

MAYFAIR

VICTORIA #1 SHOPPING DESTINATION

VANCOUVER ISLAND RETAIL STAR IS NOW
BIGGER, BETTER, BRIGHTER

MAYFAIR



MAYFAIR

CURRENT SNAPSHOT

MAYFAIR SHOPPING CENTRE IS THE MOST COMPELLING FASHION, LIFESTYLE AND RETAIL CENTRE ON VANCOUVER ISLAND.

With 120+ stores and services spread over 525,000 square feet of retail space, Mayfair is home to highly coveted brands like LULULEMON, ARITZIA, SEPHORA, JD SPORTS, INDIGO, NESPRESSO, OAK+FORT, AMERICAN EAGLE, HUDSON'S BAY, SPORT CHEK, ROOTS, MAC, LUSH, PANDORA & more. This enviable range of brands draws shoppers from an extensive trade area reaching as far as 160km away. Current snapshot: Mayfair Shopping Centre is the most compelling fashion, lifestyle and retail centre on Vancouver Island. The centre's longstanding loyalty across the vast trade area stems from a truly welcoming island retail experience that no other local centre can touch.

120 Stores

MOST STORES IN AN
ENCLOSED SHOPPING
CENTRE IN VICTORIA

\$790 / Sq. Ft.

STRONGEST SALES
PERFORMANCE IN
VICTORIA

2,000 + Parking

MOST PARKING SPACES
AMONG SHOPPING
CENTRES IN VICTORIA

MAYFAIR



SURROUND YOURSELF WITH GREATNESS

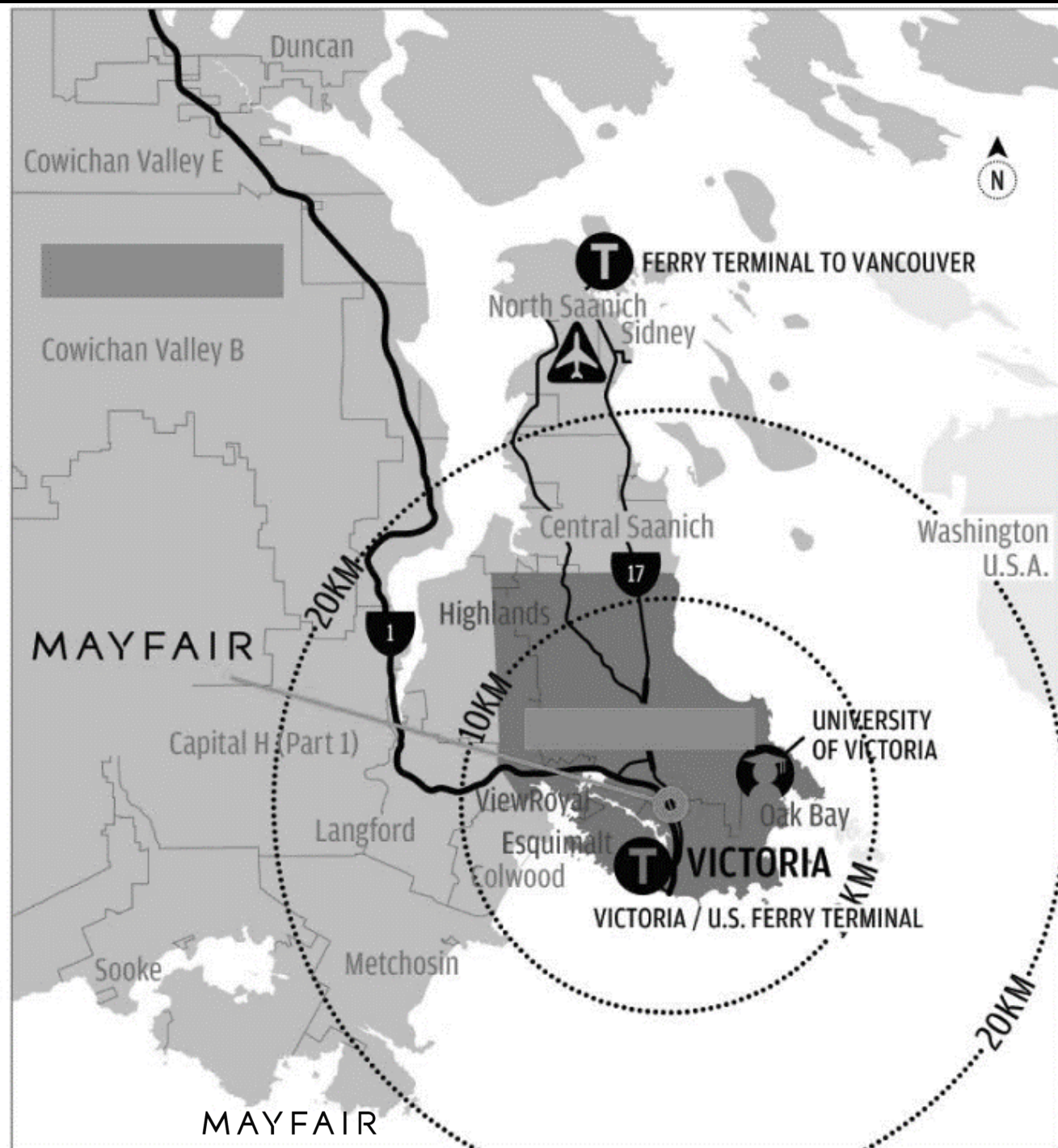


A SHINING LOCATION

