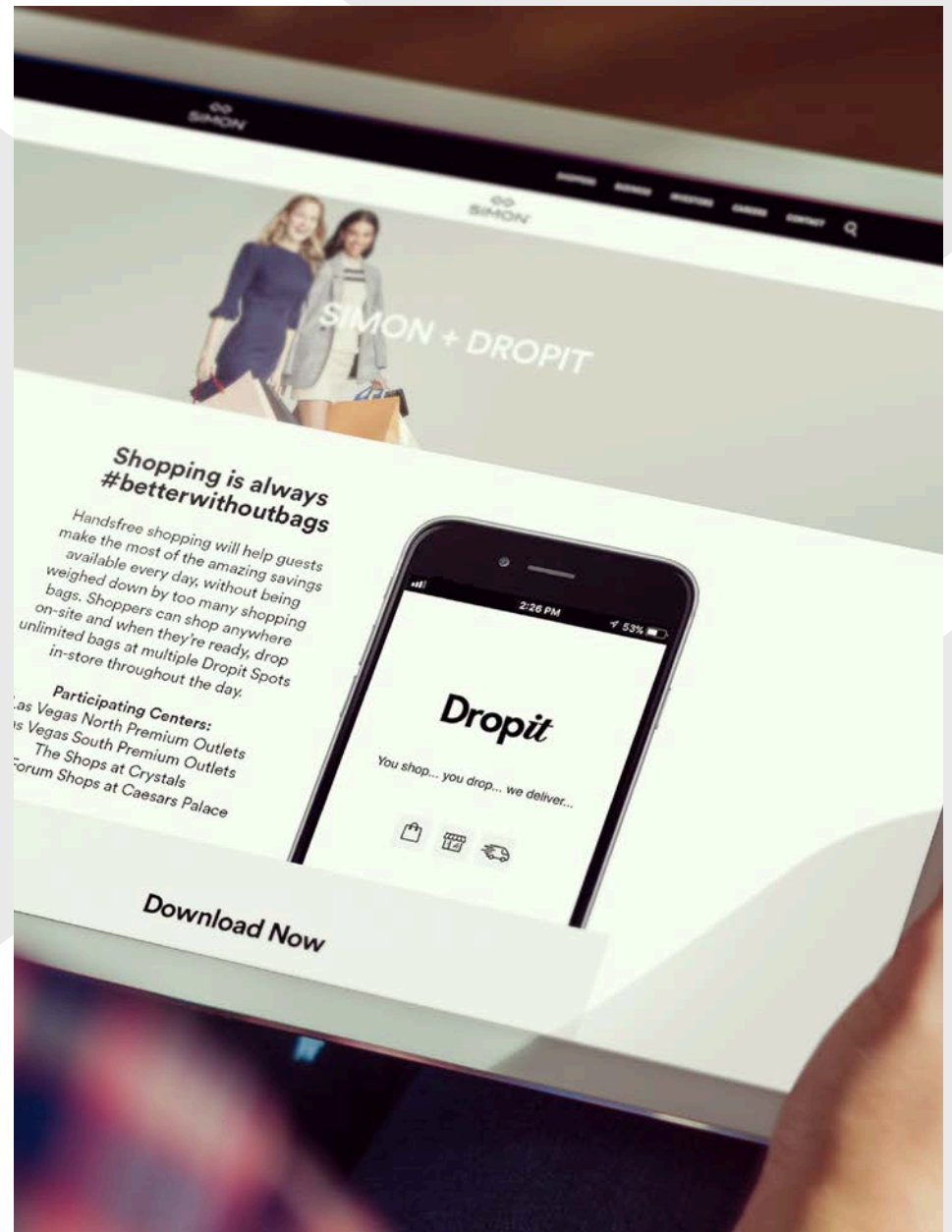
The service is easy to use and simple to set up. Dropit is also completely digital and trackable.

Participating Centers:

| | |
|-----------------------------------|---------------------------------|
| Desert Hills Premium Outlets | Lenox Square |
| The Forum Shops at Caesars Palace | The Mills at Jersey Gardens |
| The Galleria | Phipps Plaza |
| King of Prussia | The Shops at Crystals |
| Las Vegas North Premium Outlets | Woodbury Common Premium Outlets |
| Las Vegas South Premium Outlets | |

ACTION:

For more details and to sign up contact Kelly Scott at kellys@dropitshopping.com.



