



BIRKENHEAD POINT



BIRKENHEAD POINT
OUTLET CENTRE



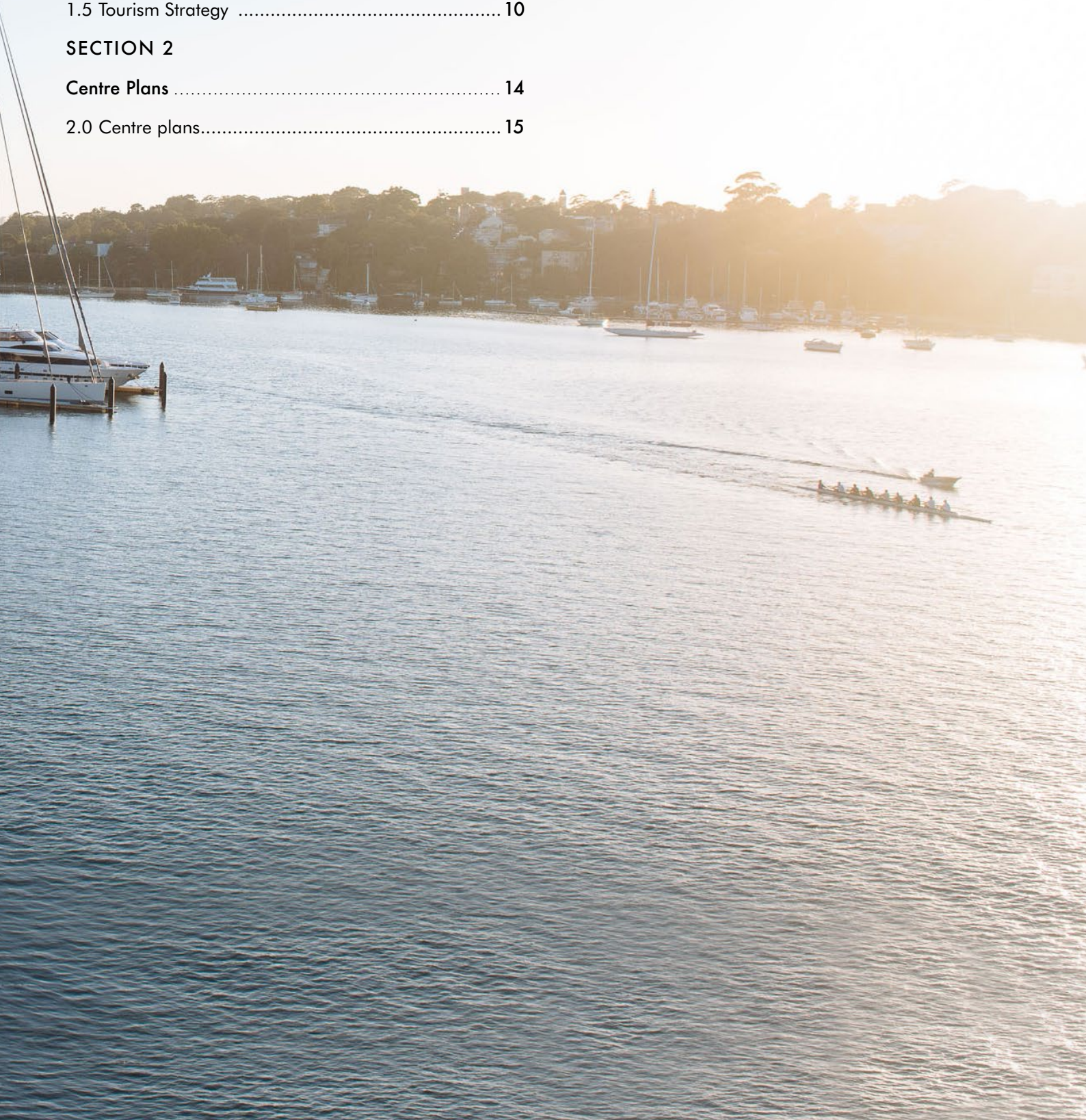
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SECTION 1

