



THE ESPLANADE®



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THE SIMON EXPERIENCE — WHERE BRANDS & COMMUNITIES COME TOGETHER

More than real estate, we are a company of experiences. For our guests, we provide distinctive shopping, dining and entertainment. For our retailers, we offer the unique opportunity to thrive in the best retail real estate in the best markets.

From new projects and redevelopments to acquisitions and mergers, we are continuously evaluating our portfolio to enhance the Simon experience - places where people choose to shop and retailers want to be.

We deliver:

SCALE

Largest global owner of retail real estate including Malls, Simon Premium Outlets® and The Mills®

QUALITY

Iconic, irreplaceable properties in great locations

INVESTMENT

Active portfolio management increases productivity and returns

GROWTH

Core business and strategic acquisitions drive performance

EXPERIENCE

Decades of expertise in development, ownership, and management

That's the advantage of leasing with Simon.



WONKA

ignite hope.

AMERICAN PAPER COMPANY

MR. GOLDMAN

Coca-Cola open happiness



PROPERTY OVERVIEW

The Esplanade®, located only 15 minutes from downtown New Orleans, is a premier shopping destination for the greater New Orleans community.

- Anchors include Macy's, Dillard's, and Target, plus The Grand 14 Esplanade, a 49,000-square-foot movie theatre with 14 screens and stadium seating.
- Offers shoppers an extraordinary collection of department stores, shops, and boutiques designed to meet their diverse needs.





MARKET OVERVIEW

The Esplanade's location on the west side of New Orleans is prime for locals and the nine million tourists who visit annually.

- Located in Kenner, Louisiana—a dense, upper-income suburb of 70,000 people.
- The mall is adjacent to the affluent area of Chateau Estates, Chateau Village Shopping Center, Fountain Square Shopping Center, and Kenner Plaza Shopping Center.
- Substantial daytime population of more than 224,000 people.
- Five miles from the New Orleans' Louis Armstrong International Airport.
- Just over one mile to the Pontchartrain Center Convention Hall and Treasure Chest Casino on Lake Pontchartrain.
- *Bloomberg* ranked the New Orleans metro area as #2 on its list of top 12 American Boomtowns in 2013.
- *Forbes* reported the New Orleans metro area #1 between 2007-2012 in attracting new residents who are in the prime of their careers – age 35-49.
- *Forbes* also ranked New Orleans #1 on the list of “America’s Biggest Brain Magnets” for attracting new college educated residents under age 25 and third best for IT jobs after Silicon Valley and San Francisco.
- *National Geographic Travelers* listed New Orleans as one of the top 20 travel destinations in the world for 2014.



TRADE AREA

The Esplanade serves a dense trade area of over 300,000 people within close proximity to the mall.

- The trade area covers the New Orleans suburbs of Kenner and Metairie, between the Mississippi River and Lake Pontchartrain.
- It extends from Lake Pontchartrain to the north, the Mississippi River to the south, the unincorporated areas of Metairie and River Ridge to the east, and St. Charles Parish to the west.
- Projected 11% population growth over the next five years.

	2014	2019
Trade Area Population	361,470	373,219
Total Daytime Population	419,757	
Trade Area Households	149,765	154,890
Average Annual HH Income	\$72,894	\$79,757

