

IMPACT

WE MAKE A DIFFERENCE

ASSET SERVICES RETAIL OVERVIEW



**CUSHMAN &
WAKEFIELD**
Asset Services

Creating Value, **DELIVERING RESULTS.**



Cushman & Wakefield's Asset Services team is dedicated to providing comprehensive property management services throughout the asset life cycle. Focused on enhancing asset value, our property managers are empowered to minimize operating costs, improve efficiencies and enhance customer service in order to protect the value of each investment.

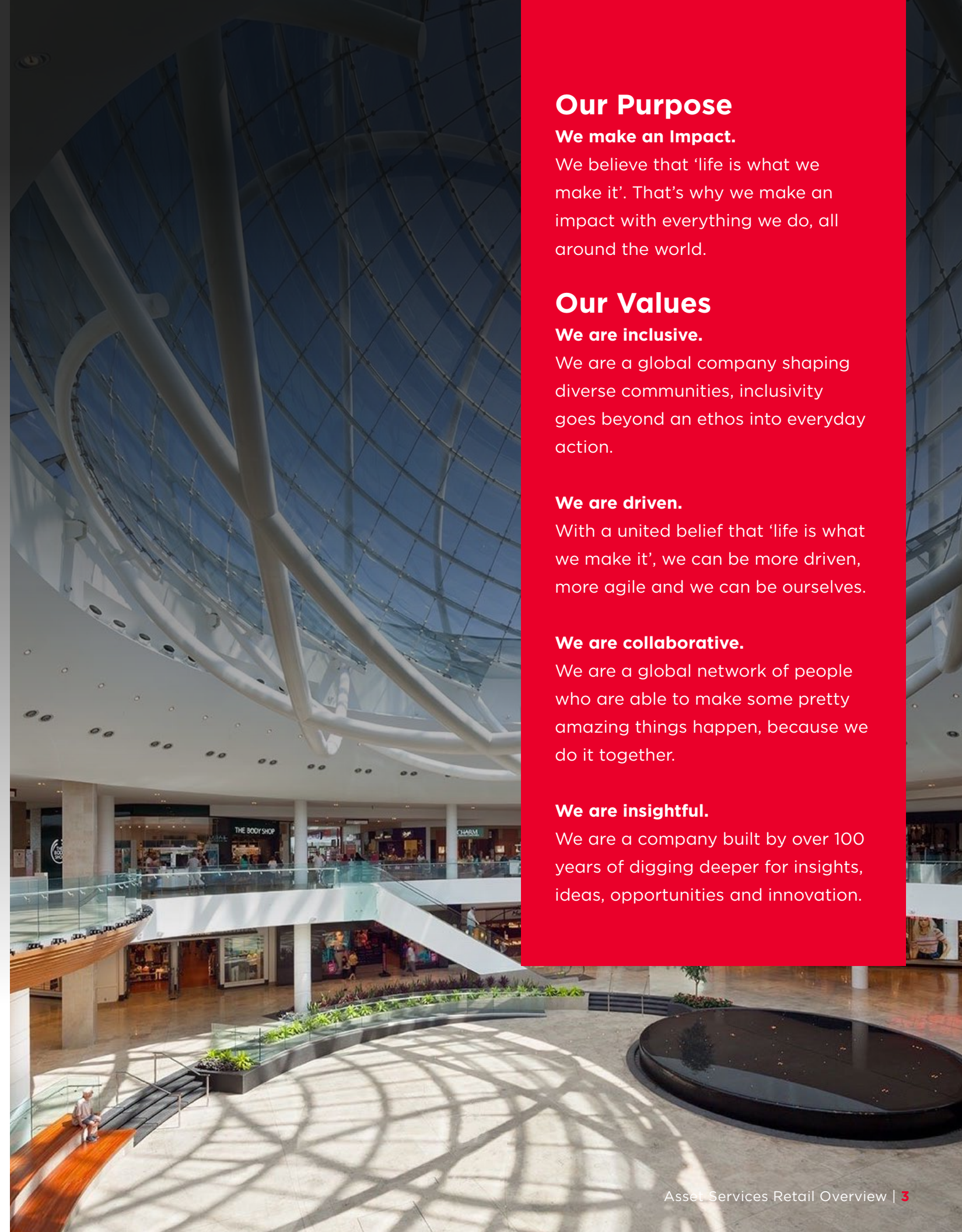
Cushman & Wakefield manages 785 million square feet across the Americas on behalf of corporate, institutional and private clients. Experience gained from these assignments, combined with our global platform and access to numerous other commercial real estate services, allows for accounts tailored to each client's unique operational priorities and financial goals. Partnering with Cushman & Wakefield ensures the application of the industry's best practices and ultimately, long-term success at each and every property.

