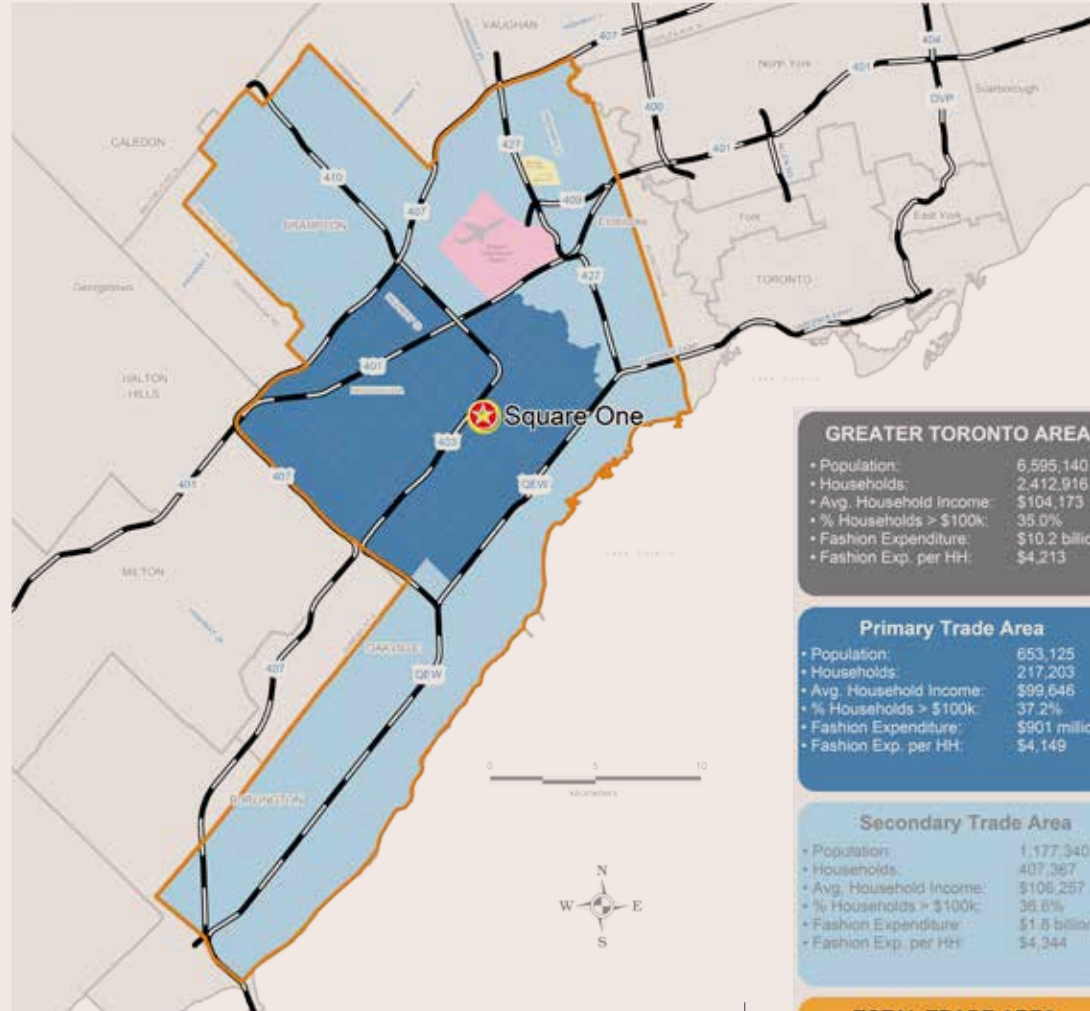


TRADE AREA & MARKET DRAW

SQUARE ONE



GREATER TORONTO AREA	
• Population:	6,595,140
• Households:	2,412,916
• Avg. Household Income:	\$104,173
• % Households > \$100k:	35.0%
• Fashion Expenditure:	\$10.2 billion
• Fashion Exp. per HH:	\$4,213

Primary Trade Area	
• Population:	653,125
• Households:	217,203
• Avg. Household Income:	\$99,646
• % Households > \$100k:	37.2%
• Fashion Expenditure:	\$901 million
• Fashion Exp. per HH:	\$4,149

Secondary Trade Area	
• Population:	1,177,340
• Households:	407,367
• Avg. Household Income:	\$106,267
• % Households > \$100k:	36.6%
• Fashion Expenditure:	\$1.8 billion
• Fashion Exp. per HH:	\$4,344

TOTAL TRADE AREA	
• Population:	1,830,465
• Households:	624,570
• Avg. Household Income:	\$103,959
• % Households > \$100k:	36.9%
• Fashion Expenditure:	\$2.7 billion
• Fashion Exp. per HH:	\$4,276

ACCESSIBLE & VISIBLE

Combined, the trade areas of Square One and Yorkdale completely cover the trade area of Sherway Gardens, and deliver an extended market reach.

