

“The DMM database is an important piece of our strategic planning process. It helps us quickly identify centers that should be on our radar as we investigate future opportunities. The depth of information offered is unique and highly valuable.”

Bill Simms, Divisional Vice President - Planning and Analysis
Helzberg Diamonds

“We are extremely pleased with Directory of Major Malls. We use a custom dataset and import it into our primary line of business application. Their comprehensive and complete data has streamlined our processes and allowed us to turn what was highly disorganized data into highly valuable information. This in turn has allowed us to service our clients better. Thanks DMM!”

Mitchel Friedman, Senior Vice President
RCS Real Estate Advisors

DMM licenses custom data feeds to a wide variety of value-added resellers in retail, real estate, GIS and mobile analytics.

The focus of the online data in Directory of Major Malls (www.shoppingcenters.com) is the major shopping centers and malls in the US and Canada which are approx. 200,000 square feet and above in size as well as those which are classified by DMM as lifestyle/specialty/mixed-use. Details include ownership information, leasing, management, marketing, general demographics and marketing information as well as the physical configuration (# of levels, GLA, open vs enclosed design, # of acres, year opened/to open, etc.), as well as a breakdown of the tenants into the categories. Currently our coverage includes detailed information on over 8,300 major shopping centers and malls and their 315,000+ associated tenants.

Details included in each DMM major shopping center/mall listing:

Location and Market Information

Center Location - Intersecting Streets, City, State, Zipcode, County, Metro Market
Nearest Competing Mall and distance to it
Distance of the Primary Market, Nearest Major City and Distance to it
General Demographics for Primary Market - Average Household Income, Population

Physical Features

Gross Leasable Area (GLA) Term definition - Retail Square footage for the entire center
Anchor Store Square Footage
Design of Center - Open or Enclosed, # of levels, shape
Existence of a Food Court in Center, # of seats
Year Opened / To Open , Expansion/Renovation planned, Year of Last Renovation/Expansion

VIP Contact Information - Six Primary contacts with name, company, address, phone, fax, e-mail, and company website

- Owner/Developer
- Leasing Agent
- Management Company
- Center/Mall Manager
- Marketing Director
- Specialty Leasing Contact



Directory of Major Malls • ShoppingCenters.com
PO Box 837, Nyack NY 10960
(845) 348-7000 • sales@shoppingcenters.com

Sales and Visitor Traffic

- Total Sales Figures (including Anchors)*
- Sales Per Square Ft. (excluding Anchors)*
- Average Visitor Traffic Counts by the week, month and year*

**Note: Due to the proprietary nature of these fields, the range of listings with this data populated is approx. 25%*



Leasing Information

- Space availability and types of tenants sought
- Outparcel space present and/or available
- Does the Center Accept Temporary Tenants - If cart/kiosk is provided, Leasing of temporary in-line space

Center Classifications

- **Community Center** - 200,000 - 499,999 sq. ft. in size
- **Regional Center** - 500,000-999,999 sq. ft. in size
- **Super-Regional Center** - over 1 million sq. ft. in size
- **Power Center** - usually open-air in design and with 3 or more big-boxes
- **Value Retail** - Tenants are predominantly outlets, discount, off-price retailers
- **Entertainment** - Focus on themed entertainment and restaurants, theaters, attractions, with more limited retail
- **Lifestyle / Specialty / Mixed-Use** - usually open-air & anchorless with an upscale mix of tenants. May also include mixed-use combination of retail, office, residential

Tenant Information

- Anchor tenants and sizes
- Tenant list broken down according to 16 retail categories

Center Website link

A live link to the website of the center is provided. This allows you to quickly check out additional details and other information directly on the website for the shopping center/mall.

Longitude/Latitude coordinates

Visually see the actual shopping center/mall location on a street and/satellite map using DMM's verified longitude/latitude coordinates in 3rd party GIS /analytic software to see the exact location, identify other centers nearby and run analytics.

Contact Tama Shor, Publisher, DMM at tshor@shoppingcenters.com for more information.

