

Taubman

Place NY Location Strategy for Premier Mall Venue



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About the Taubman Company



William Taubman, Alfred Taubman and Robert Taubman

- Founded in 1950 by Alfred Taubman
- Developed more than 80 million ft² of retail and mixed-use properties, with 27 retail properties currently in operation or under development in high-profile gateway fashion markets across the United States and in Asia
- The Taubman Company (NYSE: TCO) became the first publicly traded umbrella partnership real estate investment trust (UPREIT) in 1992, laying the groundwork for real estate companies in all sectors to access public equity markets
- Taubman is known for its extensive luxury relationships and for its portfolio of strong upscale properties focused on the densest high-end retail markets



Cherry Creek
(Denver, CO)



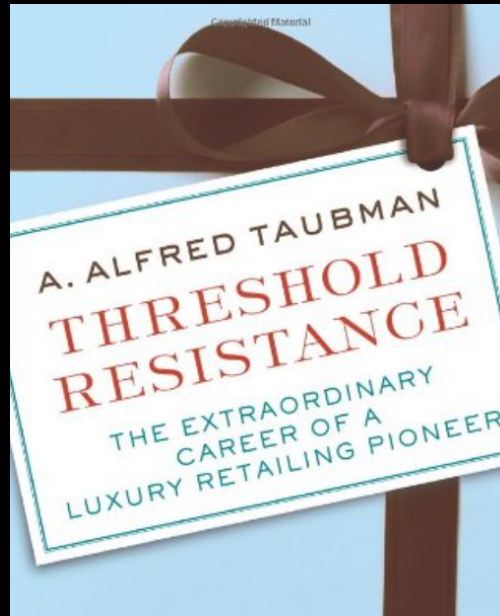
Mall at Green Hills
(Nashville, TN)



Mall at Millenia
(Orlando, FL)



International Market Place
(Honolulu, HI)



"Threshold Resistance is the physical and psychological barrier that stands between a shopper and the inside of a store..." –

Malcolm Gladwell

Driving force: economics of the shopping trip

- 84 minutes long
- \$97 in spend
- \$1.15/minute
- 2-3 mall visits per month

Building Blocks of Location

- Consumer journey
- Proximity v precision
- Underlying foundational capability
- Dependable, scalable and operationally feasible

Key User Features

- Map it:
 - Wayfinding experience that would simplify and uplift the shopping experience
- Plan it
 - Trip planning made easy and fun, encouraging more stores visited
- Love it
 - Personalize the entire experience