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BE IN GOOD COMPANY

Square One's mix of fashion and lifestyle makes it a premium destination for international retailers.

HOLT RENFREW	Microsoft	Apple	simons
BEN SHERMAN	WHOLE FOODS MARKET	Crate&Barrel	HARRY ROSEN
URBAN OUTFITTERS	L'OCCITANE	STUART WEITZMAN	UGG australia
WHITE BLACK MARKET	ZARA	kate spade NEW YORK	Arizria
TOPSHOP	Kiehl's SINCE 1851	MICHAEL KORS	TUMI
Thomas Sabo	MARCCAIN	Jamie's ITALIAN	SEPHORA



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www.shopsquareone.com

ox|ford



SQUARE ONE



PRESENTING SQUARE ONE

HOME TO OVER 360 STORES INCLUDING FASHION'S PREMIER BRANDS.

Square One is the largest premier retail destination in Ontario. An impressive selection of best-in-class retailers makes Square One the destination for up to the minute fashion. The retail mix offers cotenancy with a collection of the world's most sought-after brands. Located in the heart of Mississauga, a city that is ranked 6th largest city in Canada, Square One benefits from being in the downtown core and being surrounded by high growth residential areas, office towers and municipal offices. Located on the major 400 series highway, Square One is a highly frequented tourist destination.

REINVESTMENT AT SQUARE ONE

Oxford and AIMCo are investing a total of \$400 million in the redevelopment of the shopping centre, spanning from 2012 to 2016. The full interior renovation, totaling \$84 million, includes new limestone floors, new ceilings and décor, vertical transportation, and new restrooms and entrances. Hot on the heels of the interior renovation, Square One also opened Food Central; a \$20 million expansion and full renovation of the food court including a scullery service with signature dish wear and eight new eateries.

In the Fall of 2014, the 118,000 SF North expansion opened, representing a \$60 million investment and featuring a 35,000 SF flagship Forever 21. In the Spring of 2016, the \$227 million South West Expansion will open, anchored by a 120,000 SF flagship Holt Renfrew. Square One will also be home to Ontario's first Simons department store.

OXFORD

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SUPERIOR SHOPPER



65%
FEMALE SHOPPERS



35%
MALE SHOPPERS



50%
OF SHOPPERS ARE
FEMALE BETWEEN
15-44



\$115
AVERAGE EXPENDITURE
PER MALL VISIT



30%
SHOPPERS FROM
HOUSEHOLDS WITH
AN INCOME OF
\$100K OR HIGHER



\$103,959
AVERAGE HOUSEHOLD
INCOME IN TRADE AREA
(20% HIGHER THAN THE
NATIONAL AVERAGE)



45%
POST-SECONDARY
EDUCATION



6.1 visits
MINIMUM NUMBER OF
TIMES PER MONTH A LOYAL
CUSTOMER FREQUENTS



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BY THE NUMBERS



1973
YEAR BUILT



2014
NORTH EXPANSION (118,000 SF)



2016
SOUTH WEST EXPANSION (300,000 SF)



1.8 million SF
GROSS LEASABLE AREA IN 2014



\$953+
SALES PER SF



\$493 million
ANNUAL CRU SALES



\$730 million
TOTAL ANNUAL SALES



363
NUMBER OF STORES



8,700 stalls
PARKING CAPACITY



24 million
ANNUAL SHOPPER VISITS



305,000
DAILY VEHICLE TRAFFIC COUNT



84 minutes
AVERAGE LENGTH OF CUSTOMER VISIT



653,125
PRIMARY TRADE AREA POPULATION



1,177,340
SECONDARY TRADE AREA POPULATION



217,203
PRIMARY TRADE AREA HOUSEHOLDS



407,367
SECONDARY TRADE AREA HOUSEHOLDS



624,570
MARKET HOUSEHOLDS



1,830,465
TOTAL TRADE AREA POPULATION



SQUARE ONE

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