

A collage of five black and white photographs of women in various poses and outfits, separated by diagonal white lines. The photos show a woman hugging a child, a woman holding a yellow phone, two women sitting on yellow chairs with champagne, a woman lying on the floor, and a woman holding balloons. The text "SIMON+®" is in a large, bold, sans-serif font, followed by "TURNING SHOPPER LOYALTY INTO STORE VISITS AND SALES" in a smaller, bold, sans-serif font.

SIMON+®
TURNING SHOPPER LOYALTY
INTO STORE VISITS AND SALES

JULY 2026

SIMON⁺_{TM}

Simon+ is Simon's **free to join** loyalty and rewards program, offering members **exclusive offers, rewards, options and cash back** while helping brands drive **visits, sales and repeat purchases.**



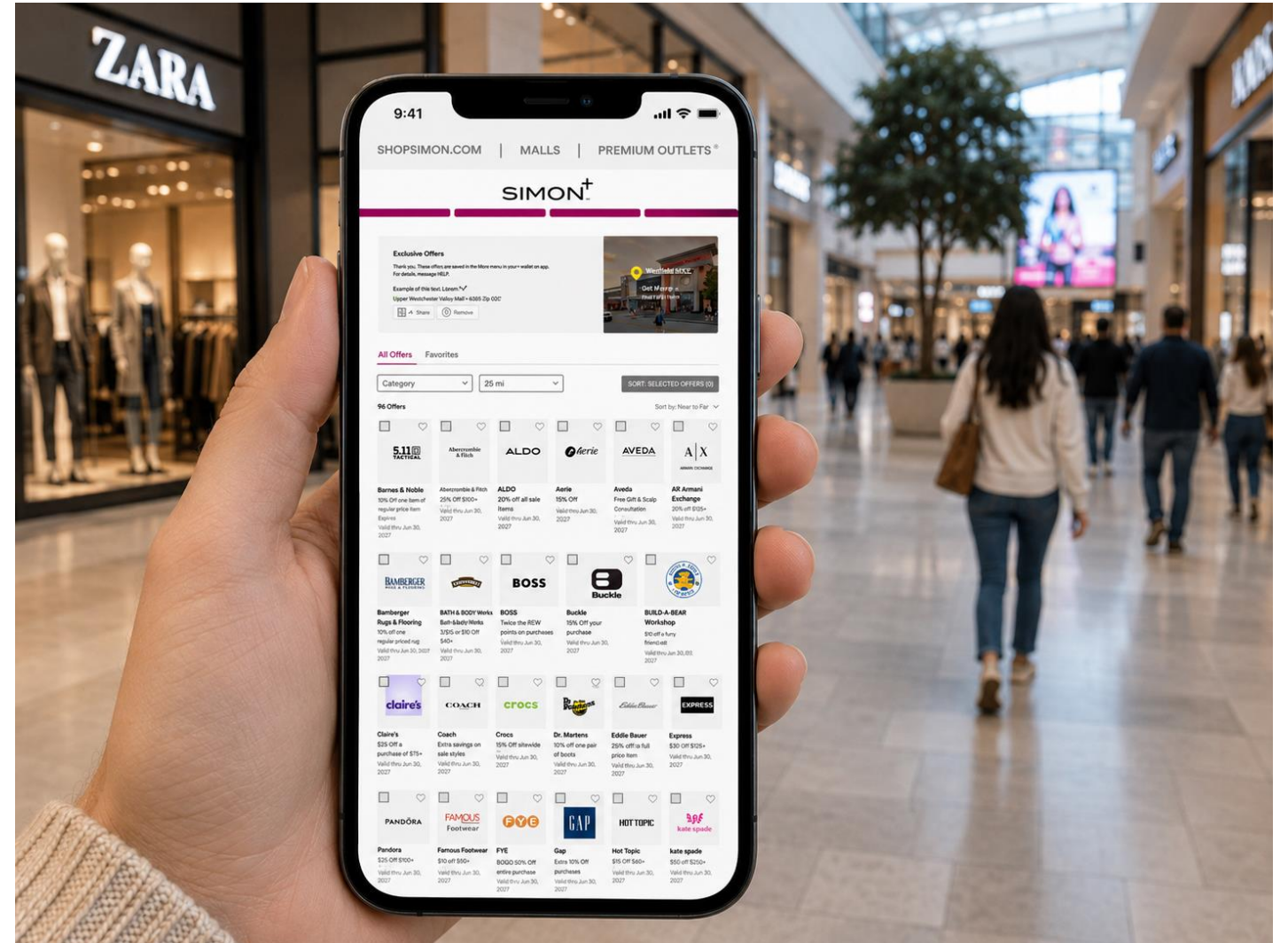
LOYALTY PROGRAM BUILT TO BENEFIT RETAILERS



Simon+ connects participating retailers with shoppers who are actively looking for offers, rewards, and places to spend.

Why Simon+?

- Reach millions of shoppers actively looking for offers and rewards
- Available across 200+ Simon Malls, Premium Outlets and ShopSimon.com
- Supported by year-round marketing and highlighted during key shopping moments
- No participation fee
- Retailers control their own offers and rewards



WHY RETAILERS PARTICIPATE



Simon+ helps retailers attract new customers, drive sales, and encourage repeat visits.

