

OUR POP UP RETAIL SPACE

Pop Up retail space solutions

Mirvac's Pop Up Space division provides local and national clients with a platform to bring their outside the box retail ideas to life.

POP UP SPACE

Give your concept a boost by occupying space in our busiest thoroughfares or inline stores. The beauty of this platform is the flexibility in the space and the term, whether you're looking to trade for 1 week or 6 months, we can tailor a solution for you. Pop Up spaces can be utilised for a variety of means including selling products, launching brands, experiential marketing and generating leads.

ADVERTISING SPACE

Retail advertising is an evolving and flexible advertising platform which captures the public in a key 'buying frame of mind'. Advertising Space available within our centres include large format atrium banners, a variety of digital and static signs as well as floor, door and lift decals.

CENTRE PROFILE

Centre Type: Sub Regional

Total GLA: 16,019 sqm

Major Tenants: Woolworths, Target

Specialties: 41

Car Parks: 551 spaces

Centre M.A.T.: \$98.7 Million

Centre Traffic: 3.2 Million

As at 31 December 2015.

CENTRE OVERVIEW

The Centre opened in 1980 and has established a very firm presence in the local community. Various upgrades and developments to the Centre have improved its appearance and ambience, including the recently completed restroom and parents room upgrades in the Target end of the centre. There are currently 41 specialty stores in the centre offering a variety of fresh food, fashion, gifts, services and takeaway food. The centre is conveniently one level with 551 free car-parking spaces.

LOCATION

St Marys Village is a convenience based sub-regional shopping centre located approximately 44km west of the Sydney CBD and 7.5km east of the Penrith CBD.

St Marys Village is the only discount department store (Target) based Centre within the primary trade area. It is also anchored by a Woolworths Supermarket, which underwent a \$6.5 million refurbishment completed in August 2008.

TRADE AREA

The main trade area of St Marys Village comprises a population of 102,270. There are 39,030 residents in the Primary trade area and 63,240 in the Secondary trade areas. A number of residential growth areas are located within close proximity of St Marys Village, including Ropes Crossing and the WELL precinct. The main trade population is forecasted to grow by 1.4% per annum.

The Primary and Secondary trade areas includes the suburbs of St Marys North, Oxley Park, Claremont, Meadows, Werrington, Wilmot, Tregear, Emerton, St Clair, Erskine Park, Colyton, Cambridge Park and Kingswood.

CUSTOMER PROFILE

The distribution of household types illustrate that traditional families (couples with dependent children) are the most prevalent (44.3%). The proportion of couples without children (16.6%) is below the Metropolitan Sydney Benchmark (20.1%). Main trade area residents generally earn income levels that are lower than the Metro Sydney Benchmark on both a per capita and per household basis.

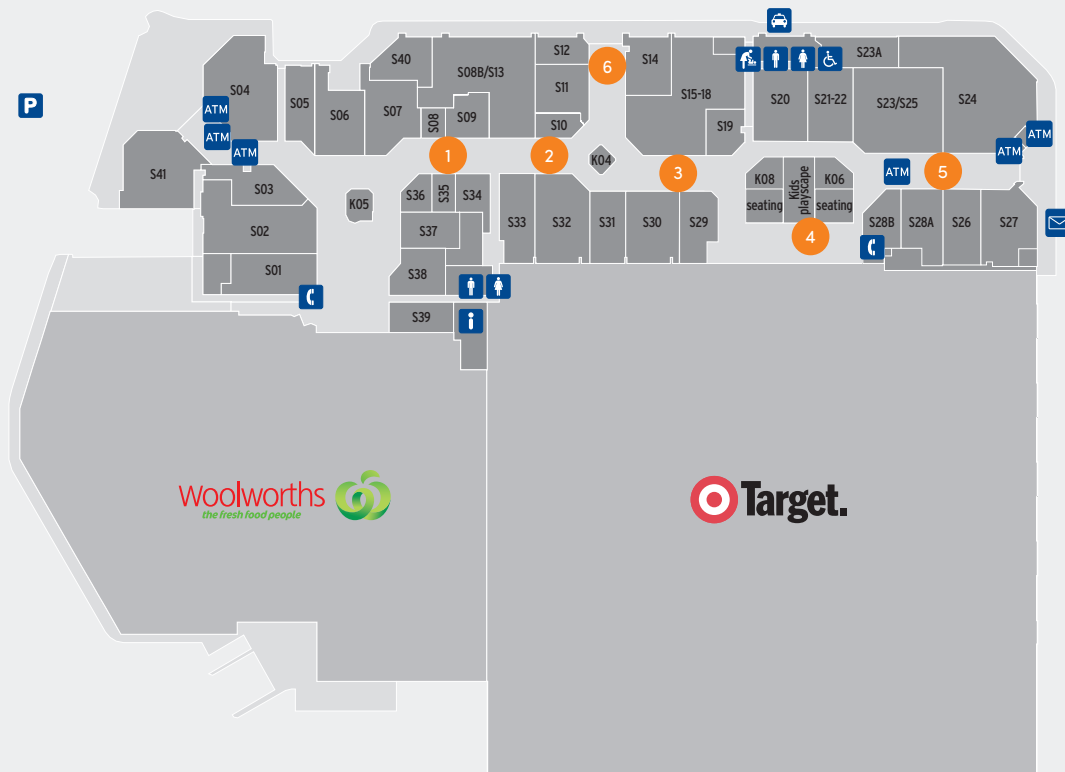
The average age of residents at 34.3 years is noticeably younger than the Metro Sydney average of 37.1 years.

38% of customers surveyed indicated that their main reason for visiting the Centre is for purchasing food.

50% of customers visit 2-3 times per week, with 41% visiting once per week. 60% shop for food and grocery, while 33% of customers shop for clothes, homewares and gifts.

Source: Directional Insights June 2012

POP UP RETAIL SPACE



CML Site	Site 1	Site 2	Site 3	Site 4	Site 5	Site 6
Power	Yes	Yes	Yes	Yes	Yes	No
Max Width & Depth	2.25m x 3.4m	2.25m x 3.4m	2.25m x 5.2m	2.25m x 5.2m	2.25m x 3.4m	2m x 1.5m
Max Tables	4	4	6	6	4	1

POP UP CONTACTS

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Mirvac is a leading real estate group listed on the Australian Stock Exchange with activities across the investment and development spectrum. Established in 1972, Mirvac has more than 40 years of experience in the real estate industry and has an unmatched reputation for delivering quality products and services across all of its businesses. For more information about Mirvac and its portfolio of shopping centres across Australia please contact: Mirvac Level 26, 60 Margaret Street, Sydney NSW 2000 Ph (02) 9080 8000 www.mirvacretail.com

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St Marys Village