

Pop Up Retail Space

BROADWAY

POP UP

Retail Space Solutions

Mirvac's Pop Up Space division provides local and national clients with a platform to bring their outside the box retail ideas to life.

Pop Up Space

Give your concept a boost by occupying space in our busiest thoroughfares or inline stores. The beauty of this platform is the flexibility in the space and the term, whether you're looking to trade for 1 week or 6 months, we can tailor a solution for you. Pop Up spaces can be utilised for a variety of means including selling products, launching brands, experiential marketing and generating leads.

Advertising Space

Retail advertising is an evolving and flexible advertising platform which captures the public in a key 'buying frame of mind'. Advertising Space available within our centres include large format atrium banners, a variety of digital and static signs as well as floor, door and lift decals.

Centre Facts

Centre Type: Metro Centre

Total GLA: 52,724

Major Tenants: Aldi, Apple, Coles, JB Hi-Fi, H&M, Hoyts, Kmart, Nike, Target, Harvey Norman

Specialties: 136

Car Parks: 1,665 spaces

Centre MAT: \$621 Million p.a.

Centre Traffic: 15 Million p.a.

As at Jun 2018.

Overview

With a catchment area of over 350,000, over 15m visitors a year and annual sales of over half a billion dollars, Broadway has been the number one Shopping Centre in Australia MAT/m2 SCN Big Guns 2013- 2018.

Location

Sited in an iconic building at the edge of Sydney's south-western CBD, Broadway Sydney is located in a high exposure position on Parramatta Road, the arterial route connecting George Street in the CBD through to Sydney's west.

Trade Area

Generally renting in dense apartment developments in City central suburbs, they are careerists in professional occupations at the early stages of their working life with high disposable incomes. Highly educated, they enjoy cultural pursuits, travel, dining and active lifestyles.

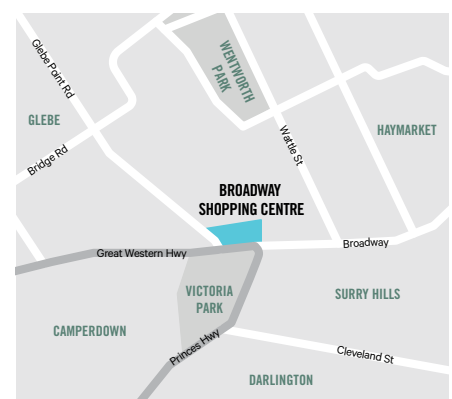
- 351,930 Total TA population (equivalent to that of a Regional Shopping Centre)
- 30,500 workers within 1km
- 100,000 enrolled at nearby tertiary institutions (UTS, Sydney Uni, Notre Dame and Ultimo TAFE)

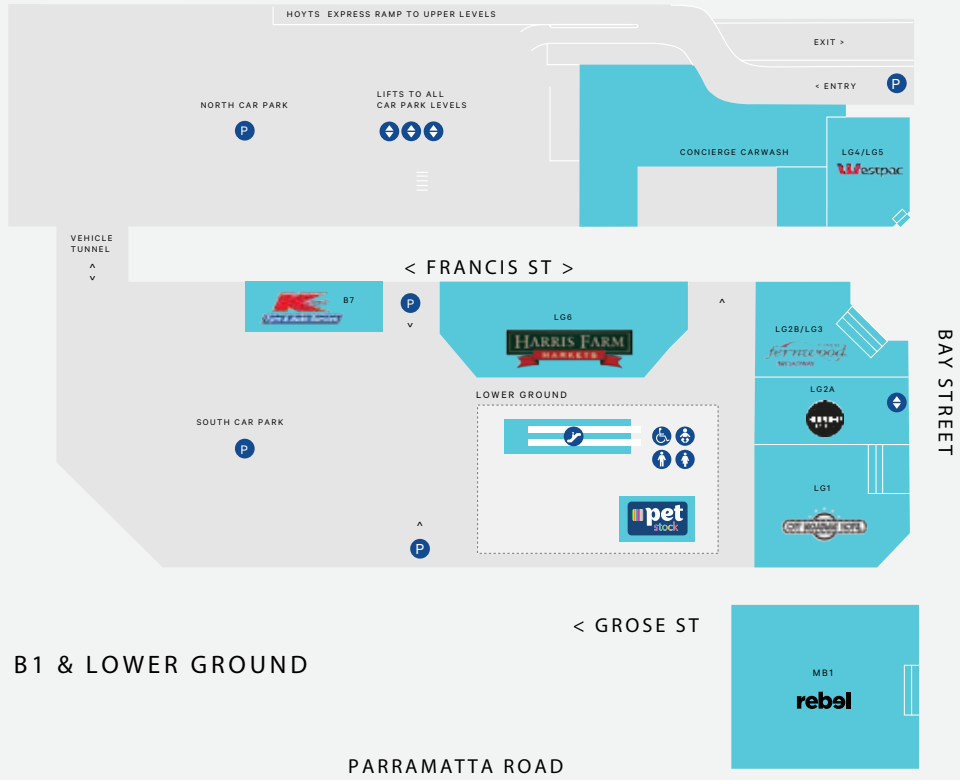
Customer Profile

Broadway sits at the hub of a diverse urban district, characterised by Sydney's Inner West cultural vibe. Cosmopolitan, affluent, bohemian, eclectic and community minded, our key customers are 'Young Ambition' – singles, couples, and sharers in their 20s and 30s who live or work locally.

A community hub, the centre delivers diverse retail and entertainment experiences for the unique local residents and workers who use the centre for convenience shopping.

- 72% of customers visit at least once per week
- 49% of customers use Broadway as their main centre for fresh food
- 37% of customers visit 2 – 3 times per week
- 31% of customers use Broadway as their main centre for clothing, homewares and gifts





Site Number	Site 2A
Power	Yes
Size	XXXXXX



Site Number	Site G1 (Centre Court)	Site G2	Site G2A	Site G3	Site G5 (Community Site)
Power	Yes	Yes	Yes	Yes	Yes
Size	5.3m x 5.3m	2.2m x 3m	2.5m x 2m	3.6m x 6.5m	1.6m x 2m



Site Number	Site 1A	Site 1B	Site 1F	Site 1G	Site 1J	Site 1H
Power	Yes	Yes	Yes	Yes	Yes	Yes
Size	5m x 1.8m	6m x 1.8m	4.5m x 1.4m	3m x 1.5m	4m x 1.5m	4m x 1.5m

Pop Up Contacts

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About Mirvac

Mirvac is a leading real estate group listed on the Australian Stock Exchange with activities across the investment and development spectrum. Established in 1972, Mirvac has more than 40 years of experience in the real estate industry and has an unmatched reputation for delivering quality products and services across all of its businesses.

For more information about Mirvac and its portfolio of shopping centres across Australia please contact:

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