

KAWANA SHOPPINGWORLD
BY MIRVAC RETAIL

LET THE SUNSHINE



With its prime position in the heart of
a rapidly growing trade area, Mirvac Retail
is taking Kawana Shoppingworld
from strength to strength.



THE FUTURE LOOKS BRIGHT



With trade area population and retail expenditure predicted to grow for years to come, Kawana Shoppingworld offers its retailers an exceptional opportunity.

CUSTOMER LOYALTY

As the Sunshine Coast's first shopping centre, Kawana occupies an important place in the hearts and minds of local customers. Known as 'the heart of the Sunshine Coast', Kawana has earned an enviable reputation for quality, convenience and genuine community connection.

Its compelling mix of quality retailers, exceptional presentation, and a relaxed and friendly atmosphere has allowed Kawana to dominate its main trade area year after year.

DEVELOPMENT POTENTIAL

Stage A Parking Development due for completion in August 2017, delivers 170 additional car spaces including 2 levels of undercover parking.

Stage B Entertainment Development due for completion in December 2018, includes the region's premier cinema offering with the latest Event Cinemas 8 screen multiplex.

An additional 860 sqm of restaurant and casual dining space and 190 sqm of retail fronting Point Cartwright Drive.

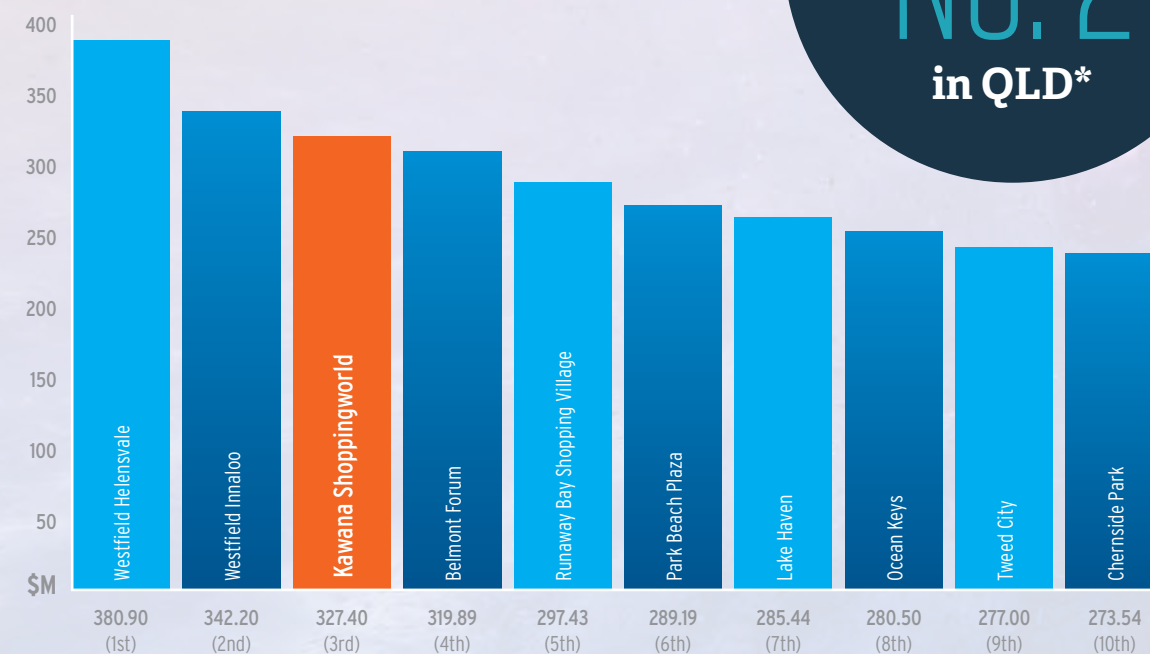
A 603 space multi-deck car park.



BY THE NUMBERS

Top 3 Performer Nationally

Total Centre Sales \$327.40m (MAT)*
Compared to the top 95 Centres nationally



Kawana Shoppingworld
No. 2
in QLD*



\$327.9M

MAT Annual Retail Sales



38,415m²

Total GLA

\$9,031m²

Total Productivity

4

Majors
Retailers

6

Mini
Majors

147

Specialty
Retailers

1,895

Parking Spaces
(including 175 in 5A
Development)

Kawana Key Retailers

coles

BIGW

Woolworths
the fresh food people



JB HI-FI
ALWAYS CHEAPEST PRICES

COTTON:ON

THE REJECT SHOP

CITY BEACH
AUSTRALIA

50,000

Cars passing
per day

6.857M

Annual Customer Visits

\$8,722m²

Specialty Productivity

* Source: Little Guns total turnover MAT, Shopping Centre News Vol 34, No. 5 2016

*Sources: Mirvac Black Book. All figures as at December 2016. Mirvac Kawana Information Memorandum, 2017.