- Reach engaged Simon shoppers
- Increase store traffic
- Improve conversion
- Encourage cross-shopping
- Deliver relevant offers to the right shoppers
- Stay visible throughout the customer journey

TWO SIMPLE WAYS TO PARTICIPATE



Retailers can participate with an exclusive offer, a member reward, or both.

- Exclusive Offers: Available to all Simon+ members.
- Member Rewards: Unlocked after customers earn points through qualifying spend.
- Both create visibility, drive visits, and increase sales

NO COST TO PARTICIPATE



**Drive immediate trips and purchases.
Available to all Simon+ members.**

Examples include:

- 20% off one item
- Free Monogram
- Gift with purchase

Members discover offers and discounts through Simon+ and redeem them directly in store.



PROVIDE AN ANNUAL SIMON+ OFFER

Reach shoppers who have already demonstrated spending intent. Rewards are unlocked after members earn points through qualifying purchases at Simon centers.

Examples include:

- \$10 off \$50
- \$20 off \$100
- Complimentary product
- Member-exclusive gift or experience

Rewards influence store choice, drive redemption visits, and encourage repeat purchases.

PROVIDE AN ANNUAL SIMON+ REWARD



Why Offers and Rewards Drive Results



Offers



Create urgency



Drive trial



Encourage
immediate purchases



Rewards



Feel earned



Increase loyalty



Motivate
repeat visits



Together they give shoppers more
reasons to choose your brand.

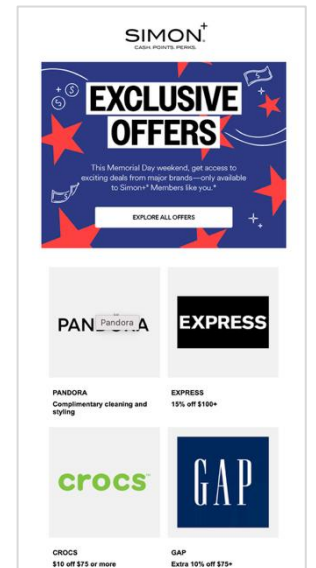
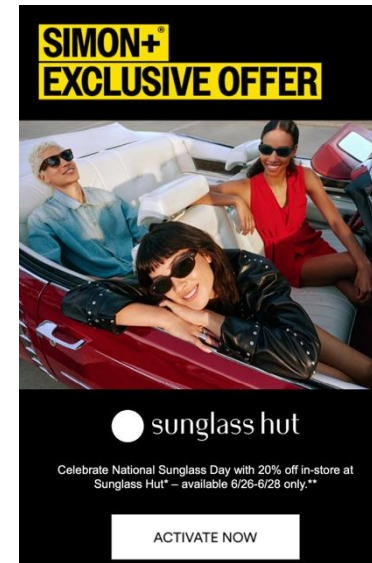
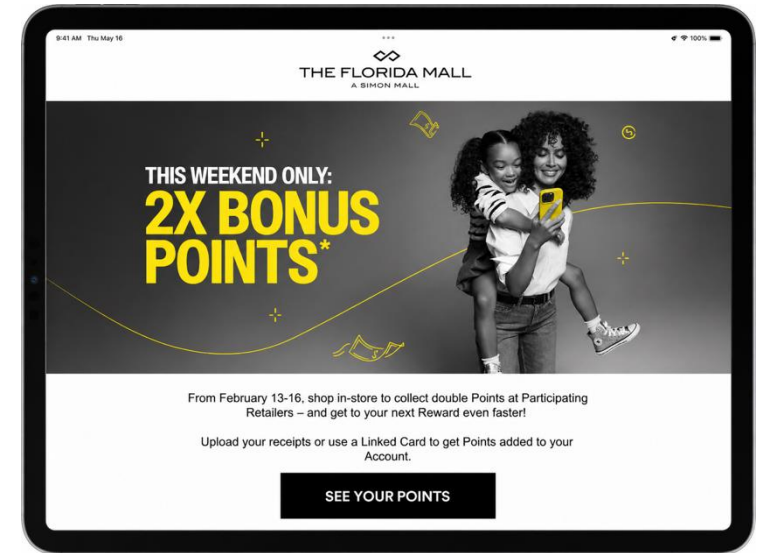
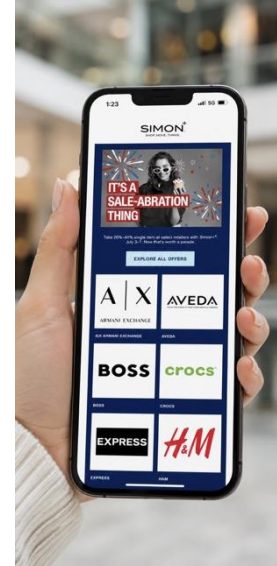
ONGOING MARKETING SUPPORT



Simon+ is promoted across Simon's most visible consumer channels and retail moments. Participating retailers receive ongoing visibility throughout the year.