TRADE AREA

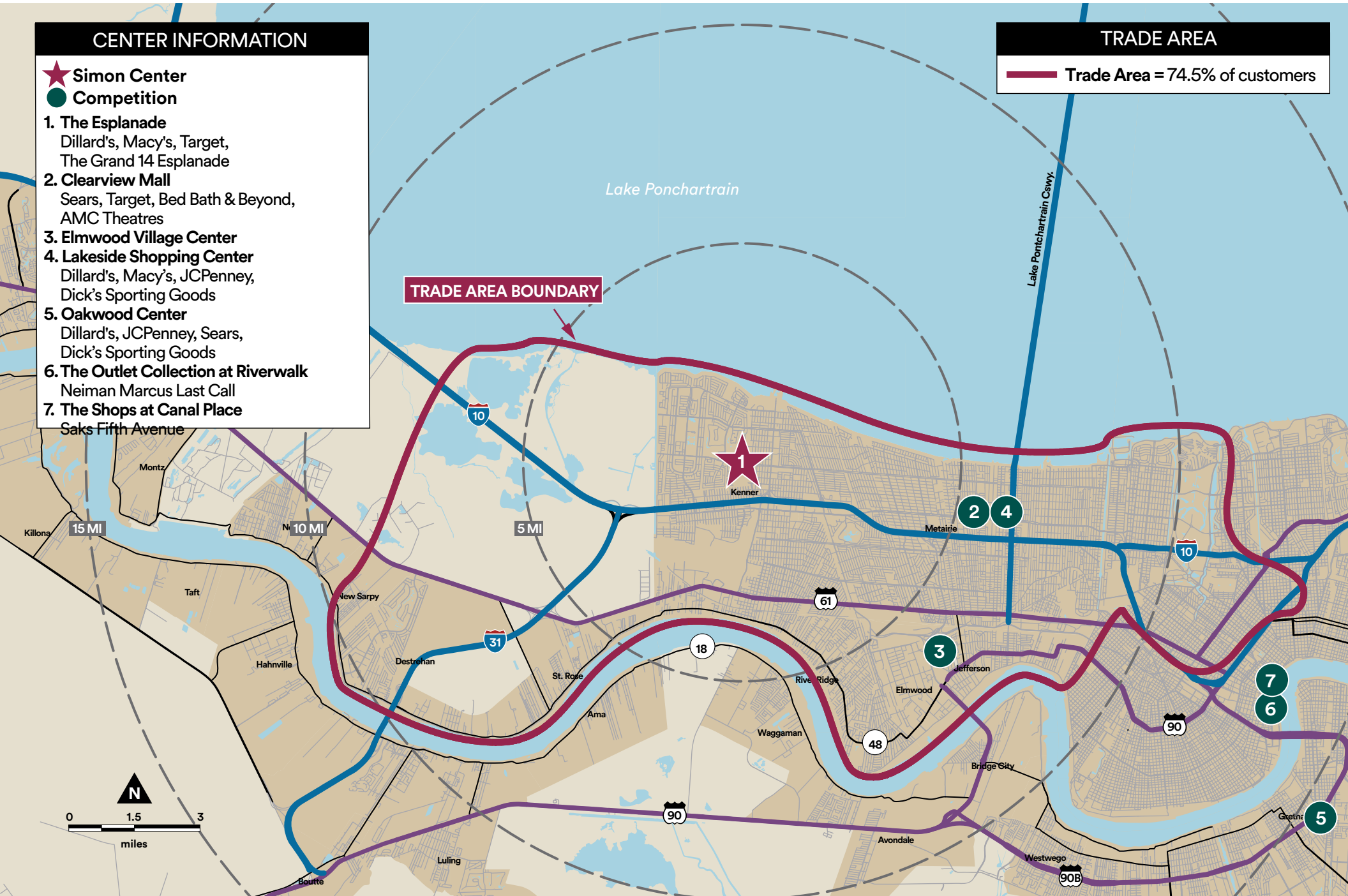
CENTER INFORMATION

- ★ Simon Center
- Competition

- 1. The Esplanade**
Dillard's, Macy's, Target,
The Grand 14 Esplanade
- 2. Clearview Mall**
Sears, Target, Bed Bath & Beyond,
AMC Theatres
- 3. Elmwood Village Center**
- 4. Lakeside Shopping Center**
Dillard's, Macy's, JCPenney,
Dick's Sporting Goods
- 5. Oakwood Center**
Dillard's, JCPenney, Sears,
Dick's Sporting Goods
- 6. The Outlet Collection at Riverwalk**
Neiman Marcus Last Call
- 7. The Shops at Canal Place**
Saks Fifth Avenue

TRADE AREA

Trade Area = 74.5% of customers





LOCATION & ACCESS

The Esplanade property is irreplaceable real estate located just off I-10 at the Williams Boulevard intersection via a new direct access ramp.

