



FLATIRON CROSSING



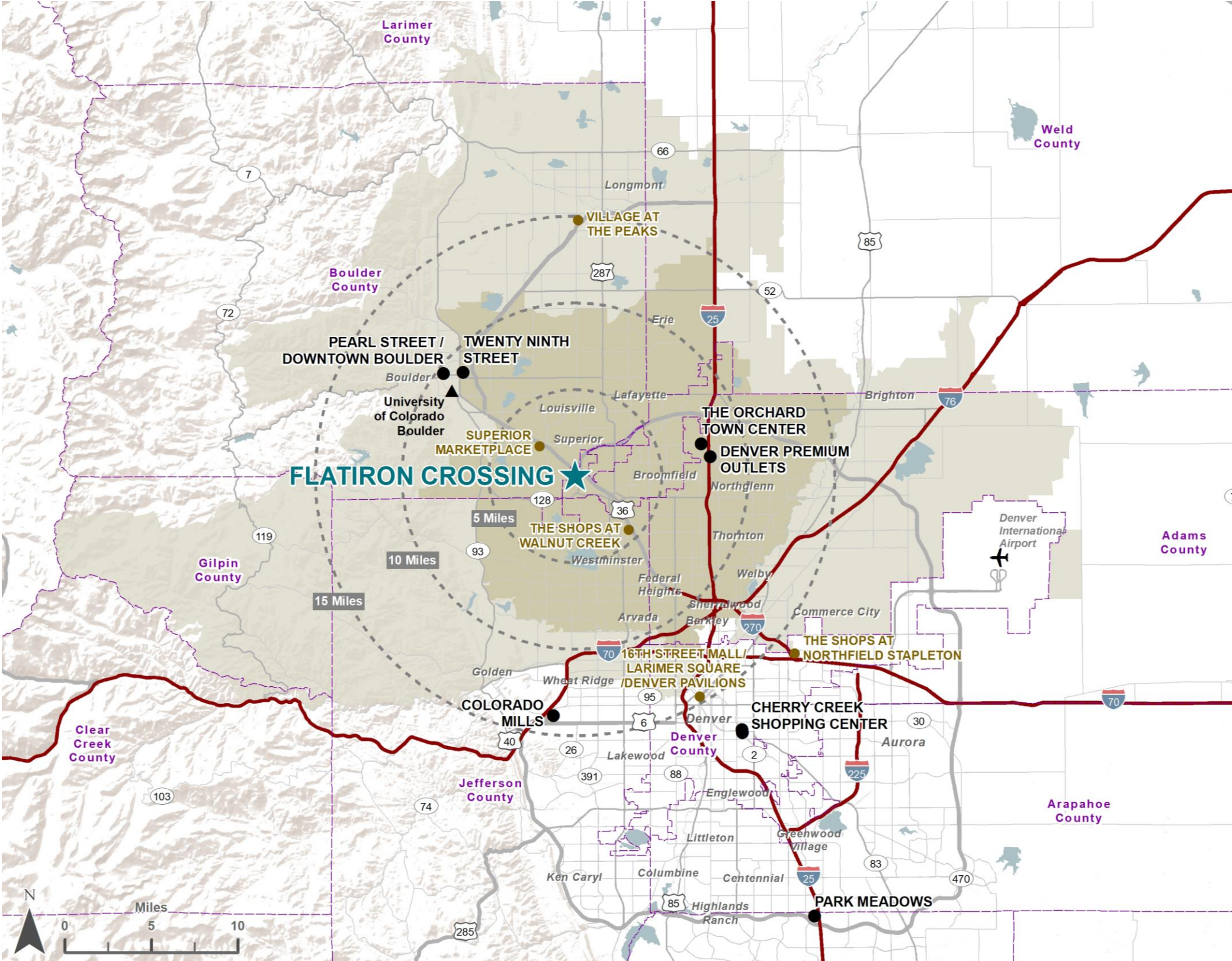


OVERVIEW

FlatIron Crossing has evolved to a well-positioned destination for shoppers and retailers alike featuring Dillard's, Macy's, Dick's Sporting Goods, AMC Theatres and more than 175 shops and restaurants.

