

A woman with long, wavy brown hair and red lipstick is seated on a light-colored, tufted chair. She is wearing a shimmering, sequined, sleeveless dress. To her left are several tall, green cacti with gold glitter accents. The background is a plain, light-colored wall.

Story.
Style.
Spirit.

S·C·O·T·T·S·D·A·L·E

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. We've reinvested in the entire Scottsdale collection and so have our retailer 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.

Follow our story.

A market brimming with *treasures...*

The definitive address for luxury retail within 250 miles

Market exclusive luxury & contemporary brands

Top-performing Neiman Marcus & Nordstrom

1.9 million sf property

Nearly \$1 billion in annual sales

19.5 million annual visitors

Top 10 market for luxury homes

Several billionaires call Arizona home

More than 137,000 millionaire households in Arizona





 **Opulence**
on the *horizon...*

26% of Scottsdale residents are millionaires

Staggering 50% population growth (1995-2025)

Scottsdale Airport spending \$25 million on two new state-of-the-art
hangers for private jets

Scottsdale & Paradise Valley where 70% of all million dollar homes
are sold in Maricopa County (2018)

Different paths, *one destination...*

The Resident

Scottsdale is an upscale enclave in the 11th largest MSA of 4.8 million people

Average HH income in Scottsdale:
\$123,000

25% of HH in Scottsdale earn more than \$150,000 – nearly double the U.S. average

41% of HH in Scottsdale earn more than \$100,000

The Student

ASU campuses enroll more than 91,000 students annually

Ranked top one percent of world's most prestigious universities

No. 1 choice of international students for the 4th straight year – attracting the highest enrollment of Chinese students after USC

The Visitor

Arizona breaks records with 43.9 million overnight visitors in 2017, spending \$62 million per day

Shopping is a top activity for tourists

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

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

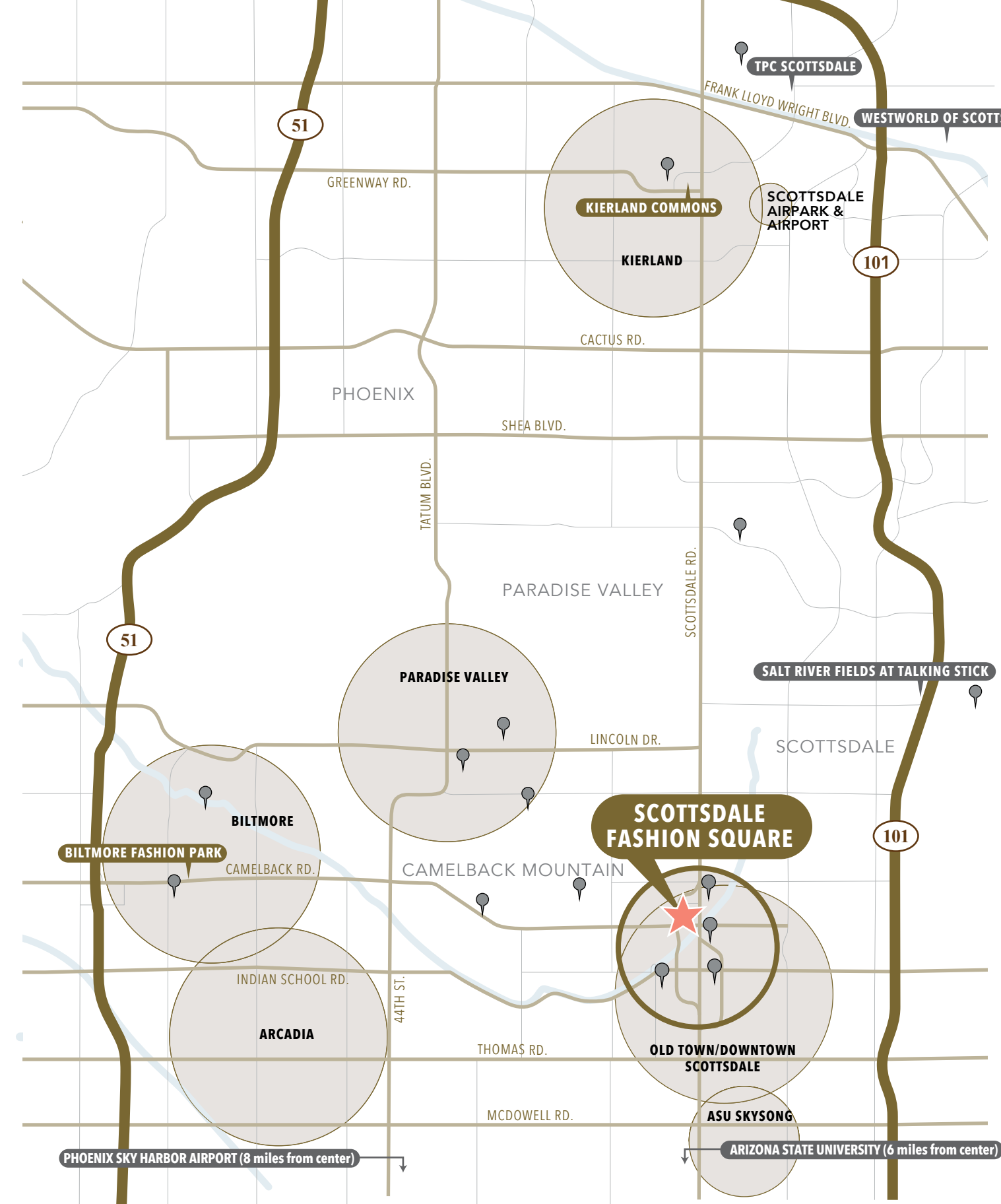
Average HH income of Scottsdale visitors: \$247,000