Support includes:

- Email, SMS and Push
- Social media
- In Center Marketing
- Seasonal Campaigns
- Key Shopping Moments



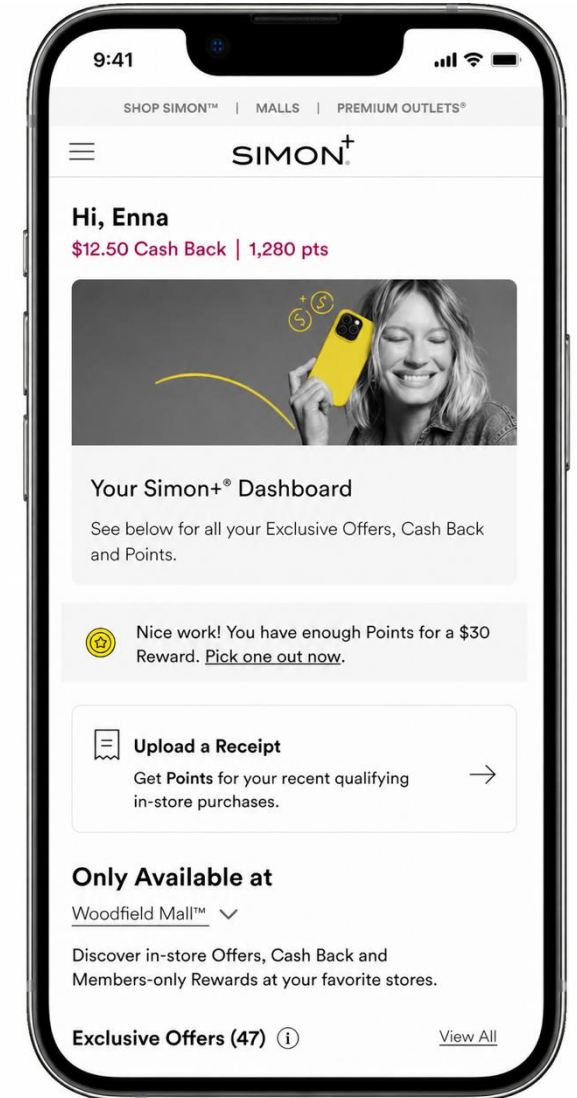
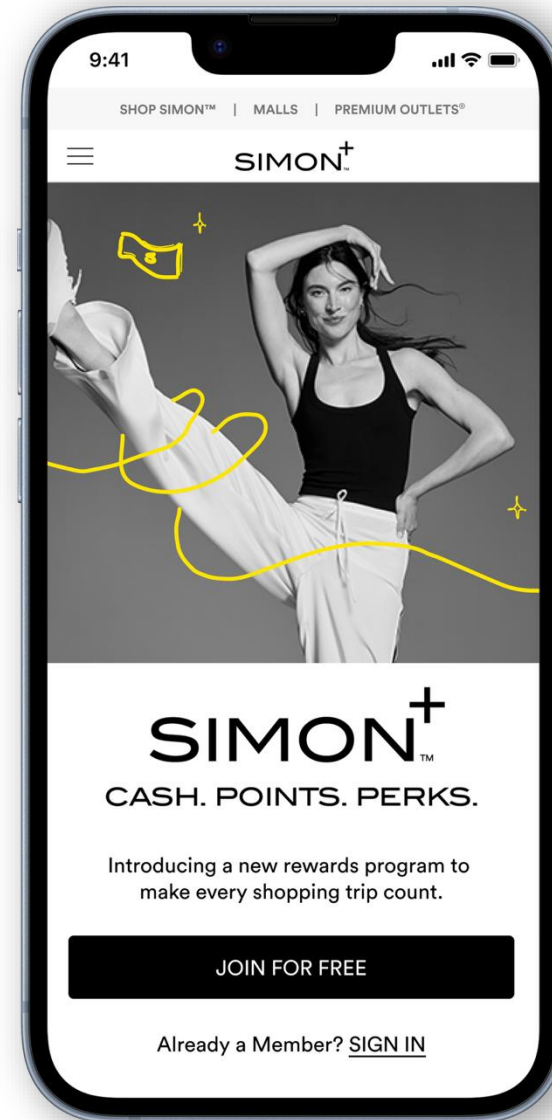
NO FEES. NO INTEGRATION. NO COMPLICATED SETUP



Retailers simply provide:

