

IRELAND'S LARGEST SHOPPING & LEISURE DESTINATION



Blanchardstown
CENTRE





THE MULTI VISION

Acquired for €950m in 2017, The Blanchardstown Centre ranks as Ireland's highest value property investment. Multi Ireland, as new centre managers, are building on Blanchardstown's loyal audience and advantageous location to cement its position as Dublin North's No.1 retail destination and shopper experience.

Ambitious plans to revamp and expand the scheme in line with evolving customer affluence and lifestyles are already underway. There is a clear opportunity for upscale C&F brands to establish a dominant foothold in a young and growing catchment that wants to be able to shop locally for trend-setting fashion.

Renowned for creating innovative and award-winning shopping environments, Multi is on a mission to deliver a town centre experience which will attract more regular visits from new and loyal audiences alike, a space that is more supportive of modern lifestyles, a place where your brand can thrive.



MULTI CORPORATION

WE ARE A LEADING OWNER, MANAGER AND (RE)DEVELOPER OF HIGH QUALITY SHOPPING CENTRES ACROSS EUROPE AND TURKEY WITH OVER 30 YEARS OF RETAIL EXPERTISE.

Founded in 1982, Multi is a well-capitalised, growth-oriented, pan-European retail platform that is focussed on creating, managing and improving sustainable rental income.

The 130+ shopping centres which Multi owns/manages welcome more than 400 million visitors per year and generate an annual spend of €4billion across more than 6,000 stores, restaurants and attractions.

Active in 14 European countries, Multi employs over 650 employees in its mall management, asset management, development and support businesses.

Multi's projects are internationally recognised for their innovative nature, architectural quality, sustainability and profound sensitivity to local environments and regularly act as the engine for revitalising cities and regions.



Asset Management
(Re)Development
Centre Management



A CONSUMER ECONOMY

173%
RISE IN CUSTOMER SENTIMENT 2008 - 2018

ONLY **ENGLISH SPEAKING** COUNTRY IN EUROZONE

YOUNGEST POPULATION IN THE EU
33% UNDER 25
50% UNDER 34

6.2%
ANNUAL GROWTH IN CORE RETAIL SALES VOLUMES (YEAR TO DECEMBER 2017)

2014 - 2018
IRELAND IS EUROZONE'S MOST DYNAMIC GROWTH ECONOMY

12.5%
CORPORATE TAX RATE

7.8%
ANNUAL GROWTH IN GDP (2017)

5.6%
UNEMPLOYMENT WELL BELOW CURRENT EUROZONE AVERAGE OF 8.7%

EMPLOYMENT AT **HIGHEST LEVEL SINCE 2007**

€30bn
IRELAND'S RETAIL ECONOMY ACCOUNTS FOR 12% OF GDP

5.1%
INCREASE IN HOUSEHOLD DISPOSABLE INCOME (YEAR Q3 2016 - Q3 2017)

THE NEW FACES OF DUBLIN RETAIL



CLARINS

ZARA HOME



HOTEL
Chocolat.

