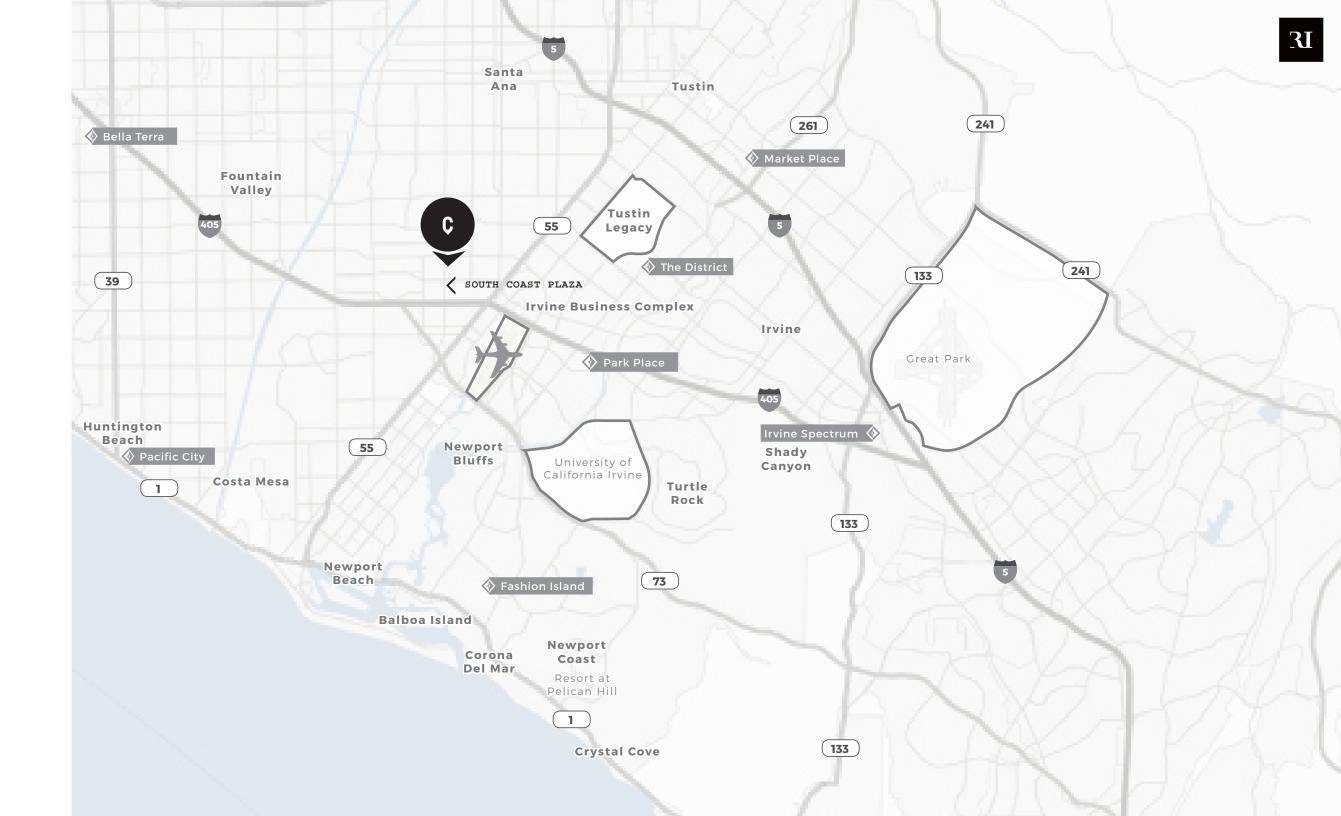


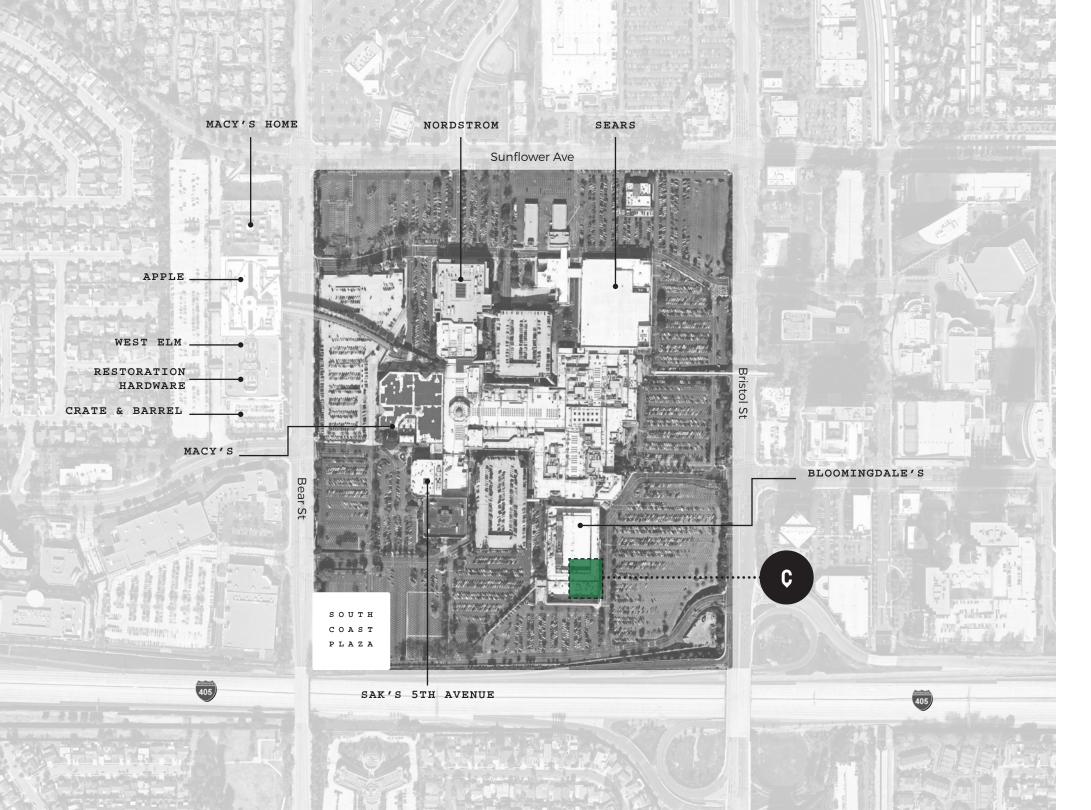
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Collage South Coast Plaza will be a curated collection of local, regional, and international cuisine. This is an opportunity to bring modern, fresh, and casual dining to California's best shopping experience.

A B O U T O R A N G E C O U N T Y

- Orange County ranks 5th nationally as the largest county in America, with 3.1 million people and an economy that generates more than \$220 billion per year
- Average Household Income is \$155,453
- · Over 50 million square feet of office in the surrounding trade area
- · 43.8 million domestic and international travelers visit Orange County each year
- Total Annual Retail Sales per Household for Orange County ranked 5th Nationally with total sales over \$37 Billion annually
- Orange County visitors spent \$8.7 Billion on dining, entertainment, shopping, sporting events, transportation, and accommodations