CENTRE LEASING

1.1 CENTRE LEASING

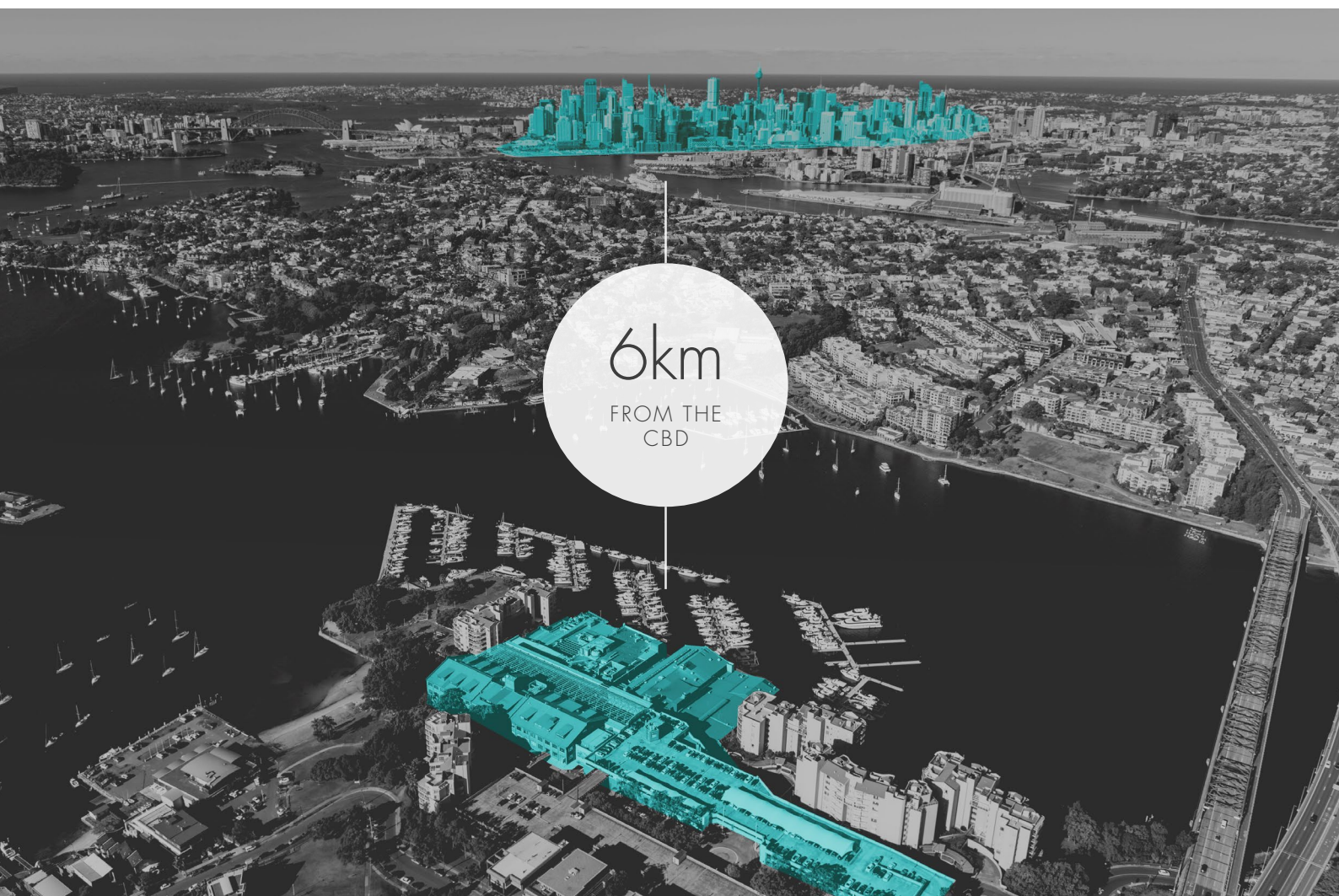
Birkenhead Point is a key shopping precinct situated in an impressive waterside metropolitan location, with Sydney Harbour as the backdrop. Birkenhead Point is a premium outlet shopping destination.

Located in heritage listed buildings, Birkenhead Point nurtures premium brands in a newly renovated environment located just minutes from the Sydney CBD.

| | |
|-------------------|----------------------|
| NUMBER OF STORES | 170 |
| GLA | 33,106m ² |
| MAT | \$264.5m |
| SPECIALTY MAT | \$PSM: \$9,341 |
| CARPARKING SPACES | 1,395 |

Source: Centre leasing statistics as at 30 June 2016

Birkenhead Point is located on Sydney Harbour just 6km from the CBD.