Mall/Shopping Center Detail File structure for DIRECTORY OF MAJOR MALLS® dataset available through resellers and direct licensing

DMM Major Shopping Center and Mall dataset as of January 2017 contains over 8,300 listings of major US & Canadian shopping centers and malls of approx. 200,000 sqft and above in size as well as centers DMM has classified as lifestyle/specialty centers of any size. Associated Store File contains 315,000+ tenants with category codes. Please contact DMM at (845) 348-7000 with any questions or e-mail dmm-info@shoppingcenters.com

File Structure – Mall Data

| Field | Field Name | Type | Width | Dec | Description | Notes |
|-------|------------|-----------|-------|-----|------------------------------------------------------------------|----------------------------------------------|
| 1 | MALLCODE | Character | 6 | | Unique Identifier code - used to cross reference with store data | |
| 2 | MALLNAME | Character | 35 | | Mall /Shopping Center Name | |
| 3 | MALLCOUNTY | Character | 15 | | County where project is located | |
| 4 | MALLLOCA | Character | 48 | | Intersecting streets where project is located | |
| 5 | MALLCITY | Character | 20 | | City where project is located | |
| 6 | MALLSTATE | Character | 2 | | State where project is located | |
| 7 | MALLZIP | Character | 10 | | Zip code where project is located | |
| 8 | GLA | Numeric | 8 | | Gross Leasable area (sq. Ft.) | |
| 9 | SITESIZE | Numeric | 5 | | # of acres | |
| 10 | TOTSALES | Numeric | 9 | | total retail sales (including anchor stores) | * Not all listings have this field populated |
| 11 | SALE_SQFT | Numeric | 4 | | Sales per square foot (excluding anchor stores) | * Not all listings have this field populated |
| 12 | DISTONMALL | Numeric | 3 | | Distance to nearest competing center | |
| 13 | MARKTPOPU | Numeric | 8 | | Population of the primary market | |
| 14 | HOUSAVEINC | Numeric | 6 | | Average Household Income | |
| 15 | TYPEMALL | Character | 3 | | Type of center ("O"=Open, "E"=Enclosed) | |
| 16 | LEVELS | Character | 3 | | # of Levels | |
| 17 | SHAPE | Character | 3 | | Shape code for design | *(see look-up table) |
| 18 | DATEOPENED | Character | 8 | | Year Opened/To Open | |
| 19 | SPACEAVAIL | Character | 3 | | Is space available - Yes/No? | |
| 20 | TENANTNEED | Character | 48 | | Types of tenants needed | |
| 21 | EXPANSION | Character | 3 | | Expansion planned - Yes/No? | |
| 22 | WHENEXPAND | Character | 8 | | When will expansion be completed | |
| 23 | DISTONCITY | Numeric | 3 | | Distance to nearest major city | |
| 24 | NEARMCITY | Character | 20 | | Nearest major city | |
| 25 | TOTSTORES | Numeric | 4 | | Total # Stores | |
| 26 | PARKSPACES | Numeric | 6 | | # of Parking Spaces | |

| | | | | | |
|----|------------|-----------|-----|-------------------------------------------|---------------------------------------------|
| 27 | DIST_PRIM | Numeric | 5 | distance of the primary market | |
| 28 | TEMP_TENYN | Character | 3 | Does center accept temporary tenants? Y/N | |
| 29 | FOOD_CRTYN | Character | 3 | Does the center have a food court? Y/N | |
| 30 | JOINTYN | Character | 3 | Is this a joint venture project? | |
| 31 | JOINTPART | Character | 35 | Names of joint venture partners | |
| 32 | CTR_CLASS | Character | 10 | Classification code for Center | *(see look-up table) |
| 33 | CTR_OTHER | Character | 15 | Center Classification Other description | |
| 34 | WEEKLY | Numeric | 10 | Average # of weekly visitors | *Not all listings have this field populated |
| 35 | MONTHLY | Numeric | 10 | Average # of monthly visitors | *Not all listings have this field populated |
| 36 | YEARLY | Numeric | 10 | Average # of annual visitors | *Not all listings have this field populated |
| 37 | CART_PR | Character | 1 | Can center provide cart/kiosk | |
| 38 | IN_LINE_TP | Character | 1 | Are temporary in-line space available? | |
| 39 | LAST_RENOV | Character | 4 | Last renovation completed | |
| 40 | OUT_PARC | Character | 1 | Are there outparcels? | |
| 41 | OUT_P_SPAC | Character | 1 | Is outparcel space available? | |
| 42 | NEARMALL | Character | 35 | Name of nearest competing center | |
| 43 | FOODSEATS | Numeric | 5 | Number of seats in the food court | |
| 44 | COMMENT | Character | 175 | Comment field | |
| 45 | MALLMRKMGR | Character | 25 | Marketing Director | |
| 46 | OD_ADD1 | Character | 45 | Owner/Developer Company | |
| 47 | OD_NAME | Character | 25 | Owner/developer contact | |
| 48 | OD_ADD2 | Character | 25 | Owner/developer Address line 1 | |
| 49 | OD_ADD3 | Character | 25 | Owner/developer Address line 1 | |
| 50 | OD_CITY | Character | 25 | Owner/Developer City | |
| 51 | OD_STATE | Character | 2 | Owner/Developer State | |
| 52 | OD_ZIP | Character | 10 | Owner/developer zip | |
| 53 | OD_PHONE | Character | 12 | Owner/Developer Phone | |
| 54 | O_FAX | Character | 12 | Owner/Developer Fax | |
| 55 | O_WEB | Character | 60 | Owner/developer company Website | |
| 56 | O_EMAIL | Character | 60 | Owner/developer contact E-mail address | |
| 57 | O_TITLE | Character | 30 | Owner/developer contact title | |
| 58 | LA_ADD1 | Character | 35 | Leasing Agent Company | |
| 59 | LA_NAME | Character | 25 | Leasing Agent Contact | |
| 60 | LA_ADD2 | Character | 25 | Leasing Agent Address Line 1 | |

