

FACTS & STATS

Casual Mall Leasing & Promotional Events



worldsquare
SHOPPING CENTRE

CENTRE PROFILE

World Square is the only CBD shopping centre that offers a full line supermarket mixed with over 90 retailers including quality fashion and glamour stores, a variety of essential services and a vibrant restaurant and lifestyle precinct. World Square has transformed the southern end of the CBD precinct to a energetic shopping destination for local residents, CBD workers and the Sydney tourist market. Proudly positioned 3rd in the 2010 Mini Guns and capturing over 25 million visitors annually, World Square is a truly unique shopping destination.

LOCATION

Located in the Sydney CBD and bounded by George, Liverpool, Pitt and Goulburn Streets, World Square Shopping Centre is the heart of the Southern City. Close to Chinatown with access from all streets.

CUSTOMER PROFILE*

	LOCALS	WORK IN PRECINCT
Market Size Ratio	1 in 3 or 34% of respondents	1 in 3 or 30% of respondents
Gender	56% Female 44% Male	59% Female 41% Male
Age	66% Under 30 years	38% Under 30 years & 41% 30-50 years
Household Income	63% Under \$55K	80% over \$55K of which 38% earn over \$100K
Languages Spoken at Home	53% English 47% Other Asian	78% English
Shopping Preference	Shop on Saturdays	Shop on weekdays
Visit Frequency	High at 120+ visits last 12 months	High at 120+ visits last 12 months
Average Spend	\$35	\$38
Average Time in Centre	31.7mins	26.7mins
Retailer Needs	Fresh food, cafés & food	Fashion & accessories, cafés & food and fresh food
Travel to Centre	Walked	Train & walked to work

	NON SYDNEYSIDERS	SYDNEYSIDERS
Market Size Ratio	1 in 7 or 15% of respondents	1 in 9 or 11% of respondents
Gender	75% Female 25% Male	56% Female 44% Male
Age	33% Under 30 years & 42% 50+ years	59% Under 30 years & 29% 30-50 years
Household Income	69% over \$55K & 31% under \$55K	56% over \$55K & 44% under \$55K
Languages Spoken at Home	80% English	75% English
Shopping Preference	Shop any day	Shop any day with slight preference on Saturdays
Visit Frequency	Low frequency under 5 visits 12 months	Moderate frequency 12 visits 12 months
Average Spend	\$46	\$72
Average Time in Centre	42.2mins	31.9mins
Retailer Needs	Fashion & accessories and giftware	Fashion & accessories and food & café
Travel to Centre	Walked	Train or bus

*Customer profile data is based on an exit survey undertaken across 10 days in June 2009 with a sample size of 300 people.

SUMMARY

World Square celebrates its 6th birthday in May 2011 and we are very proud of the Centre's performance in the following Mini Guns categories:

MINI GUNS 2010*

Category MAT Million
Ranking 3/141
Result \$190.95m

Category MAT/m²
Ranking 11/141
Result \$11,668m

Category GLA/m²
Ranking 33/141
Result 16,364

CENTRE TYPE

CBD Centre (Property Council of Australia classification)

MAJOR TENANTS

Coles, the largest single level supermarket in the CBD

MINI MAJORS

Priceline Pharmacy, Miracle Asian Supermarket, Sony Centre, JB Hi Fi, Rebel Sport

SPECIALTIES

90 stores

CAR PARKS

Over 500 public spaces

* Shopping Centre News, Vol 28, Number 4, 2010.

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CASUAL MALL LEASING



TRAFFIC FIGURES*

CENTRE MAT

24.6 million visitors

UPPER GROUND LEVEL

18.1 million visitors

*Moving Annual Turnover Figures are as at Dec 2010.

TRADING HOURS

ALL STORES

Mon – Sat 10am – 7pm

Thurs 10am – 9pm

Sun & Public Holidays 11am – 5pm

MAJORS

7 Days 6am – 12am

RESTAURANTS, BAR &

SELECTED SPECIALTY STORES

7 Days 10am – Late

*Casual Leasing Retailers are expected to adhere to the core trading hours of all stores unless permission is given from Centre Management.