Designed to reflect the active, outdoor lifestyle of Colorado, FlatIron Crossing features 1.4M sq. ft. of retail set in a two-level, super-regional enclosed shopping mall and an adjoining outdoor dining and entertainment district.

- ★ FlatIron Crossing
- Primary Trade Area
- Secondary Trade Area
- Competitive Centers
- Other Centers



MARKET OVERVIEW *AT A GLANCE*

175+

Storefronts including Apple, Crate & Barrel, H&M, and AMC Theatres

1.2M

Population in the Total Trade Area

37K

Students at the University of Colorado
less than 10 miles from center

7.3M

Square Feet of planned commercial
and mixed-use development

+149K

Average Household Income within a
5-mile radius

3,594

Hotel rooms within a 5-mile radius

DEMOGRAPHIC SNAPSHOT

	PRIMARY TRADE AREA	TOTAL TRADE AREA	MSA (DENVER, AURORA, LAKEWOOD - CO)
2022 Population	744,248	1,242,988	3,058,781
2027 Population (projection)	761,854	1,280,957	3,169,725
Five Year Population Growth	2.4%	3.1%	3.6%
Households	280,084	474,298	1,205,051
Average Household Income	\$128,938	\$128,570	\$129,680
Median Household Income	\$95,558	\$94,184	\$94,098
Median Age	37.2	37.0	37.6
White Collar	58.0%	57.8%	59.9%
	1 MILE	3 MILE	5 MILE
Daytime Population	13,764	60,166	141,795



THE VISION FOR THE FUTURE

DEFINING THE FUTURE of FlatIron Crossing means densifying and diversifying this large, high-profile campus to become a multi-use destination and true community hub.

NEW ELEMENTS WILL ROLL OUT IN PHASES, starting with luxury residential, new class-A office space, market-leading dining and retail, and community open area.

ULTIMATELY, MACERICH WILL MAXIMIZE THE SITE'S NEARLY 25 ACRES of underutilized real estate to also deliver Broomfield's only entertainment hub plus more green outdoor space for this part of the world that can never get enough.

EMPLOYMENT HIGHLIGHTS

Broomfield has #1 Fastest Growth of any Metro County in Colorado (World Population Review, 2023)

City of Superior ranked #3 Best Places To Live in Colorado (Niche, 2022)

30+ Major employers headquartered in Broomfield

76,000+ employees within a 5-mile radius, including 14 major employers with 500+ employees

Average Household Income within 5-mile radius is \$149K; 15% higher than Denver MSA

Broomfield's global powerhouses, start-ups and homegrown companies such as Ball, Vail Resorts, Webroot, Oracle, Partners Group and Viega, are leading the way in all sectors of innovation





SIGNATURE EVENTS

Easter Bunny – Over 3,000 people over the 3-week event

Summer of Fun – Includes weekly summer concerts, carnival, etc. – 1,000 people per week

Back to School Bash – Over 200 people over the 2-hour event

Boo Bash – Over 1,000 people over the 3-hour event

Santa's Arrival – Over 2,000 people over the 4-hour event



DICK'S SPORTING GOODS	APPLE	COACH	H&M	SEPHORA
DILLARD'S	BAD DADDY'S BURGER BAR	THE CONTAINER STORE	P.F. CHANG'S	VANS
MACY'S	BANANA REPUBLIC	CRATE & BARREL	POTTERY BARN	VICTORIA'S SECRET
AMC THEATRES	CALIFORNIA PIZZA KITCHEN	GORDON BIERSCHE BREWERY	RED ROBIN	WILLIAMS SONOMA

FLATIRON
CROSSING
AERIAL





MERCHANDISING

An anchor line-up featuring Dillard's, Macy's and Dick's Sporting Goods is joined by prominent names in fashion, beauty, children and home furnishings.

SEPHORA

COTTON:ON



aerie

Crate&Barrel

★macy's




COACH

VANS

COTTON:ON KIDS

POTTERY BARN

BANANA REPUBLIC

MAC

Soma

The Container Store®



DINING & ENTERTAINMENT

Highlights include five full-service restaurants, which join more than 20 other eateries, and AMC Theatres with Dolby Cinema and IMAX.