1.2 TRADE AREA DEMOGRAPHIC

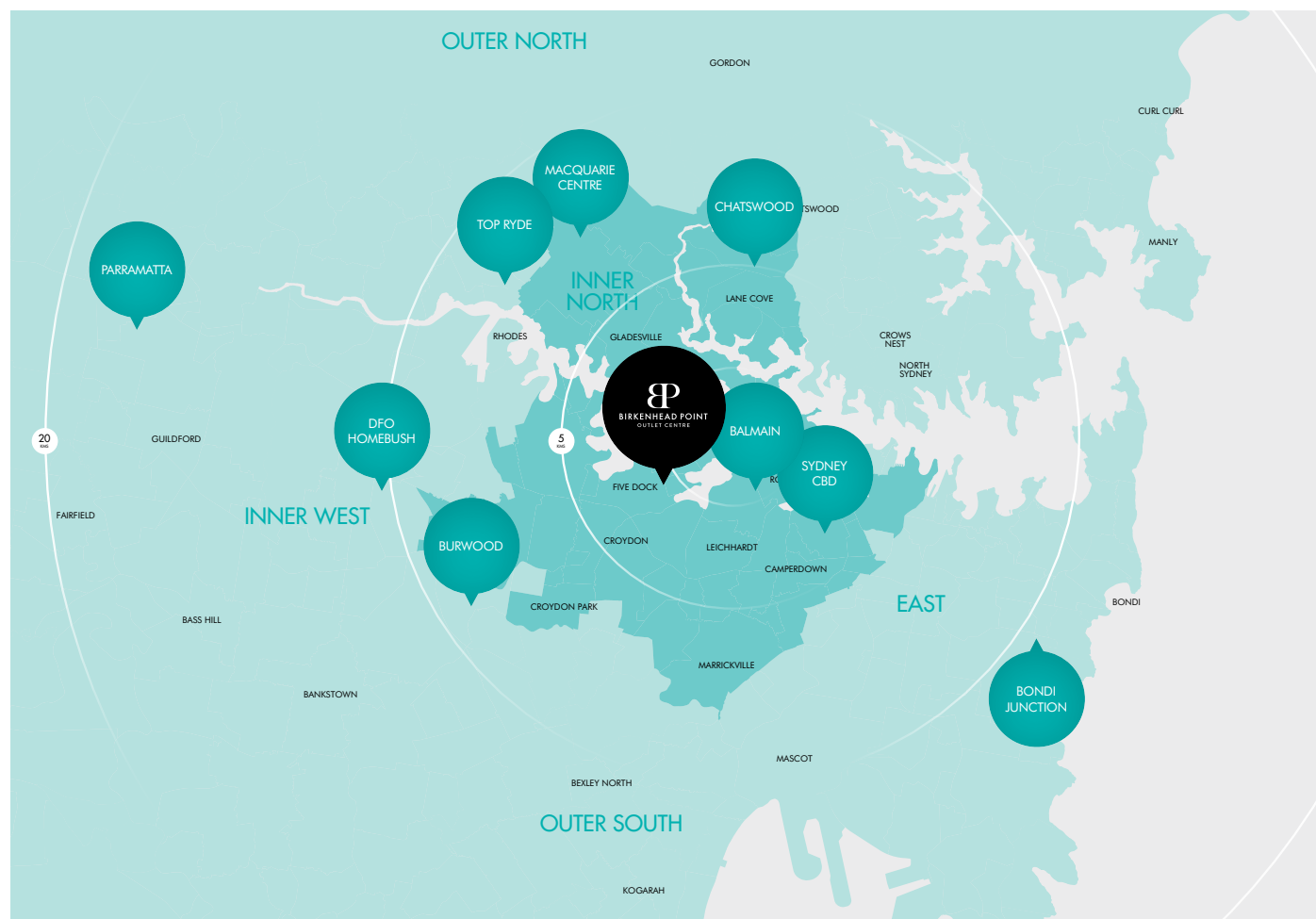
Located in a newly renovated, heritage listed building, Birkenhead Point nurtures premium brands.

Birkenhead Point has a three defined trade areas:

| | |
|-------------------------------------|--------------------------------------------------------------------|
| LOCAL AREA TRADE | 356,300 RESIDENTS |
| SYDNEY & SURROUNDS | 4.8 MILLION IN SYDNEY ALONE |
| INTERNATIONAL AND DOMESTIC TOURISTS | 11.5 MILLION OVERNIGHT INTERNATIONAL AND DOMESTIC TOURISTS IN 2014 |

Source Centre Performance & Market Assessment, URBIS, July 2014 destinationnsw.com.au, September 2014

Birkenhead Point has the second largest trade area of any other regional Shopping Centre in Sydney with a population growth in the main trade area forecast at 1.3% or 4,800 new residents per year over the next 10 years and per capita income +25% higher than the Sydney Average.