KAWANA TRADE AREA

PRIME POSITION

A supreme gateway location servicing a powerful and growing trade area.

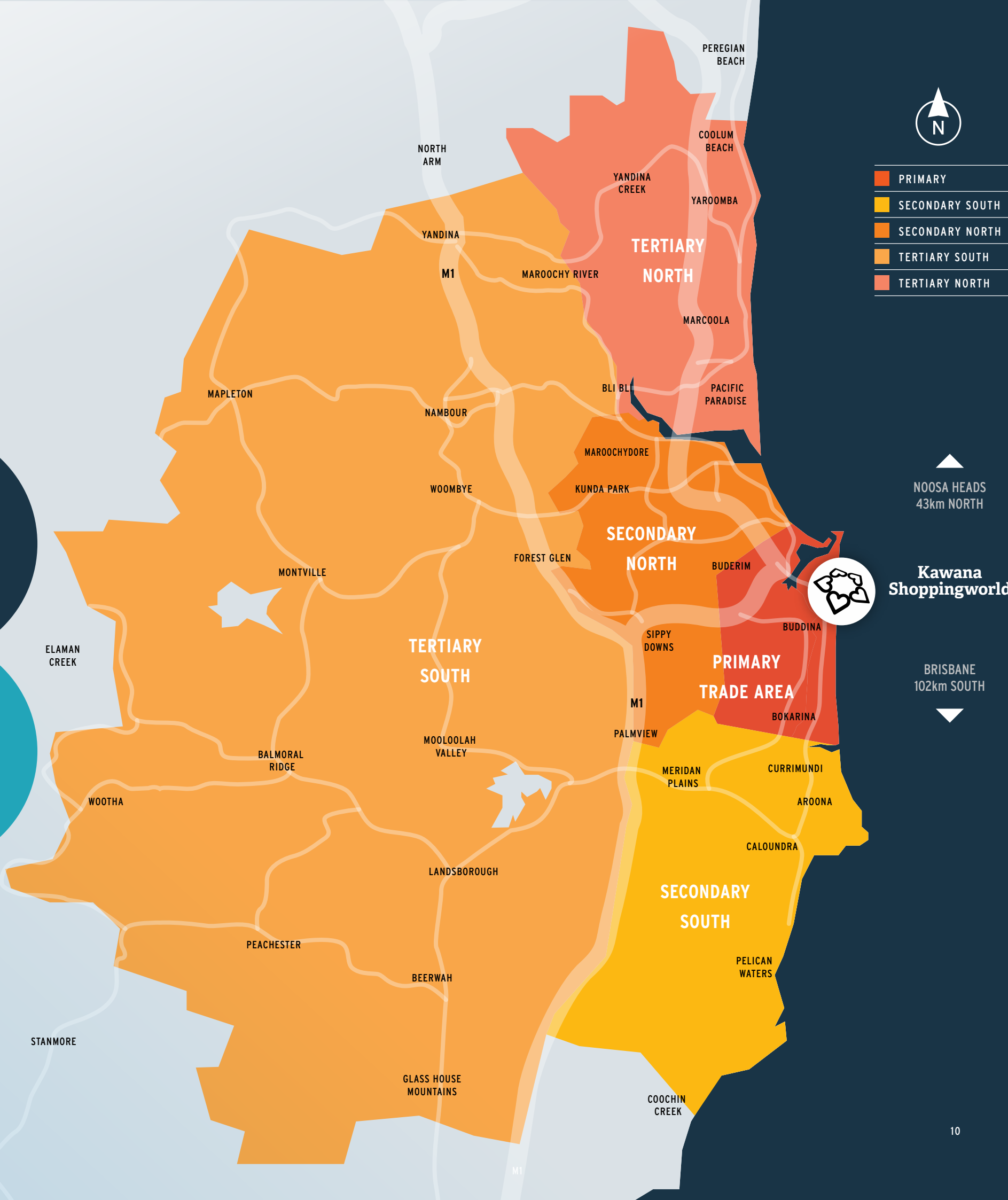
Kawana Shoppingworld occupies a landmark gateway site in the heart of the busy Buddina commercial precinct.