- Offer or reward details
- Locations
- Terms and conditions

Simon handles the rest





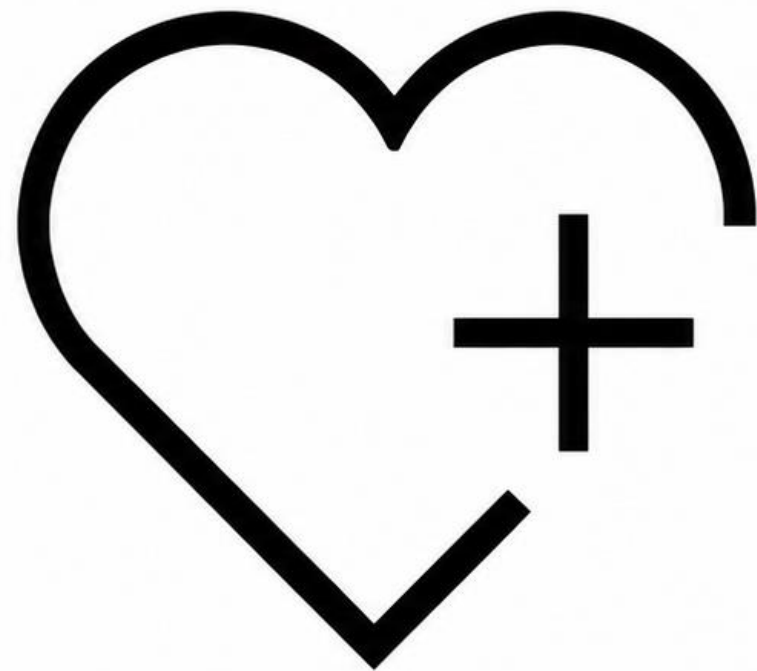
**MORE REASONS
TO COME BACK.**



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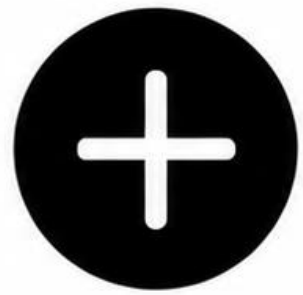


**MORE REASONS
TO COME BACK.**



SIMON⁺

Simon+ helps retailers turn shopper loyalty
into measurable business results.



Appendix

We

SIMON⁺®

CASH. POINTS. WORKS.

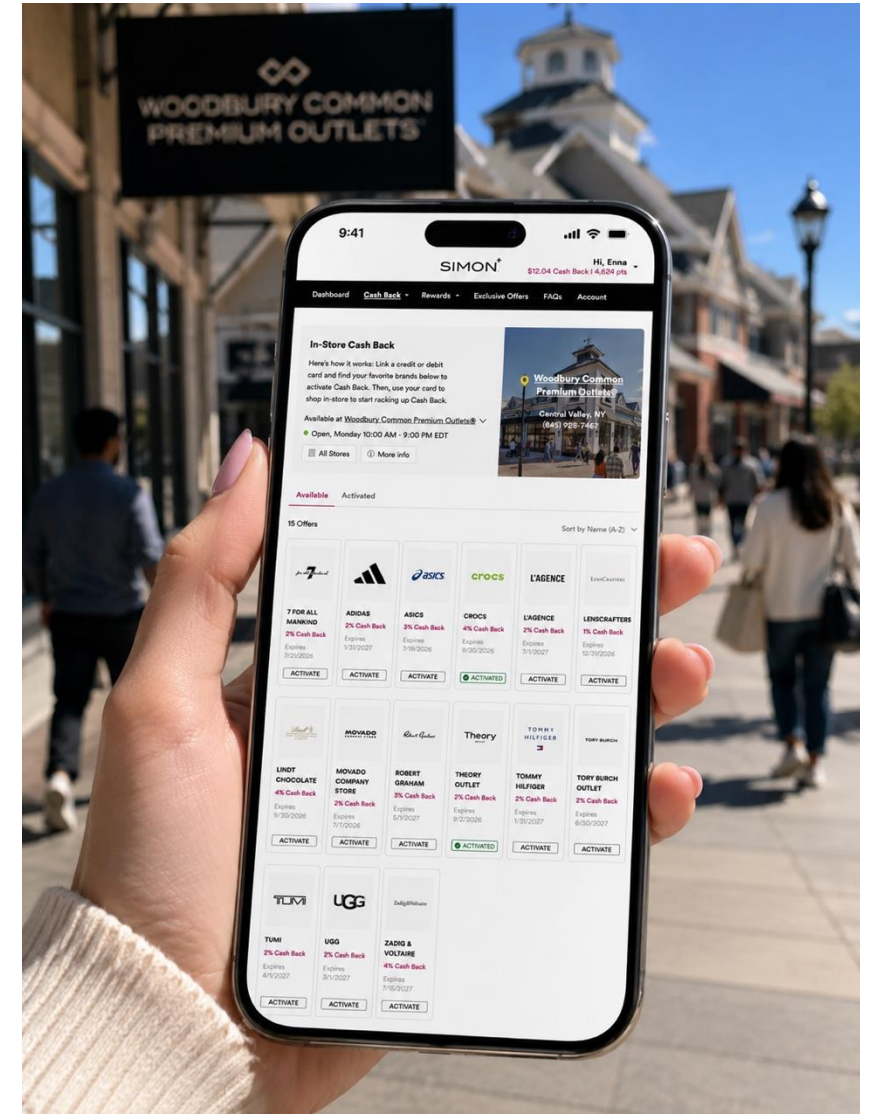


CARD-LINKED OFFERS (CLO)

Provide cash back offers that reward shoppers for purchasing in your store. Card-Linked Offers allow Simon+ members to activate a cash back offer and earn a reward after making a qualifying purchase with a linked payment card.

- Drive incremental store visits and purchases
- Offer cash back only when a transaction occurs
- Reach shoppers actively searching for savings
- Extend the reach of existing card-linked offer programs

Retailers with an existing card-linked offer program can extend those offers to Simon+ members. Additionally, Simon can provide introductions to CLO providers



AUTOMATIC POINTS EARNING



CARD-LINKED TRANSACTIONS (CLT)

Make earning points easier by automatically recognizing eligible purchases. Card-Linked Transactions allow Simon+ members to earn points automatically when they shop with a linked payment card at participating retailers.