OPEN A STORE IN OUR ONLINE CENTER

SHOPPREMIUMOUTLETS.COM

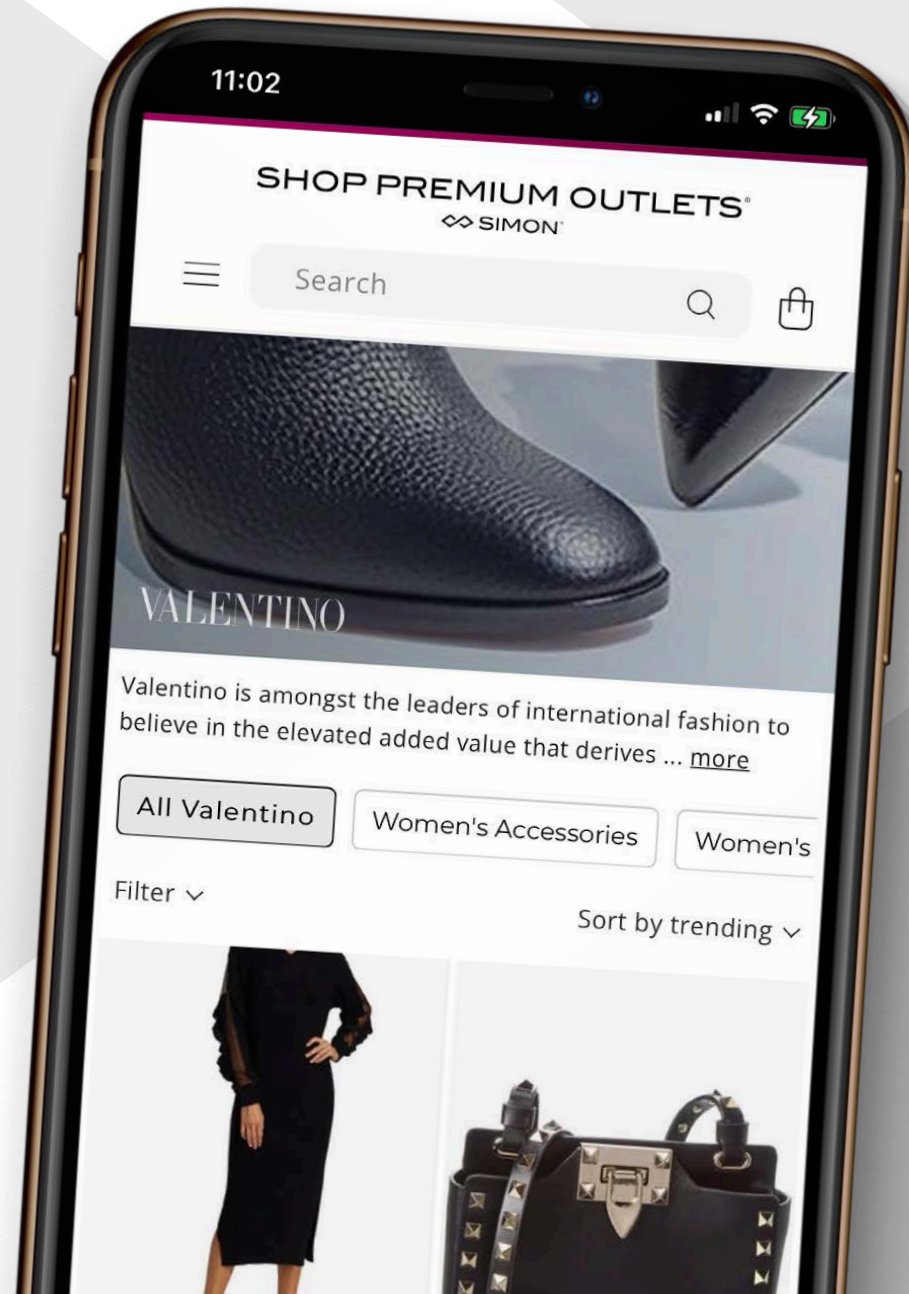
The Shop Premium Outlets marketplace brings the Simon Premium Outlets experience online. We deliver a brand-right environment for premium and luxury brands like yours to sell on-sale, clearance, and outlet inventory direct to consumer with one unified checkout.

Unlike other marketplaces, we collaborate, rather than compete with brands by sharing customer data as well as driving Buy Online, Pick Up In Store

Our commitment is to help you drive sales, gain valuable insights, and acquire customers for your own online and in-store experiences.