The centre has a trade area spanning from Peregian Beach in the north to Pelican Waters in the south and inland to Maleny. It is well serviced by excellent road and public transport networks, enabling it to draw on this large and diverse trade area population.

Kawana Shoppingworld and its surrounding suburbs are a popular area for families with young children as well as retirees. The centre also has a significant local worker market extending 1.8km north of the Centre, 0.5km east and south of the Centre and 1.2km west of the Centre.

Kawana benefits from a substantial tourist market with approximately 15% of sales estimated to be generated from beyond its trade area. Tourism Research Australia reports that there were approximately 9.6 million tourists to the Sunshine Coast during the 2016 calendar year, including almost 3.7 million overnight visitors.

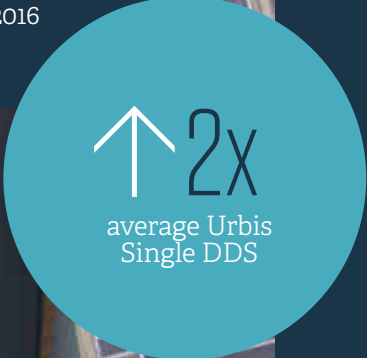
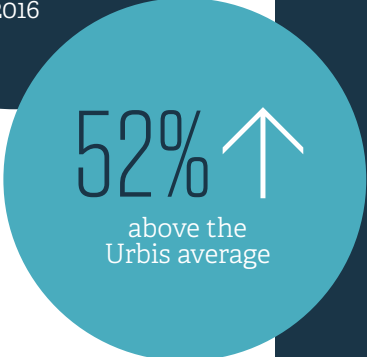
Source: Macroplan Dimasi 2017



DOMINANT PERFORMANCE

Kawana’s exceptional overall trading performance has entrenched the Centre at number 3 on the Shopping Centre News Little Guns list.

The Centre’s performance is underpinned by its major retailers who are trading 52% above benchmark* at \$129 million (excluding ALDI). Specialty tenants within the Centre contribute over \$124 million which is greater than two times the average Urbis single discount department store centre.



QUALITY & VARIETY

Having undergone a major redevelopment in 2014, the Centre’s presentation is exceptional. Interiors are fresh and bright with a modern, coastal atmosphere.

In addition to its 4 majors, 6 mini-majors and ample retail services, Kawana offers an excellent selection of specialty tenants. It has the dominant fresh food offer in its primary trade area along with an impressive casual dining precinct and a popular al-fresco dining area.

The Centre also boasts several fashion specialties not found anywhere else on the Sunshine Coast, making it the Centre of choice for many in the region.

CONVENIENCE & COMMUNITY

As a focal point for the local community, ease of access is one of the keys to Kawana’s enduring success. With its single level, family-friendly layout, excellent public transport and over 1,700 car parking spaces, Kawana is the premier choice for convenience shopping on the Sunshine Coast.



Source: Urbis 2016 Single Discount Department Store figures

A GROWTH MARKET

Kawana has two predominant types of customers visiting the centre: Residents (families and retirees) and tourist/day-trippers. Of those customers in the workforce, 62% are white collar workers with a relatively high disposable income.

Average Household Income

\$73,225

Primary Trade Area - 7.5% above Total Trade Area average


Female Customers

79%

Sunshine Coast Tourism

11% ↑


(Increase in overall visitors to the region since 2014)




Frequency

68%

of customers visit at least once per week





39.4

Average Age

Primary Trade Area

POWERFUL GROWTH IN SPENDING

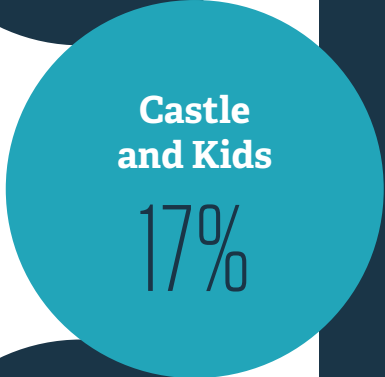
Retail expenditure across the Kawana Shoppingworld total trade area is projected to enjoy robust growth, increasing from an estimated \$3.674 billion in 2016 to \$6.135 billion by 2026, reflecting annual average growth of 5.3%.