Benefits include:

- Frictionless customer experience
- No receipt upload required
- Easier point accumulation for members
- More opportunities for repeat visits and purchases

Easy to Enable

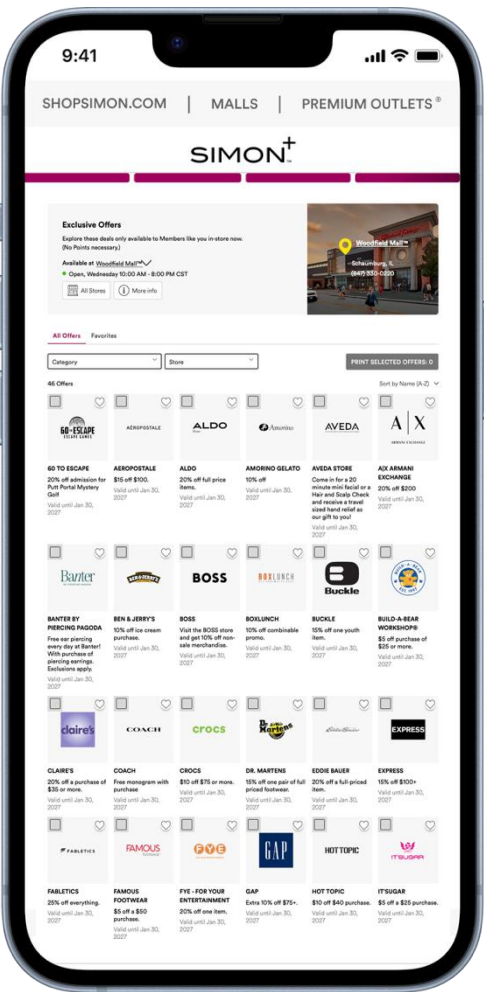
Retailers do not need to build or manage any technology. Simon manages the implementation program operations after receiving approvals and merchant IDs for participating locations



