

THE FOREST HILL CHASE REINVENTION STORY

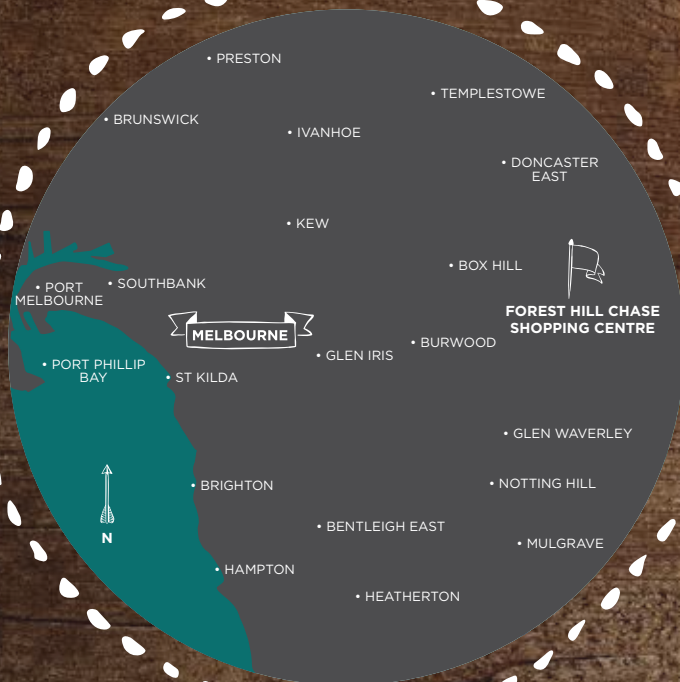
DECEMBER 2016



FOREST HILL CHASE
SHOPPING CENTRE

WELCOME

Welcome to Forest Hill Chase Shopping Centre, a major regional centre located to the east of Melbourne with over 200 stores, including Coles, Woolworths, ALDI, Big W and Target.



LET'S EXPLORE

- Forest Hill Chase Shopping Centre has a loyal customer base, with market share remaining at 9.2% over the past 4 years.
- Centre traffic continues to increase, averaging around +2% per month.
- Competitor redevelopment activity over the next 18 months will enable FHC to capture greater market share.
- Proposed master planning projects will address key gaps in centre positioning.