IN A BUSTLING ISLAND CITY

4.2 Million
Visitors Annually

MAYFAIR





MAYFAIR shines as the city's top-performing shopping center, boasting unmatched visibility, seamless accessibility, an affluent clientele, and devoted, loyal shoppers.

MAYFAIR

BRITISH COLUMBIA

BRITISH COLUMBIA'S THRIVING RETAIL SALES MARKET IS \$107 BILLION ANNUALLY AND GROWING.

*Table 20-10-0056-01 Monthly retail trade sales by province and territory (x 1,000)

Fueled by a vibrant housing market, diverse businesses, and a robust labour market, BC's economy is expanding at a strong pace. Additionally, the high cost of the American dollar has nurtured a 'spend-at-home' mentality, fostering an ideal environment for increased retail activity.



MAYFAIR

A SUNNY COASTAL TRADE AREA

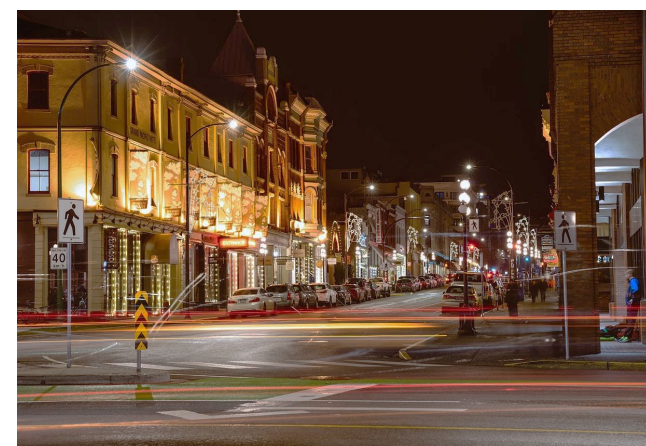
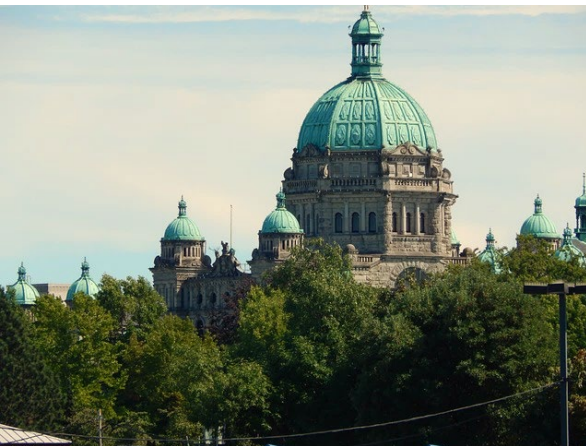
With more than 423,000 residents, Victoria is the largest city on Vancouver Island and the second-largest metropolitan area in B.C. Mayfair's total trade area consists of more than 470,000, including the city of Victoria, and immediately outlying areas, and reaches to the rural communities on the southern tip of Vancouver Island as far north as the Cowichan valley.