THE IVY

Smiggle

Dr. Martens

BENETTON
KIDS

FIVE GUYS



HOMESENSE



PÂTISSERIE
VALERIE





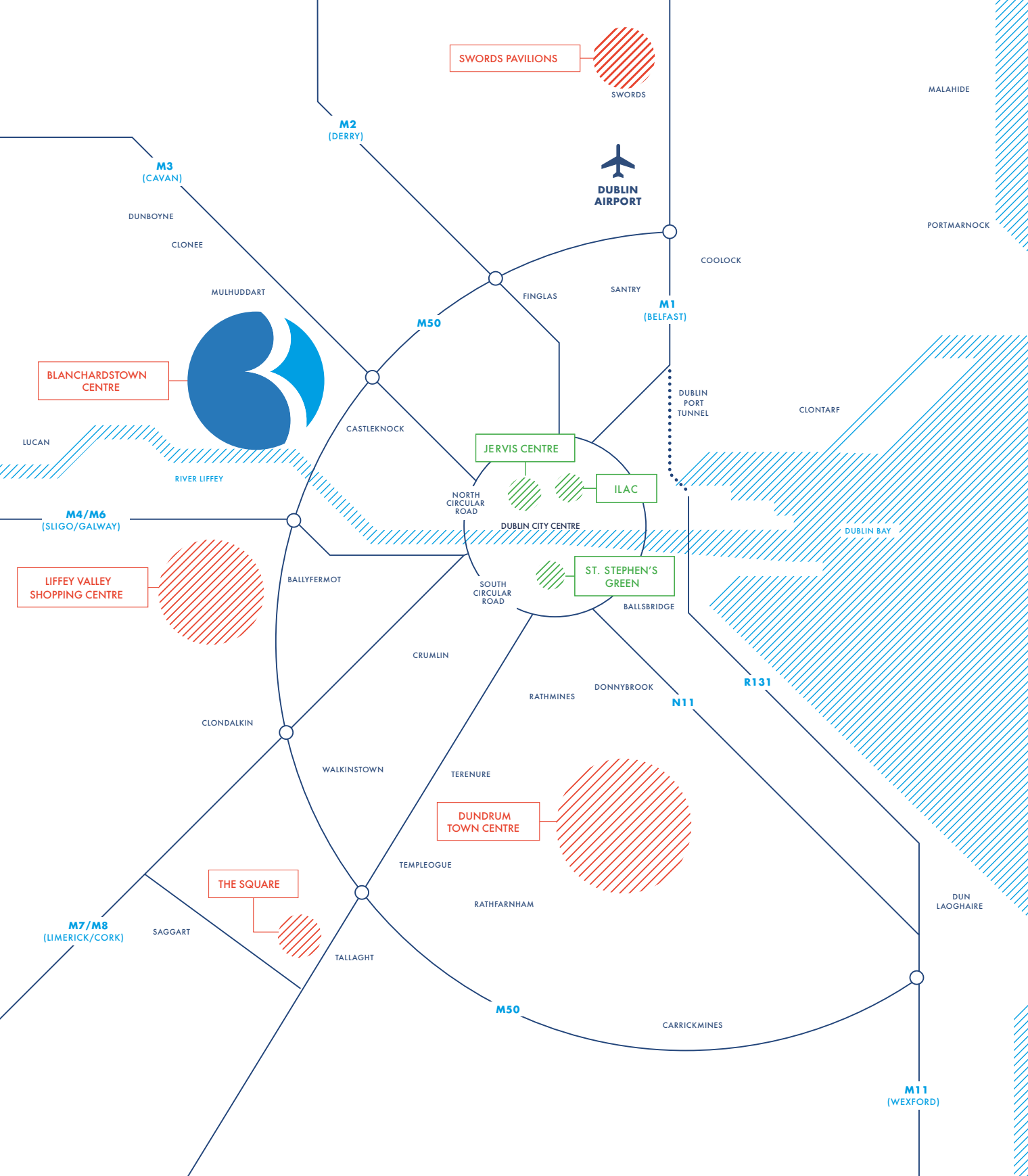
THE CENTRE WITH MORE

Blanchardstown is Ireland's one true 'Town Centre' destination. Its award-winning core shopping centre is the centrepiece of a wider commercial ecosystem which includes global businesses, modern apartments and popular leisure amenities.

Shoppers enjoy a variety of retail environments. Accessible from a range of entry points, the central mall offers the greatest diversity of places to shop and dine. Clustered around it, three retail parks offer a complementary mix of stores. The extensive car parking - 7,000 spaces, mostly surface level - adds to the sense of convenience and is a major success factor.

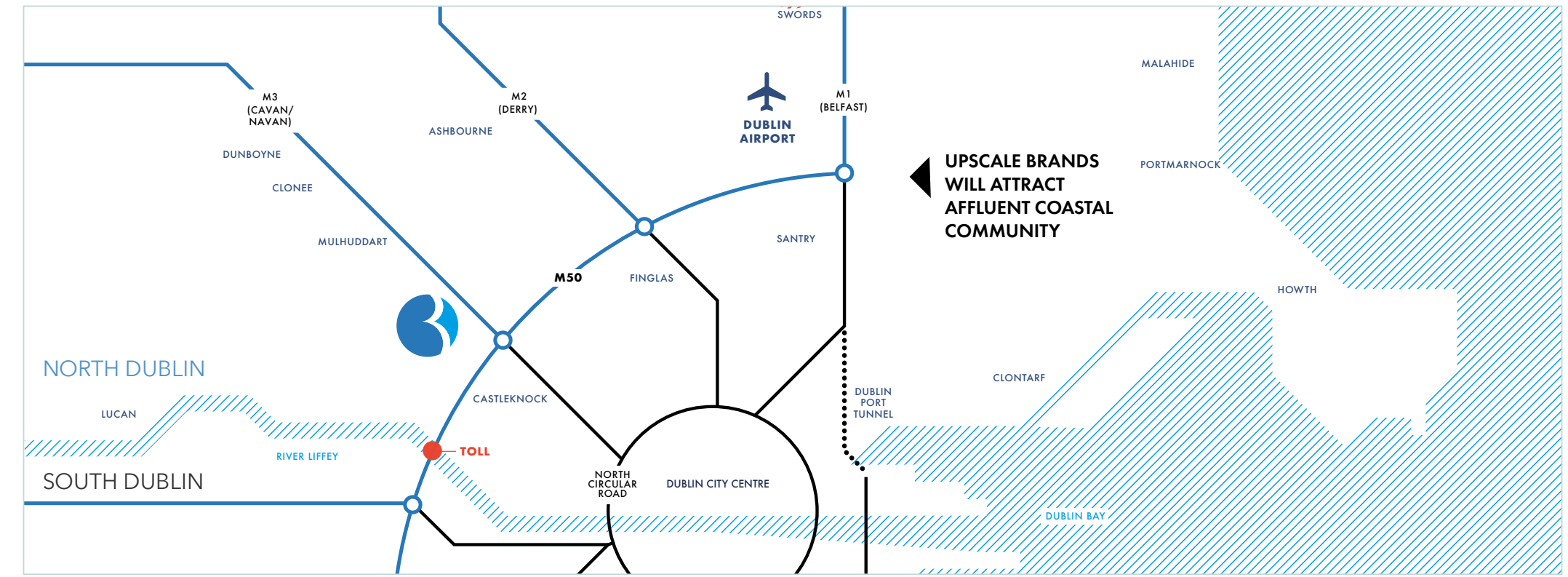
Opposite the central mall, the 188-bed, 4-Star Crowne Plaza hotel serves an international clientele on assignments to the nearby business parks. Alongside, eBay, Liberty Insurance and Fingal County Council have their office headquarters. The town centre also has plenty to offer entertainment seekers, with a leisureplex, 9-screen cinema, arts centre and two libraries on site.