Visitors drive 25% of sales at Scottsdale Fashion Square



Major annual marquee events *drawing millions of visitors...*

- 1.8M Baseball Spring Training (15 MLB teams)
- 720K Phoenix Open (PGA's most popular event)
- 325K Scottsdale Arabian Horse Show
- 270K Barrett-Jackson world-renowned collector car auction
- 90K Fiesta Bowl/Cactus Bowl
- 25K Scottsdale Arts Festival (named one of top art festivals by American Style Magazine)
- 13K Bentley Scottsdale Polo Championships
- Dozens of culinary, wine and cultural events throughout the year



RESORTS
15 Luxury Resorts with 5,975 rooms
70 Resorts in Scottsdale

**NEIGHBORHOODS
RESIDENTIAL & BUSINESS**

ARCADIA
One of the hottest luxury neighborhoods to live in with multi-million dollar homes

BILTMORE
4.6M sq. ft. of Class A office space & 1,300 high rise urban residences

KIERLAND
Luxury homes range from \$500K to \$2M+

OLD TOWN/DOWNTOWN SCOTTSDALE
Anchored by Scottsdale Fashion Square and the culinary, nightlife, arts and culture scene
20 Multi-family luxury residential projects with 4,500 units within 1 mile of the center
Home to a number of corporate headquarters including YELP, McKesson & Weebly

PARADISE VALLEY
Most affluent city in AZ (24th in the nation)
Most educated city in AZ (34th in the nation)
Median home value is \$1.64M

SCOTTSDALE AIRPARK
2nd largest employment center in the valley with 54K employees

SKYSONG
ASU Scottsdale Innovation Center, 1.2M sq.ft. of luxury residential, restaurants, retail and office, attracting the world's best brands and tech startups



A full spectrum of *experiences...*

More Millennials are moving to Phoenix than Los Angeles, New York or San Diego – *CBRE*

One of the Top 21 Cities with the Highest Startup Growth – *Business Insider*

Metro Phoenix Ranks #15 in Tech Talent – *CBRE*

Best Place to Raise a Family – *Sunset Magazine*

Paradise Valley is one of America's Most Expensive Zip Codes – *Forbes*

Scottsdale is one of the Top 10 U.S. Favorite Cities for Food – *Travel & Leisure*

Scottsdale is the Most Under-The-Radar Food Towns in America – *The Daily Meal*

50+ Day, Resort, & Health Spas - the Most Destination Spas in the U.S.