TRADE AREA	EST. CURRENT RETAIL SPEND 2016	FORECAST ANNUAL RETAIL SPEND 2026	EST. AVERAGE ANNUAL GROWTH 2016-2026
Primary	\$602.0m	\$1,023.7m	5.5%
Secondary	\$1,629.5m	\$2,899.3m	5.9%
Main Trade Area	\$2,231.5m	\$3,923.1m	5.8%
Tertiary	\$1,415.7m	\$2,212.2m	4.6%
Total Trade Area	\$3,647.2m	\$6,135.2m	5.3%

COASTAL LIFESTYLES

A significant proportion within a 10km radius of the Centre are amongst the highest spending, educated and privileged households in Australia.

- Residents in the Kawana trade area have high disposable income and little housing stress or credit risk
- Their spending priorities include family needs and home improvements
- They also like to spend on leisure time, holidays in Australia, meals in restaurants and wine
- Traditional values are important to this audience, and they are practical and family-oriented



CUSTOMER PROFILES

Urban Entertainers

- Healthy income and career success - well educated
- Both with and without kids
- Professions including nursing, construction and personal and recreational services
- Enjoy cooking, shopping and sport
- Like watching TV and the news
- Family life important to them
- Relish metro/city living

Castle & Kids

- Educated via Tech or Colleges
- Live in stand-alone homes
- Enjoy good food, wine and home improvement
- Follow news, watch sport and attend concerts

Back to Nature

- Retired or working part-time
- Moving into their beach homes
- Enjoy gardening, tennis, spending time at the beach
- Love their pets and home renos, and enjoy shopping and TV



Source: Roy Morgan Helix Analysis, 2017



DESTINATION APPEAL

The Sunshine Coast is the second-highest performing regional economy in Queensland for the past two years, based on the average annual growth rate in population, employment and productivity.

The Sunshine Coast is recognised as one of Queensland’s most loved holiday destinations, where the blend of coastal and hinterland experiences have created a lifestyle that is the envy of Australia. In 2014, the visitor economy injected around \$2.1 billion of direct expenditure into the region.

Estimated
Visitor Economy
Sunshine Coast 2014

\$2.1 BN

Sunshine Coast

No. 2

Regional Economy
in Queensland 2014-15

GOOD TO KNOW

Growth Spurt

The Sunshine Coast is the tenth largest “significant urban area” in Australia by population and the region has experienced +10.1% growth in population from 2008-2013.

Major Regional

The Sunshine Coast is one of the largest regional economies in Australia with Gross Domestic Product expected to more than double to \$33bn by 2033.

Moving Forward

The Sunshine Coast’s industry base has broadened over the past decade, with growth in new industries such as education, healthcare and professional services. Major development for the coast is further detailed in the next section.



Source: Sunshine Coast Council, Regional Economy Feb 2017
Colliers International Research

THE SUNSHINE COAST

MAJOR INVESTMENT HUB

Significant capital investment is underway on the Sunshine Coast, with billions of dollars being spent on infrastructure, including within our local suburb of Buddina.

In addition to this, population growth in the Kawana trade area will be driven by greenfield and brownfield development in locations such as Palmview, Caloundra South, Sippy Downs and Wurtulla / Birtinya (including Kawana Town Centre).

The largest of these new residential developments include:

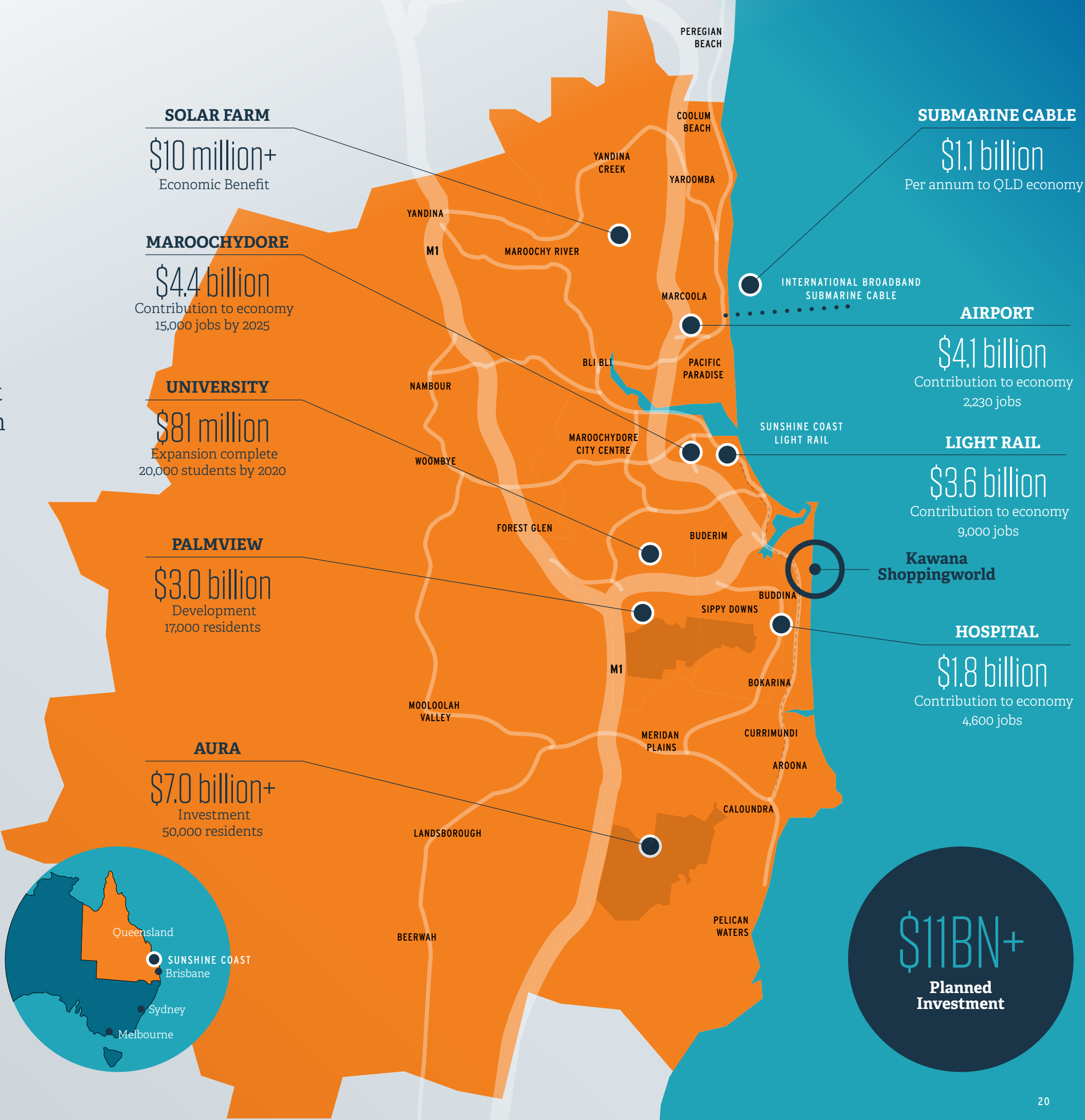
Aura (Secondary South Sector)
Formerly known as Caloundra South, Stockland's master planned community will comprise 20,000 dwellings.

Harmony (Secondary North Sector)
AVID's master planned community will deliver 5,000 dwellings at completion and forms the first part of the Palmview development.

Remainder of Palmview (Primary and Secondary North Sectors) - a further 3,000 dwellings

Sun Central (Secondary North Sector)
The master plan for the Maroochydore City Centre to become the new Sunshine Coast CBD over the next 20 years will provide around 2,000 dwellings.

Source: Sunshine Coast Council, Regional Economy Feb 2017
Colliers International Research



EXPERIENCE
IS EVERYTHING



30%+
Growth in Portfolio
Sales Productivity*

*Portfolio comparable sales MAT/m²

99.7%
Occupancy

\$3.11BN
Total MAT
Annual Retail Sales

40+
Years of property
experience



16
Shopping Centres



430,000m²+
Total GLA



112M
Customer visits P/A



No.1

BROADWAY SYDNEY
No. 1 Shopping Centre in Australia MAT/m²
SCN Big Guns 2013, 2014, 2015, 2016



This is your opportunity
to be part of the exciting new
Kawana Shoppingworld
experience.

For more information about Mirvac Retail visit
www.mirvacretail.com.au



Kawana Shoppingworld
119 Point Cartwright Drive
Buddina QLD 4575

T (07) 5444 1944

W kawanashoppingworld.com.au

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