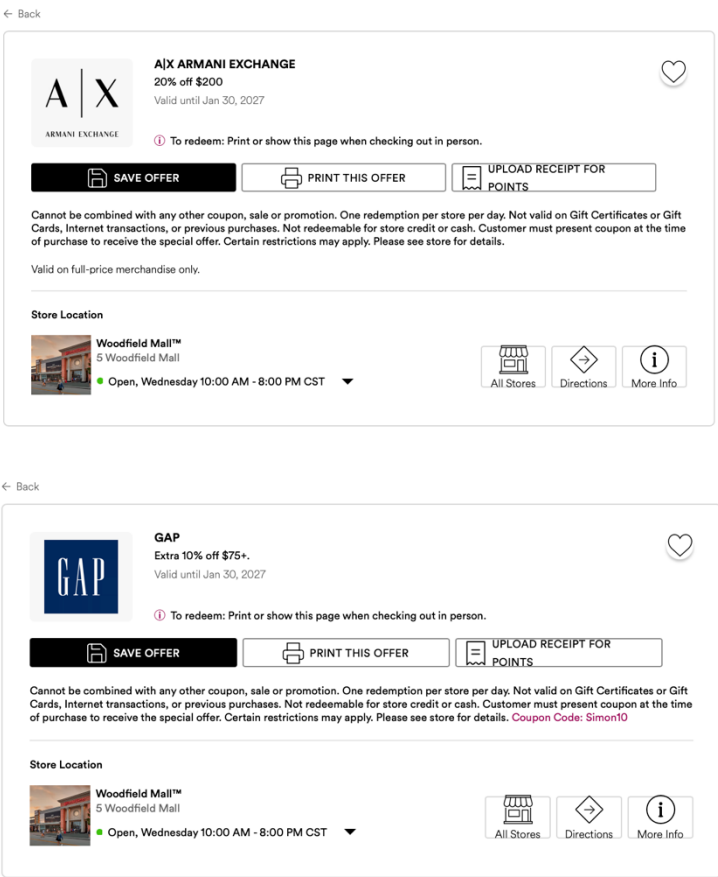
EXCLUSIVE OFFER USER FLOW



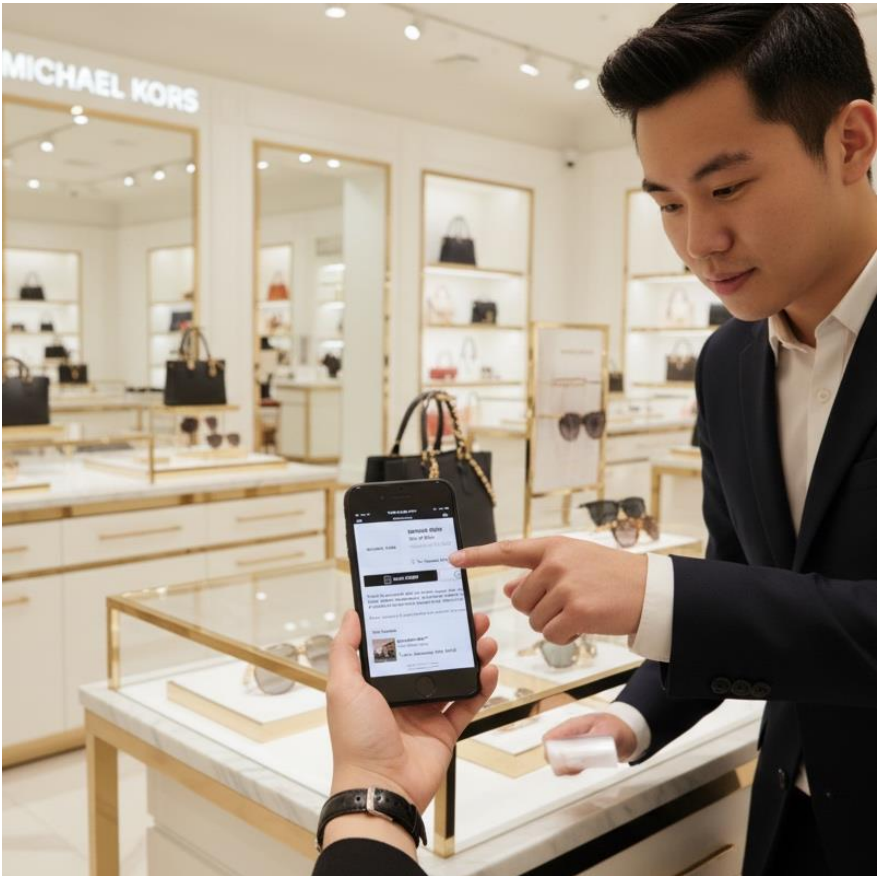
Step 1: Customer sees all the offers from their local Simon center



Step 2: Customer selects the offer and can print or save to their phone



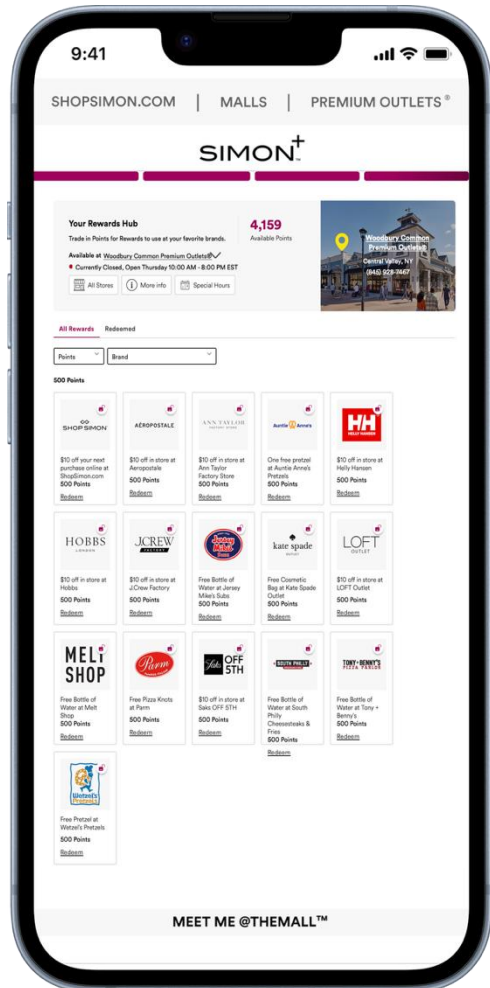
Step 3: Customer shows the offer to the store associate.