| | | | | |
|----|------------|-----------|----|------------------------------------------|
| 61 | LA_ADD3 | Character | 25 | Leasing Agent Address Line 2 |
| 62 | LA_CITY | Character | 20 | Leasing Agent City |
| 63 | LA_STATE | Character | 2 | Leasing Agent State |
| 64 | LA_ZIP | Character | 10 | Leasing Agent Zip |
| 65 | LA_PHONE | Character | 12 | Leasing Agent Phone |
| 66 | A_FAX | Character | 12 | Leasing Agent Fax |
| 67 | A_WEB | Character | 60 | Leasing agent Company website |
| 68 | A_EMAIL | Character | 60 | Leasing Agent contact E-mail address |
| 69 | A_TITLE | Character | 30 | Leasing Agent contact E-mail title |
| 70 | MM_NAME | Character | 25 | Mall Manager |
| 71 | MM_ADD1 | Character | 25 | Mall Mailing Address Line 1 |
| 72 | MM_ADD2 | Character | 25 | Mall Mailing Address Line 2 |
| 73 | MM_CITY | Character | 20 | Mall Mailing Address City |
| 74 | MM_STATE | Character | 2 | Mall Mailing Address State |
| 75 | MM_ZIP | Character | 10 | Mall Mailing Address Zip |
| 76 | MM_PHONE | Character | 12 | Mall Mailing Phone |
| 77 | MM_FAX | Character | 12 | Mall mailing address Fax |
| 78 | MM_WEB | Character | 60 | Mall mailing address website |
| 79 | MM_EMAIL | Character | 60 | Mall mailing address e-mail address |
| 80 | SP_LS_NM | Character | 25 | Specialty Leasing contact |
| 81 | SP_LS_CO | Character | 45 | Specialty Leasing Company |
| 82 | SP_LS_ADD1 | Character | 25 | Specialty Leasing Address Line 1 |
| 83 | SP_LS_ADD2 | Character | 25 | Specialty Leasing Address Line 2 |
| 84 | SP_LS_CITY | Character | 20 | Specialty Leasing Address City |
| 85 | SP_LS_STAT | Character | 2 | Specialty Leasing Address State |
| 86 | SP_LS_ZIP | Character | 10 | Specialty Leasing Address Zip code |
| 87 | SP_LS_PH | Character | 12 | Specialty Leasing Phone |
| 88 | SP_LS_WEB | Character | 60 | Specialty Leasing Company website |
| 89 | SP_LS_EMAI | Character | 60 | Specialty Leasing Contact e-mail address |
| 90 | SP_LS_TITL | Character | 30 | Specialty Leasing Contact title |
| 91 | MGMT_NM | Character | 25 | Third Party management contact name |
| 92 | MGMT_CO | Character | 45 | Third Party Management Co. |
| 93 | MGMT_ADD1 | Character | 25 | Third Party Address Line1 |
| 94 | MGMT_ADD2 | Character | 25 | Third Party Address Line2 |

