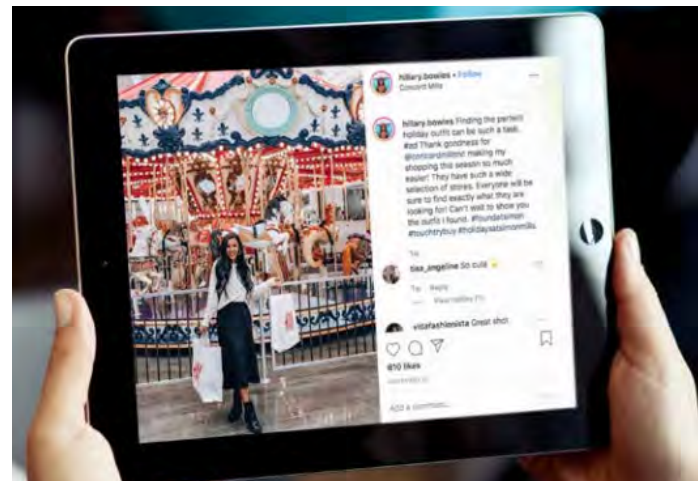
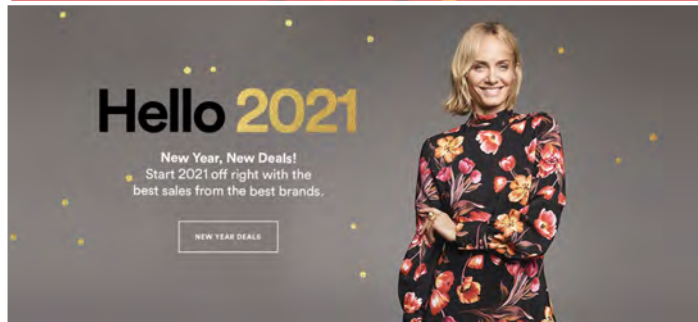
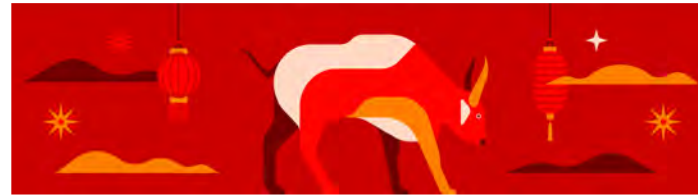
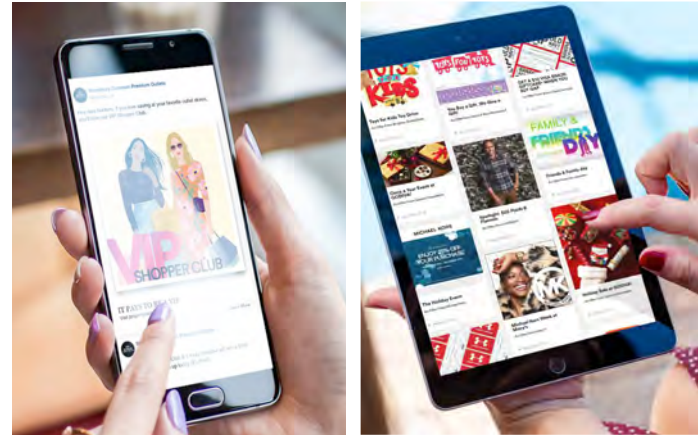




# 2021 FIRST QUARTER MARKETING UPDATE

RETAILER OPPORTUNITIES

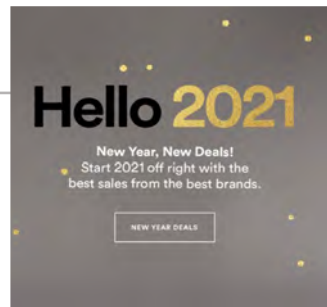


# JANUARY 2021

## MARKETING PROGRAM DETAILS

### Hello 2021

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Goodbye 2020 and Hello 2021! This campaign will tap into the consumer sentiment to ring in the new year with the best products, styles and deals. The campaign will be promoted through digital content, social media and email.