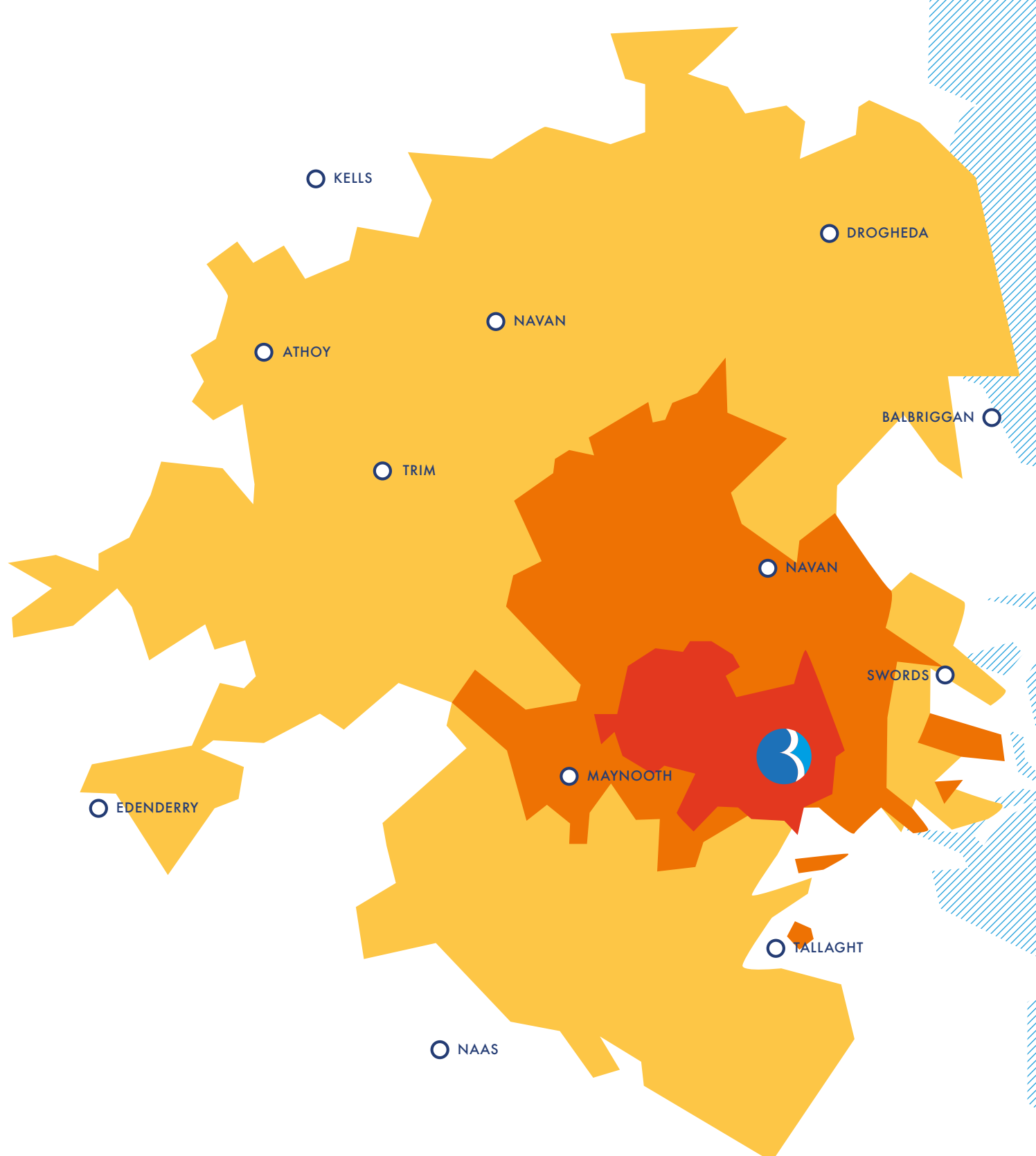
DUBLIN'S LARGEST RETAIL DESTINATION

CENTRE	LAUNCH	SQ FT	%
Blanchardstown	1996	1,710,107	28.28
Dundrum	2007	1,506,060	24.90
Liffey Valley	1998	765,677	12.66
The Square	1990	577,500	9.55
Swords Pavilions	2001	490,000	8.10
Jervis Centre	1996	387,500	6.41
St. Stephen's Green	1988	320,000	5.29
Ilac Centre	1981	290,625	4.81
Total		6,047,469	100.00



Dublin is a North/South city, its two sides defined by the River Liffey and M50 ring-road toll bridge. Everything north of the toll is the principal domain of Blanchardstown Centre.

Here you have the city's third largest urban area, Ireland's fastest growing population, giant multinational HQs, key commuter towns and major family attractions – and a front-of-mind retail destination with the scale to match.



RISING FOOTFALL

605,000

RESIDENT POPULATION
IN PRINCIPAL CATCHMENT AREA

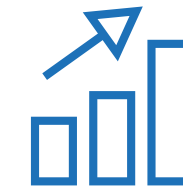
31.6% MARKET SHARE
DOMINANT RETAIL DESTINATION
WITHIN THE CATCHMENT

16,700,000
ANNUAL FOOTFALL



LARGE CATCHMENT POPULATION

605,000 residents in local area
(many commute daily to city centre)



GROWING POPULATION

10% increase in catchment area population by 2023 (compared to 6% nationally) will be driven by new housing developments