// *We've seen the Cushman & Wakefield Asset Services Team grow and evolve over the last few years. They've really added to their bench strength in operations, leasing, marketing, ESG, and technology.*

Theresa Warnaar, Senior Vice President, Retail and Asset Resilience, Kingsett Capital



Learn more about what our clients are saying



Our Purpose

We make an Impact.

We believe that 'life is what we make it'. That's why we make an impact with everything we do, all around the world.

Our Values

We are inclusive.

We are a global company shaping diverse communities, inclusivity goes beyond an ethos into everyday action.

We are driven.

With a united belief that 'life is what we make it', we can be more driven, more agile and we can be ourselves.

We are collaborative.

We are a global network of people who are able to make some pretty amazing things happen, because we do it together.

We are insightful.

We are a company built by over 100 years of digging deeper for insights, ideas, opportunities and innovation.

Core Services



Accounting & Financial Management

Our institutional-grade accounting platform provides the highest level of security and accuracy, and the flexibility to fit your unique reporting needs.

Business Continuity Management

Our program prepares our property management professionals to anticipate natural, man-made and technology-related hazards, and respond to a broad range of emergency situations that have the potential to adversely affect our clients' assets, business operations and personnel.

Construction Management

Our project managers, operations managers, and construction managers work with architects and designers to develop and build flexible space that enhances productivity, attracts and retains talent, and meets financial and operational goals.

Contract & Vendor Management

We leverage our management portfolio and strong vendor relationships to effectively negotiate contracts that drive cost savings without sacrificing product or service quality.

Due Diligence

Cushman & Wakefield provides a rigorous due diligence process to ensure quality, accurate and comprehensive information is provided to decision makers.

Lease Compliance & Administration

Our property managers receive extensive training in lease language and administration to ensure provisions of each lease are followed carefully, notices are served promptly and costs are correctly allocated.

Property Management

Focused on driving value in each building, our property and account managers work to minimize operating costs, maximize efficiency and tenant services, and protect the value of each asset.

Property Operations

Cushman & Wakefield's proactive approach to property operations mitigates risk and liability across all client portfolios by reducing operating costs, extending building system life and enhancing facility reliability.

Risk Management

Our team of risk professionals offer owners expertise in enterprise risk management, corporate governance, insurance and insurance claims handling to protect their assets.

Energy & Sustainability Services

We believe in transforming assets into sustainable leaders by delivering measurable results that optimize operational performance, enhance the tenant experience and mitigate environmental risk.

Training & Development

Cushman & Wakefield professionals are provided a challenging and rewarding work environment with a multitude of training and development opportunities to enhance their skills and facilitate career growth.

Transitions & Quality Control

Cushman & Wakefield's dedicated Transitions & Quality Control (TQC) team facilitates the seamless transition of new assets into our platform by providing compliance oversight, quality control and technology support.