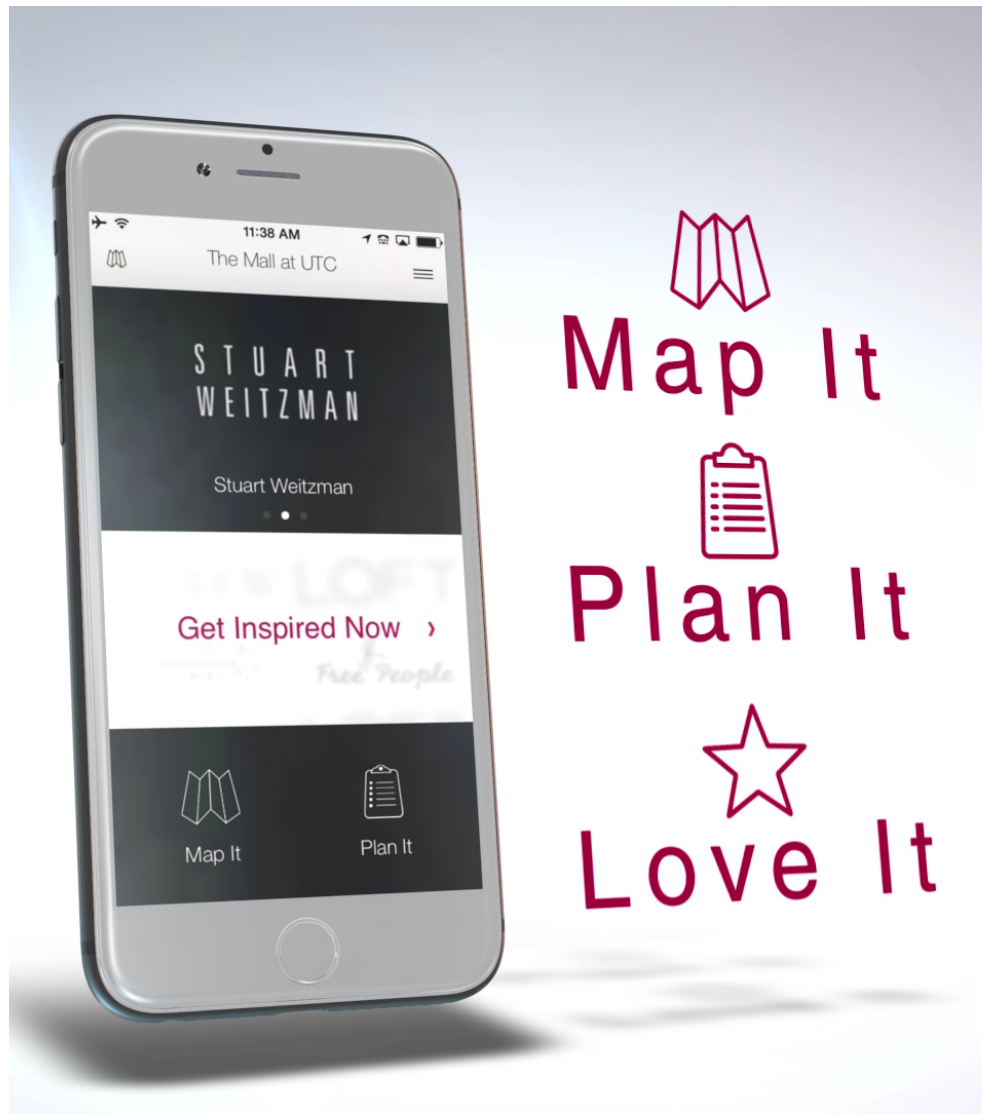
Operational musts

- Precision
- Lifespan & maintenance
- Configuration of space
- Outdoor/indoor interface
- SDK interface and customization
- Local v cloud experience

Our Partners



Pilot: December 2014

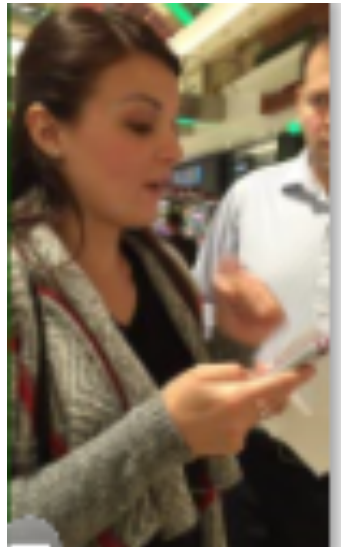


University Town Center: Mall Walk Through Video

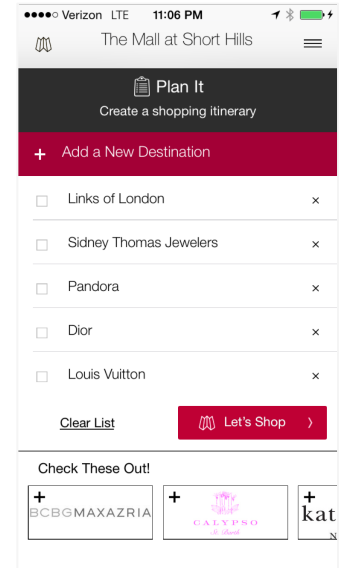


Click on image for video

“You can observe a lot just by looking” – Yoggi Berra



Usability study



A few months later

Vision for tomorrow's great venues

End to End Perfection of the Journey

- Seamless parking
- Navigation to stores (and other indoor locations)
- Relevant, timely suggested offers, content
- Curated experiences
- Accelerated, frictionless purchasing (e.g., lineless checkout)
- Anxiety-free, assisted departure

Final Thoughts

- Evolving push notification and/or in-app context and value
- Retailer integration/collaboration