**OFFICIAL
CAPITAL
OF BRITISH COLUMBIA**

**TOURISM SECTOR PROVIDES
ABOUT 25,000 JOBS
OTHER MAJOR SECTORS: EDUCATION,
PROVINCIAL / FED GOVT.**

**OVER
4.9 MILLION
TOURIST ANNUALLY**

*Destination Greater Victoria (2023)



MAYFAIR

MAYFAIR'S POSITION

AN IDEAL SETTING FOR RETAIL SUCCESS

Mayfair shopping centre is a 525,000 sq. Ft. Regional mall in a tremendous market And geographic position. Mayfair hosts a brand roster of 120+ stores, including Many island unique brands - ARITZIA, INDIGO, NESPRESSO, LULULEMON, JD SPORTS and more. Mayfair is also geographically centred in the Victoria region and Strategically poised between Highway #1, Douglas Street and Highway #17 towards the BC ferry terminus. Thanks to this compelling offering and its Strategic position, Mayfair boasts the highest cru productivity on the island.



MAYFAIR

A FAST-RISING MARKET

IN A STELLAR LOCAL ECONOMY

MAYFAIR



MAYFAIR

DEMOGRAPHICS

PARTICULARS	MAYFAIR
Median Age	53
Couples with Children at Home	48.20%
Household Income	\$117,915
Household Wealth	\$1,085,134
Household Disposable Income	\$99,471
Household Discretionary Income	\$61,910
Sports and Leisure (Over-Indexed)	Auto shows, Book shows, Fan shows, Home shows, Specialty movie theatres, Concerts, Theatre, Inline Skating, Fishing/Hunting
Digital (Over-Indexed)	Online Newspapers, Professional sports content, Podcasts, Classifieds, Real estate, travel content, streaming, Fashion/beauty content, Automotive news, Music streaming, Pinterest, Online dating
Communication, Entertainment, Rec & Alcohol (Over-Indexed)	Bars, Sports, Live sporting events

*Based on Prizm Profiles from Environics.

Central Walk market research for Mayfair Shopping Centre - November 2022

MAYFAIR

CUSTOMER SEGMENTS

Top Segments*	Notes
Suburban Sports	• Upper-middle-class income • Majority English-speaking with 3+ generations Canadian • Feel the need to “escape” outdoors and participate/watch a multitude of sports
Savvy Seniors	• Majority English-speaking with 3+ generations Canadian • Mostly empty nesters, with 58% still in the labour force • Have the time/money to travel, golf and fitness • Believe in the value of community involvement, staying active in social issue/politics
Friends and Roomies	• Young singles/single parent families, 1/3 under 35 and half under 44 • Nearly 40% are first-generation Canadians • Active social lives going to bars, clubs and community theatres and incorporating cultural influences
Boomer Bliss	• 2/3 are over 55 with university/college educations and are 2-3 generations Canadian • Enjoy the arts, theatre, concerts. • Also participate in outdoor activities like golfing and fishing.
Scenic Retirement	• 2/3 are over 55 and are 3+ generations Canadian and still maintain a high-income • Attend exhibitions in RVs, crafts and homes • Have the time/money to travel, golf and fitness

*Based on Prizm Profiles from Environics.

- **50% live 18 minutes away**
- **70% live 49 minutes away**
- **4.2M annual visitors**
- **\$121 average spend per visit**
- **65 minutes average dwell time**
- **6 visits average per year**

