



BILTMORE FASHION PARK



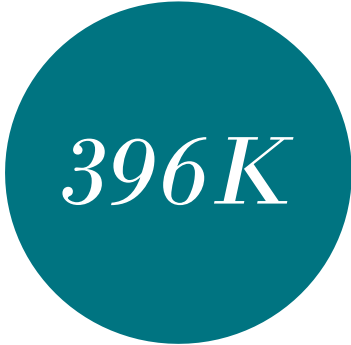


OVERVIEW

Biltmore Fashion Park is the original luxury outdoor shopping center in Phoenix, known for its lush gardens, relaxing fountains, and exquisite collection of shopping and dining. It boasts the state's only Saks Fifth Avenue, Ralph Lauren, J.Crew, and Diamond-level Life Time.

Set in the coveted, central location of 24th Street and Camelback Road, Biltmore Fashion Park is in the heart of a historic neighborhood filled with upscale businesses, elite residences, and luxury resorts, making the center a frequent destination for daytime office workers and year-round visitors.

MARKET OVERVIEW *AT A GLANCE*



Population in Primary Trade Area



Stores include Anthropologie, Pottery Barn, Saks Fifth Avenue, Ralph Lauren, Williams-Sonoma, Lululemon, Evereve, and True Food Kitchen



Average household income in the Total Trade Area



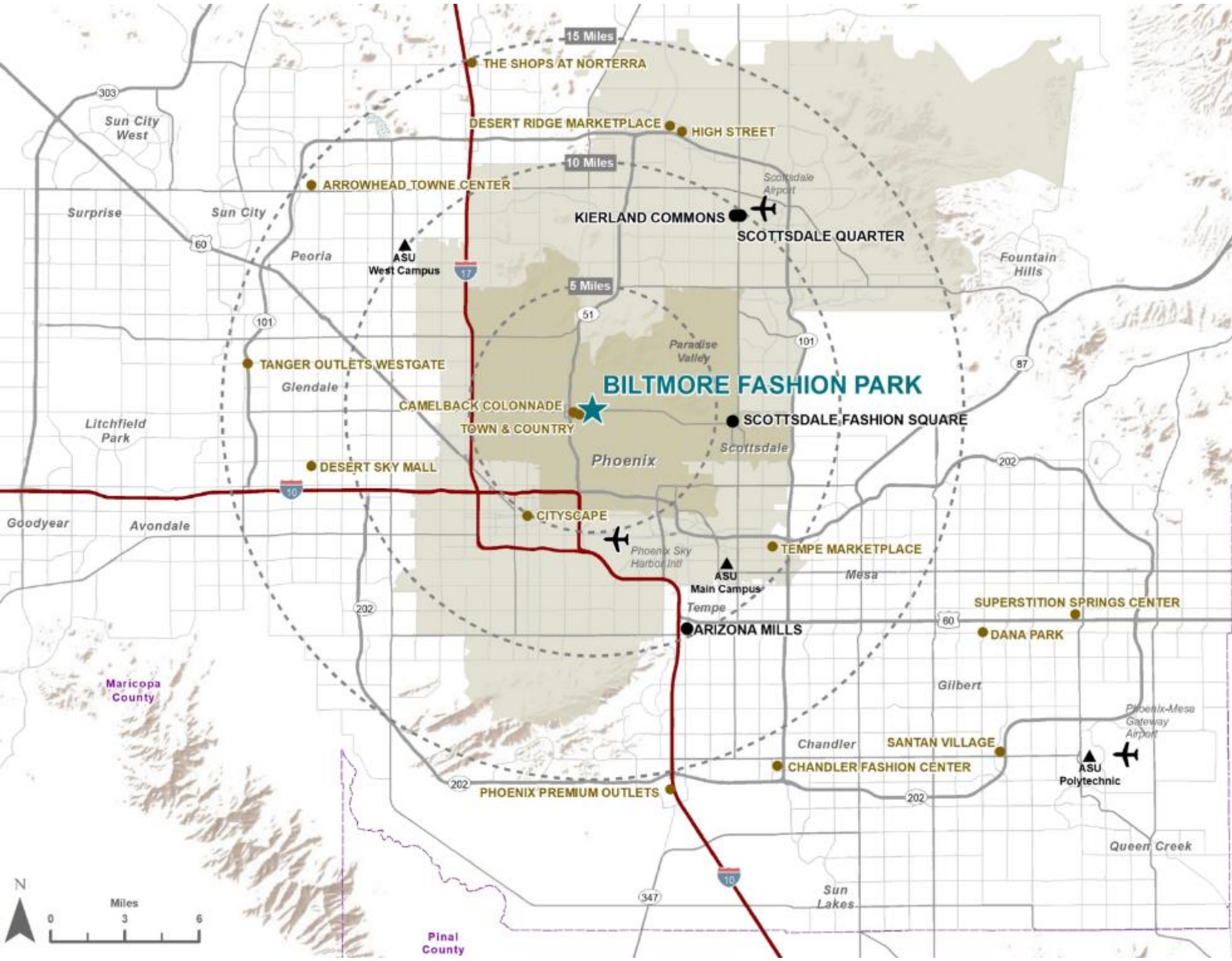
Projected population growth within 5 years in Primary Trade Area