ABOUT SOUTH COAST PLAZA

- · Highest grossing retail center in California with retail sales in excess of \$1.7 billion
- South Coast Plaza's target market reaches over 100 miles
- · More than 21 million visitors annually
- World-class shopping with over 250 boutiques and 7 department stores including: Saks Fifth Ave, Bloomingdale's, Nordstrom, Macy's, Macy's Men's Store, Macy's Home Store, and Sears
- · More than half the boutiques at South Coast Plaza are exclusive to Orange County
- 63% of customers are from Orange County, 14% Los Angeles, 7% San Diego San Bernardino Riverside, 9% Foreign, 7% US visitor
- South Coast Plaza remains the dominant retail center in Southern California and is considered by many retail experts to be the most successful shopping center in the United States



ANCHORS





sears







HERMĖS



LUXURY

Dior DOLCE & GABBANA PRADA









FASHION

john varvatos















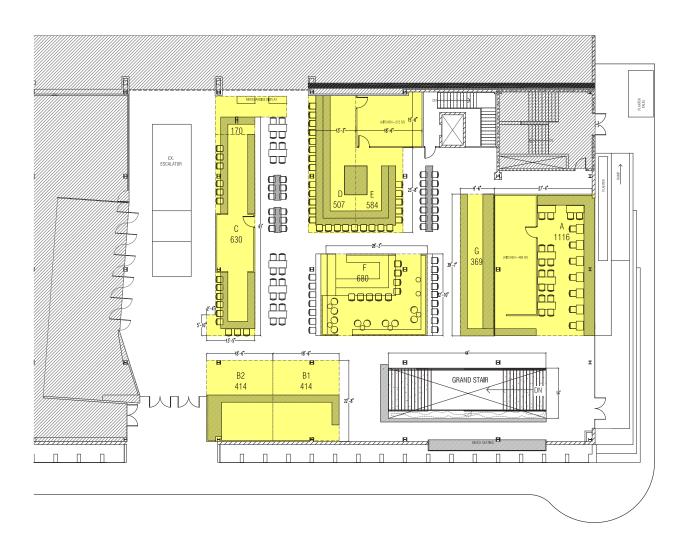
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LOWER LEVEL