200+ Golf Courses in the Region

150+ Art Galleries

Scottsdale Fashion Square
is Arizona's address
for *luxury brands...*

Market Exclusive Luxury Brands Anchored by Top-Performing Flagship Stores

Neiman Marcus

NORDSTROM

LOUIS VUITTON
RENOVATED

GUCCI
EXPANDED

Cartier
EXPANDING
& RENOVATING

BOTTEGA VENETA
RENOVATED

SAINT LAURENT
PARIS
NEW

JIMMY CHOO
RENEWED


BREITLING
1884
NEW

IWC
SCHAFFHAUSEN
NEW

TIFFANY & Co.


HUBLOT
NEW

PRADA

BVLGARI
RENOVATED

BURBERRY

ST. JOHN
RENOVATED


OMEGA
RENOVATED

STUART WEITZMAN

DAVID YURMAN

Salvatore Ferragamo

BOSS
HUGO BOSS

ESCADA
NEW

MONT
BLANC
RENOVATED

CH
CAROLINA HERRERA
RENOVATED



Global
contemporary
brands...

Gathering together the best collection of high-profile fashion and lifestyle retailers in the world



FLAGSHIP



Adding new tastes to renowned *culinary scene...*

From early morning until late at night, a critical mass of award-winning culinary talent powers the region's best food scene. A distinctive array of 800+ restaurants, including James Beard Foundation recognized chefs and menus with indigenous ingredients from a bounty of local farmers, ranchers, purveyors and winemakers is the reason Scottsdale has emerged as a culinary destination, competing with the top dining cities in the country. Add a social scene with an eclectic mix of 80+ wine bars, lounges and dance clubs, and it's the place to be and be seen.

And in Arizona, with vibrant sunsets and stunning landscapes, it is all about the scene. Scottsdale Fashion Square's striking new north entrance – with dedicated valet – is the ideal backdrop for all new luxury menu experiences and connecting with local and visiting foodies. Arizona's only Nobu, first-to-market Ocean 44, Nathan Pietso's Farmhouse, Toca Madera and Abbott-Kinney favorite Zinque, each adding their own exceptional culinary flair.



Ocean 44, first location of the new upscale seafood concept from brothers Michael and Jeffrey Mastro