AGE PROFILE

34% of catchment residents are in the high-spending 25-44 age group



LARGE MARKET

€1.3bn Non-Grocery Market is forecast post-development



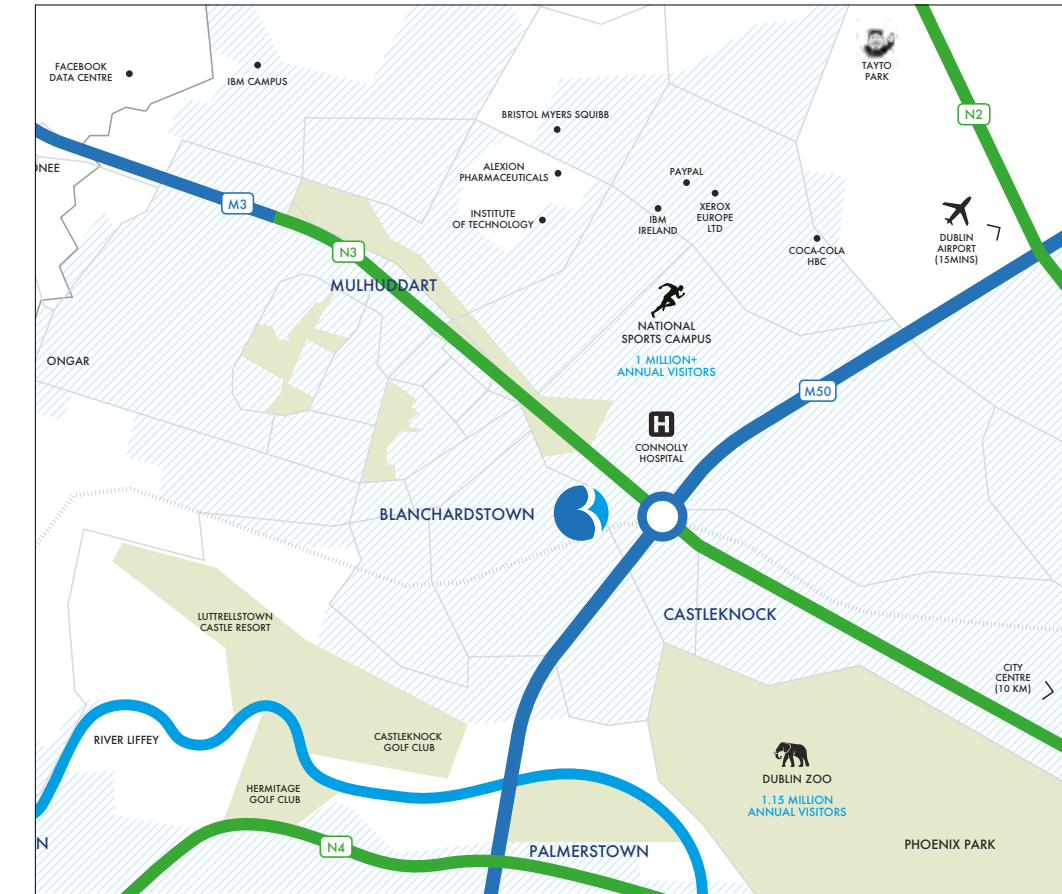
LARGE LOCAL WORK FORCE

c1,300 jobs are provided by adjacent employers eBay, Liberty Insurance and Fingal Co Council



MARKET GROWTH

Future C&F market opportunity is worth €322m



Blanchardstown Centre is ideally located in one of Dublin's commuter heartlands. Since the 1990s this part of the city and its satellite commuter towns have expanded dramatically, attracting global employers and a new generation of young professional homeowners. A further surge in population from significant new residential developments is imminent.

A MARKET-LEADING EXPERIENCE



Blanchardstown Centre's remarkable Net Promoter Score ratings are a consequence of its drive to innovate with the times, and consistently match modern shoppers with the brands to which they aspire.

Anchored by Dunnes, Debenhams, M&S and Primark, new lifestyle and fashion brands quickly build an audience and feel at home here. The centre plays a key role in shaping local tastes and ensuring that our shoppers get to enjoy the world's most exciting retail experiences on their doorstep.





SCALE ADVANTAGES

No.1
LARGEST CONCENTRATION OF
RETAIL PARK SPACE IN IRELAND

Regional Scale
SHOPPING CENTRE

Car Friendly
7,000 PARKING BAYS
(MOST SURFACE LEVEL)