ACTION:

For more details and to sign up contact: [Suzanne Laurita, VP Retail Partnerships slaurita@shoppremiumoutlets.com](mailto:slaurita@shoppremiumoutlets.com) or (404) 259-9974.



SIMON SEARCH

ELEVATING THE CUSTOMER SEARCH EXPERIENCE

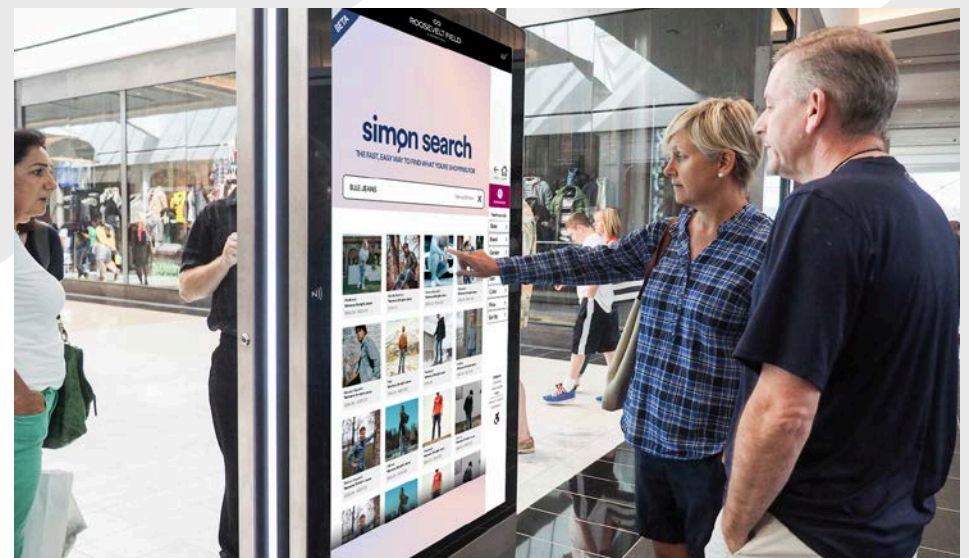
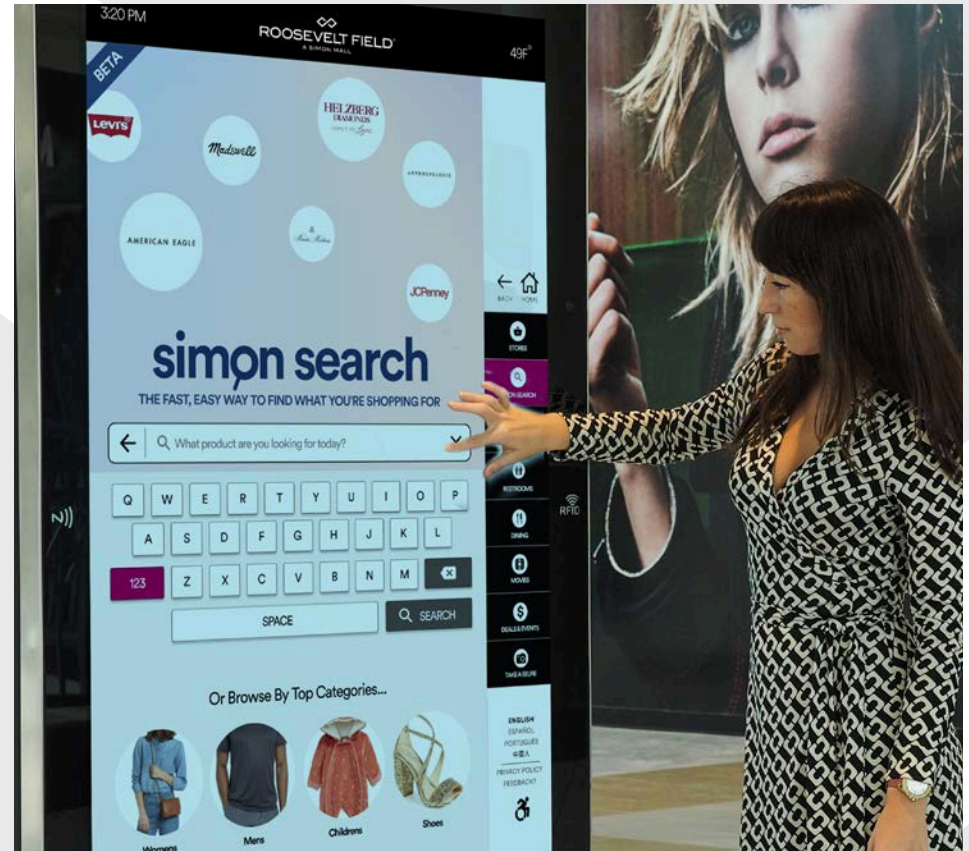
Designed with the shopping center customer in mind, Simon Search is the powerful new tool that fills the gap between current availabilities and customer needs and wants. It enhances the shopping experience with easy, targeted multi-store searchability and inventory confirmation, mall-wide.