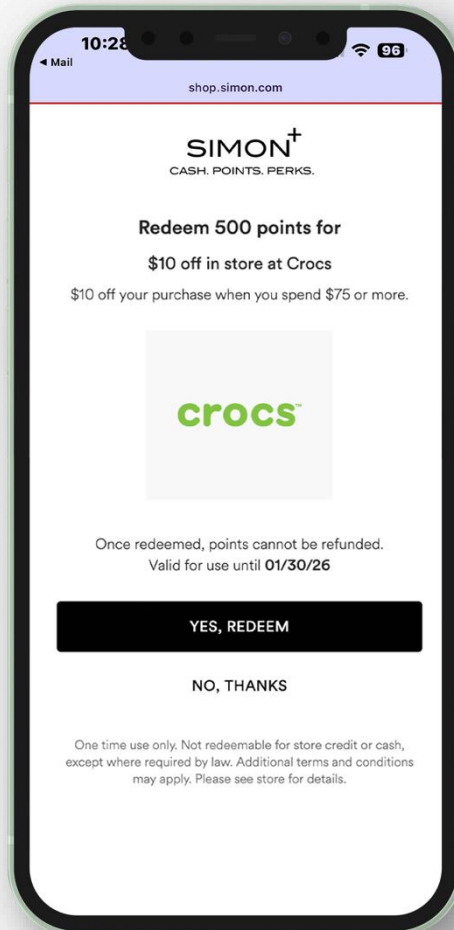
MEMBER REWARD USER FLOW



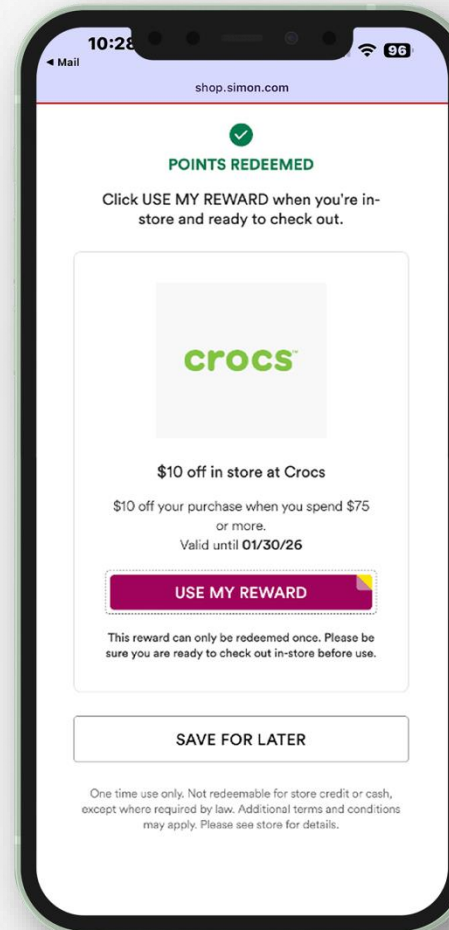
Step 1: Customer sees the reward options in the Rewards Hub



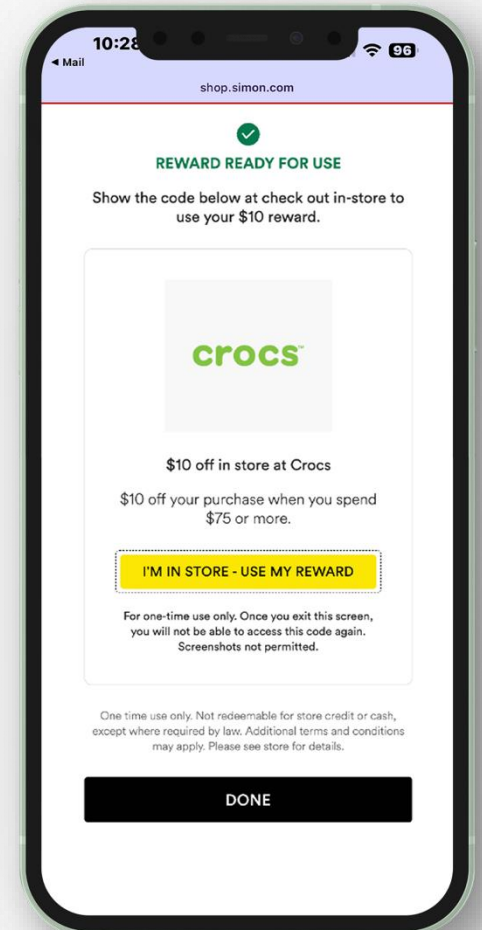
Step 2: Customer confirms desire to redeem points for reward



Step 3: Customer selects “use my reward” when in store



Step 4: Customer shows the code to a store associate and clicks done



INTRODUCING
SIMON⁺



CUE THE REWARDS
Cash. Points. Perks.*

*Participation in Simon+ and the awarding of all related Benefits (i.e. Points, Cash Back and Rewards) are subject to the Rewards Program Terms published at plus.simon.com. Please read these terms carefully before signing up for Simon+.

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SHOPPING + REWARDS*
A total win for you.

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JOIN TODAY
SIMON⁺



CASH BACK*
for shopping your favorite brands

POINTS*
1 point for every qualifying \$1 spent in-store

PERKS
early access to sales, surprises and more

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JOIN NOW FOR
EXCLUSIVE OFFERS*
at Woodbury Common Premium Outlets[®]



BANANA REPUBLIC
FACTORY STORE

HEY DUDE

JD

Laks OFF 5TH

SIMON⁺

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GET EXCLUSIVE
OFFERS & REWARDS*
at Woodbury Common
Premium Outlets[®]
Join Now at SimonPlus.com



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INTRODUCING
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CUE THE
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SHOP TODAY.
GET REWARDED.
Cash. Points. Perks.*