Sources:

Centre Performance & Market Assessment, URBIS, July 2014

www.destinationnsw.com.au – year ended September 2014





HUGO BOSS



FURLA



OROTON



HERRINGBONE



POLO RALPH LAUREN



CALVIN KLEIN

1.3 BRANDS

INTERNATIONAL

Armani
Hugo Boss
Furla
Polo Ralph Lauren
Tommy Hilfiger
Calvin Klein
Nike
Brooks Brothers
Tommy Bahama

AUSTRALIAN

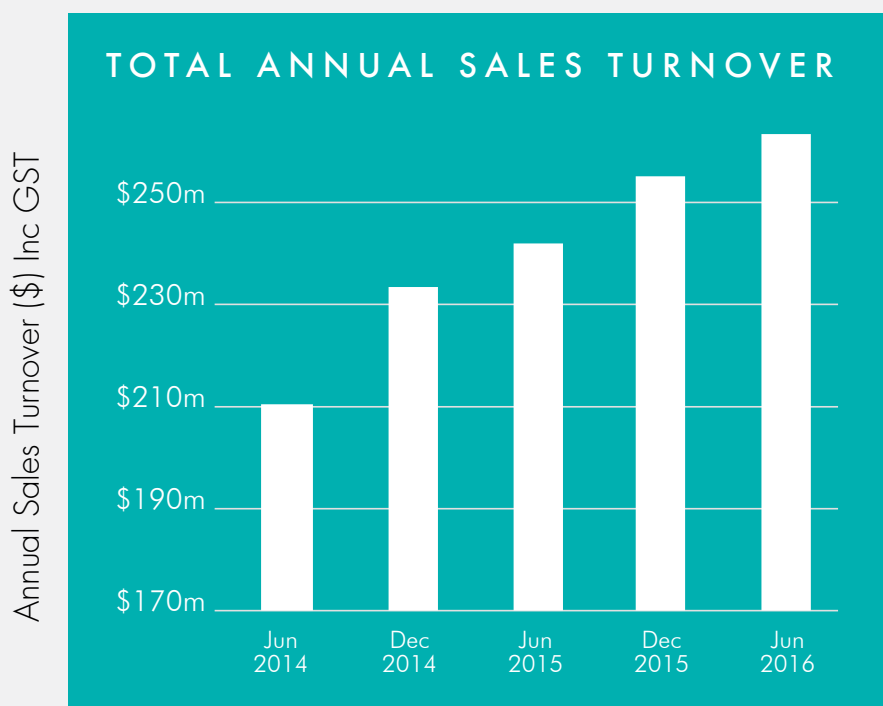
Oroton
Country Road
Cue
Herringbone
Witchery
Seed Heritage
Saba
MJ Bale
Aquila

1.4 CENTRE PERFORMANCE

6+ YEARS
SOLID SALES GROWTH

\$264m
ANNUAL SALES

\$9,341
SPECIALITY ANNUAL SALES PSM



Source: Centre performance statistics as at 30 June 2016



1.5 TOURISM STRATEGY

OVERVIEW

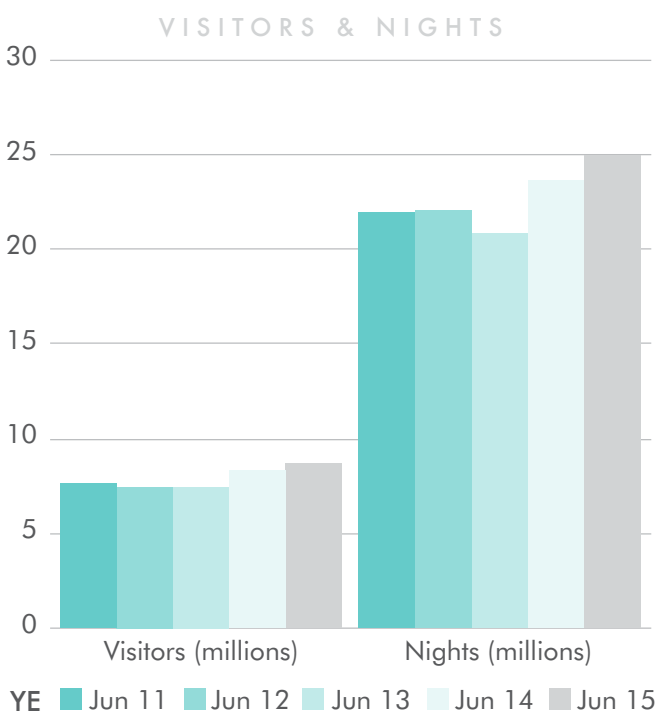
After a period of revitalisation, Birkenhead Point Outlet Centre has become one of two premier outlet centres in Sydney. Birkenhead Point's close proximity to the CBD and picturesque location on Sydney Harbour afford the centre significant visitation potential. With this in mind, Birkenhead Point has developed a tourism strategy that raises the profile and positioning of the centre with domestic and international tourists.

Birkenhead Point differentiates its shopping experience from other outlet centres in Sydney through its Harbourside location, close proximity to the Sydney CBD and open-air shopping environment.