6 MAJORS

COLES
WOOLWORTHS
ALDI
BIGW
TARGET
HARRIS SCARFE

10 MINI MAJORS

including;
JB HI-FI
FIT N FAST
LOLLIPOPS*
PRICELINE*
REJECT SHOP*
AMF BOWLING*

200+ SPECIALTY

FRESH FOOD
BANKS
SERVICES
ENTERTAINMENT
LEISURE
CASUAL DINING

8.71M
CUSTOMERS
ANNUALLY

\$299.7M
SALES
ANNUALLY

60,000
SQM+
GLA

3,500
FREE
CAR SPACES

500+
SEAT
FOOD COURT

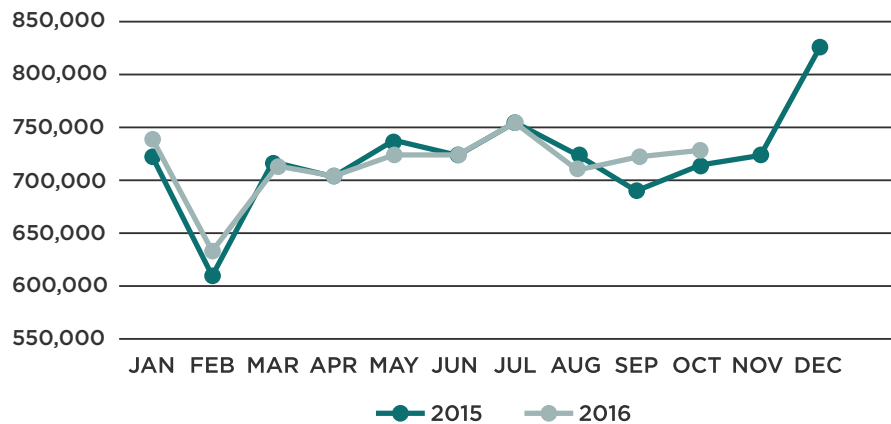
UNIQUE
ENTERTAINMENT
OFFER

* Under-sized mini major

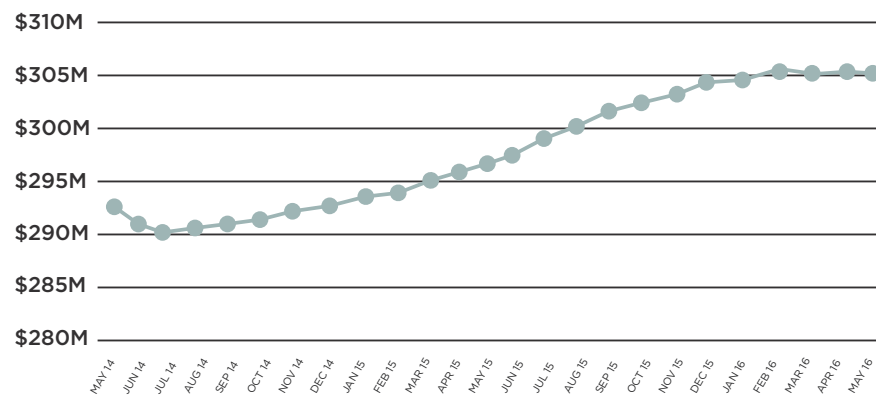
OUR STRENGTHS & TRADING PERFORMANCE

TRAFFIC & SALES

YEAR ON YEAR TRAFFIC TREND



MAT SALES



- High frequency of visitation (3 visits per week)
- Average basket spend \$35.14
- Traffic trend has been stable from 2015 and post new ownership and management, with an incline trend commencing in September 2016.
- Repositioning projects and tenancy remixing aim to convert traffic from level 1 to level 2 and better align the retail mix with the centre customer demographic.
- 25% of centre traffic enters from the level 1 food court entrances.

MEET OUR CUSTOMER

TOTAL TRADE AREA

WHO THEY ARE

HOUSEHOLD INCOME IS 3% ABOVE THE MELBOURNE AVERAGE

*

(Some affluent pockets are at 20% above the Melbourne average with growing household wealth due to rising real estate values)

HIGH PERCENTAGE OF HOME OWNERS + PURCHASERS

*

HIGH WHITE COLLAR WORKFORCE

*

LOYAL CUSTOMER BASE - MARKET SHARE REMAINING STABLE AT 9.2% SINCE 2012

A CHANGING REGION

NEW FAMILIES MOVING INTO THE AREA + ONGOING GENTRIFICATION

ONGOING MEDIUM DENSITY DEVELOPMENT IN AREA, WITH ADDITIONAL 2,700+ RESIDENCES APPROVED, UNDER CONSTRUCTION



* Percentage compared to Melbourne Average

MEET OUR CUSTOMER

TOTAL TRADE AREA

HOW THEY SPEND

HIGH MARKET SHARE FOR SUPERMARKET + CONVENIENCE = 80% PENETRATION IN PTA

RETAIL SPENDING PER CAPITA IN MTA IS ABOVE THE MELBOURNE AVERAGE ACROSS ALL PRODUCT GROUPS

FHC SERVES A SIZABLE "BEYOND" MARKET, WITH 28% OF RETAIL SALES DRAWN FROM OUTSIDE THE TRADE AREA

THERE IS CONSIDERABLE LEAKAGE IN SALES CURRENTLY

MOVING IN

THE LARGEST PORTION OF PEOPLE MOVING INTO THE AREA ARE THE 20 - 34 AGE GROUP

NEW MIGRANTS MOVING INTO THE TRADE AREA ARE PRIMARILY FROM ASIAN BACKGROUNDS

HOW WE'RE REINVENTING OURSELVES

OUR BRAND

Our aim is to be a life source for the local community, to reconnect with locals, provide convenient & accessible retail, contemporary dining & entertainment and tailor our everyday needs for you.

WHAT OUR CUSTOMERS ARE SAYING

- “Give us a place for families”
- “The centre is dated and needs a new image”
- “It’s convenient, but I want more”

(Based on anecdotes from Urbis Focus Group Research Report, Oct 2016)

THE OPPORTUNITY

1. Easy, accessible & convenient parking and access.
2. Further leveraging our strong food & grocery offer.
3. Provide a range of food & beverage options and precincts.
4. Consolidate and improve entertainment offer.
5. A sense of community, place making and building on the centre’s established position within the Main Trade Area as a preferred convenience shopping destination and ‘Town Hub’.