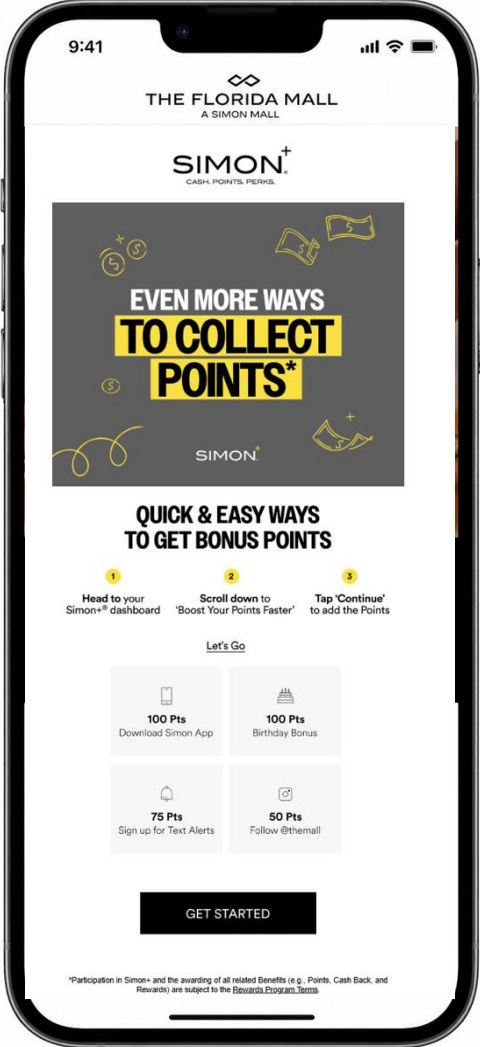
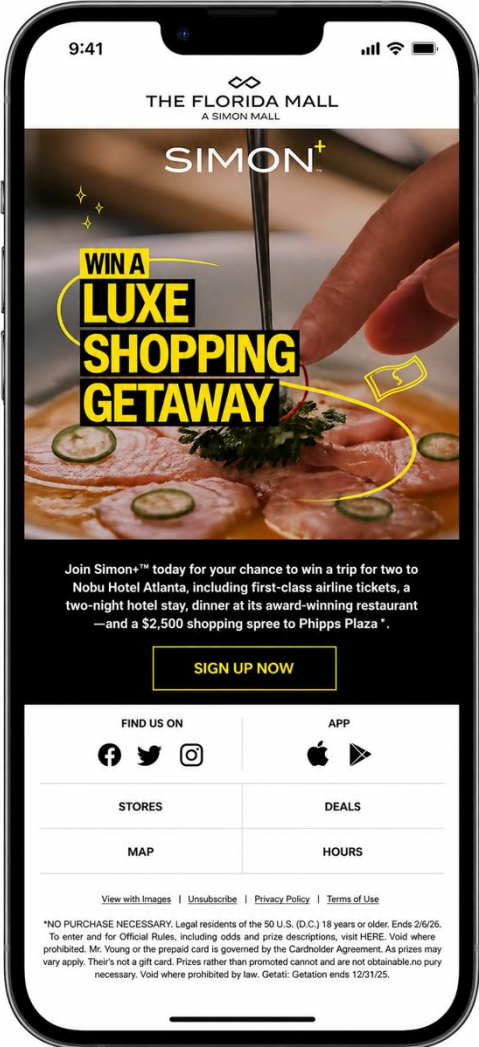




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*Participation and Benefits subject to Rewards Program Terms published at plus.simon.com. Please read them carefully.



9:41 AM Thu May 16


THE FLORIDA MALL
A SIMON MALL

100%

THIS WEEKEND ONLY:
2X BONUS POINTS*



From February 13-16, shop in-store to collect double Points at Participating Retailers – and get to your next Reward even faster!

Upload your receipts or use a Linked Card to get Points added to your Account.

SEE YOUR POINTS

9:41


SIMON+
CASH. POINTS. PERKS.

Congrats! You've got Points!

CUE THE REWARDS

CASH. POINTS. PERKS.*



WELCOME, LAUREN

Now that you're a Simon+™ Member, you get access to Cash Back, Points and perks when you shop in-store at Simon Centers and online at ShopSimon.com™.

Explore everything Simon+ has to offer before your next shopping trip.

EXPLORE MORE

Here's What's Waiting for You



Exclusive Offers

Tap into can't-miss deals from popular brands, only available to members like you.

9:41

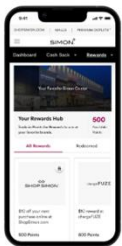

SIMON+
CASH. POINTS. PERKS.

SHOP TODAY, GET REWARDED



Trade in your Points for exciting Rewards* like members-only experiences, discounts at your favorite restaurants and stores – and much (much) more at The Fashion Mall at Keystone®, any Simon Center or online at ShopSimon.com™.

SEE REWARDS



Here's How It Works:

1 Go to the Rewards Hub on your Simon+™ dashboard

2 Pick out a Reward and tap REDEEM to follow the directions on-screen

3 Shop + Redeem and enjoy all the savings.

GET STARTED →

*Participation in Simon+ and the awarding of all related Benefits (e.g., Points, Cash Back, and Rewards) are subject to the [Rewards Program Terms](#). Screen shown in simulated.

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MARKETING SUPPORT



MARKETING SUPPORT





MARKETING SUPPORT



JOIN SIMON+[®]
TO MAKE AN IMPACT*[®]

When you sign up today, you'll get access to rewards —plus, The Westchester[™] will donate \$5 to Feeding Westchester on your behalf.



Join for Free



SIMON+[®]
CASH. POINTS. PERKS.

*Read Rewards Program Terms at plus.simon.com/terms & Official Rules on-site before entering. Limited to a maximum of \$3,000 in donations. Ends on April 16, 2026.

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AN EXTRA GIFT FROM SANTA

Join Simon+[™] today and get 100 bonus points.*



Use promo code **HOLIDAY**.
Valid thru December 24, 2025.



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STAY. SHOP. SAVE.

There's a new way to get rewarded during your trip.

Sign up below and use code **PLUSUP** on your dashboard to get 100 Bonus Points.

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NEXT-LEVEL REWARDS
at Dadeland Mall[™]



Join Now

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