KEY TOURISM STATISTICS

Domestic - Overnight

Sydney received over 9 million domestic overnight visitors for the year ending 30 June 2015 an increase of 4.5%. These visitors spent over 24.9 million nights in Sydney an increase of 5.6%. 'Visiting friends and relatives' (VFR) was the largest purpose of visitors to Sydney (38.3%) followed by 'business' (28.5%) and 'holiday' (26.4%). 'Eating out' (67.0%) was the most popular activity undertaken by visitors to Sydney, followed by 'visiting friends' (52.3%) and 'go shopping for pleasure' (24.6%).



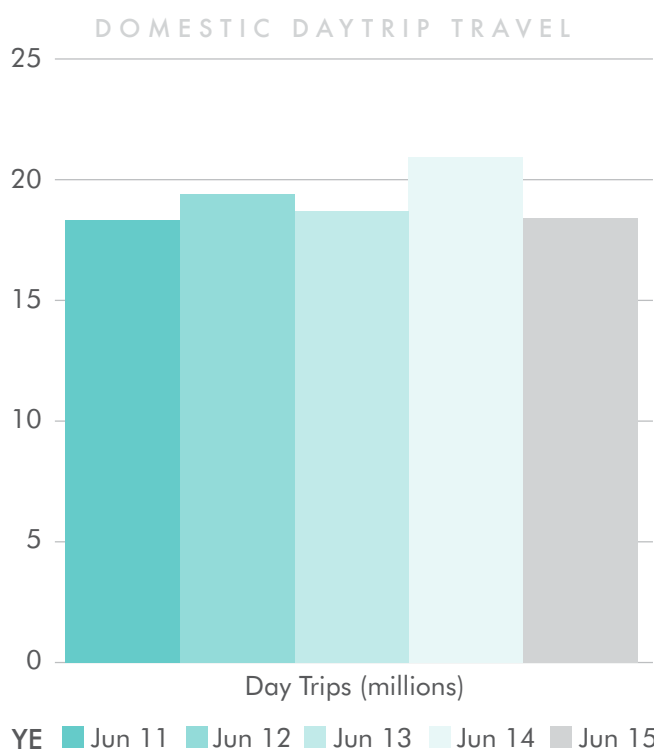
Source: Destination NSW – Travel to Sydney year ended June 2015

ORIGIN

| YE | Share of Visitors | | Share of Nights | |
|-------------------------|-------------------|--------|-----------------|--------|
| | Jun 14 | Jun 15 | Jun 14 | Jun 15 |
| Origin | | | | |
| Regional NSW | 42.7% | 41.4% | 37.5% | 36.3% |
| Sydney | 10.0% | 9.0% | 8.4% | 6.0% |
| Total Interstate | 52.7% | 50.4% | 45.8% | 42.3% |
| Victoria | 16.7% | 18.0% | 15.4% | 18.9% |
| Other Interstate | 13.5% | 15.1% | 17.2% | 19.2% |
| ACT | 6.8% | 6.8% | 5.9% | 5.7% |
| Other Interstate | 10.4% | 9.7% | 15.7% | 13.8% |
| Total Interstate | 47.3% | 49.6% | 54.2% | 57.7% |

Domestic – Day Trip

Sydney received nearly 18.4 million domestic daytrip visitors down 12.1% for the year ending 30 June 2015.



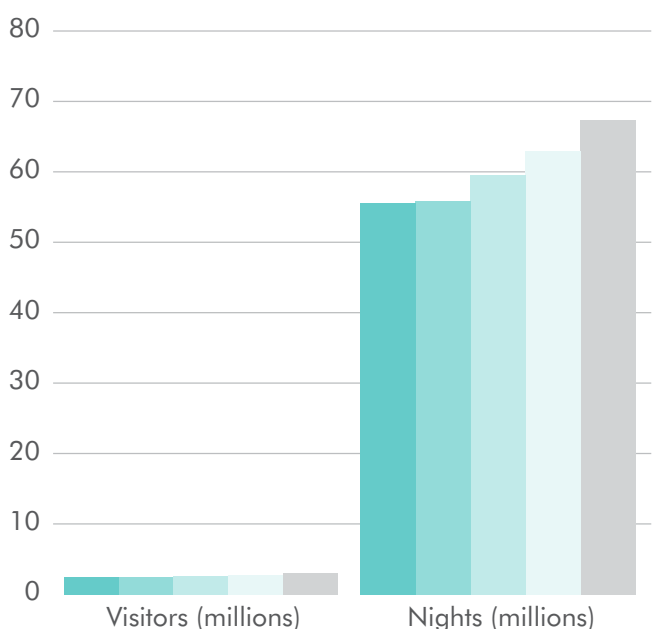
Source: Destination NSW – Travel to Sydney year ended June 2015