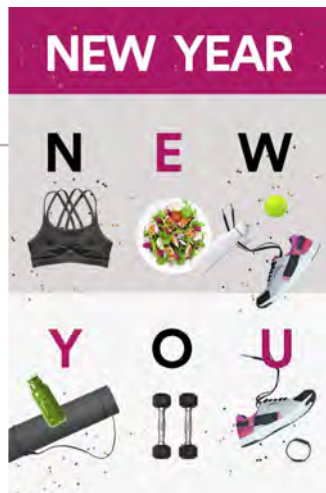
**Dates: January 1–10**

Where: All Simon Malls, Mills and Premium Outlets

Visit [simon.com/rs](https://simon.com/rs) to post in-store offers, promotions and special events. Campaign will direct consumers to retailer showcase to view in-store offers and promotions.

### New Year New You

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It's a New Year and Simon is here to support consumers with all their resolutions as the destination for fitness apparel, gym equipment, healthy dining choices, skin care options and much more! The Campaign will be supported with digital, social media and email.

**Dates: January 11 – 31**

Where: All Simon Malls, Mills and Premium Outlets

Visit [simon.com/rs](https://simon.com/rs) to post in-store offers, promotions, special events, new products and collections. Campaign will direct consumers to retailer showcase to view retailer provided content.

# FEBRUARY 2021

## MARKETING PROGRAM DETAILS

### Valentine's Day

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Help shoppers find the perfect gift for someone special this Valentine's Day or promote unique dining options. Marketing support will be provided through local websites, email and social media channels.

**Dates: February 1 – 14**

Where: All Simon Malls, Mills and Premium Outlets

Visit [simon.com/rs](https://simon.com/rs) and select "Valentine's Day Sale" under the Sales Type Section. Be sure to post events, incentives, special offers and gift ideas.

### Presidents Day Sale

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Post your offers in Presidential fashion this February. Presidents Day weekend offers will be promoted with social media, website content and email.

**Dates: February 12 - 15**

Where: All Simon Malls, Mills and Premium Outlets

Visit [simon.com/rs](https://simon.com/rs) and select "Presidents Day Sale" under the Sales Type Section. Be sure to post special offers, sales, or incentives.

# FEBRUARY 2021

## MARKETING PROGRAM DETAILS

### Lunar New Year

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Help consumers commemorate the year of the Ox with a celebration to usher out the old year and bring forth the luck and prosperity of the new one. Campaign will be promoted with boosted social, digital content, email and influencer marketing.

**Dates:** February 1 - 26

Where: Select Simon Properties

Reach out to Jayne Stilson at [Jstilson@simon.com](mailto:Jstilson@simon.com) with any offers, promotions, gift ideas or giveaways. Selected content will be featured on digital channels.

### Participating Properties

Arundel  
Briarwood  
Camarillo Premium Outlets  
Carlsbad Premium Outlets  
Clarksburg Premium Outlets  
Copley  
Dadeland  
Desert Hills PO  
Fashion Centre at Pentagon  
Fashion Mall at Keystone  
Fashion Valley  
Forum Shops at Caesars  
Galleria  
Gilroy Premium Outlets  
Great Mall  
Houston PO  
Jersey Gardens  
King of Prussia  
Las Vegas North Premium Outlets

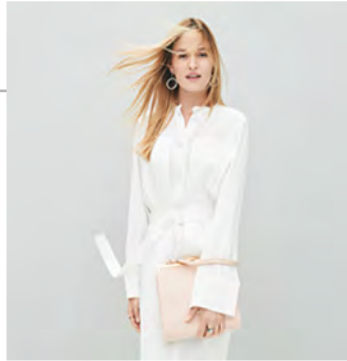
Leesburg Premium Outlets  
Ontario  
Outlets at Orange  
Potomac  
Riverside  
Roosevelt Field  
San Francisco Premium Outlets  
San Marcos  
Seattle Premium Outlets  
Stanford Shopping Center  
Stoneridge Shopping Center  
Tacoma Mall  
The Shops at Crystals  
Toronto Premium Outlets  
Waialeale Premium Outlets  
Woodbury Premium Outlets  
Woodfield  
Wrentham Premium Outlets

# MARCH 2021

## MARKETING PROGRAM DETAILS

### Spring Fashion

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Post your offers and highlight Spring Fashions on Retailer Showcase. The spring campaign will be promoted with boosted social, digital content, email and influencer marketing.

**Dates: March 15 – 31**

Where: All Simon Malls, Mills and Premium Outlets

Visit [simon.com/rs](https://www.simon.com/rs) to post offers, incentives, sales and spring fashion looks.