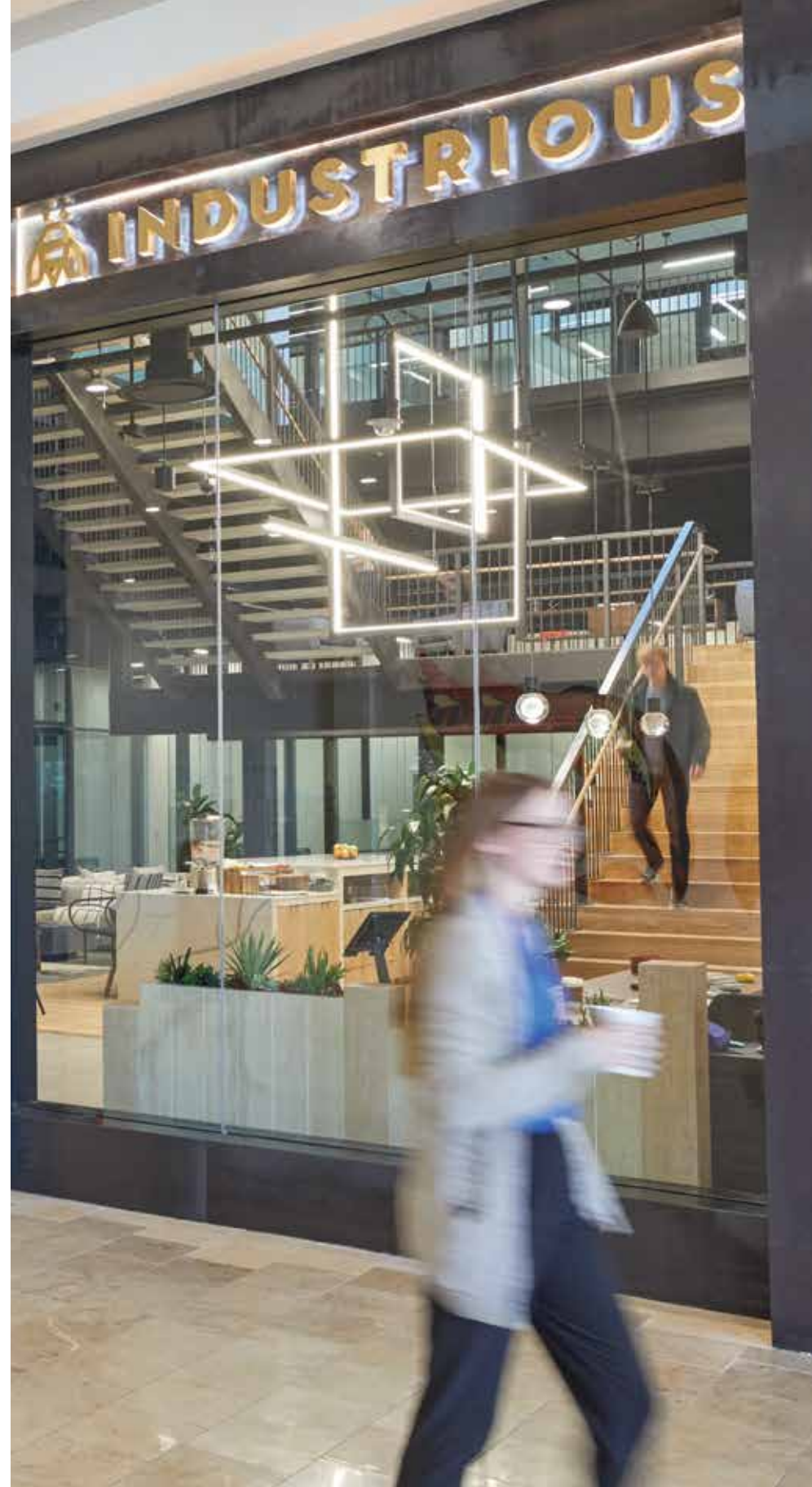
Farmhouse, a new concept restaurant by the founder of Fig & Olive, Laurent Halasz



Toca Madera, an upscale, swanky Mexican restaurant based out of West Hollywood



Nobu, a market-exclusive restaurant by celebrity chef Nobu Matsuhisa (James Beard Award winner), actor Robert De Niro and Meir Teper



*A new dimension
to the shopping
experience...*



Arizona's first incredible new two-story Apple flagship and largest prototype. A premier, amenity-driven coworking space by Industrious. An experience like no other with Wonderspaces, a new art show concept. Add Tesla, Sephora, Anthropologie, and a top-performing Nordstrom. Mix in the most exciting digitally native brands - Peloton, b8ta, UNTUCKit and Morphe - with so much more to come.



Inspired amenities include fine furnishings, unique textures, resort-level restroom and a grand entrance adorned by a signature fountain

Our *vision* for the future...