180 DISTINCT
RETAILERS

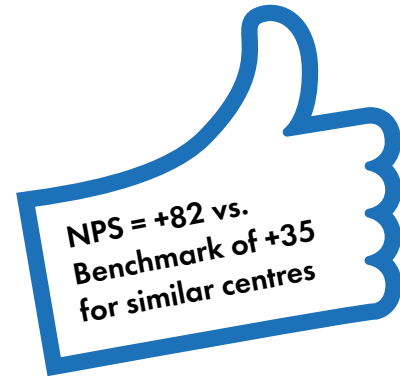
LOYAL SHOPPERS
VISIT MORE THAN ONCE PER WEEK

16.7 Million
ANNUAL VISITORS

SHOPPER CHARACTERISTICS



AVERAGE PARTY SIZE: **2.1**



NPS = +82 vs. Benchmark of +35 for similar centres



23%

PRE FAMILY



46%

FAMILY



31%

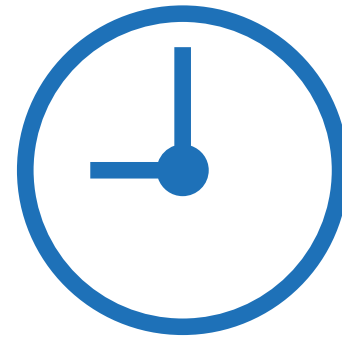
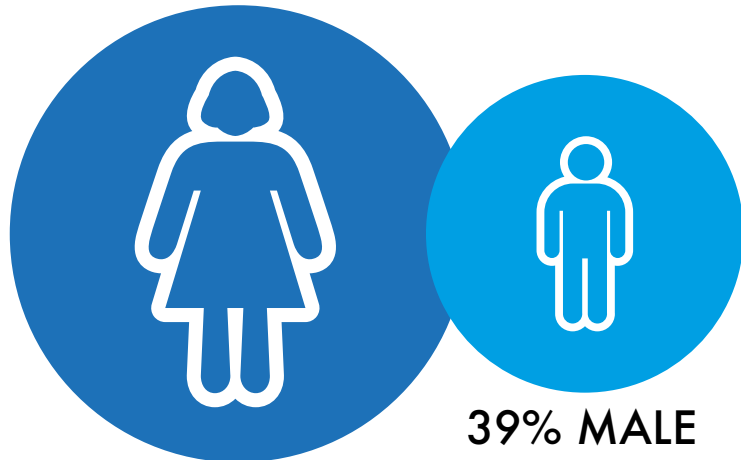
POST FAMILY



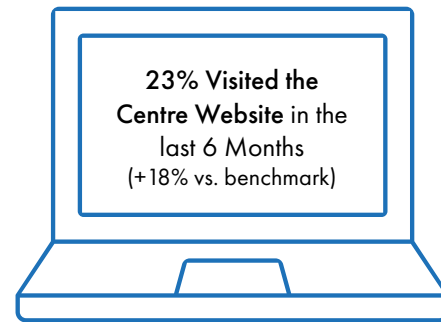
NON GROCERY SPEND:

€109/PARTY

(+74% vs. benchmark)



DWELL TIME
101 MINUTES
(+13% VS. BENCHMARK)

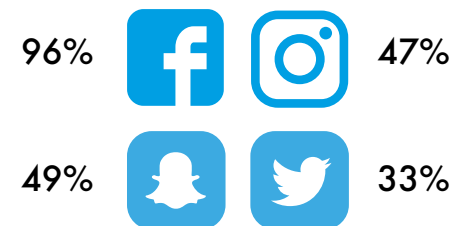


23% Visited the Centre Website in the last 6 Months (+18% vs. benchmark)



VISIT FREQUENCY
54 VISITS P.A.
(+51% vs. benchmark)

76% USE SOCIAL MEDIA



KPIs

Blanchardstown attracts high-spending shoppers who make more frequent visits than audiences of other regional centres.

The average party spend is €109 at Blanchardstown (€46 above benchmark)

Blanchardstown visitors display greater loyalty and make 18 annual visits more than the benchmark.

Net Promoter Score (NPS) is +82, compared to benchmark average of +35

FSP Retail Study results indicate extremely high levels of customer satisfaction amongst shoppers at The Blanchardstown Centre, indicating a significant opportunity for new retailers to be part of a thriving shopping centre