OUR REPOSITIONING PILLARS

1

CONTEMPORARY F&B PRECINCT

- NEW RESTAURANTS
- REFURBISHED ENVIRONMENT
- UPGRADED AMENITIES

2

UNIQUE ENTERTAINMENT OFFER

WITH REFRESHED CINEMA EXPERIENCE IN ADDITION TO AMF BOWLING, TIMEZONE, CHASE HOTEL AND LOLLIPOPS PLAYLAND

3

REFRESHED CUSTOMER TOUCHPOINTS

- SIGNAGE
- ENTRIES
- AMENITIES
- BREAKOUT AREAS

4

MORE FOR FAMILIES

- NEW KIDS PLAY
- KIDS CLUB
- FAMILY FRIENDLY F&B

5

CONNECTION TO COMMUNITY

- FREE WIFI
- WEBSITE
- SOCIAL MEDIA
- COMMUNITY EVENTS & ACTIVITIES

OUR SUCCESS: TOP RYDE CITY SHOPPING CENTRE

CENTRE POSITIONING

Top Ryde City is *the* town centre for Ryde that provides a convenient and social retail experience with great entertainment, live events and a leading dining scene.

KEY CUSTOMER TARGETS

- Young families (22%)
- Young & older couples (31%)
- Young & older singles (25%)

REPOSITIONING PILLARS

CONVENIENCE

- Improve signage and wayfinding
- Additional supermarket and DDS
- Customer services including WIFI

COMMUNITY

- Centre ambience upgrade
- Revised social media strategy
- Website upgrade

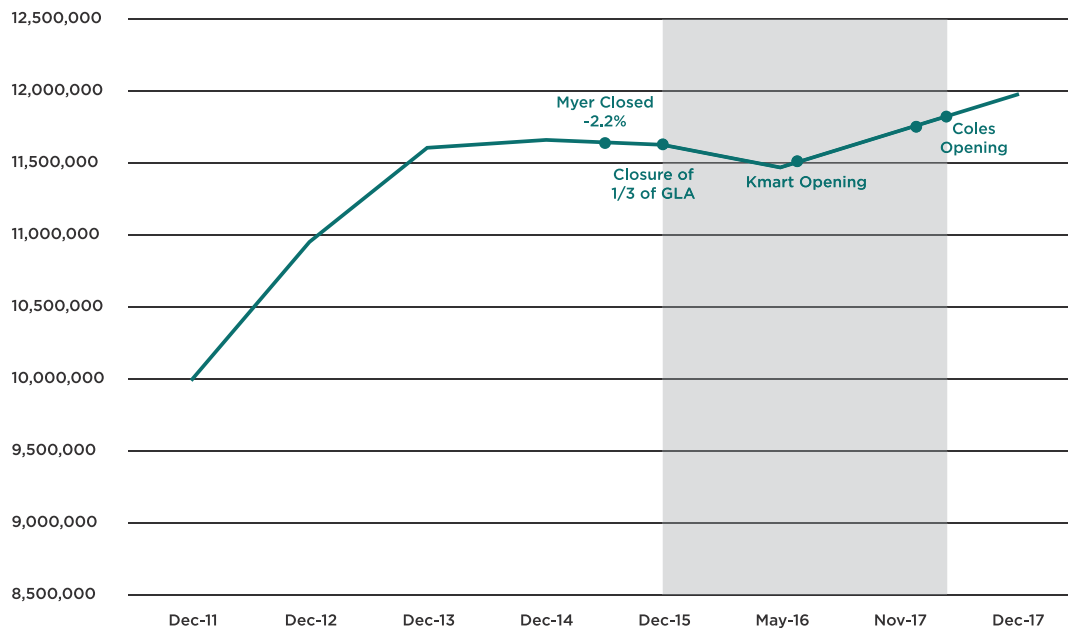
LIFESTYLE & ENTERTAINMENT

- Expansion of casual dining
- Digital advertising and entertainment platform
- Engaging events and retailer concepts



TOP RYDE CITY TRAFFIC & SALES

CUSTOMER TRAFFIC



MAT SALES

	Sales	\$psm
2013	\$348m	\$4,654
2016	\$440m	\$6,985
Forecast 2017	\$475m	\$7,184

- 30% of the centre closed, 45 shop relocations, Macquarie Centre expansion, DFO refurbishment, Coles West Ryde

 Repositioning period

OUR SUCCESS: GREENSBOROUGH PLAZA SHOPPING CENTRE

CENTRE POSITIONING

Greensborough Plaza is the centre of Greensborough where the local community gather, explore, share and connect. It's a place for parents and their children, couples, friends and family. With the centre's continued enhanced retail mix and warm ambience, our customers' shopping, dining and family lifestyle needs are delivered with a sense of feeling right at home.