| | | | | | | |
|-----|------------|-----------|----|---|-----------------------------------------------|----------------------|
| 95 | MGMT_CITY | Character | 25 | | Third Party Address City | |
| 96 | MGMT_STATE | Character | 2 | | Third Party Address State | |
| 97 | MGMT_ZIP | Character | 10 | | Third Party Address Zip | |
| 98 | MGMT_PHONE | Character | 12 | | Third Party Address Phone | |
| 99 | MGMT_FAX | Character | 12 | | Third Party management fax | |
| 100 | MGMT_WEB | Character | 60 | | Third Party management company website | |
| 101 | MGMT_EMAIL | Character | 60 | | Third party management contact e-mail address | |
| 102 | MGMT_TITLE | Character | 30 | | Third party management contact title | |
| 103 | SP_LS_FAX | Character | 12 | | Specialty Leasing Fax | |
| 104 | DEC_LAT | Numeric | 11 | 6 | Geocodes - Latitude* | |
| 105 | DEC_LON | Numeric | 11 | 6 | Geocodes - Longitude* | |
| 106 | MSA | Character | 4 | | Code for Metropolitan Statistical Area | *(see look-up table) |
| 107 | US_CAN | Character | 3 | | US / Canada designation | |

Center Classifications

Code Definition

| | | |
|----|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| CC | Community Center: | 0-499,999 sqft |
| EC | Entertainment Center: | Focused on Entertainment, theatres, attractions, themed restaurants |
| LC | Lifestyle/Specialty Center/Mixed-Use Lifestyle/upscale: | usually not dept. store anchored, usually open-air. May include some mixed use with office and/or residential |
| PC | Power Center: | Open-Air usually includes 3+ big boxes anchors |
| RC | Regional Center: | 500,000-999,999 sqft. |
| SR | Super Regional Center: | 1,000,000+ sqft. |
| UU | Unknown | |
| VR | Value Retail Center: | Outlets, Discount, off-price focus |

Please Note: Classifications assigned to listings are based upon DMM's review of the tenant mix and configuration of the project. Although advisory is taken from input provided by the Owner/Developer, DMM will make the final determination as to which center classification is assigned to each project.

Store List File structure for DIRECTORY OF MAJOR MALLS® dataset available through resellers and direct licensing

DMM Major Shopping Center and Mall dataset as of January 2017 contains over 8,300 listings of major US & Canadian shopping centers and malls of approx. 200,000 sqft and above in size as well as centers DMM has classified as lifestyle/specialty centers of any size. Associated Store File contains 315,000+ tenants with category codes. Please contact DMM at (845) 348-7000 with any questions or e-mail dmm-info@shoppingcenters.com

| Field | Field Name | Type | Width | Description | *See Lookup table |
|-------|------------|-------|-------|---------------------------------------------------------------------|-------------------|
| 1 | MALLCODE | Chara | 6 | Internal code used to link to unique Malls/shopping center database | |
| 2 | STORETYPE | Chara | 2 | Store category code | |
| 3 | STORENAME | Chara | 25 | Storename | |
| 4 | SQFT | Chara | 10 | Square footage for anchor stores (storetype: 3A) | |
| | Total | | 43 | | |

| STORETYPE | DESCRIPTION |
|-----------|------------------------|
| 3A | ANCHOR |
| 4G | BARBERS, BEAUTY |
| 3M | CHILDREN'S APPAREL |
| 3U | FOOD & RESTAURANTS |
| 4A | GIFTS, CARDS, BOOKS |
| 3W | JEWELRY |
| 5H | HI-TECH |
| 5S | SERVICES |
| 5Z | MISCELLANEOUS |
| 3J | MEN'S WEAR |
| 3D | SHOES |
| 4M | SPECIALTY STORE |
| 4B | TEMPORARY TENANT |
| 3S | UNISEX/FAMILY CLOTHING |
| 3G | WOMEN'S WEAR |
| 5T | ENTERTAINMENT |

| | |
|------------------------------------|-------------|
| LICENSEE – Please Complete: | Date: _____ |
| Company name: _____ | |
| Term: _____ # of users: _____ | |

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FURTHER INFORMATION

For further Information about DMM's licensing policies or products, contact DMM at:

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Fax: 866-597-2935
E-mail: tshor@shoppingcenters.com
Web: www.shoppingcenters.com

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Signature: _____

Customer Name (please print): _____

Title: _____

Company: _____

Phone: _____

Email: _____

Date: _____