




HEY DEAL HUNTERS. IT PAYS TO BE A VIP

If you love saving hundreds of dollars at your favorite outlet stores, you'll love the VIP Shopper Club.

It's free to join and includes:

- Free VIP Coupon Book
- Exclusive Offers
- Early Access to Sales

Text **VIP285** to **74666** to sign up now.*

*Standard data and message rates may apply.

VIP SHOPPER CLUB

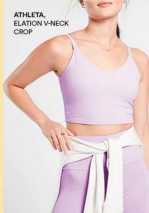




2022 FIRST QUARTER MARKETING UPDATE

RETAILER OPPORTUNITIES

NEW YEAR, NEW HUE

Soft pastels and earthy tones play well together.

ATHLETA, ELATION V-NECK CROP

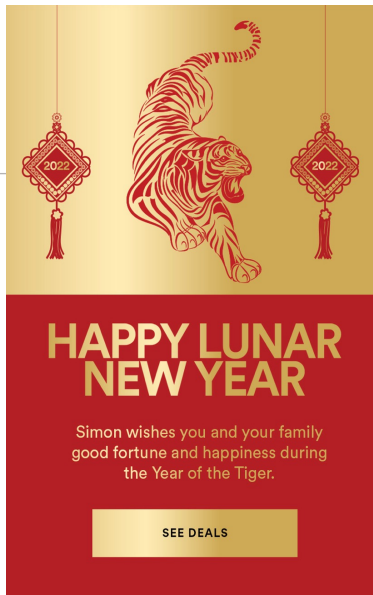
FABLETICS, ABC CROPPED 3-PIECE BUNDLE

LULULEMON, ABC CROPPED PULL-ON PANT

FIRST QUARTER

MARKETING PROGRAM DETAILS

LUNAR NEW YEAR



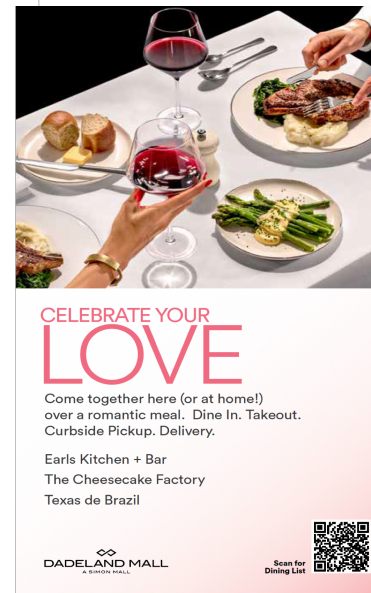
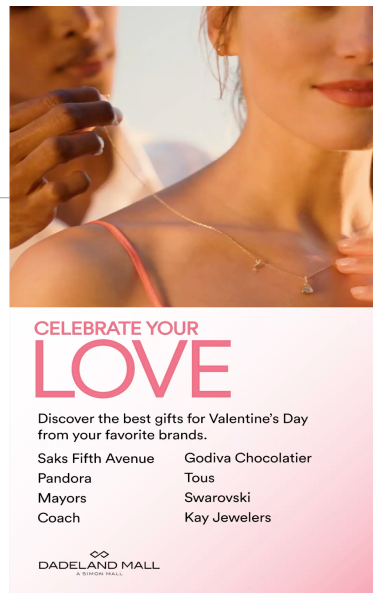
Celebrate the year of the Tiger and ensure good fortune and fresh hopes. The Lunar New Year campaign will be promoted with social media, website content, email and on-mall signage.

Dates: February 1-15, 2022

Participating centers and promotion dates may vary.

Visit simon.com/rs to post your offers, events and special incentives. Select “Lunar New Year” Sales Type for maximum campaign exposure on Simon digital channels.

VALENTINE'S DAY



Share love, friendship and admiration this Valentine's Day and find the perfect gift for that special someone. Simon has what you're looking for and also a variety of options for where to celebrate. Campaign will be supported with social media (including an Instagram sweepstakes), website content, email and on-mall signage.

Dates: January 28 – February 14

Where: Participating Simon Malls, Mills and Premium Outlets.

Visit simon.com/rs to post your offers, events and special incentives. Select “Valentines Day” Sales Type for maximum campaign exposure on Simon digital channels.

FIRST QUARTER

MARKETING PROGRAM DETAILS

PRESIDENTS' DAY SALE



Simon Centers are paying tribute to Presidents' Day by offering a weekend filled with sales. The holiday sales weekend will be supported with social media, website content, email and on-mall signage.

Dates: February 7 - 21

Where: Participating Simon Malls, Mills and Premium Outlets.

Visit simon.com/rs to post your offers, events and special incentives. Select "Presidents' Day" Sales Type for maximum campaign exposure on Simon digital channels.

