IMPACT

WE MAKE A DIFFERENCE

LOCATION OPTMIZATION OVERVIEW

CUSHMAN & WAKEFIELD

Total Workplace

RETAIL ADVISORY

Our Retail Advisory team partners with clients to solve their most complex and financially demanding challenges encountered at the intersection of real estate and business.

We are innovative and we think big! We bring leading edge data and technology together with fresh and unique perspectives to design excellent processes and solutions positioning our clients for success.

LOCATION STRATEGY & NETWORK OPTIMIZATION

Introducing a **new and revolutionary Location Intelligence Solution** for analyzing, scoring and reporting location opportunities!

We bring together competitor and consumer expenditure data into a system of Trade Area Types to intelligently measure, and accurately predict, market potential for every trade area from coast to coast.

This has not been possible until now.

It is through this data, technology and innovation that we guarantee we will find you the very best location opportunities while ensuring none are missed.

Click here to learn more about our Total Workplace service offerings

Our

METHODOLOGY

Trade Area Types are the foundation and intelligence of our new revolutionary location planning solution.

We use a break-through system of seven Trade Area Types, ranging from the smallest Neighbourhood shopping centres to the largest Super Regional shopping centres, to simplify the complexity of supply (competition) and demand (consumer spend) data and effectively bring them together into a single powerful solution.

Consumers have a multitude of preferences and choices when shopping for goods and services. We capture the complexity of this behaviour, and natural shopping path for every consumer, between vastly different Trade Area Types.

This results in a calibrated economic model that produces measurable trade areas that accurately compare opportunities across all trade area sizes and competition. It is based on decades of experience, research and development that combines shopping centre attraction and classification with complete competitor and consumer expenditure data for all retail markets.

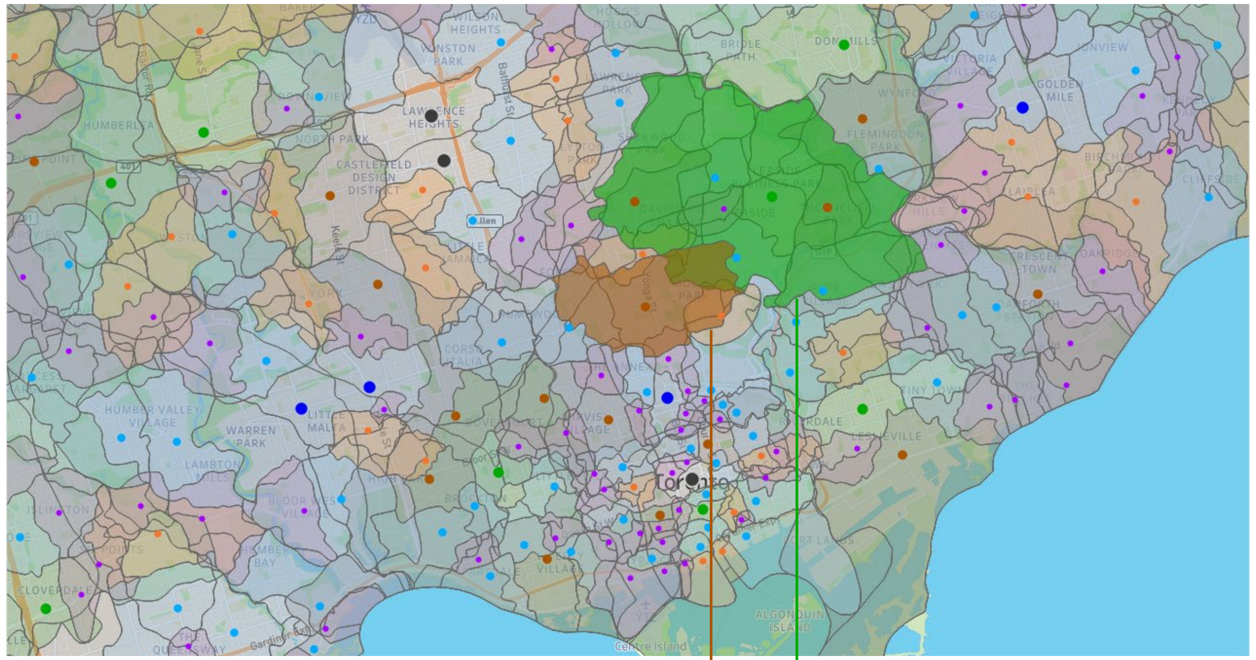
We compare, score and rank approximately 5,000 location opportunities across Canada which are dependent on the competitive set and consumer spend data most relevant to your business.

