



SCOTTSDALE FASHION SQUARE



AN *OASIS* OF UNFORGETTABLE WONDER...

It's all here. Inspired luxury. The world's finest and most innovative brands. A new wing exclusively devoted to high-end stores, upscale dining and rich experiences. With another lux renovation underway, we've reinvested in the entire Scottsdale collection and so have our retailer and restaurant partners. From a state-of-the-art technology wing to artisanal dining, offering levels of amenities to meet every need.

The result is the most extraordinary retail destination in Arizona.



MARKET OVERVIEW *AT A GLANCE*

1.2M

Population in the total trade area

luxury

Top 10 market for luxury homes;
Arizona is home to 161,000 millionaire
households

5.0%

Projected population growth over the
next five years

40+

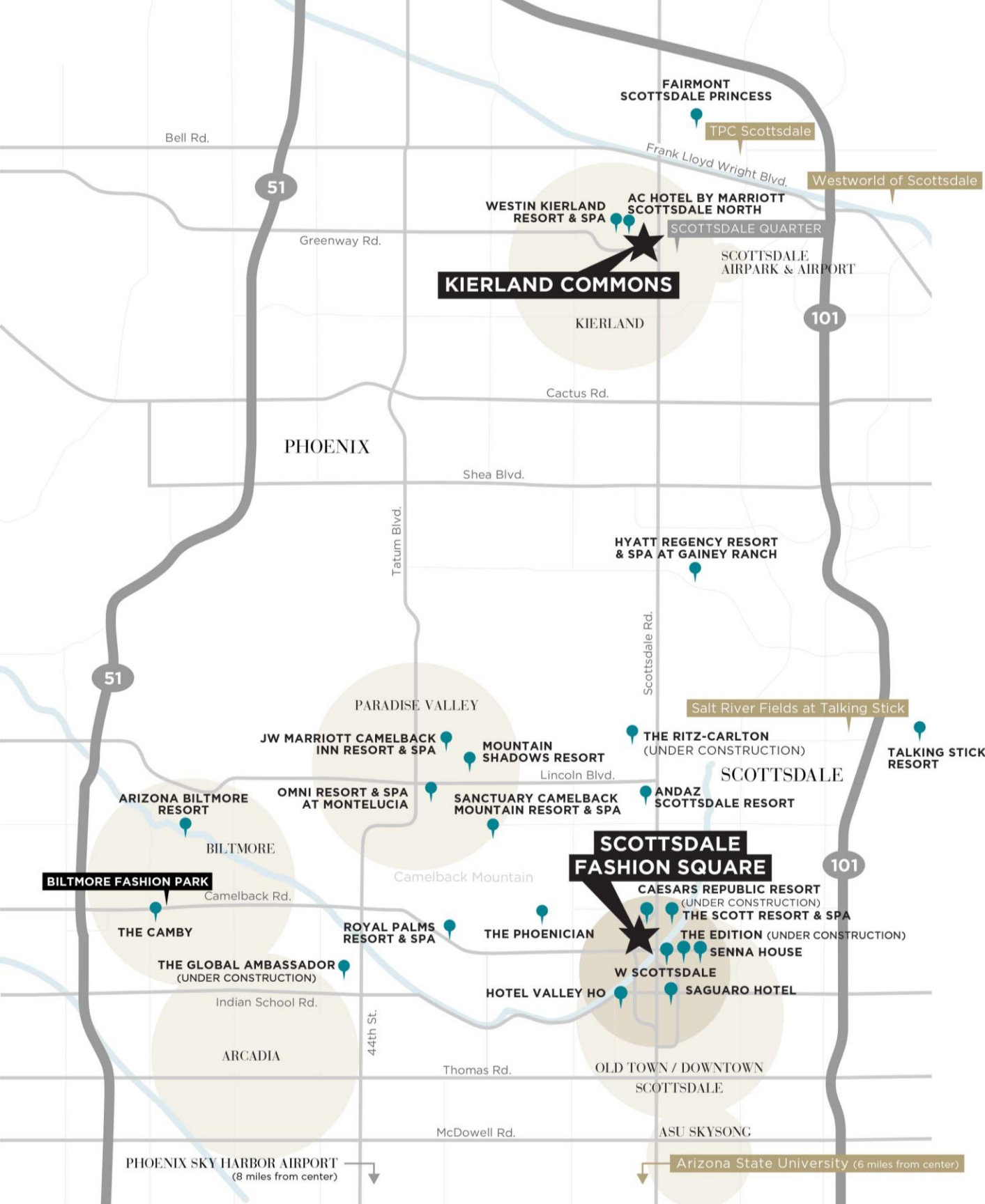
Luxury and contemporary brands
including Dior, Louis Vuitton and Gucci

35-54

Best customer age contributing
47 percent of center sales

\$150K+

Shopper household Income accounting
for the largest share of center sales
within a two-mile radius



A PREMIER SHOPPING DESTINATION

In Scottsdale, shopping is a top passion for its upscale residents, as well as millions of domestic and international visitors.