Square feet of Class A office space with 5-mile radius



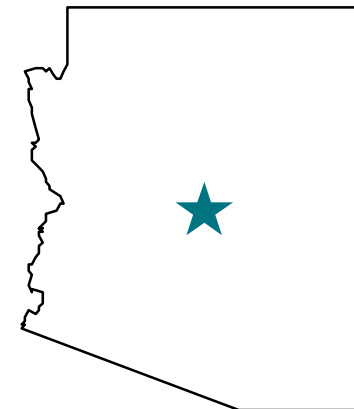
Daytime population within a 1-mile radius



TRADE AREA MAP

- ★ Biltmore Fashion Park
- Primary Trade Area
- Secondary Trade Area
- Competitive Centers
- Other Centers

Arizona



DEMOGRAPHIC SNAPSHOT

	PRIMARY TRADE AREA	TOTAL TRADE AREA	MSA (PHOENIX, SCOTTSDALE, MESA)
2022 Population	396,226	1,300,454	5,009,506
2027 Population (projection)	411,047	1,351,452	5,215,028
Five-Year Population Growth	3.7%	3.9%	4.1%
Households	176,297	526,061	1,852,549
Average Household Income	\$103,299	\$105,957	\$105,345
Median Household Income	\$63,575	\$68,208	\$75,940
Median Age	37.2	36.4	36.6
White Collar	64.2%	61.5%	57.3%
Bachelor's Degree Plus	42.3%	40.6%	35%
	1 MILE	3 MILE	5 MILE
Daytime Population	32,725	182,042	453,779

AFFLUENT & PRODUCTIVE SHOPPERS

31.5%

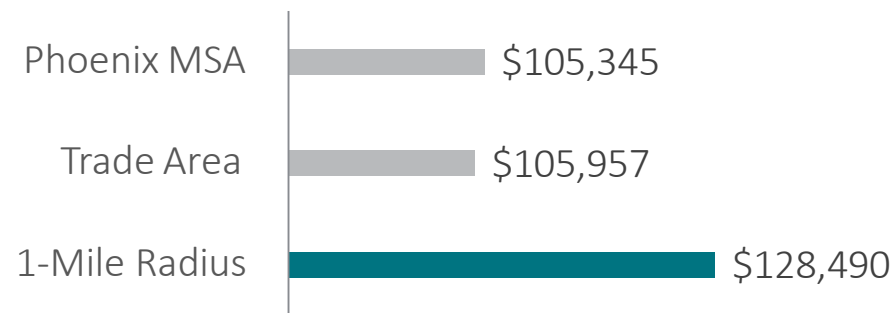
Households within a 5-mile radius with income over \$100K.

69K+

Number of hotel rooms at 500+ hotels and 40 full-service resorts in Greater Phoenix

16+

The annual traffic count is 3.4 million, with an average duration of 78 minutes per visit and a visit frequency of 2.93



(U.S. average \$105,029)

AVERAGE HOUSEHOLD INCOME



LOCATION

The Biltmore area, located in the heart of the Phoenix-Scottsdale-Mesa metro area, is home to affluent communities such as Arcadia, North Central, Paradise Valley, and Scottsdale, as well as high-end commercial complexes and luxury hotels. This sought-after neighborhood is considered one of the most exclusive areas in Arizona.