- The mall sits along West Esplanade Avenue, the heavily traveled east-west corridor through Kenner.
- Ample surface-level parking surrounds the property on all sides for easy access.
- Generous skylights and wide corridors create a relaxing and beautiful shopping experience.

AERIAL VIEW



SR 49 / WILLIAMS BLVD.

I-10

32nd ST.

Goodyear
(June 2015)

Dillard's

Target

THE ESPLANADE

The Grand 14 Esplanade

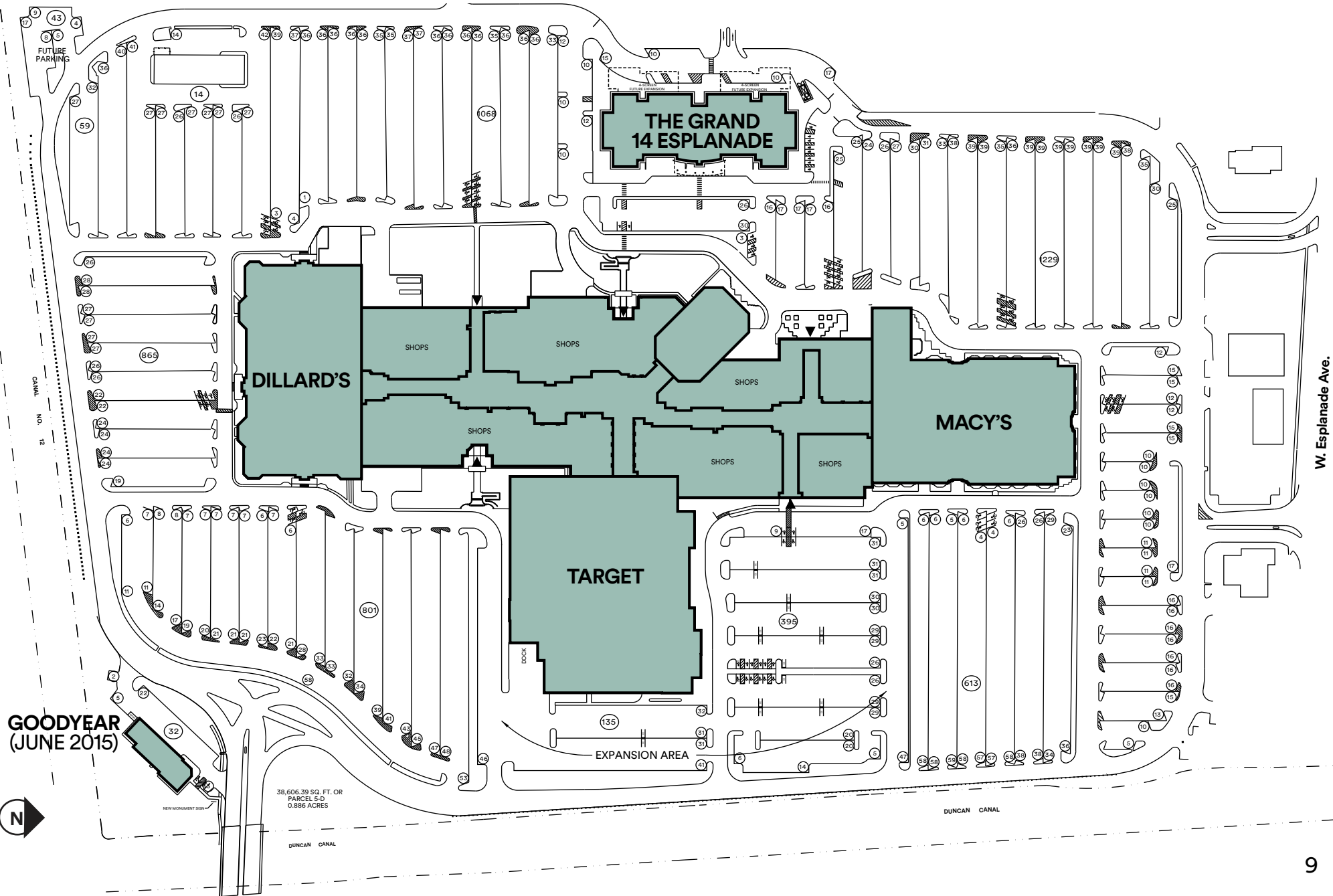
Macy's

Anchor

W. ESPLANADE AVE



SITE PLAN



MERCHANDISING MIX AT A GLANCE

Our unique retail mix is integral to the Simon experience. The Esplanade is yet another example of our diverse portfolio with an enviable directory of the world's top retailers.

