

THIS IS
THE PLACE
TO BE SEEN.
LEASE
WITH THE
CORE.

SIMONS • TD SQUARE • HOLT RENFREW

IT'S HAPPENING HERE.

There's a place at the centre of it all. It's a place featuring stunning architecture with an equally amazing retail mix. The CORE is nestled firmly in the heart of Downtown Calgary amongst the top players in Canada's oil and gas industry and the highest concentration of head offices in Western Canada. It's surrounded by some of Canada's most influential and affluent taste makers, along with millions of annual visitors.

Yes, there is a place that's perfect for your business. That place is the CORE.





THE CORE'S PREMIER TENANTS INCLUDE

CACTUS CLUB

H&M

HARRY ROSEN

HOLT RENFREW

HY'S STEAKHOUSE

MAISON BIRKS

SIMONS

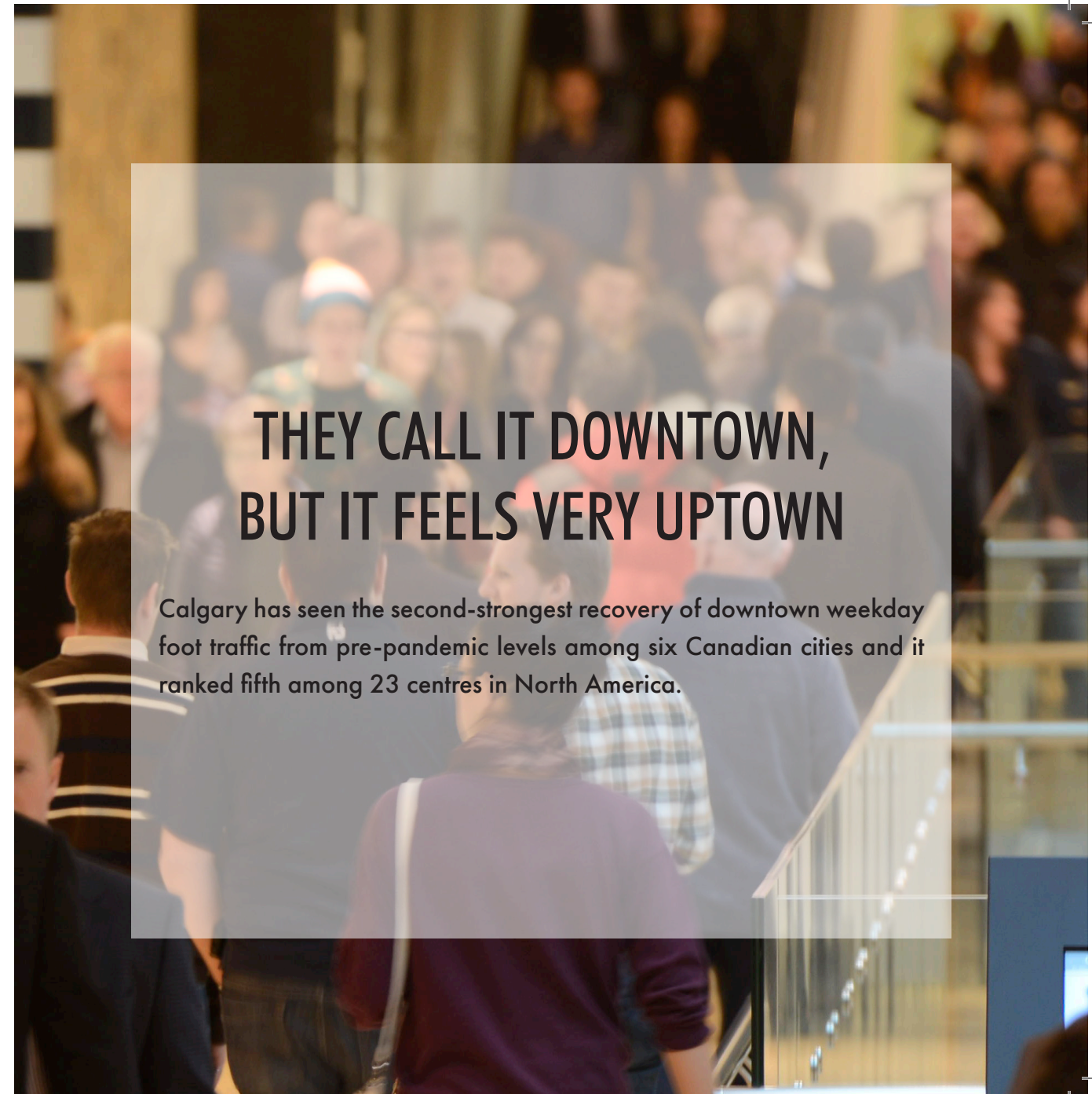




THERE IS NO BETTER PLACE TO BE SEEN

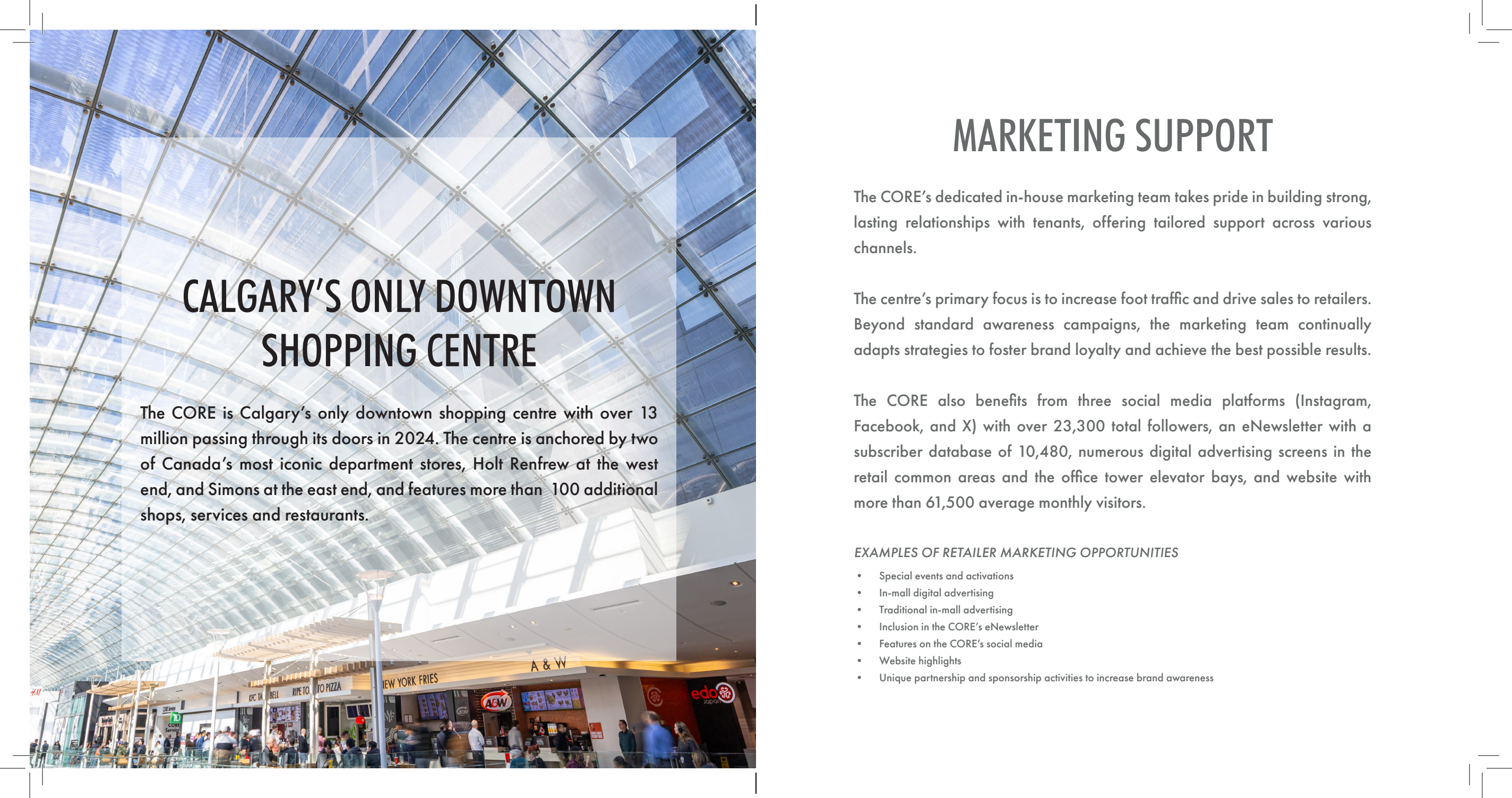
Fueled by some of the country's best and brightest professionals, downtown Calgary is an economic engine in Western Canada. Calgary has more occupied downtown office space than any comparable city in Canada, with the largest amount of space per capita. With proximity to major residential areas, the most head offices in Canada and shorter commute times, office workers are returning back to the CORE in record numbers. These workers are looking for first class amenities close to work; restaurants, shopping and services, all found at the CORE.