LOADING PERIODS

Additional charges apply during peak periods in the centre. These include:

November 16-29 Nov +25%

December 30 Nov-13 Dec +50%

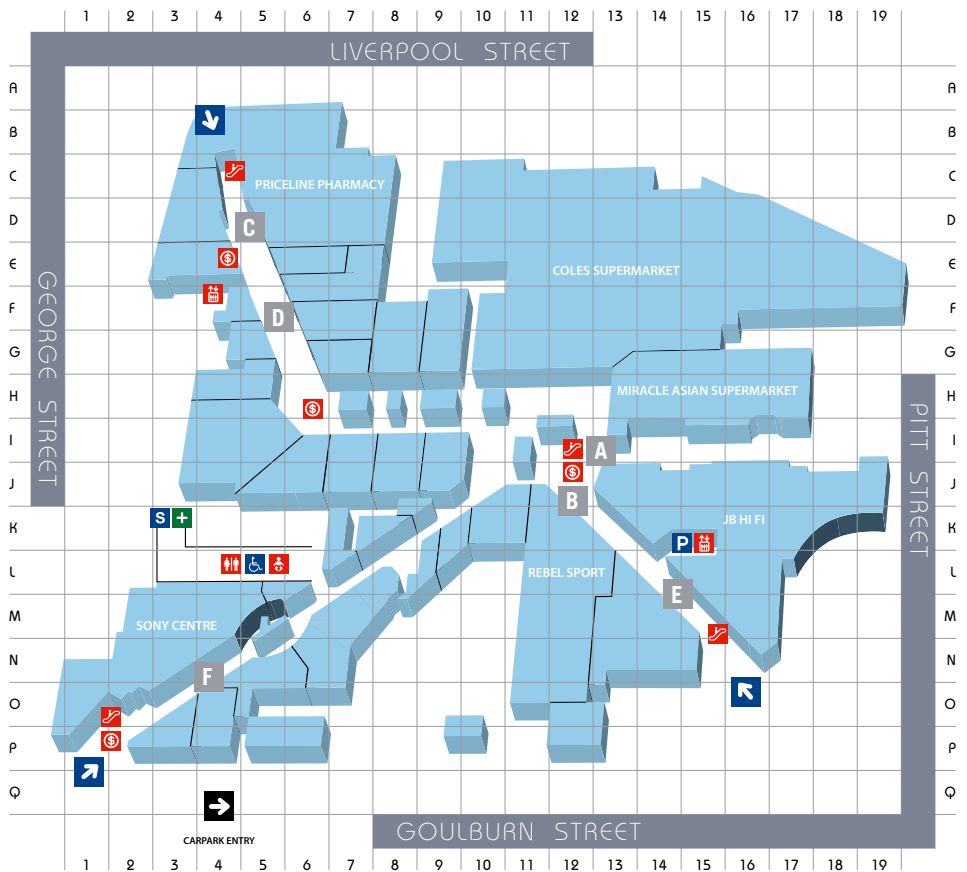
Christmas 14-27 Dec +100%

January Sale 28 Dec-10 Jan +25%

Mardi Gras 15-28 Feb +25%

*Please note: Loading periods may be subject to change without notice

LOWER GROUND LEVEL



Grey letters refer to the Casual Mall Lease site as per below.



LOCATION	SIZE (M)	SITE
Bottom of Escalators	3m x 4m	A
Outside Mother's Crepe	1.5m x 2m	B
Outside Priceline	1.5m x 3m	C
Outside Oz World Newsagency	1.5m x 3m	D
Outside JB Hi-Fi	1.5m x 3m	E
Outside Sony Centre	1.5m x 3m	F

Casual Leasing space available for events on the Upper Ground Level subject to approval.