Major Retailers

Dillard's	Macy's	Target	The Grand 14 Esplanade
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Specialty Retailers, Restaurants, and Entertainment

American Eagle Outfitters	Bath & Body Works	Café Du Monde	Champs Sports
Charlotte Russe	Chick-fil-A	The Children's Place	Claire's
Earthbound Trading Company	Encore	Express Men	Foot Locker
Gymboree	Jimmy Jazz	Journeys / Journeys Kidz	Justice
Kay Jewelers	LensCrafters	Lids	Love Culture
New York & Company	Old Navy	Perfumania	rue21
Smoothie King	Things Remembered	Torrid	Traffic Shoes
Victoria's Secret	Zales Jewelers		

MERCHANDISING MIX AT A GLANCE





SIMON MARKETING

Fashion. Discovery. Community. These are the pillars of our brand and the guiding principles for everything we do at Simon.

Every effort in our marketing program is designed to make the Simon brand experience exciting, relevant and cool in order to reinforce our position as the pre-eminent shopping center destination and build long-term brand loyalty with Millennials and Fashionistas.

ADVERTISING

Featuring high fashion photography and styling, Simon's advertising campaign builds awareness and elevates perceptions among fashion-forward consumers and influencers. Advertising placements include market leading national and regional fashion/lifestyle magazines, out of home in over seventy markets, geo-targeted digital advertising and local radio.

BRAND COLLABORATIONS

Simon collaborates with highly respected fashion partners to launch fully integrated print, digital and live event programs around key shopping seasons including Spring, Back to School, Fall and Holiday. Partners include *Vogue*, *Glamour*, *GQ*, *Teen Vogue*, *Harper's Bazaar* and *Refinery 29*.



Search by mall name, store, or your current location

FIND NEARBY MALLS

SIMON LOVES SPRING

Go behind-the-scenes of our fun photo shoot for a sneak peek at this season's trends.

LOOKBOOK LIVE

Simon and the style pros at *Q&A* and *Glamour* showcase the hottest spring looks.

ENTER TO WIN \$1,000

Have a chance at a \$1,000 shopping spree and become a Mall Insider[®].

MORE STYLE TO COME

Featuring luxurious King of Prussia expansion, with 50 new exclusive retailers and restaurants. See more details

#foundatsimon

Share your look now.

Photo credit: @legalstylistic

THE SHOPPING BLOCK

Local up-and-coming designers, beauty bars and DIY stations. Watch the epic R29 party.

SIMON MARKETING

DIGITAL ENGAGEMENT

Simon's new website and mobile website launched in May 2014 with a vibrant, dynamic new look and improved functionality. Our must-have apps also give shoppers the real-time information they need to maximize their shopping visits.

- 595,700,002 Website page views
- 120,818,183 Google+ local impressions
- 1,317,729 YouTube views
- 4,685,723 Facebook likes
- 350,117 Twitter followers
- 87,345 Instagram followers

SIMON INNOVATION GROUP

From reinventing the classic loyalty program to bringing the ubiquitous mall directory to life, Simon has collaborated with game-changing partners to innovate the shopping experience and further support our retailers. Initiatives include: Simon Rewards, BagFree Shopping, Interactive Directories and Bluetooth Beacons.

DEDICATED RETAILER SUPPORT

Our dedicated team of Retailer Marketing Specialists provide turnkey support for new store openings, relocations, retailer events, seasonal campaigns, and integration into Simon's Marketing Programs. Multi-channel marketing efforts are custom designed to build brand awareness and drive store traffic for each retailer initiative. To learn more, visit: <http://business.simon.com/retailer-marketing>.



PROPERTY CONTACTS

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