1.5 TOURISM STRATEGY

International Overnight Travel

Sydney received nearly 3.1 million international overnight visitors for the year ending 30 June 2015 up 6.1% on the previous year. International overnight visitor spending increased 7% to \$67.3 million. 'Holiday' (38.7%) was the largest purpose of trips for international visitors to Sydney, followed by 'visiting friends and relatives' (34.7%) and 'business' (11.3%). Eating out was the most popular activity undertaken by international visitors to Sydney (46.1%) followed by 'visiting friends' (39.6%) and 'go shopping for pleasure' (17.5%).

INTERNATIONAL OVERNIGHT TRAVEL



YE ■ Jun 11 ■ Jun 12 ■ Jun 13 ■ Jun 14 ■ Jun 15

Source: Destination NSW – Travel to Sydney year ended June 2015

TOURISM STRATEGY

ORIGIN: SHARE OF VISITORS TO REGION

| SHARE OF INTERNATIONAL VISITORS TO SYDNEY | | | |
|-------------------------------------------|-----------------|-----------|-----------|
| Rank | Origin | YE Jun 14 | YE Jun 15 |
| 1 | Mainland China | 14.2 | 16.7 |
| 2 | New Zealand | 11.6 | 11.2 |
| 3 | USA | 10.2 | 10.1 |
| 4 | United Kingdom | 10.6 | 9.9 |
| 5 | South Korea | 4.9 | 4.9 |
| 6 | Japan | 4.8 | 4.2 |
| 7 | Germany | 3.5 | 3.7 |
| 8 | Singapore | 3.6 | 3.4 |
| 9 | India | 2.5 | 3.2 |
| 10 | Hong Kong | 3.3 | 3.1 |
| 11 | Canada | 2.5 | 2.5 |
| 12 | Malaysia | 2.5 | 2.3 |
| 13 | France | 2.5 | 2.3 |
| 14 | Indonesia | 1.9 | 1.9 |
| 15 | Taiwan | 1.9 | 1.7 |
| 16 | Italy | 1.4 | 1.3 |
| 17 | Thailand | 1.1 | 1.1 |
| 18 | Philippines | 1.0 | 1.0 |
| 19 | Switzerland | 1.0 | 1.0 |
| 20 | Ireland | 0.9 | 0.8 |
| 21 | Netherlands | 0.8 | 0.8 |
| | | | |
| | Other Asia | 1.7 | 1.9 |
| | Scandinavia | 1.9 | 1.8 |
| | Other Europe | 2.8 | 2.7 |
| | Other Countries | 5.4 | 6.5 |

1.5 TOURISM STRATEGY

BIRKENHEAD POINT TOURISM STRATEGY

- Birkenhead Point will target domestic daytrip, domestic overnight and international overnight visitors, emphasising our close proximity to the Sydney CBD and waterside location on the Sydney Harbour.
- We will reach out to tourism suppliers via relevant industry associations including Destination NSW, Visit Sydney and Tourism Australia.
- We will inform, educate and update Sydney accommodation managers, concierges, tour operators, tourism media and coach companies about Birkenhead Point.
- We will engage with tourism operators via participation in relevant trade seminars to showcase Birkenhead Point and promote the centre via digital tourism mediums.

TOURISM ADVERTISING

- To ensure Birkenhead Point Advertising is reaching as many domestic and international tourists as possible the following media is used:

Various Tourism Magazine, Maps and Brochures

- From December 2015, Birkenhead Point will advertise in tourism publication "Welcome to Australia". This publication distributes 20,000 copies annually which are placed in the rooms of luxury hotels across Australian Capital Cities along with being placed in all QANTAS first class, business class and chairman's lounges in Australia, New Zealand, Thailand, Singapore, Hong Kong and Honolulu. This publication has a readership of approximately 7.8million people.
- Since July 2015, Birkenhead Point has advertised in the "Sydney Where Magazine" which has a monthly distribution of 38,000 copies and a readership of over 200,000 people via 3 to 5 star hotels across the Sydney CBD.
- Over the summer months (December 2015 – March 2016), Birkenhead Point will advertising in Time Out Sydney's "Summer Visitor Guide" which is distributed to 3 to 5 Star Sydney Hotels and via key tourism outlets and newsagencies across the Sydney CBD. This publication distributes 30,000 copies and has a readership of over 100,000 people.
- Since July 2015, Birkenhead Point has been included in the Sydney Concierge Map, which are distributed through the Concierges within all the 3-5 star hotels across Sydney.