YOU ARE HERE

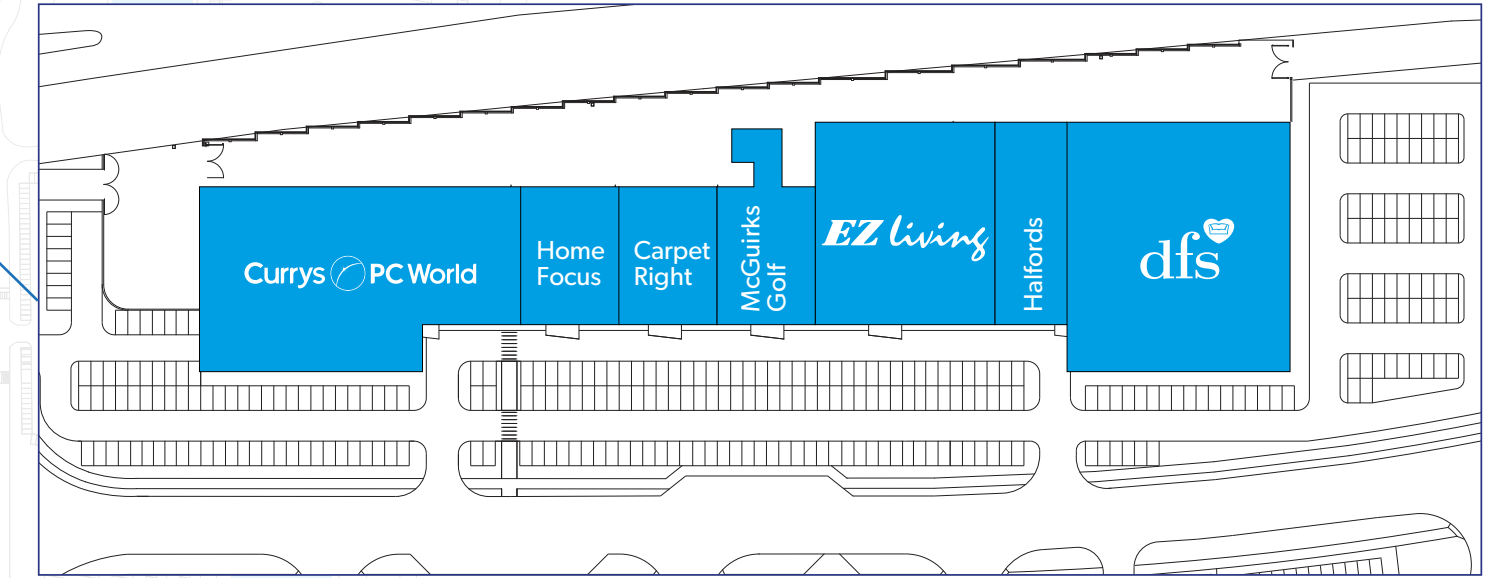
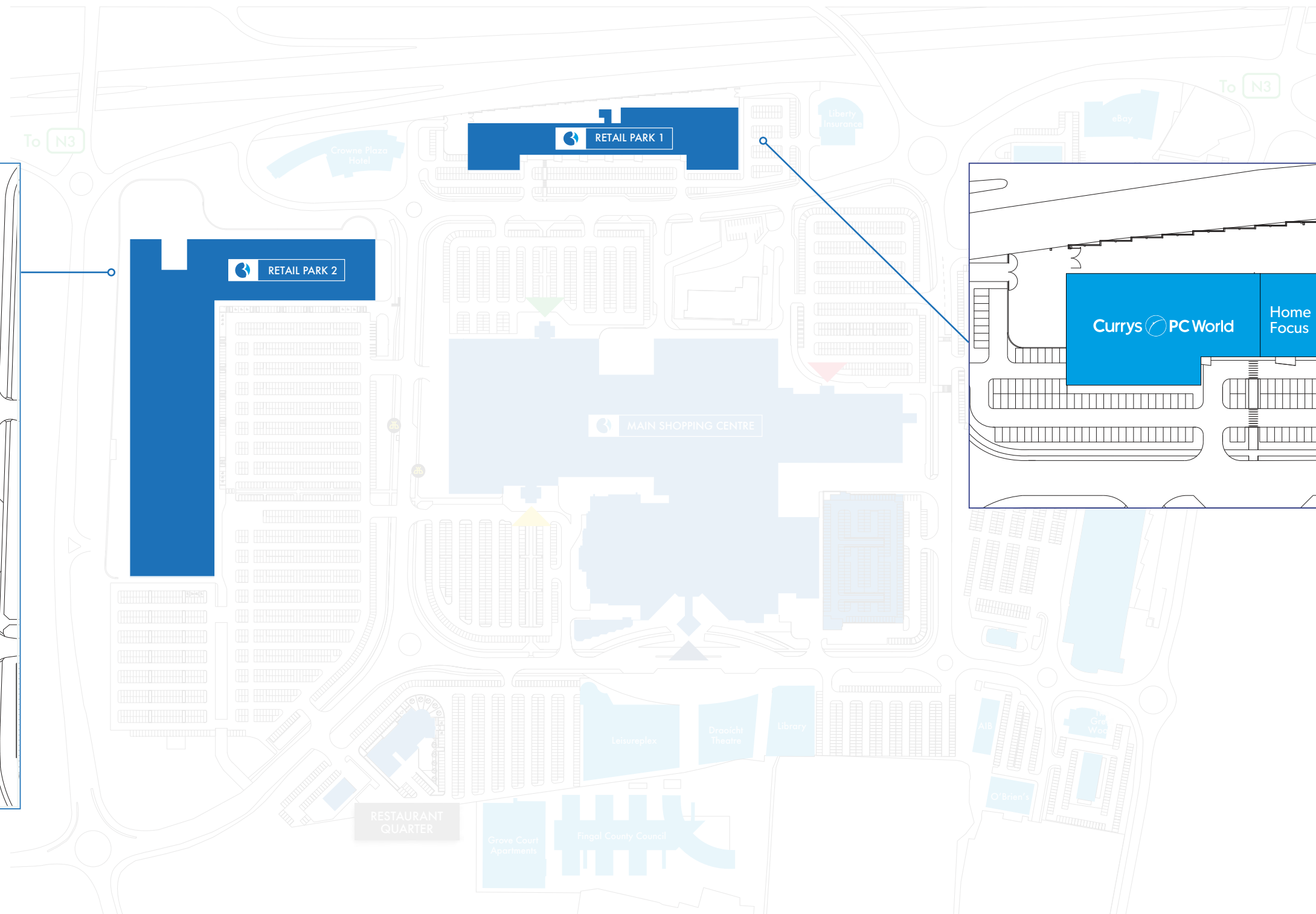
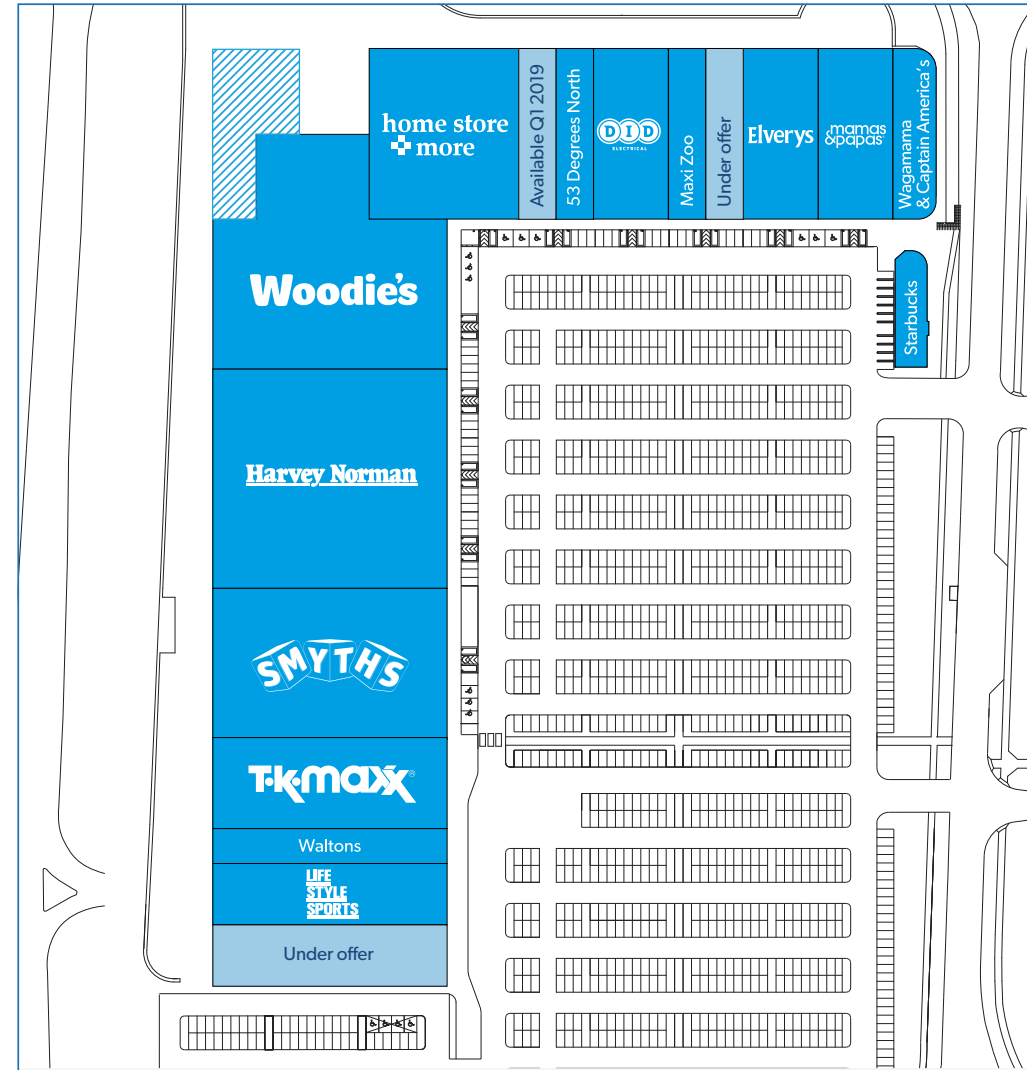
Extending over 85 acres, Blanchardstown Centre is the largest town centre shopping environment outside Dublin City Centre. The main shopping malls and retail parks are easily reached by car and bus, with access from the M50 via the N3 national primary road.