Commitment to ESG



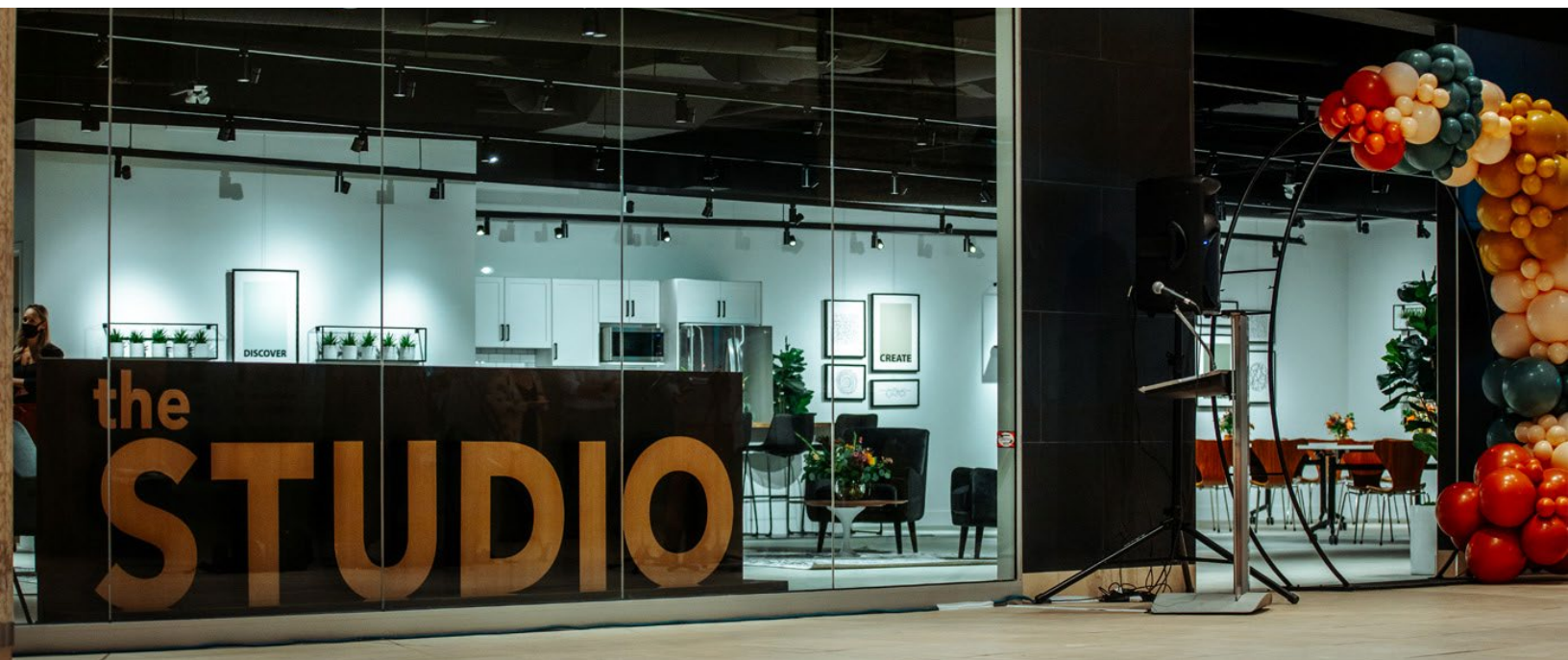
As professionals in commercial real estate, we have the opportunity to implement real change. Environmental Sustainability and Governance (ESG) has become a top priority at Cushman & Wakefield Asset Services. Our firm is leading the way for actionable sustainability solutions that transform properties into energy-efficient assets.

All of us at Cushman & Wakefield contribute and are leaders in our ESG initiatives across the portfolio. Certifying under LEED and BOMA certifications drives our sites towards sustainability, efficiency and high performance. At the pinnacle of LEED Certification, we highlight the achievements of One Queen Street for achieving LEED Platinum Certification in 2021.

As reliance on technology in the workplace grows, digital connectivity has become increasingly essential to businesses which is why we proceeded to pursue and achieve WiredScore Platinum for One Queen Street East and WiredScore Gold for 20 Richmond East. This accomplishment marks their entry into the international community of buildings dedicated to having best-in-class connectivity and delivering digital excellence to tenants. With this seal of approval, we assure clients, occupiers, and guests that our office spaces are resilient and connected. Achieving the highest WiredScore certifications underscores our commitment to the needs of our partners and enables a more collaborative, innovative, and dynamic future.



National Programs



The Studio

With an increased desire for in-person connections and demand for event and venue programming space in downtown Regina and Saskatoon, Cushman & Wakefield pioneered a new concept for Cornwall Centre and Midtown that reimaged more than 2,500 square feet at each centre. The Studio concept was created to empower, support and connect people, artists, businesses, non-profits and community groups and position Cornwall and Midtown as the community hub.

With complimentary bookings and a multi-purpose space including a full kitchen and bathroom facilities, The Studio accommodate a variety of programming options, from charity fundraisers to craft markets to fitness classes and beyond. To see more about The Studio please visit thestudioatcornwall.com or thestudioatmidtown.com.



 Watch The Studio in Regina



What's In Store

Browse now, from anywhere. We've launched an exciting new tool for our shopping centre customers called, What's In Store! Website users can pre-plan their shopping trip at Midtown, Bayshore Shopping Centre, and Halifax Shopping Centre by searching and finding thousands of must-have items from popular and local retailers like Aritzia, Browns, Zara, Footlocker, Hudson's Bay, and more.

With the capabilities of conducting full product searches, show inventory details, and allowing users to build a virtual wish list, customers can seamlessly merge their online shopping habits without having to wait 5-7 business days to get their favourite items.

The integration allows for customized experiences by changing out carousel banners according to seasonal campaigns and having automatic product queries that meet seasonal key selling period needs, ex. Spring Essentials, Father's Day, influencer curated gift guides, and more.

 Watch What's In Store in Halifax



C'mon Try It On

Unique to C&W, this program is custom designed to support centres by providing campaign and content toolkits for seasonal and nationally observed holidays in North America. They include idea starters for in-center events, activations, and social media campaigns, tactics to deploy them, and editable graphics.

A new shopping campaign to meet the needs of customers, C'mon Try It On, was created specifically for C&W centres with the aim to generate excitement about in- store/in-person shopping to ultimately drive traffic and sales. Centres receive all creative resources to execute the campaign including: brand kit with fonts, Canva templates, GIFs, Instagram stickers/filters, logos, and more.