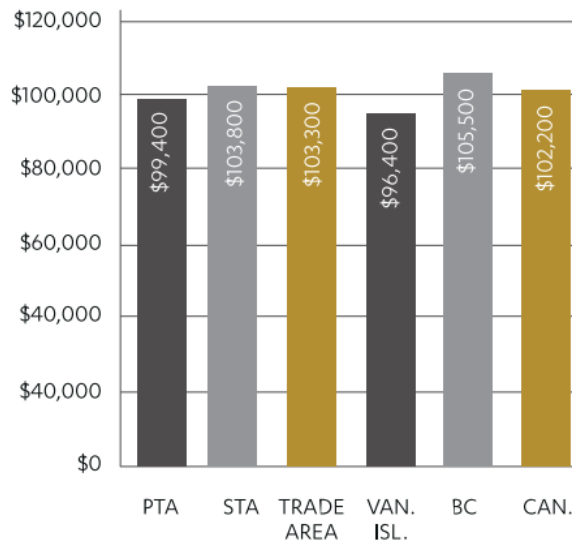
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MAYFAIR

SMART EDUCATED MONEY

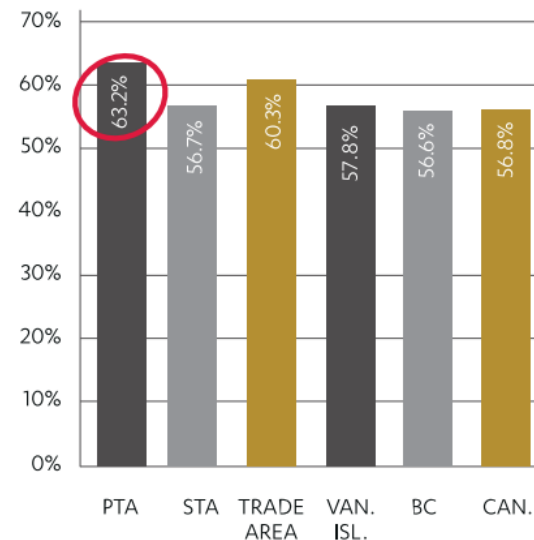
AFFLUENT POPULATION BASE

Over a third (35%) of Mayfair trade area households possess average incomes exceeding \$100,000. The average household income for Mayfair's trade area (\$101,300) is 5% higher than the average household income for Vancouver island and comparable to the B.C. average.



Highly Educated

Some 6 in 10 residents in Mayfair's trade area over the age of 15 have completed post-secondary education, higher than B.C. and Canada averages.



A STORY OF

RETAIL BRILLIANCE

MAYFAIR

A BREATHTAKING TRANSFORMATION

PROJECT 2018 HIGHLIGHTS

- 1** Comprehensive interior renovation and design integration
- 2** Expanded fashion & lifestyle retail offering
- 3** Dynamic new exterior facade maximizing exposure to Douglas Street
- 4** Prominent entrance canopies to provide stunning focal points from major traffic routes and parking pools
- 5** Enhanced accessibility circulation, parking facilities and wayfinding

**FURTHER SOLIDIFIED MAYFAIR'S POSITION AS
VANCOUVER ISLAND'S PREMIER RETAIL DESTINATION**

85k

Sq. Ft. of
building
expansion

\$72
MILLION
Investment

100k

Sq. Ft. of new
retail GLA



MAYFAIR

A STATE-OF-THE-ART RETAIL, FASHION & LIFESTYLE
DESTINATION WITH BOLD CONTEMPORARY ARCHITECTURE



MAYFAIR

A wide-angle photograph of the Mayfair building's exterior. The building features a long, low profile with a light-colored, textured facade. A prominent covered entrance area is supported by a series of large, white, cylindrical columns. The ceiling of this entrance is white and features several large, circular, recessed lighting fixtures. The word "MAYFAIR" is displayed in large, dark, three-dimensional letters on the building's facade. In the foreground, there is a concrete ramp and a set of stairs with metal railings. A white SUV is parked under the entrance canopy. The sky is blue with scattered white clouds.

ELEGANT MATERIALS,
CONTEMPORARY FORMS
& LIGHTING CONVEY AN
ALLURING URBAN
SENSIBILITY

MAYFAIR



STATE-OF-THE-ART LIGHTING, CONTEMPORARY FINISHES & ARCHITECTURE ALONG WITH NEW STORE FRONTS CREATE A FRESH, MODERN, VIBRANT & DYNAMIC RETAIL DESTINATION

MAYFAIR

VICTORIA'S

#1

RETAIL DESTINATION

MAYFAIR