Easy to navigate, the site has the capacity to park 7,000 cars.



RETAIL PARKS 1 & 2

SITE PLAN



 = AVAILABLE SPACE

STORE DIRECTORY SHOWS CURRENT TENANCIES
UPDATED FEB 2018

PLANS NOT TO SCALE. FOR ILLUSTRATION ONLY.

CENTRAL MALL EXTENSION

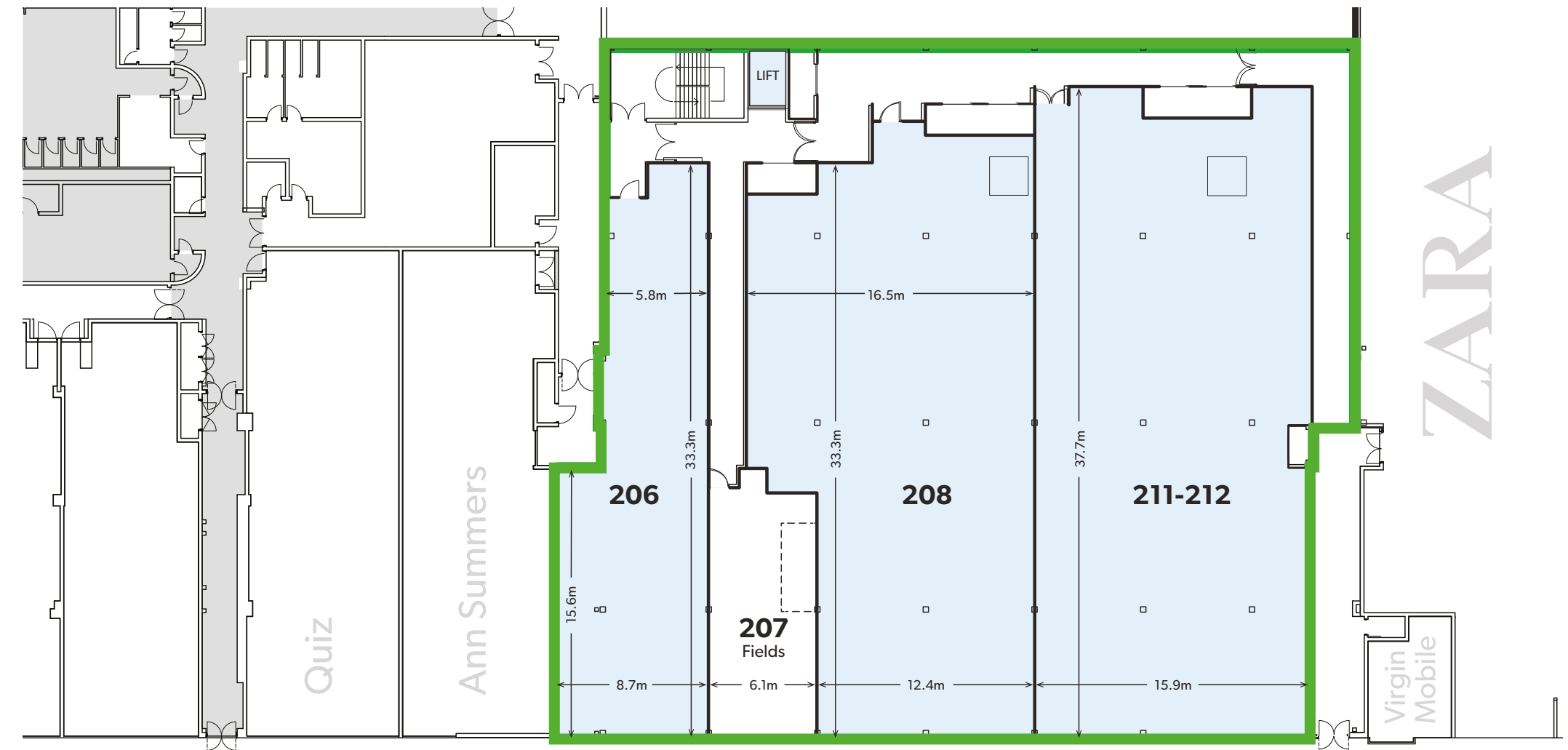


THREE 100% PRIME
RETAIL UNITS

HIGH-PROFILE
STORE FRONTAGES

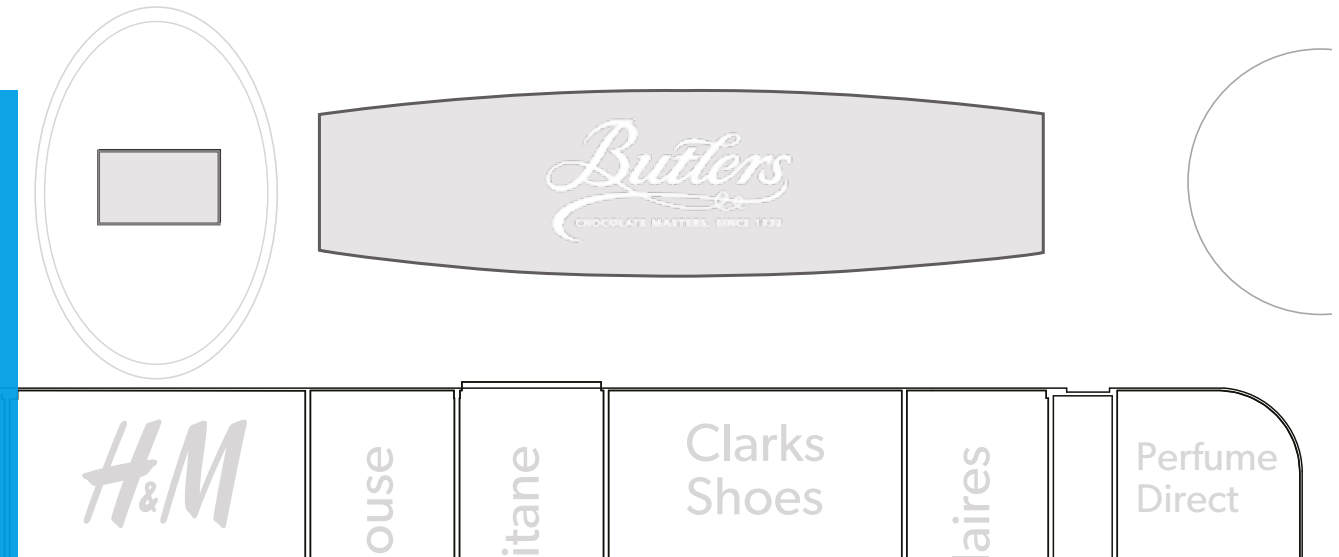
ATTRACTIVE
ADJACENT BRANDS
(ZARA, DEBENHAMS,
L'OCCITANE, H&M,
SWAROVSKI)

OCCUPATION IN
Q4 2019 IN LINE WITH FULL
MALL REFURBISHMENT
PROGRAMME



SCHEDULE OF AREAS (NIA)

UNIT	SQ M / SQ FT
206	236 / 2,540
208	497 / 5,350
211/212	582 / 6,265



CONCLUSION

DOMINANT CENTRE

Blanchardstown Centre is the main retail destination north of Dublin city centre. The scheme is a 2-Level covered centre with 3 adjacent retail parks

GROWING DEMAND

The planned Central Mall extension (Q1 2020) will add 27,000 sq ft retail space and create a number of prime retail units consolidating this prime location in the centre

STRONG RETAILER APPEAL

The proposed Yellow Mall (planning permission granted) will in time see the Town Centre grow by an extra 260,000 sq ft and strengthen its appeal to domestic and international retailers

ATTRACTIVE CORE OFFER

Blanchardstown Centre is anchored by Dunnes Stores, Primark, M&S and Debenhams plus a range of fashionable international and Irish retailers including BT2, Topshop, River Island, H&M, Zara and Superdry

POPULAR FOOD SCENE

TGI Fridays, Nando's, Milano's, Wagamama, McDonald's, Starbucks etc. are all located in and around the core shopping mall and are soon to be joined by Ireland's first Krispy Kreme outlet

LEISURE DESTINATION

Existing attractions include the 9 screen Odeon multiplex cinema, theatre, library and Leisureplex. The new casual and fast casual dining scene envisioned by Multi will attract more and more affluent shoppers

HIGH FOOTFALL

More than 16.7 million people visit the centre annually with shopping as their primary motive. Footfall is expected to top 21 million post-development



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Multi Ireland is part of Multi Corporation, a leading owner, manager and (re)developer of high-quality shopping centres across Europe and Turkey. Headquartered in Amsterdam, Multi currently operates in 14 countries including Ireland, the UK, Germany, Netherlands, Italy, Spain, Portugal, Belgium, the Czech Republic, Latvia, Poland, Slovakia, Ukraine and Turkey. Since its foundation in 1982, Multi has played an active role in the development of more than 180 projects and currently owns and/or manages over 90 shopping centres.

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