- 12.1 million visitors in 2022
- Scottsdale visitor average income of \$247K+
- 200+ golf courses in the region
- 50+ Day, Resort & Health Spas with a total of 14K+ rooms
- World-recognized events & attractions, PGA's most popular event - Phoenix Open, Barrett-Jackson, Baseball Spring Training, and 2023 Super Bowl LVII

DEMOGRAPHIC SNAPSHOT

	PRIMARY TRADE AREA	TOTAL TRADE AREA	MSA (PHOENIX, SCOTTSDALE, MESA)
2022 Population	437,177	1,230,904	5,009,506
2027 Population (projection)	459,027	1,279,716	5,215,028
Five-Year Population Growth	5.0%	4.0%	4.1%
Households	199,997	533,348	1,852,549
Average Household Income	\$137,432	\$115,548	\$105,345
Median Household Income	\$88,805	\$76,296	\$75,940
Median Age	41.6	38.7	36.6
White Collar	76.1%	69.5%	63.1%
	1 MILE	3 MILE	5 MILE
Daytime Population	35,800	115,158	283,828



SCOTTSDALE TOURISM

Annual visitors: **12 million +**

Visitor average household income: **\$247,000**

Average length of stay: **3.5 nights**

Visited Scottsdale more than once per year: **75%**

Top 5 U.S. feeder markets: NY, Chicago, LA, San Francisco, Denver, Minneapolis

Top international feeder markets: Mexico, Canada, Germany, U.K., France

Resorts and Hotels: More than 500+ hotels and 40 full-service resorts with a **total of 69,000 + guest rooms**

200+ Golf Courses in the region – 7 Golf Clubs within 5-mile radius including Phoenician GC, Continental GC, Paradise Valley CC, Camelback CC, Scottsdale Silverado GC



VISION FOR THE FUTURE

PHASE II

- Enhancing the luxury retail trade with a dozen new retail and luxury tenants
- Addition of new 256 room Caesars Republic Resort featuring restaurants by Giada De Laurentiis – Luna by Giada and Pronto by Giada – opening March 2024
- Planned 500K SF Class A office space and proposed high-end luxury residential units
- Finishing the interior center renovation
- Offering a chic, state-of-the-art valet experience
- Creating and reprogramming 4+ F&B opportunities
- Adding a true sense of arrival to the number one intersection in Scottsdale

SCOTTSDALE FASHION SQUARE AERIAL



SCOTTSDALE
Fashion Square

MAJOR RETAILERS INCLUDE:

NEIMAN MARCUS

NORDSTROM

DILLARD'S

MACY'S

APPLE

DICK'S SPORTING GOODS

INDUSTRIOUS

HARKINS CAMELVIEW THEATRES

LIFE TIME

CAESARS REPUBLIC SCOTTSDALE

DIOR

DOLCE & GABBANA

GUCCI

LOUIS VUITTON

LUCID MOTORS

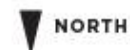
NOBU

OCEAN 44

SAINT LAURENT

TOCA MADERA

VERSACE



MARKET EXCLUSIVE LUXURY BRANDS

Anchored by top-performing flagship stores

NORDSTROM

Neiman Marcus





MERCHANDISING

Scottsdale Fashion Square's collection of retailers includes the most recognized and appealing brands in the country.

m | *travis Mathew*

SINCE *Kiehl's* 1851



ANTHROPOLOGIE

MARC JACOBS

alo

H&M

INDOCHINO

free people

JO MALONE
LONDON



Casper

ZARA



TORY BURCH

SEPHORA

PELOTON



DINING/ENTERTAINMENT

Scottsdale Fashion Square’s line up of restaurants offers something for every discerning palette. Plus, the new co-working space, Industrious, coupled with entertainment options enhance the work-play concept.

zinqué
(zin-kæ)

NOBU

**Ocean
44**

**SHAKE
SHACK**

tocaya
ORGANICA



TOCA MADERA

**FIRED
PIE**

FRANCINE

Harkins
THEATRES

WONDERSPACES

INDUSTRIOUS

NEW TASTES TO A RENOWNED CULINARY SCENE...

Scottsdale is a foodie destination and Scottsdale Fashion Square is in prime position with a line up of restaurants that offers something for every discerning palette.