CASUAL LEASING CONTACT

For leasing enquiries, please contact:

Angie Fahd
Assistant Centre Manager

P 02 8669 6913
E angie.fahd@au.brookfield.com

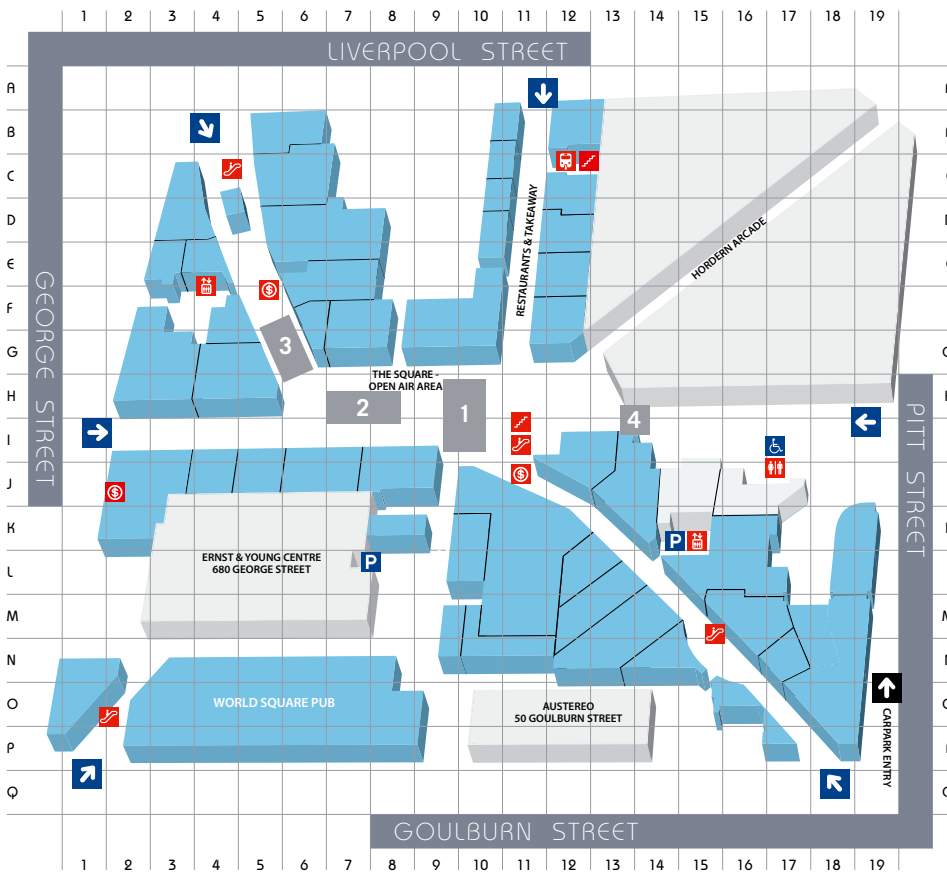
World Square Centre Management

Suite 15.03, Level 15
680 George Street
Sydney NSW 2000

PROMOTIONAL EVENTS



UPPER GROUND LEVEL



Grey numbers refer to the Promotional Events Lease site as per below.

- Parking Pay Station
- Security
- Stairs
- Escalators
- Lifts
- Restrooms
- Parents Room
- Disabled Toilet
- Monorail Station
- Entrance
- ATM
- First Aid

LOCATION	SIZE (M)	SITE
The Square – Bottom of Stairs	10m W x 10m L x 2.5m H	1
The Square – Outside Marcs	4m W x 8m L x 2.5m H	2
The Square – Undercover (Wet Weather Option)	2.5m W x 6m L x 2.5m H	3
The Square – Access Only	Vehicle Access Height 2.9m	4

PROMOTIONAL EVENTS CONTACT

For leasing enquiries, please contact:

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Marketing Manager

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World Square Centre Management

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Sydney NSW 2000

RECENT EVENTS

QANTAS TASTES OF ASIA SALE

May 2011



SEX IN THE CITY 2 LAUNCH

October 2010



VIE MEDIA 1ST BIRTHDAY

April 2011



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