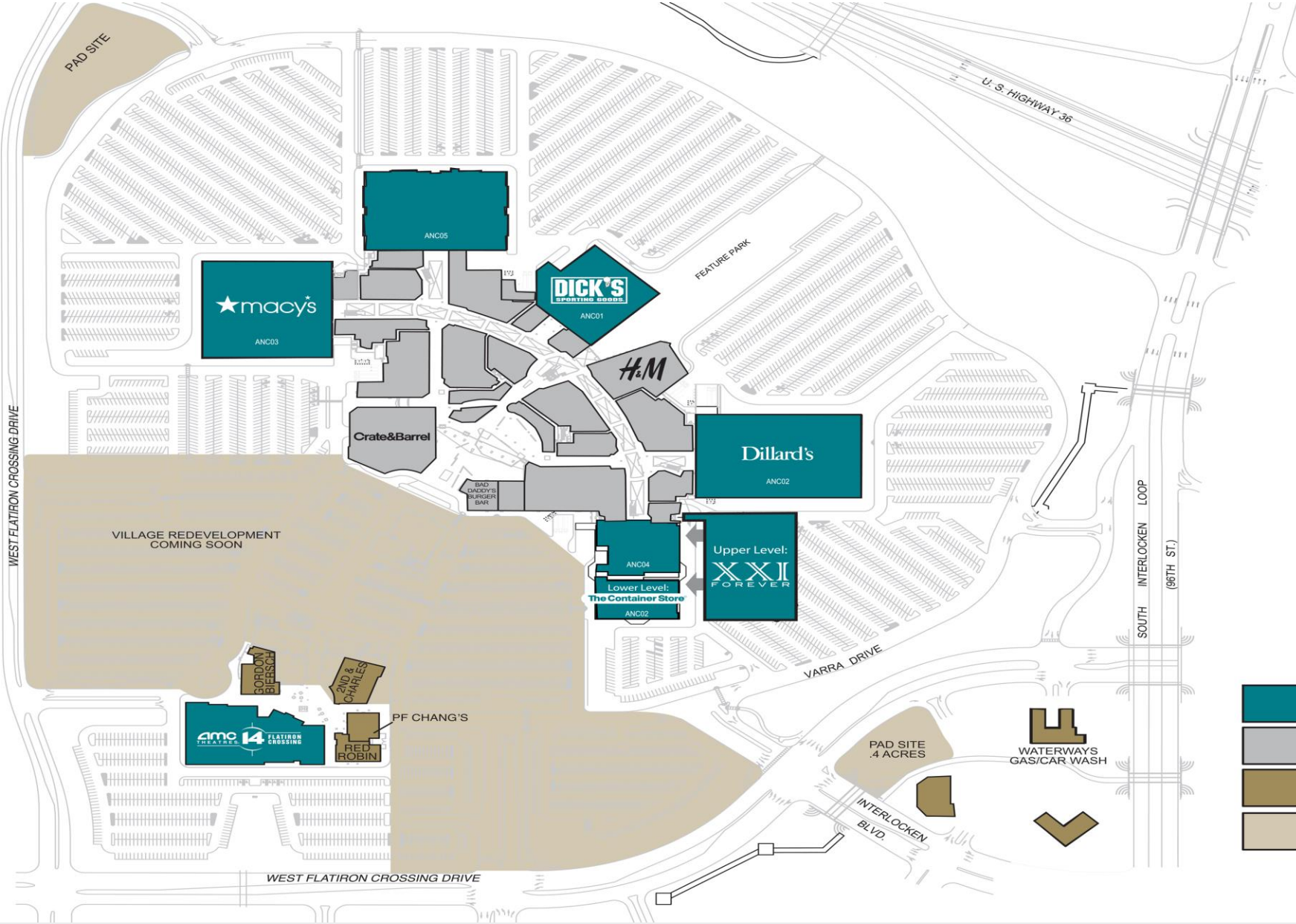
P.F. CHANG'S
CHINA BISTRO



Red Robin
GOURMET BURGERS AND BEERS

amc
THEATRES

FLATIRON CROSSING SITE PLAN





VEHICLE TRAFFIC COUNTS

Major Highways Near Center

	DAILY
US 36 at Interlocken Loop	73,620

Roads Near Center Entrances

	DAILY
Coalton Road at Summit Blvd	22,867
Interlocken Loop at Interlocken Boulevard	14,016



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