FOX RIVER MALL APPLETON, WISCONSIN











IMPRESSIVE MARKET AREA

- Conveniently located on Highways 41 and 96.
- The primary shopping destination for consumers in central and northeastern Wisconsin, as well as Michigan's Upper Peninsula.
- Tourism base of more than 1,200,000 people per year.
- 16 million guest visits annually.

EXTRAORDINARY ARRAY OF SHOPPING CHOICES

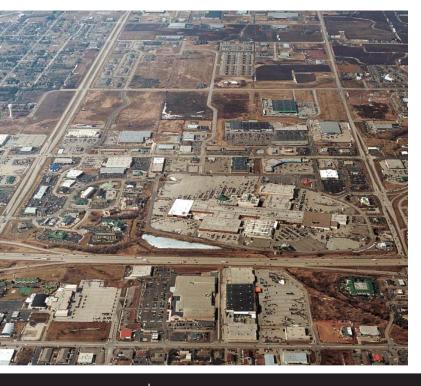
- Stores unique to the market create impressive drawing power.
- Strong merchant line-up featuring the latest in store designs including Pottery Barn, Coldwater Creek,
 Buckle, LOFT, Victoria's Secret, aerie, Teavana, Talbots, Banana Republic, Ruum, Williams-Sonoma,
 Hollister Co. and American Eagle Outfitters.
- 2011 and 2012 new stores include Teavana, francesca's collections, Pandora, PINK, Buca di Beppo, Chicken Max and HH Gregg.

GREAT FOOD AND ENTERTAINMENT

- Home of Fox River Brewing Co., a 7,000-square-foot microbrewery and restaurant.
- Northwoods Café Food Court features 11 quick-service restaurants with seating for over 900 and a large children's soft play area.

TOP THREE PERFORMING CATEGORIES

- Teen Apparel
- Women's Apparel and Accessories
- Jewelry



MALL INFORMATION

LOCATION: Cross streets: Hwy. 41 and both College and Wisconsin Avenues

MARKET: Appleton/Oshkosh/Neenah

DESCRIPTION: Single-level, enclosed, super-regional

ANCHORS: jcpenney, Macy's, Sears, Target, Younkers,

Scheels All Sports

TOTAL RETAIL SQUARE FOOTAGE: 1,206,803

PARKING SPACES: 5,640

OPENED: 1984

EXPANDED: 1985, 1986, 1991, 1997, 2002, 2003

PERIPHERAL LAND USE: Eight restaurants, one community center, one bigbox center

TRADE AREA PROFILE

2013 POPULATION 536,761

2018 PROJECTED POPULATION 547,233

2013 HOUSEHOLDS 216,083

2018 PROJECTED HOUSEHOLDS 221,867

2013 MEDIAN AGE 38.7

2013 AVERAGE HOUSEHOLD INCOME \$60,470

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$59,167

10 - MILE RADIUS

2013 POPULATION 234,824

2018 PROJECTED POPULATION 240,378

2013 HOUSEHOLDS 95,012

2018 PROJECTED HOUSEHOLDS 97,756

2013 MEDIAN AGE 37.5

2013 AVERAGE HOUSEHOLD INCOME \$63,323

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$61,685

DAYTIME EMPLOYMENT

3 - MILE RADIUS 45,642

5 - MILE RADIUS 97,944

Source: Nielsen