TRADE AREA OPPORTUNITY RANKING

Rank	Trade Area Type	Trade Area Name	Existing Competition Total SqFt	Trade Area Size (before calibration)	Trade Area Size (after calibration)	New Site Opportunity (2,500 SqFt)
				$ millions mortgages and auto loans		
1	Large Neighbourhood	Calgary, Strathcona Square	2,000	$1,466	$1,382	$768
2	Large Community	New Tecumseth, Smartcentres Alliston	0	$1,985	$671	$671
3	Regional	Saint-Jérôme, Carrefour Du Nord	8,500	$3,269	$2,854	$649
4	Super Regional	Rosemère, Place Rosemere	6,528	$16,884	$2,277	$630
5	Small Community	Montréal, Centre Commercial Maisonneuve	4,100	$4,856	$1,308	$496

Above example based on financial institutions.

TRADE AREA TYPES



Large Community
SmartCentres Leaside

Small Community
St. Clair Centre

LARGEST

SUPER REGIONAL
GLA > 1 million square feet
Enclosed mall and power centre
The largest centres with multiple large anchors

REGIONAL
GLA > 800k square feet
Enclosed mall and power centre
Oriented to all consumer needs

LARGE COMMUNITY
GLA 400-800k square feet
Enclosed mall and power centre
Oriented to weekly and daily needs

SMALL COMMUNITY
GLA 250-400k square feet
Anchors with full sized supermarket, 1+ big box store
Oriented to daily and weekly needs

LARGE NEIGHBOURHOOD
GLA of 100-250k square feet
Anchors with full sized supermarket
Oriented to daily needs

SMALL NEIGHBOURHOOD
GLA <100k square feet
Anchors with grocery store
Oriented to daily needs

CONVENIENCE
Anchored by small grocery and/or restaurants
Oriented to daily needs

SMALLEST

The above map illustrates the complexity of overlapping Trade Area Types in the Greater Toronto Area.

We capture the shopping path between Trade Area Types for every consumer.

The

BENEFITS

- An upfront investment on a robust network optimization strategy avoids costly mistakes and is a catalyst for high performance.
- It brings the art of brokerage together with the latest data science, technology and innovation to ensure the best chance for success.
- Evaluates which of your existing locations are performing well vs poorly compared to the market potential.
- Ensures your network is the optimal size with the least overlap and maximum potential.
- Assesses how your existing network aligns with an optimized location solution.
- Uncovers the demographic consumer lifestyle nuances around locations you should be aware of.
- Enables you to offer the right product mix in each trade area you are operating in.
- Directs which leases should you maintain, re-negotiate or terminate.

LOCATION STRATEGY & OPTIMIZATION PROCESS

Competition Assessment

Consumer Assessment

- What is the size and nature of your network vs the competition?
- How much market share are you capturing vs the competition?
- What is the lifestyle and behaviour of your customers and where do they shop?
- What are the key drivers of your business success and how can you utilize these drivers to grow your business?