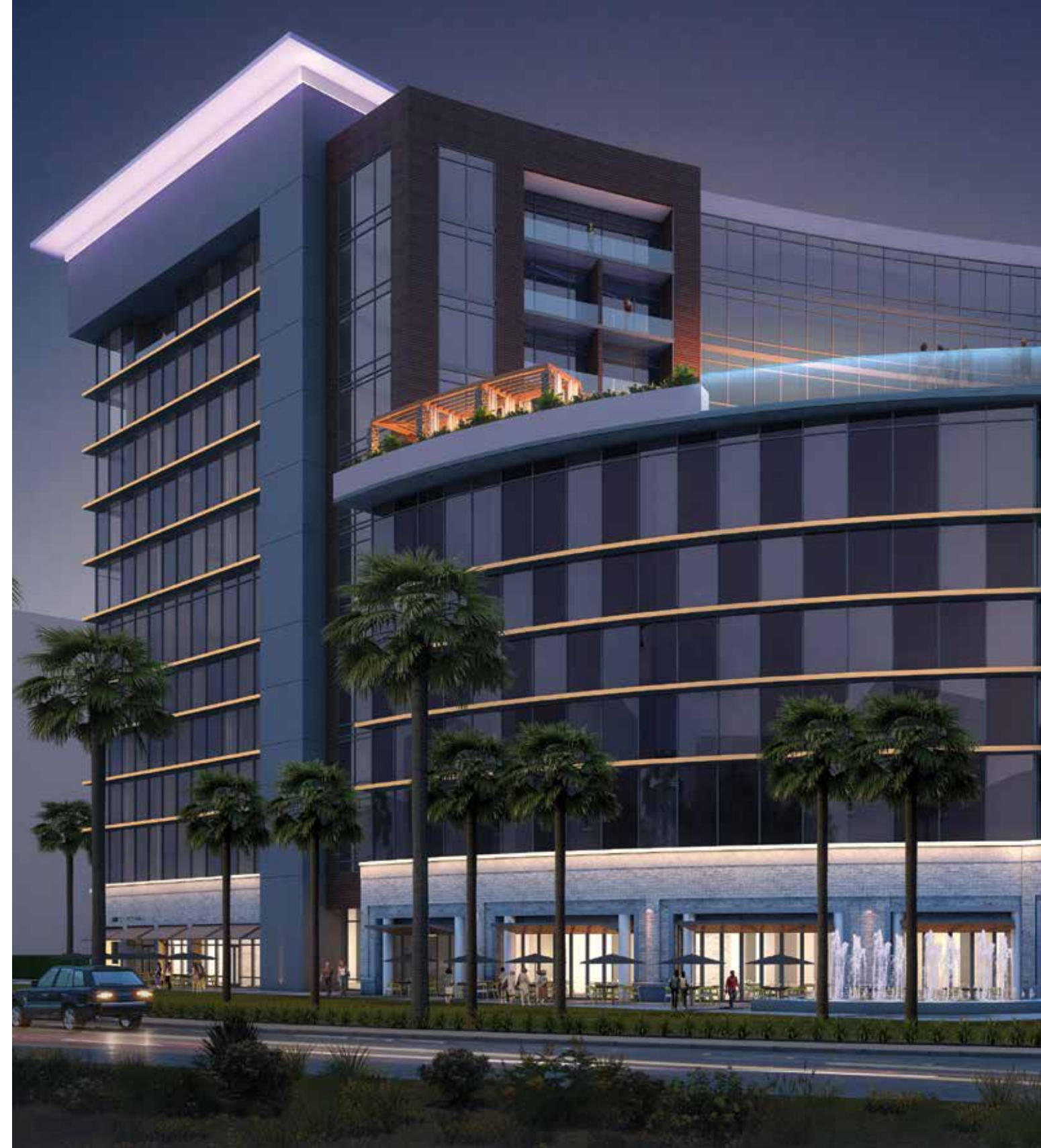
Scottsdale Fashion Square is poised for more redevelopment in the coming years.

Next will be an all-new luxury fitness club from the high-performance lifestyle leader Equinox.

Caesars Republic Scottsdale, the first U.S. non-gaming hotel designed as part of a loyalty rewards program for Caesars' highest rollers and biggest spenders, is set to break ground just north of the property. The upscale hotel will feature 266 guest rooms and suites, rooftop pool, 4-star restaurant and more.

Watch the story of Scottsdale Fashion Square.
Experience the style.
Become part of its rare spirit.

#StoryStyleSpirit



Caesars Republic Scottsdale - Breaking ground 2019



Equinox - Elevated fitness brand



S·C·O·T·T·S·D·A·L·E
Fashion Square

#StoryStyleSpirit



MACERICH (NYSE: MAC) AN S&P 500 COMPANY

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS, INCLUDING: GREATER NEW YORK, WASHINGTON D.C., CHICAGO, ARIZONA & CALIFORNIA