KEY CUSTOMER TARGETS

- Families with children (54%)
- Baby boomers and their children (0-19 years and 50-64 years)

REPOSITIONING PILLARS

DINING & ENTERTAINMENT

- New look Hoyts, with Relax & Recline seating
- Six new family restaurants in a bespoke casual dining precinct, 'Tables on the Green'
- New amenities & parents room facilities

FRESH

- Revitalised centre court with cafe
- New fresh food retailers

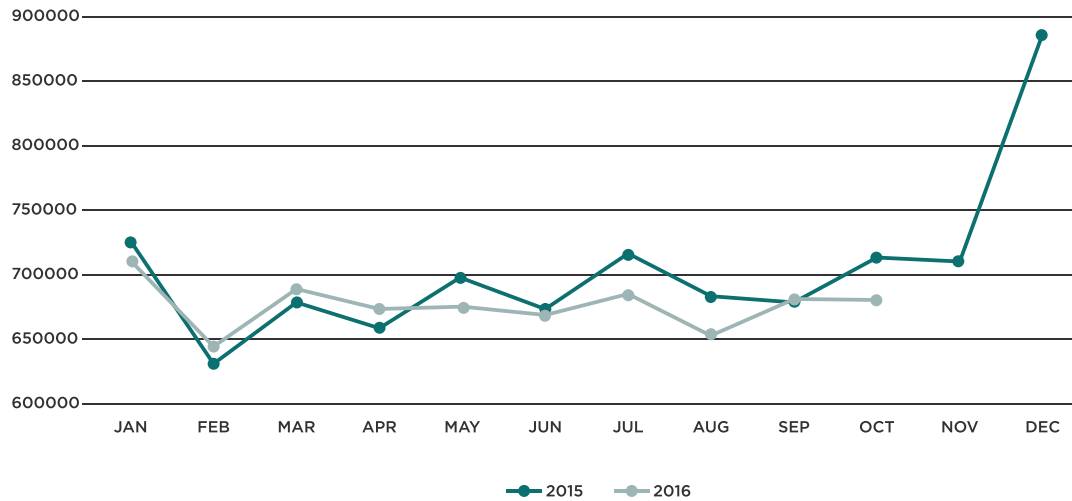
FAMILIES

- New bespoke kids precinct including play zone
- Refreshed amenities & parents room facilities

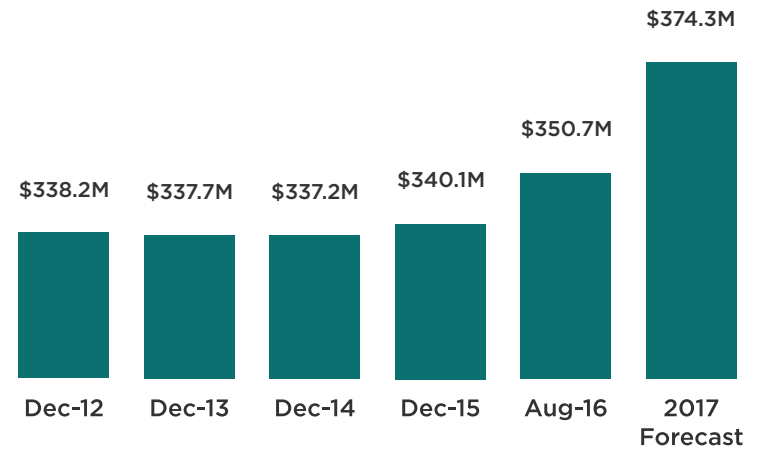


GREENSBOROUGH PLAZA TRAFFIC & SALES

CUSTOMER TRAFFIC



MAT SALES



CONTACT US

ANDREW TERRY

Senior Leasing Executive

Forest Hill Chase Shopping Centre

T: +61 3 9878 7111

M: +61 417 037 588

E: andrew.terry@151property.com.au

DAVID-JAMES NGUYEN

Leasing Executive

Forest Hill Chase Shopping Centre

T: +61 3 9878 7111

M: +61 452 380 680

E: david-james.nguyen@151property.com.au



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