Simon Search will be integrated into the existing Simon mobile app, local center websites and on-property digital directories to promote shopper usage and drive sales and traffic for retailers.

Participation is EASY and FREE. Share your existing local search product feed and Simon will take care of the rest.

ACTION:

Reach out to Jayne Stilson at jstilson@simon.com for further details.





CALENDAR AND CAMPAIGN OVERVIEW

Cartier

SIMON KEY CAMPAIGN & PROGRAM CALENDAR 2022

Q1

| | |
|----------|---|
| January | Hello 2022 Three Kings Day New Year/Deals Tourism |
| February | Lunar New Year Valentine's Day Shopping + Dining President's Day Disney Playdate 3X Year |
| March | Spring Fashion (Mass & Lux) |

Q3

| | |
|-----------|--|
| July | 4th of July Tourism July-Sept Back to School |
| August | Tax Free Shopping |
| September | Labor Day Fall Fashion (Lux) Beauty Week |

Q2

| | |
|-------|---|
| April | Easter Bunny Photos Earth Day Where you Shop Matters |
| May | Military Appreciation Month Mother's Day Shopping + Dining Memorial Day |
| June | Pride Father's Day Shopping + Dining Spring/Summer Dining National Outlet Shopping Day |

Q4

| | |
|----------|--|
| October | Fall Dining |
| November | Holiday 2022 Santa Photo Black Friday Extra Festive Hours |
| December | Holiday 2022 Santa Photo Black Friday Extra Festive Hours |

ALWAYS-ON MESSAGING

Localized Content:

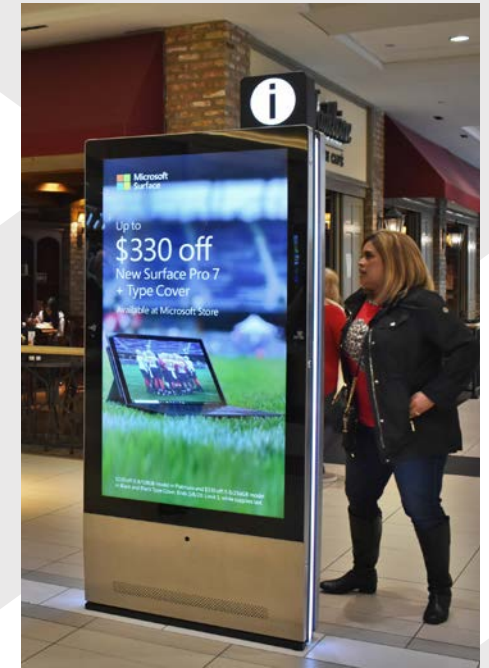
- Simon Cares
- On-Center Events
- Store Openings/Renovations
- Influencers - Spring, Dining, Back to School, Holiday
- Simon SAID
- Loyalty - Cross Platform Program
- Simon Giftcards
- Where you Shop Matters

FEE-BASED MARKETING OPPORTUNITIES

MEDIA

Impactful, efficient, and scalable media solutions support your brand messages with a variety of turn-key formats, reaching shoppers both on-mall and online.

- Large Format Digital Boards
- Digital and Static Ad Panels
- Britewalls
- Sky Banners
- Standees
- Elevator Wraps
- Interior and Exterior Spectaculars
- Wallscapes and Windowscapes
- Pole Banners
- Branded Email Advertising



FEE-BASED MARKETING OPPORTUNITIES

COMMON AREA ACTIVATION

Common area activations create experiential promotional opportunities to access shoppers in the highest traffic mall locations. Simon provides event planning, logistics support, PR outreach, and access to VIP contacts as well as identification of local partner support for catering, charity tie-ins, etc.

- Full-Scale Events
- Brand Ambassadors
- Product Demonstrations
- Kiosks
- Pop-Up Displays