Expansion Opportunities

Contraction Opportunities

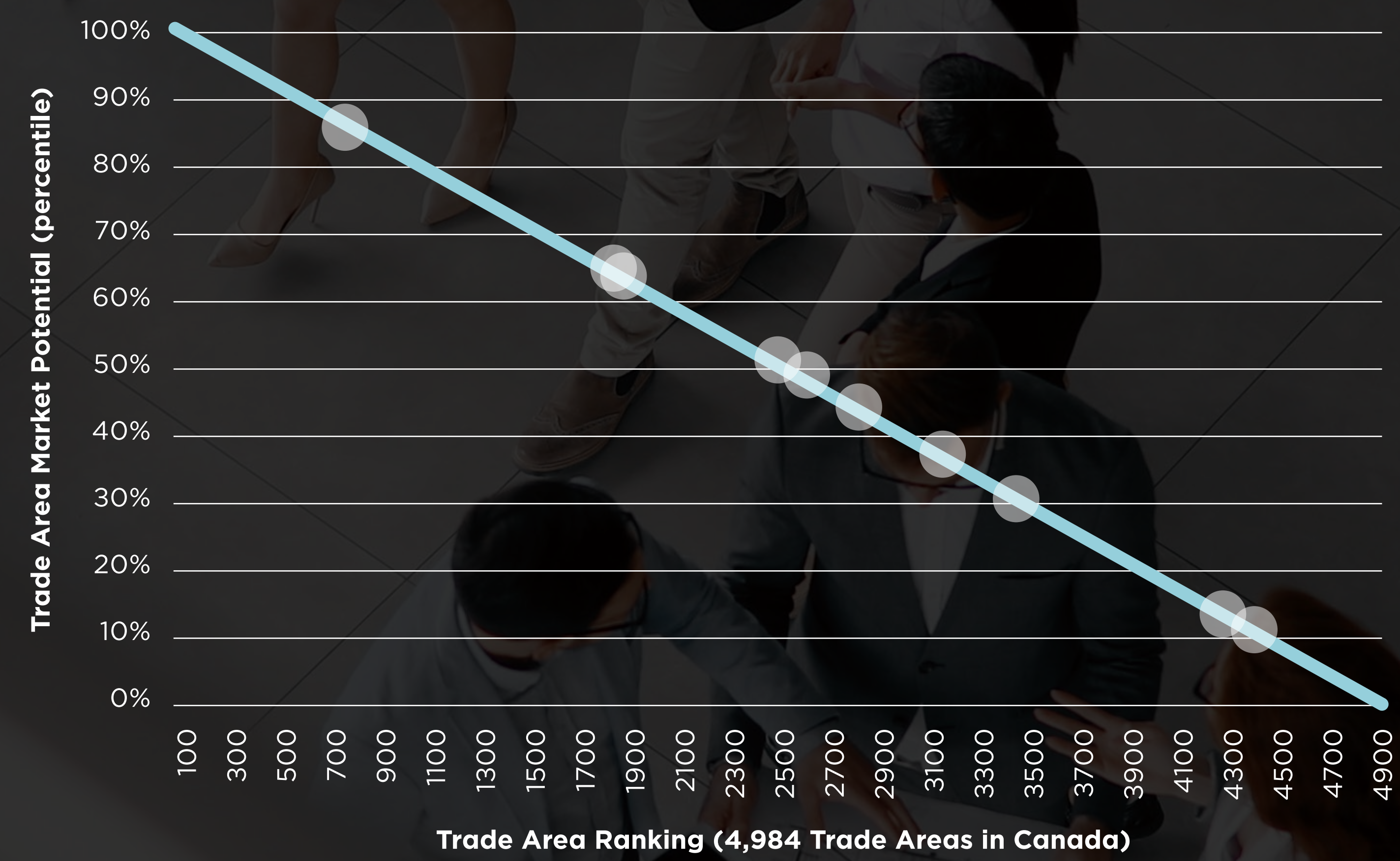
- Where are the retail gaps in the market that you can benefit from?
- How convenient is your network for customers?
- What locations in your existing network are performing well vs poorly compared to the market potential?
- What areas are ripe for expansion/investment from a short and longer term perspective without cannibalizing your current network?
- Is there redundancy in your retail network and are their consolidation opportunities?
- How do you optimize multiple product lines that may have different opportunities for growth?

Path Forward

- How do you best align an optimized network strategy to market realities such as lease expiry, co-location requirements, cost, incentives, etc.

REVENUE OPPORTUNITY

Our new solution accounts for consumer spend data, competitive data, AND consumer migration between Trade Area Types. This powers the accurate ranking of market potential for every trade area across the country for any business vertical. The example below is illustrated on the banking sector.



Market potential for every trade area in Canada (4,984). Trade areas at the upper left have the highest market potential while those to the lower right have the lowest potential.

Selecting the top 10 trade areas using a 3km radius methodology, rather than those trade areas at the top left, results in missing substantial revenue opportunity.

Choosing the best locations significantly increases your revenue opportunity (% increase in revenue opportunity based on the optimal selection of 20 sites):

Banking: 57%	Pet Supply: 16%
Clothing: 61%	Telcom: 19%
Restaurants: 54%	Cannabis: 21%

Our
DELIVERABLES

1 — UNDERSTANDING & ENVISIONING
Define Objectives

2 — DISCOVERY & DIAGNOSTICS
Gathering Information

3 — BUILD SOLUTION
Optimize Network

4 — REPORTS
Build Case

5 — ALIGNMENT & STRATEGY
Recommendations

Proven Results

/// *Employing a sophisticated network optimization analytics solution, the C&W team were able to confidently recommend the ideal locations that aligned with our existing network and maximum customer potential with available and sensible real estate options.*

National Quick Service Restaurant Franchisee

CUSHMAN & WAKEFIELD

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.

Cushman & Wakefield's clients across the globe can expect a strong bias for action, a rigorous focus on results, value created through insight, and the right people powered by the right platform — on every assignment, every time.

Our capabilities truly reflect client needs, and client success reflects the strategic execution of this business model, our progressive world view, and the value derived from the industry's top talent worldwide.

SAMANTHA SANNELLA
Managing Director, Canada National Lead, Total Workplace
161 Bay Street, Suite 1500
Toronto, ON M5J 2S1
416 436 1095
samantha.sannella@cushwake.com

MICHELLE LOUKO
Director, Total Workplace
161 Bay Street, Suite 1500
Toronto, ON M5J 2S1
416 567 9139
michelle.louko@cushwake.com

cushmanwakefield.com