A mixed use property connected to three major office towers and the historic Lancaster Building, the CORE benefits from downtown traffic consisting mainly of professionals, adding -over 13 million shopping visits annually.



THEY CALL IT DOWNTOWN, BUT IT FEELS VERY UPTOWN

Calgary has seen the second-strongest recovery of downtown weekday foot traffic from pre-pandemic levels among six Canadian cities and it ranked fifth among 23 centres in North America.



CALGARY'S ONLY DOWNTOWN SHOPPING CENTRE

The CORE is Calgary's only downtown shopping centre with over 13 million passing through its doors in 2024. The centre is anchored by two of Canada's most iconic department stores, Holt Renfrew at the west end, and Simons at the east end, and features more than 100 additional shops, services and restaurants.

MARKETING SUPPORT

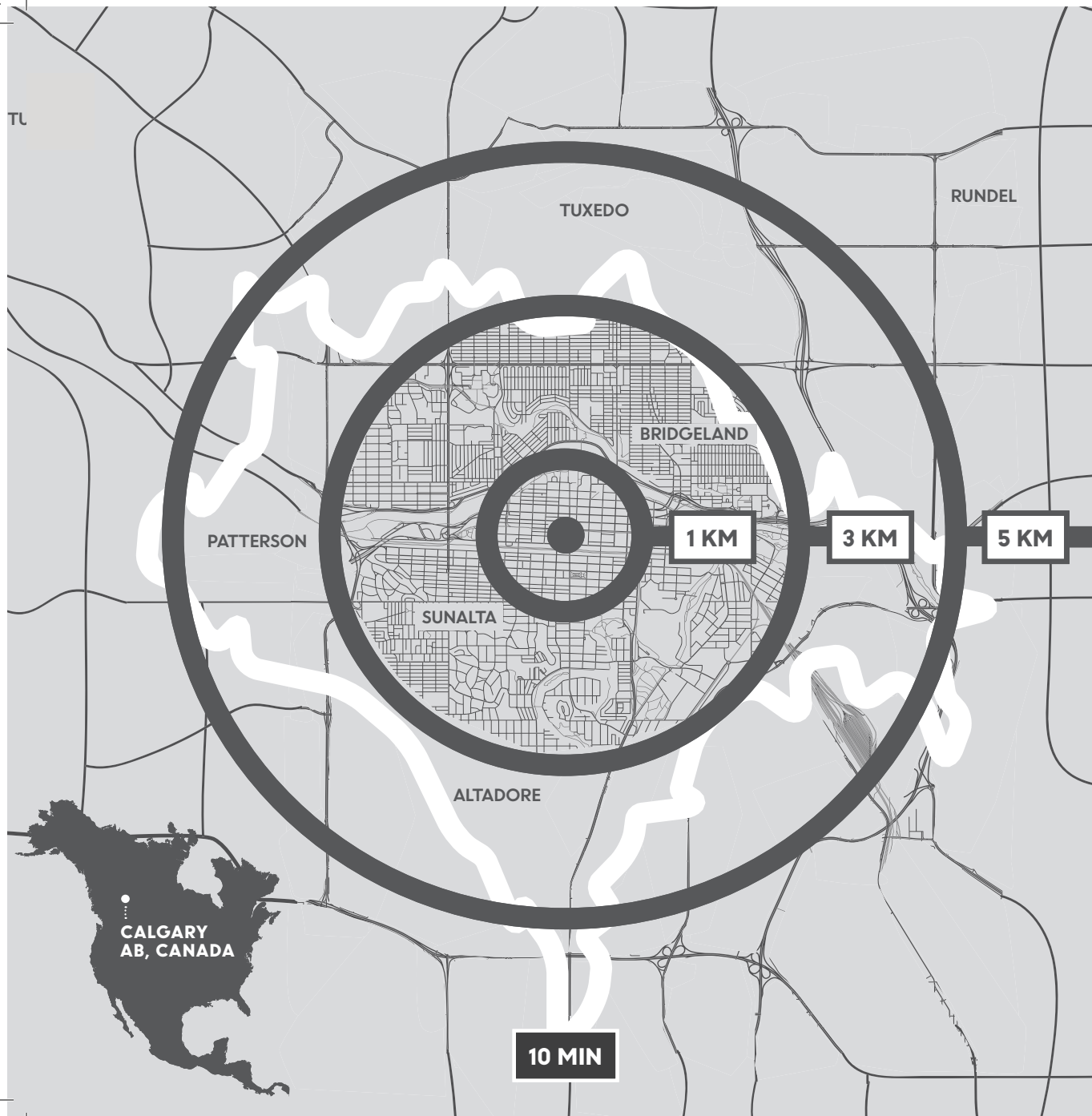
The CORE's dedicated in-house marketing team takes pride in building strong, lasting relationships with tenants, offering tailored support across various channels.