# ALWAYS-ON MARKETING PROGRAM OVERVIEW

LOCAL DIGITAL CONTENT

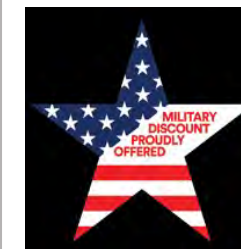
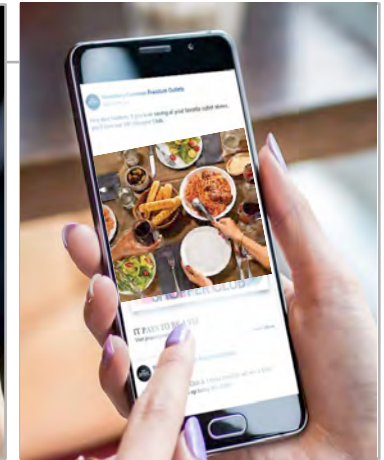
RETAILER SHOWCASE

SOCIAL MEDIA

MILITARY APPRECIATION

PREMIUM OUTLETS VIP SHOPPER CLUB

DINING



# ALWAYS-ON MARKETING PROGRAM DETAILS

## LOCAL DIGITAL CONTENT



Simon individual center websites, emails, and social channels feature the most interesting news and special offers available. Content is regularly shared on 200+ center websites, digital directories, emails, and social media.

**Dates: January 1–December 31**

Where: 200+ Participating Simon Malls, Mills and Premium Outlets

Post unique or date specific in-store events or promotions for inclusion at [retailersupport.simon.com](http://retailersupport.simon.com)

## RETAILER SHOWCASE



Upload your brand's news, promotions and events to Simon websites and all digital channels with this always-on complimentary retail portal.

**Dates: January 1–December 31**

Where: Participating Simon Malls, Mills and Premium Outlets

Post in store offers/ongoing events to [www.simon.com/rs](http://www.simon.com/rs)

## SOCIAL MEDIA



Simon has over 5.4 million Facebook, 400,000 Twitter and 166,000 Instagram followers respectively. Cross-promote retailer content with Simon and nationally or locally manage for area market relevance.

**Dates: January 1–December 31**

Where: Participating Simon Malls, Mills and Premium Outlets

Post content for Social Media to [retailersupport.simon.com](http://retailersupport.simon.com)

# ALWAYS-ON MARKETING PROGRAM DETAILS

## MILITARY APPRECIATION



Simon honors the military and their families throughout the year by showing appreciation for their service and sacrifice. Military campaigns will feature retailer offers and discounts for military families and will be supported with Simon owned digital channels.

**Dates: January 1– December 31 (Participating Malls, Mills & Premium Outlets)**

Post offers to [www.simon.com/rs](http://www.simon.com/rs) and select “Military” under the Sales Type Section

## PREMIUM OUTLETS VIP SHOPPER CLUB



Retention, rewards, and acquisition remain a key focus when communicating with our most loyal Premium Outlets shoppers. Program includes exclusive discounts, early access to sales, VIP only events and other exclusive amenities.

**Online Digital Offers: Retailers can update offers at any time to specifically target VIP members.**

Add or update offers at [retailersupport.simon.com](http://retailersupport.simon.com) Select “VIP Offers.”

**Dates: January 1–December 31**

Where: All Premium Outlets

## DINING



Simon properties focus on the Dining category year-round. From snacks, to counter service, fast casual to sit-down, we promote our dining offerings via digital and social media, events and promotions.

Add or update offers at [www.simon.com/rs](http://www.simon.com/rs)

**Dates: January 1–December 31**

Where: Participating Simon Malls and Mills



# ALWAYS-ON MARKETING PROGRAM DETAILS

## SIMON SAID



SAID, Simon's "always on" editorial platform highlights the offerings available at Simon centers via features that spotlight the best in fashion, beauty, food, and living. SAID receives an average of 30K page views a month. SAID is supported by our Shop Simon and property social channels. SAID stories can feature launches, special events or collaborations.

### Ongoing

Reach out to your Account Manager to review content for consideration.

## FAMILY AT SIMON



This members-only program is free and features special retailer offers, promotes in-store events and happenings, and details property amenities and programming—all in one easy-to access site. Retailers can gain new customers through our robust member database by providing special retail offers exclusively to Family at Simon participants.

### Ongoing

Where: Participating Simon Malls and Mills

Visit [www.simon.com/rs](http://www.simon.com/rs) and select "Simon Family" under the Sale Type Section. You can add an offer and also update your offer at any time to align with your marketing goals.