NOBU

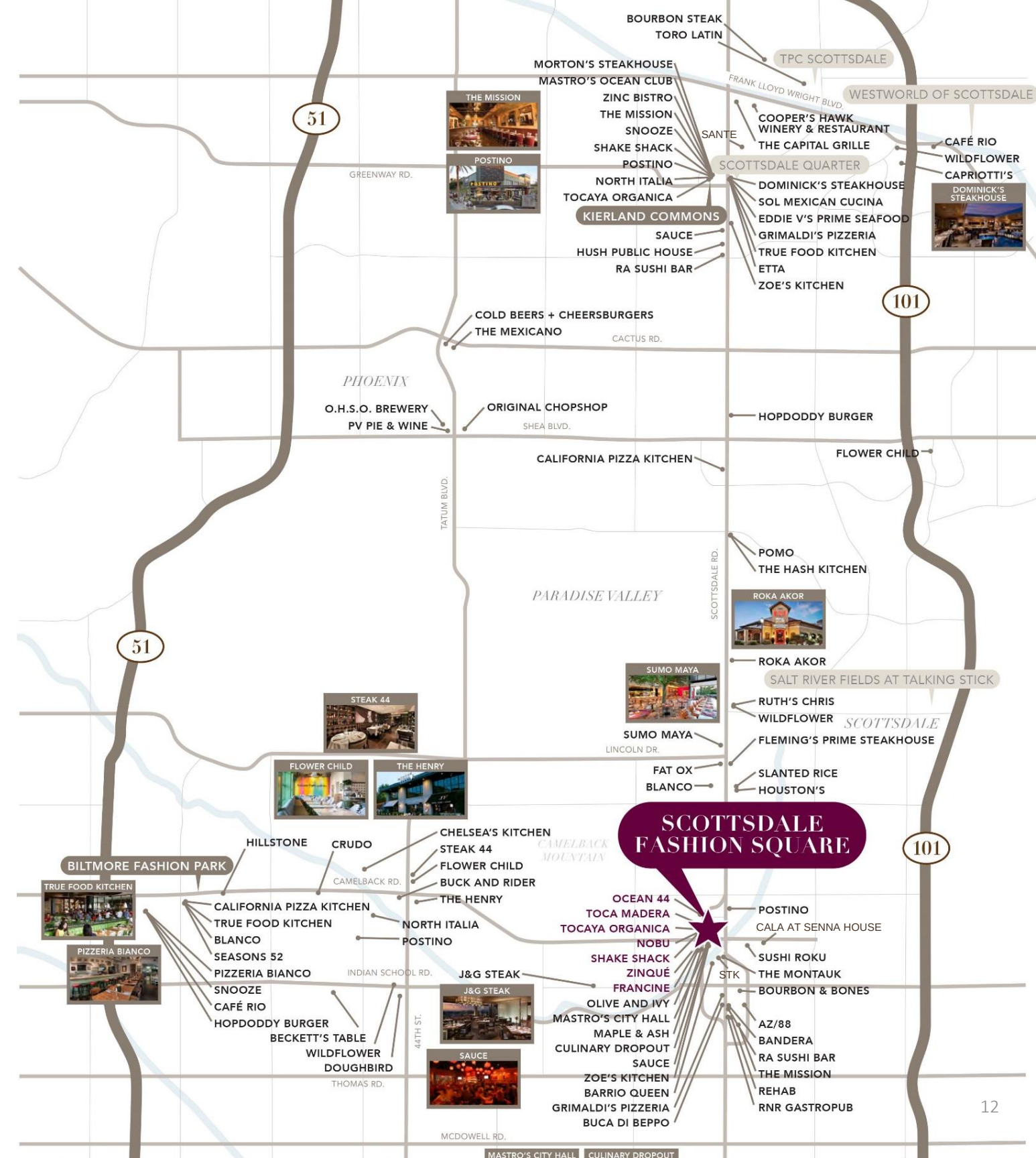
Ocean
44

tocaya
ORGANICA

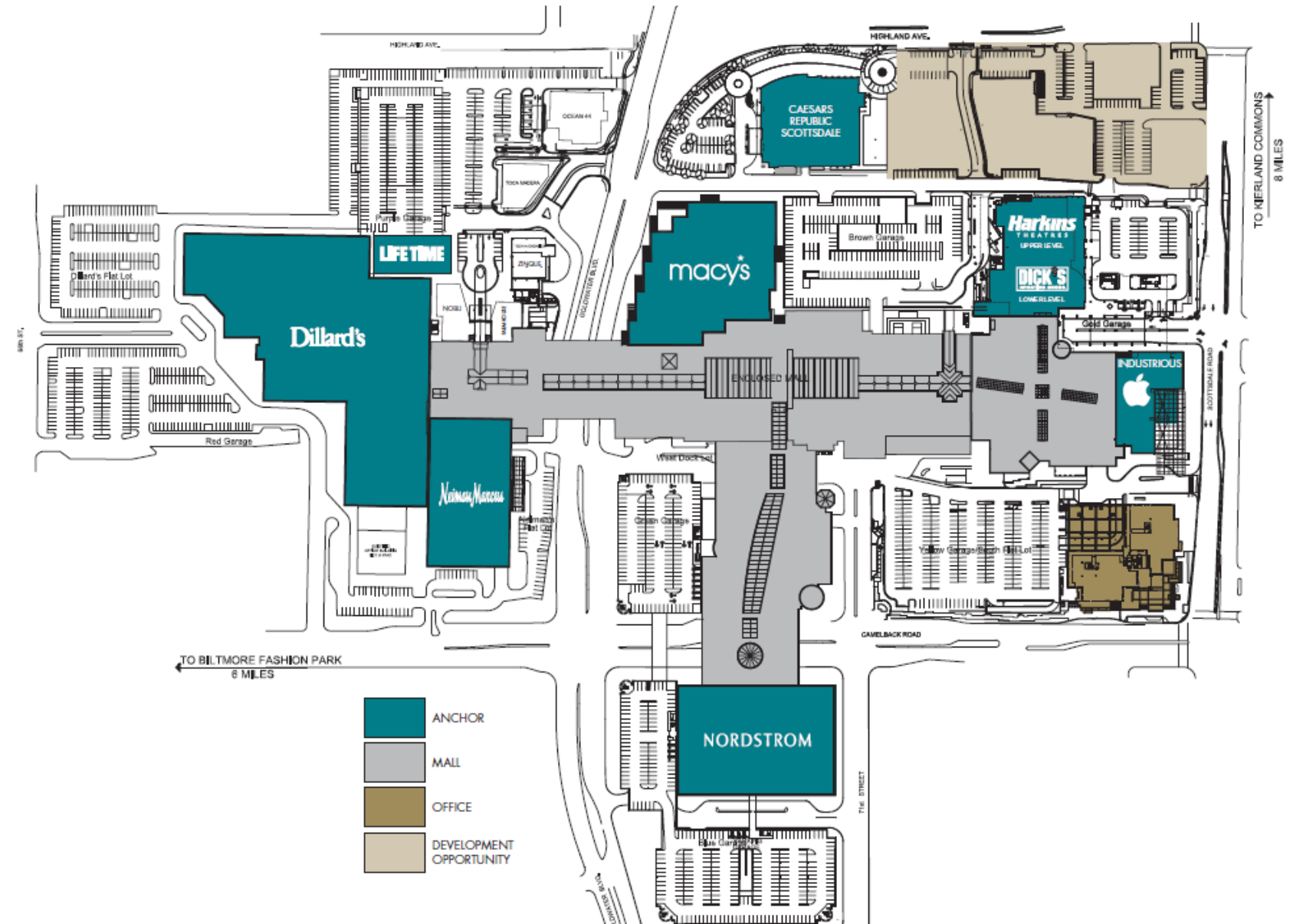


FRANCINE

zinqué
(zin-kæ)



SCOTTSDALE FASHION SQUARE SITE PLAN



ANNUAL PROGRAMMING

Scottsdale Fashion Square hosts a series of events, promotions and programs as well as supports retailer-specific activations to generate traffic and sales for the center.



Signature events include Lunar New Year, The Cactus Collective, Spring and Fall Fashion Showcase, Monday Motivation Mixers, and Santa Headquarters.



Annual community fundraiser events and programming to benefit Fresh Start Women's Foundation, Board of Visitors Care Card, and six chosen non-profits of Shop It Forward Program.



Major event tickets, resort stays and local attractions are promoted through gift with purchase and Instagram giveaway campaigns.



Regular media outreach, influencer partnerships, digital efforts and advertising supports retailers, events and promotions.

COMMUNITY INVOLVEMENT

Scottsdale Fashion Square and its retailers support local charities, community organizations and events including:

Arizona State University – Herberger Institute of Design

Scottsdale Art / Scottsdale Public Arts

Scottsdale Museum of Contemporary Art

Larry Fitzgerald's First Down Fund

Colleen's Dream Foundation

Barrett-Jackson

Fresh Start Women's Foundation

Phoenix Children's Hospital

Arizona Coyotes Foundation

Mother's Grace

Phoenix Art Museum

Care Card Charities/Board of Visitors

TGEN Foundation

The Arizona Humane Society



CIVIC INVOLVEMENT

Scottsdale Fashion Square is actively involved with various civic organizations within the community through partnerships, board service and volunteerism:

Arizona Office of Tourism

Scottsdale Chamber of Commerce

Experience Scottsdale

Visit Phoenix

Scottsdale Leadership

US Travel Association

Shop America Alliance

Arizona Lodging & Tourism Association

Valley Hotel & Resort Association

Fashion Group International

International Council of Shopping Centers





MACERICH (NYSE: MAC)

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS, INCLUDING CALIFORNIA, THE PACIFIC NORTHWEST, ARIZONA, AND THE METRO NEW YORK TO WASHINGTON, D.C. CORRIDOR