FIRST QUARTER MARKETING PROGRAM DETAILS

SPRING FASHION



Step into Spring and update your wardrobe with the hottest fashions. The Spring campaign will be supported with social media, website content, influencer marketing and on-mall signage.

Dates: March 1- May 15

Where: Participating Simon Malls, Mills and Premium Outlets

Visit simon.com/rs to post your offers, events and special incentives.

EARTH DAY



This Earth Day, we're sharing how brands are getting planet friendly and how consumers can shop green. Campaign will be supported with email, Simon owned digital channels and social media. Select centers will also host a variety of sustainability focused events.

Dates: April 22

Where: All Simon Malls, Mills and Premium Outlets

Visit simon.com/rs to post your offers, events, special incentives and sustainability messages . Select "Sustainability" Sales Type for maximum campaign exposure on Simon digital channels.

CO-BRANDED EMAILS



In partnership with select retailers, Simon has been developing sweepstakes promotions to drive awareness for brands at our centers and for mutually beneficial email acquisition goals. In this promotion emails are sent to the brand and Simon databases where recipients are encouraged to sign up to win. The sweepstakes generally run for 2 weeks.

If you would like to find out more about the opportunity, contact

Jstilson@simon.com

ALWAYS-ON MARKETING PROGRAM OVERVIEW

LOCAL DIGITAL CONTENT

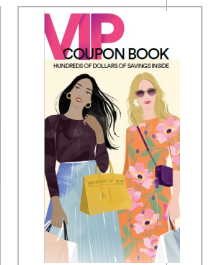
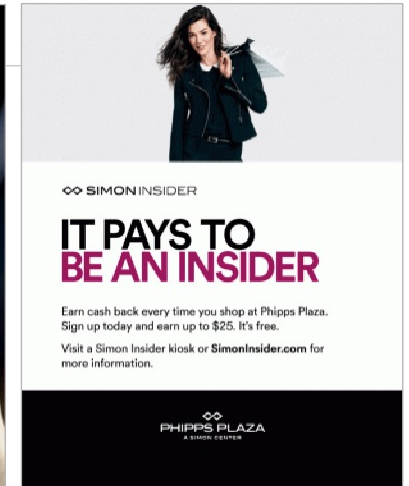
RETAILER SHOWCASE

SOCIAL MEDIA

MILITARY APPRECIATION

PREMIUM OUTLETS VIP SHOPPER CLUB

DINING



ALWAYS-ON MARKETING PROGRAM DETAILS

LOCAL DIGITAL CONTENT



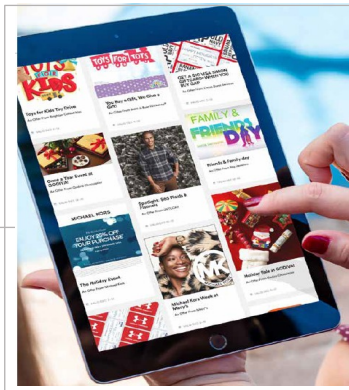
Simon individual center websites, emails, and social channels feature the most interesting news and special offers available. Content is regularly shared on 200+ center websites, digital directories, emails, and social media.

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

RETAILER SHOWCASE



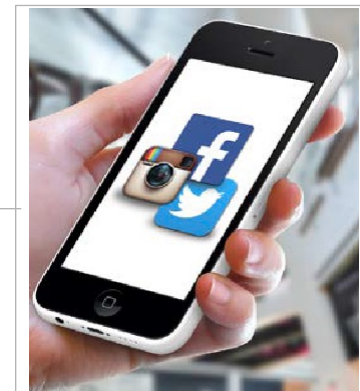
Upload your brand's news, promotions and events to Simon websites and all digital channels with this always-on complimentary retail portal.

Dates: January 1–December 31

Where: Participating Simon Malls, Mills and Premium Outlets

Post in store offers/ongoing events to www.simon.com/rs

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

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.

Military Appreciation

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

Post offers to www.simon.com/rs and select “Military” under the Sales Type Section

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

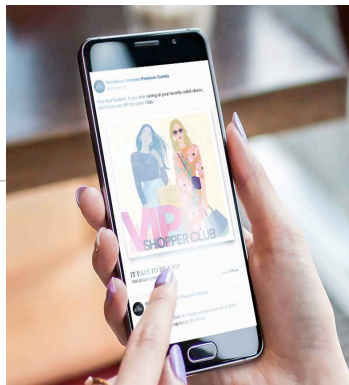
Online Digital Offers: Retailers can update offers at any time to specifically target VIP members.

Add or update offers at retailersupport.simon.com Select “VIP Offers.”

Dates: January 1–December 31

Where: Participating Premium Outlets

PREMIUM OUTLETS VIP SHOPPER CLUB



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.

Visit simon.com/rs and post special menus, events and promotions.

Dates: January 1–December 31

Where: Participating Malls, Mills and Premium Outlets

