



SCENTRE GROUP

Customer Update

26 February 2021



Phil McAveety
Scentre Group Chief Customer
and Business Development
Officer

Shopping local, social experiences and big-ticket purchases are important to customers as they look to the future with optimism

Latest Westfield iQ research has confirmed how important our Westfield Living Centres are to our customers and their optimism for the year ahead.

Two-thirds of our customers told us that in 2020, Westfield Living Centres provided them with access to essential stores and services, helped them get out of the house and maintain a sense of normality.

Scentre Group Chief Customer and Business Development Officer, Phil McAveety, said this heightened desire for social interaction was evident in customer visits.

“During 2020, we had more than 450 million customer visits, including an average of 46 million per month during the fourth quarter. Customers spent more than \$22 billion with our retail partners and enjoyed close to one and a half hours of their time on each visit.

“Despite the disruptive 12 month period, the trust and confidence our customers placed in our centre teams to deliver COVID-Safe retail experiences every day remained constant.

“Approximately 90 per cent of our customers said they continue to feel safe when visiting us and that our COVID-Safe protocols are implemented well.

“We know our customers trust the Westfield experience, which is one of the reasons why customers are choosing to shop local.

“Our Westfield Living Centres are local to our customers. About 20 million people live within close proximity to a Westfield Living Centre.

“Looking ahead, our customers are optimistic about the current environment and their own personal situation. Most are looking forward to having the flexibility to travel, eat out and even purchase big-ticket items.

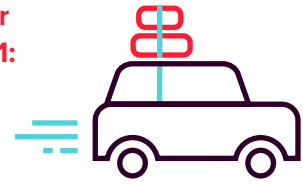
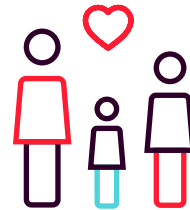
“Customers are looking to Westfield for fun, pleasurable experiences to enjoy with friends and family. This level of positivity encourages us for the year ahead.”

* Westfield iQ 2021 Outlook Study, Jan 2021.

Through our recent Westfield iQ survey, customers have told us:



Most sought-after activities for 2021:



Spending time with loved ones, travelling and eating out

65%

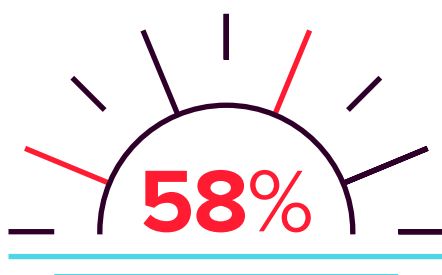
(two thirds) plan to purchase some form of 'Big-Ticket' item including technology, furniture and whitegoods



Most excited to experience at Westfield:



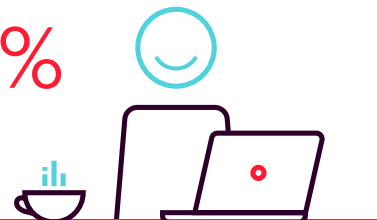
Customers are feeling more optimistic about the future:



are feeling optimistic when thinking about the outlook for the next six months

↑ **18%** on July 20

67%



are feeling optimistic when thinking about their personal situation for the next six months.

↑ **9%** on July 20