Hello Sydney! Visitor and Tourist Discount Card

- Launched in December 2015, Hello Sydney! is a partnership between Birkenhead Point Outlet Centre, Harbourside and the Sydney iVenture Card providing an all-inclusive Sydney pass, offering discounts on shopping, dining and various Sydney attractions.
- Hello Sydney! is promoted via "Sydney Where Magazine", Trip Advisor, Concierge Desks, Direct Marketing at key tourist locations across the Sydney CBD, in-centre at Birkenhead Point and Harbourside Shopping Centre along with via it's dedicated website www.hello.sydney

Sydney CBD Connectivity

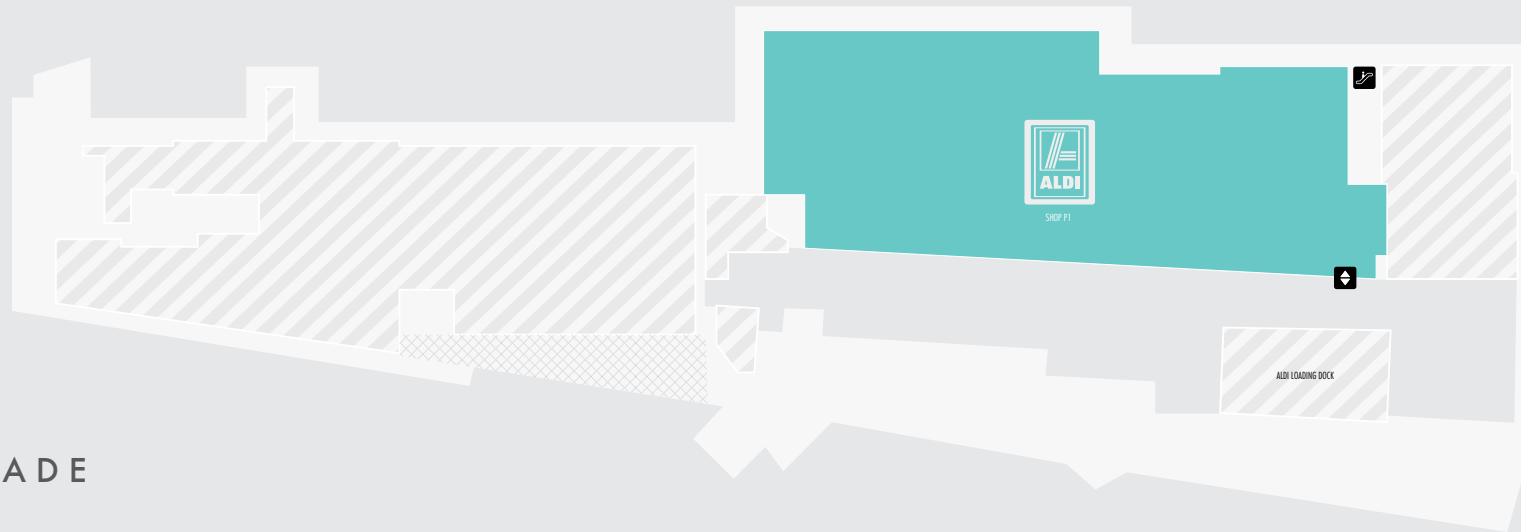
- Birkenhead Point is easily accessed from the Sydney CBD via State Transit Buses that travel direct from the city, along Victoria Road.
- Birkenhead Point offers coach and bus packages and has formulated a Tourist Coach Management Plan to engage with operators promoting the retail mix, Hello Sydney and manage passenger set-down, pick-up and coach parking.
- The centre taxi rank is conveniently located on Roseby Street with direct centre access. A taxi transfer is a relatively affordable travel option to Birkenhead Point due to our close proximity to the Sydney CBD.
- The Hello Sydney! Shopper Hopper ferries customers between Circular Quay, Birkenhead Point Outlet Centre and Harbourside 7 days a week. Visit www.hello.sydney for more information.
- Water Taxis can be arranged for pick at various wharf on the Sydney Harbour and Parramatta River with direct access to the Centre via the set down at the Birkenhead Point Marina.