The centre's primary focus is to increase foot traffic and drive sales to retailers. Beyond standard awareness campaigns, the marketing team continually adapts strategies to foster brand loyalty and achieve the best possible results.

The CORE also benefits from three social media platforms (Instagram, Facebook, and X) with over 23,300 total followers, an eNewsletter with a subscriber database of 10,480, numerous digital advertising screens in the retail common areas and the office tower elevator bays, and website with more than 61,500 average monthly visitors.

EXAMPLES OF RETAILER MARKETING OPPORTUNITIES

- Special events and activations
- In-mall digital advertising
- Traditional in-mall advertising
- Inclusion in the CORE's eNewsletter
- Features on the CORE's social media
- Website highlights
- Unique partnership and sponsorship activities to increase brand awareness



TRADE AREA POPULATION

1,314,051

MIX OF CORPORATE EMPLOYEES IN THE
PUBLIC AND PRIVATE SECTOR

676,909

AVERAGE HOUSEHOLD INCOME

\$152,436

CALGARIANS THAT LIVE WITHIN
5KM OF THE CORE

30%

OUR CUSTOMERS LOVE US TO THE CORE

CUSTOMER PROFILES

OLDER DIVERSE FAMILIES

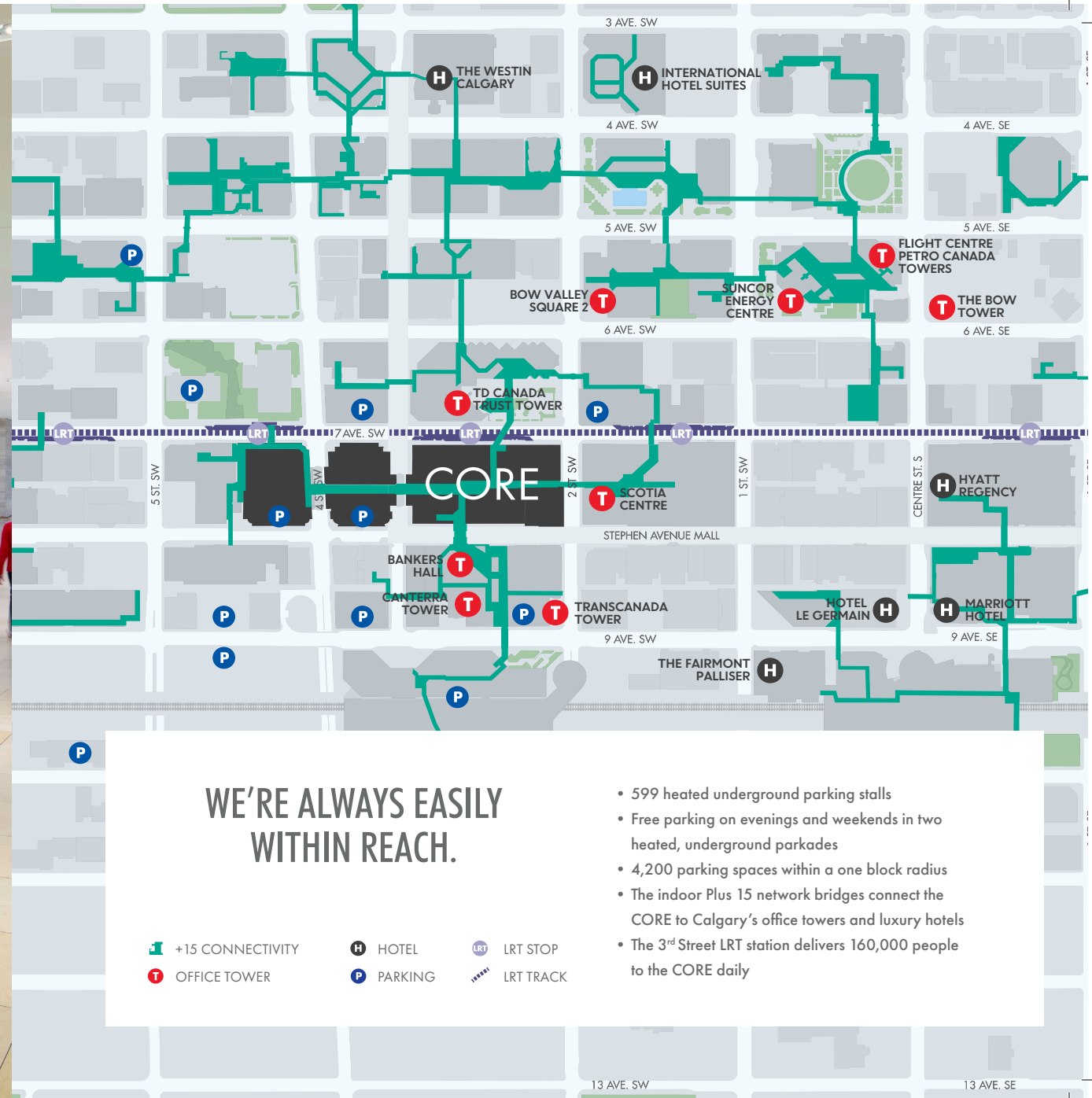
- 24.5% of trade area
- \$111,069 average income
- Established, diverse upper-middle families with high potential to spend in the food, clothing, and personal care.
- MARKET SPEND: \$8.4 BILLION

WELL-OFF FAMILIES

- 19.9% of trade area
- \$267,935 average income
- Established wealthy families with high potential to spend across many expenditure categories.
- MARKET SPEND: \$11.7 BILLION

JUST STARTING OUT

- 14.6% of trade area
- \$132,588 average income
- Younger, upper-middle singles and families who enjoy going to attractions and participating in activities.
- MARKET SPEND: \$7.6 BILLION







**CUSHMAN &
WAKEFIELD**
Asset Services

Eve Renaud, Leasing Director

Email: eve.renaud@cushwake.com

Direct: 403 441 4902

Cell: 403 813 8868