 Watch C'mon Try it On at The Core in Calgary



Corporate Programs

ACT: ALWAYS CONSIDER TOMORROW
Environmental stability and accountability are important touchpoints for us at C&W. Our corporate sustainability program, ACT: Always Consider Tomorrow, focuses on creating a better relationship with the natural world and protecting it from further damage. Part of this initiative includes implementing and promoting onsite environmental solutions such as a gift card recycling program, e-waste drop-off locations for electronics recycling, green building certification programs, operational improvements, and a variety of other sustainable initiatives for the built environment.

BE MINDFUL
Mental health is one of the most important issues facing local communities, including shoppers, tenants, and employees. As a result, C&W launched the Be Mindful national initiative to demonstrate each center’s ongoing commitment to advocate for more mental health support and explore how local shopping centers can play a role in supporting overall health. The campaign is an ongoing initiative with flexibility for each C&W retail center to connect with local organizations and individuals supporting, advocating, and contributing to positive mental health and wellness in their communities throughout the year.



AWE: ACCEPT WITHOUT EXCEPTION
The essence of the diversity brand lives in three words - Accept Without Exception. With seemingly magical purpose, that essence presents itself beautifully in the form of an acronym that describes the emotional feeling one might have when contemplating diversity - AWE. Our national initiative is about driving awareness and celebrating our commitment to the communities, employees, retailers and vendors we serve; helping us all to better understand local, national and global perspectives for increased inclusivity, conversations and innovations. We have a deep respect for individuality, and are inspired by and celebrate diversity every day. Through our shared common threads, we believe there is wonder and interest in every culture and community.



-  Watch Pride at Cornwall Centre
-  Watch Black History Month at Pickering Town Centre

PROVEN PARTNER.
Committed to results.
BOUND BY TRUST.

At Cushman & Wakefield, we're passionate about building long-term client relationships bound by trust. As your real estate partner, we're committed to protecting and improving asset value. Our relentless curiosity to discover unseen opportunities, ways to minimize operating costs and improve efficiencies, and to enhance the tenant experience consistently delivers superior results — and maximum return on your investment.



THE CORE
2,500,000 sf | Calgary, Alberta
Services: Construction Management, Property Management, Property Operations, Marketing, Client Accounting, Leasing



LONDONDERRY MALL
780,000 sf | Edmonton, Alberta
Services: Construction Management, Property Management, Property Operations, Marketing, Client Accounting, Leasing



BAYSHORE MALL
883,000 sf | Ottawa, Ontario
Services: Construction Management, Property Management, Property Operations, Marketing, Client Accounting, Leasing



ABERDEEN MALL
450,000 sf | Kamloops, BC
Services: Construction Management, Property Management, Property Operations, Marketing, Client Accounting, Leasing



Halifax Shopping Centre

645,000 SF | HALIFAX

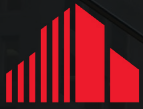
DRAMATIC REDEVELOPMENT.
Superior shopping experience.
PREMIER FASHION DESTINATION.

The \$70 million repositioning project completely transformed the centre by maximizing under-utilized space and introducing a contemporary, high-end design with sleek finishes, features and amenities.

The basement bowling alley was reconstructed into a modern food hall featuring floor-to-ceiling glass allowing natural light into the space. A desirable selection of food purveyors, natural gas fireplace flanked by soft seating, 1,000 square foot open-air patio and new washrooms provided a dining experience unrivaled by other centres.

RESULTS ACHIEVED

- Two large-format fashion users were added to the property, including a first to-market, 25,000 sf ZARA
- Sales per-square-foot increased 14% from \$720 in 2014 to \$820 in 2016
- The redevelopment reinforced Halifax Shopping Centre's retail dominance in the market, ranking it as the 23rd most profitable shopping centre in Canada (Retail Council of Canada)



CUSHMAN & WAKEFIELD

Asset Services

ABOUT CUSHMAN & WAKEFIELD

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 50,000 employees in 400 offices and 60 countries. In 2021, the firm had revenue of \$9.4 billion across core services of property, facilities and project management, leasing, capital markets, and valuation and other services.

Asset Services

Molly Westbrook

Executive Managing Director

161 Bay Street, Suite 1500

Toronto, ON M5J 2S1

416 681 3473

molly.westbrook@cushwake.com

Andrea McGowen

Senior Managing Director

161 Bay Street, Suite 1500

Toronto, ON M5J 2S1

416 681 9320

andrea.mcgowen@cushwake.com

cushmanwakefield.com



Copyright ©2023 Cushman & Wakefield. All rights reserved.