The trade area is home to 4 of the top 10 wealthiest zip codes in Arizona, with Paradise Valley as the #1 zip code with a median home value of \$1.34 million and a median income of \$170,224. This area is truly a hub of luxury living and high-end real estate.

The Esplanade, connected to Biltmore Fashion Park via an underpass on Camelback Road, boasts an impressive 1 million square feet of office space and is home to prominent tenants such as CBRE Group Inc., Cushman & Wakefield, Gensler, Transwestern, and WeWork.



TOURISM

Arizona received 40.9 million visitors in 2021, who collectively spent \$23.6 billion in the state

Direct spending in Phoenix & Central Arizona alone was \$14.8 billion, showcasing the region's economic impact

Biltmore Fashion Park's tourism sales represent 30% of total sales
69,000+ guest rooms at over 500 hotels and 40 full-service resort properties in the Greater Phoenix

1 mile from Arizona Biltmore Hotel, a Waldorf Astoria Resort, featuring 700 rooms, 86 suites, 7 swimming pools and 2 champion 18-hole golf course

Phoenix Sky Harbor International Airport, ranked the 11th busiest airport globally, is within minutes of the center, providing convenient travel options with 1200+ daily flights and serving over 45 million passengers annually.



MAJOR RETAILERS INCLUDE:

MACY'S
SAKS FIFTH AVENUE
LIFE TIME
ANTHROPOLOGIE & BHLDN WEDDINGS

ARHAUS
BISUTORO
BLANCO TACOS & TEQUILA
BREAKFAST CLUB

EVEREVE
J. CREW
LULULEMON
POTTERY BARN

RALPH LAUREN
SEASONS 52
SEPHORA
THE CAPITAL GRILLE

THE CHEESECAKE FACTORY
TRUE FOOD KITCHEN
WILLIAMS SONOMA
ZINBURGER



BILTMORE FASHION PARK AERIAL





MERCHANDISING

Biltmore Fashion Park caters to a diverse and affluent lifestyle through a varied merchandise mix of better national brands and specialty boutiques.