SECTION 2









CENTRE PLANS

2.0 CENTRE PLANS

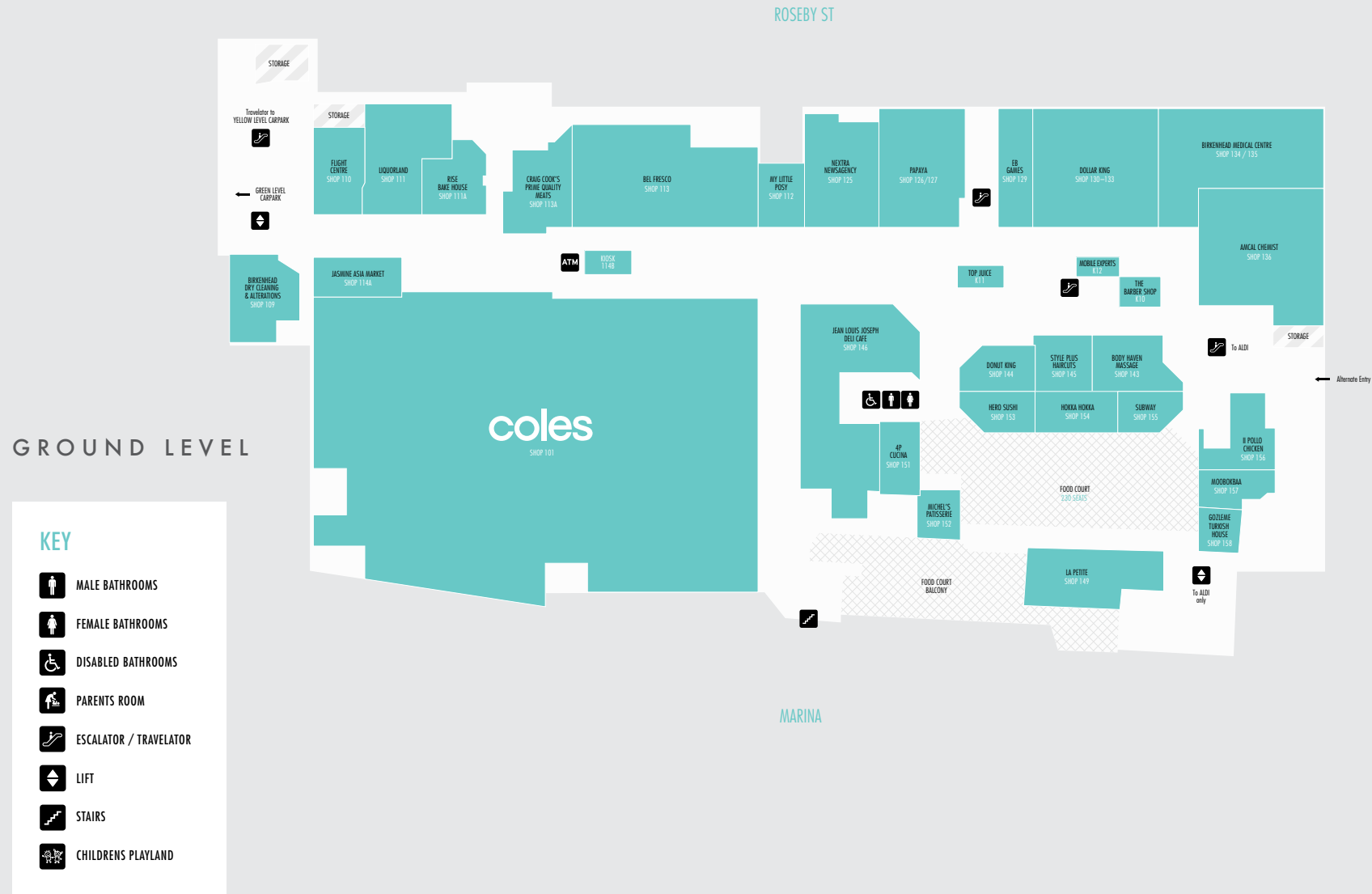


PROMENADE

KEY

-  MALE BATHROOMS
-  FEMALE BATHROOMS
-  DISABLED BATHROOMS
-  PARENTS ROOM
-  ESCALATOR / TRAVELATOR
-  LIFT
-  STAIRS
-  CHILDRENS PLAYLAND

2.0 CENTRE PLANS












2.0 CENTRE PLANS



2.0 CENTRE PLANS

LEVEL TWO

KEY









-  MALE BATHROOMS
-  FEMALE BATHROOMS
-  DISABLED BATHROOMS
-  PARENTS ROOM
-  ESCALATOR / TRAVELATOR
-  LIFT
-  STAIRS
-  CHILDRENS PLAYLAND
-  PREMIUM / INTERNATIONAL BRANDS



2.0 CENTRE PLANS

LEVEL THREE

KEY

-  MALE BATHROOMS
-  FEMALE BATHROOMS
-  DISABLED BATHROOMS
-  PARENTS ROOM
-  ESCALATOR / TRAVELATOR
-  LIFT
-  STAIRS
-  CHILDRENS PLAYLAND



MARINA

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ABOUT MIRVAC

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