

A woman with short blonde hair is standing in the center of the frame, holding a large, white, stylized flower prop. She is wearing a black sleeveless top and a white skirt with a black polka-dot pattern. The background is a light-colored, textured wall. There are other large white flower props on the left and right sides of the frame. The overall aesthetic is clean and modern.

CHANGE. VERY BECOMING.

ARROWHEAD TOWNE CENTER

The trade area is one of the largest and fastest-growing in Arizona – with a current population of nearly **1.4 MILLION AND ALMOST 500,000 HOUSEHOLDS.**

The trade area is projected to

INCREASE 7.1% OVER THE NEXT FIVE YEARS.

The Arrowhead shopper is more affluent than the surrounding area, with an **AVERAGE HOUSEHOLD INCOME OF NEARLY \$80,000**
(39% higher than the trade area).

THE STORY

Arrowhead Towne Center has it all: Abundant national brands, strong anchors, a top-drawing movie theater and a robust set of suburban West Valley shoppers that consider Arrowhead their mall. Macerich is polishing this high-performing gem with an array of strategic updates, new amenities and fresh retail names to make the popular Arrowhead experience even better.

It makes sense to invest in a market that is this good. Nearly **ONE-THIRD OF THE POPULATION OF GREATER PHOENIX LIVES IN THE WEST VALLEY** – and that number is expected to **GROW 9%** over the next five years.

The West Valley is growing at a higher rate than compared to Phoenix Metro which is showing a 6.8% increase. Well-positioned in Glendale, conveniently located off the 101 and Bell Road, the **1.2 MILLION SQ. FT.** Arrowhead Towne Center is the retail destination of choice for a wide range of residents: From young families and households with acquisitive teens, singles and couples in their 30's and 40's, to empty-nesters ready to spend on themselves.

1/3

of the Greater Phoenix population
lives in the West Valley.

**THE WEST VALLEY'S
RETAIL LEADER.
GO WEST.**



THE VISION

New experiences, design upgrades and welcome amenities, both inside and out, define Arrowhead Towne Center's graceful transformation. Long a hometown favorite, Arrowhead Towne Center will please with a fresh, sophisticated charm. Comfort, convenience and ease will be front and center, from enhanced family experiences, to spaces to enjoy a moment of pause, all complementing the rich selection of fashionable brands.

Our array of just-right updates will refresh the always-popular shopping destination, and ensure its continued position as the top shopping destination in the West Valley.

THE TRADE AREA

POPULATION

2014 Estimate
Five-Year Population Growth
Households
Households with Income over \$75,000
Average Age

PRIMARY TRADE AREA

483,645
4.2%
180,708
48,259
37.0

TOTAL TRADE AREA

1,368,346
7.1%
483,479
129,916
36.7

PHOENIX-MESA-SCOTTSDALE, AZ (MSA)

4,430,607
6.8%
1,623,784
492,794
37.0

Source: Nielsen, 2014

Macerich's three dominant regional malls in Phoenix - Arrowhead Towne Center in the West Valley, Chandler Fashion Center in the East Valley and the superlative Scottsdale Fashion Square in the heart of the market – deliver a perfect, three-part footprint for retailers to reach their goals in Phoenix.

THE POWER OF THREE.



- Primary Trade Area
- Secondary Trade Area
- Macerich Centers
- Other Centers



THE SHOPPER

Arrowhead Towne Center draws from a vast West Valley that serves a dynamic shopper; from young families to singles and couples, to empty nesters, the shopper mix is loyal, fashion-focused and favors convenience and ease when shopping. The shopper with an average household income of nearly \$80,000 - higher than the trade area - is savvy and knows and appreciates name brands, yet prefers shopping in their local community.



THE STORES

STIRRING UP THE MIX. Today Arrowhead Towne Center has an enviable roster of local and national retailers, providing shoppers with a welcome and eclectic mix. The tenant mix is a smart collection of brands, anchored by Dillard's, Macy's, JCPenney, Sears, Dick's Sporting Goods and Forever 21. Powerful destination brands include Apple, M.A.C, Coach, Sephora, LEGO and a freshly renovated 14-screen AMC Theatre.

Fully Renovated AMC Theatre

The elevated entertainment destination
for the discerning shopper.

Stirring up this exceptional mix, new retail is poised to deliver more trend-forward fashion to savvy West Valley shoppers, who are excited for new names and experiences.

DILLARD'S FOREVER 21
MACY'S APPLE M.A.C
COACH SEPHORA LEGO
DICK'S SPORTING GOODS



ARROWHEAD
Towne Center



MACERICH (NYSE: MAC) AN S&P 500 COMPANY

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN
ATTRACTIVE U.S. MARKETS, INCLUDING: GREATER NEW YORK, WASHINGTON D.C., CHICAGO, ARIZONA & CALIFORNIA