SEPHORA



 lululemon

MAC



ARHAUS

B-HLDN
by ANTHROPOLOGIE

ANTHROPOLOGIE



POTTERY
BARN



WILLIAMS
SONOMA

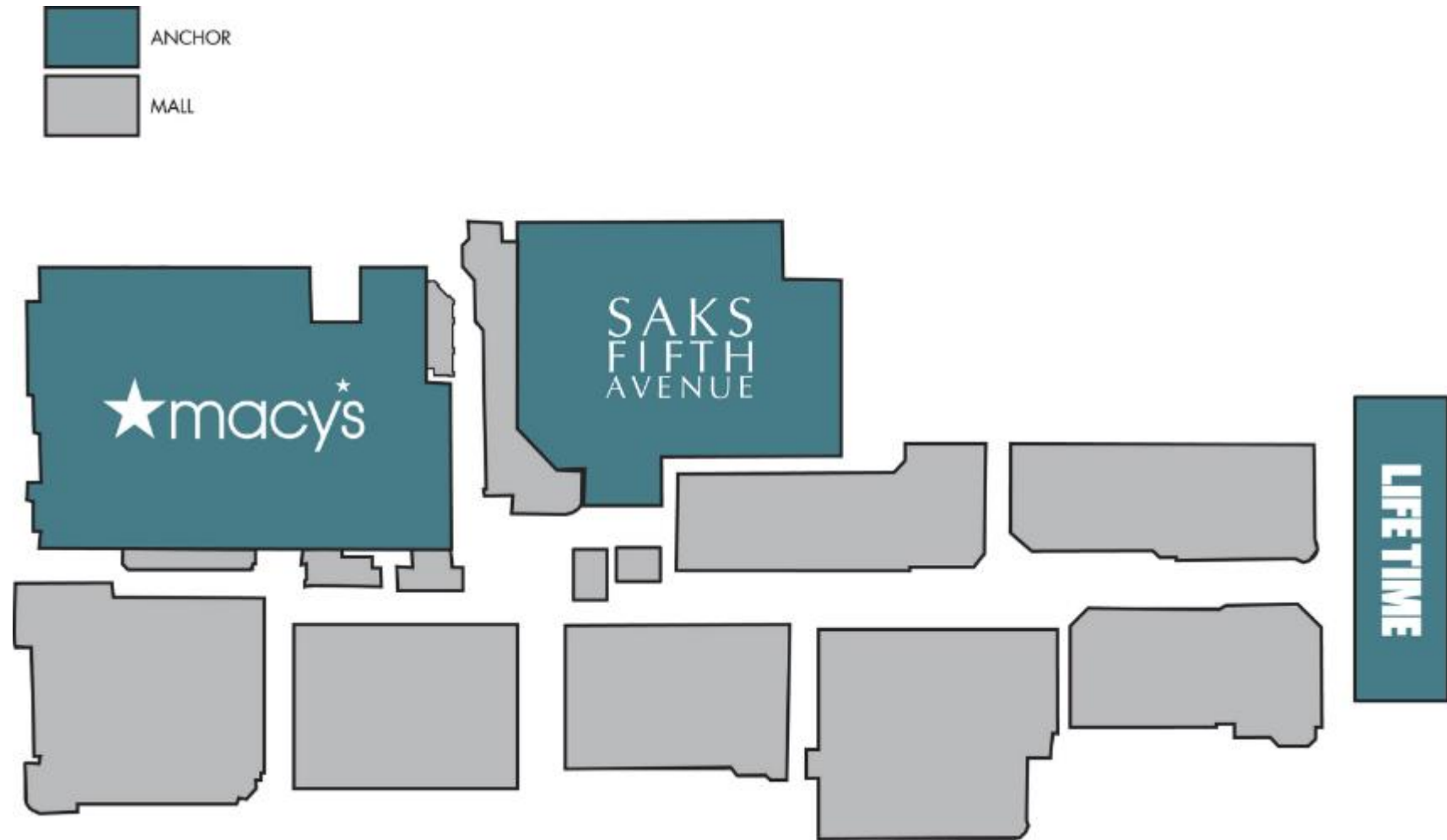


DINING

Biltmore Fashion Park's restaurant mix has been carefully curated to serve as a dining epicenter for the Camelback Corridor financial district, achieved through a targeted and strategic effort.



BILTMORE FASHION PARK SITE PLAN





VEHICLE TRAFFIC COUNTS

24th Street and Camelback Road is ranked the #1 intersection in Phoenix according to the Urban Land Institute.

Major Highway Near Center

	DAILY AVERAGE
SR-51 – Camelback Road	130,426

Roads with Center Entrances

	DAILY AVERAGE
24 th Street & Camelback Road	44,627
32 nd Street & Camelback Road	46,044

Source: Arizona Department of Transportation

COMMUNITY INVOLVEMENT

Local charities, community organizations and events at Biltmore Fashion Park and its retailers' support include:

- Experience Scottsdale
- Visit Phoenix
- Phoenix Police Foundation
- St. Jude Children's Research Hospital
- Care Card Charities/Board of Visitors
- American Red Cross
- Phoenix/Scottsdale Convention & Visitors Bureau
- Children's Cancer Network
- Biltmore Area Partnership
- Scottsdale Arabian Horse Show
- Chabad Lubavitch of Arizona



SIGNATURE EVENTS



Movies in the Park

The month-long event is hosted Friday evenings in March & November with an average of 1500+ attendees. The event has a positive impact on the center's foot traffic with increased visits to restaurants and retailers.



Holidays in the Park

Holiday series showcases the iconic Santa, dressed in a classic white suit and set against a stunning poinsettia tree backdrop perfect for families to capture memorable photos. Patrons enjoy musical entertainment and visits from popular holiday characters throughout the season.



Care Card

Hosted in the fall, the 10-day event is considered the Valley's largest retailer fundraiser. Cardholders receive a 20% discount from participating retailers while giving back to charity.



Hanukkah on the Lawn

An average of 700+ attendees come together in Center Lawn to celebrate the first night of Hanukkah with an event organized by Chabad Lubavitch of Arizona.



MACERICH (NYSE: MAC)

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS, INCLUDING CALIFORNIA, THE PACIFIC NORTHWEST, ARIZONA, AND THE METRO NEW YORK TO WASHINGTON, D.C. CORRIDOR