

Stockland

Shellharbour



THE OPPORTUNITY

Stockland Shellharbour is undergoing a \$330 million redevelopment to become a major regional shopping centre boasting a new two level Myer department store, expanded fashion offer, two discount department stores, two supermarkets, a new and expanded fresh food precinct, and Civic Plaza providing alfresco dining options.

- Approximately 75,000 sqm GLA on completion,
- New Department Store – Myer,
- New full line Coles and Woolworths supermarkets,
- Two discount department stores – Kmart and Target,
- Approximately 130 additional specialty stores (total of 220) with a significant increase in the fashion offer,
- Approximately 3000 parking spaces.

ABOUT SHELLHARBOUR

Stockland Shellharbour is located in Shellharbour City Centre. Located approximately 100km south of Sydney, Shellharbour is a growing suburb of the Illawarra region.

On completion, Stockland Shellharbour will serve a total trade area population of approximately 210,000 people. The average total trade area household income is approximately 2.4 per cent higher than the NSW non-metropolitan average.¹ Home ownership is also higher than the non-metropolitan NSW average at 75 per cent, with the average age being 39 years.¹

The Illawarra Regional Strategy forecasts in the period to 2031:

- 47,600 new residents
- 38,000 new homes
- 30,000 new jobs²

The forecast population of the total trade area in 2021 is 231,900.²

1. Duane Location IQ, Stockland Shellharbour NSW, Centre Review and Expansion potential, Nov 09

2. Duane Location IQ, Stockland Shellharbour Expansion, July 2010

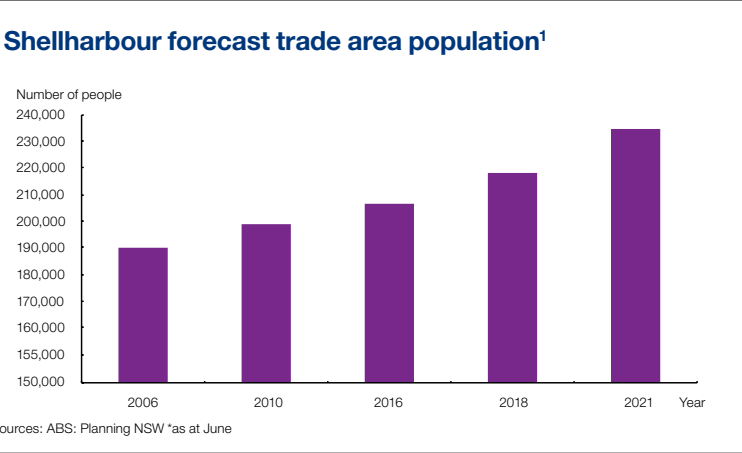


Fast facts

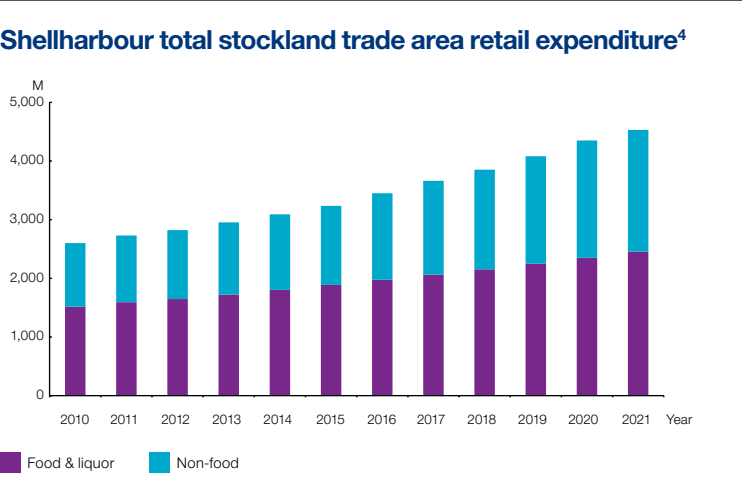
TRADE AREA RETAIL EXPENDITURE AND DEMOGRAPHICS

Total trade area retail expenditure is currently estimated at \$2.3 billion, growing at approximately 5.4 per cent per annum to \$4.1 billion by 2021.¹ Escape expenditure from the total trade area is currently estimated at approximately \$750 million.²

1. Duane Location IQ, Stockland Shellharbour Expansion, July 2010
 2. Duane Location IQ, Stockland Shellharbour Updated Sales and Market Potential, Sept 2010
 3. Duane Location IQ, Stockland Shellharbour NSW, Centre Review and Expansion potential, Nov 09.
 4. Duane Location IQ, Sept 2010.



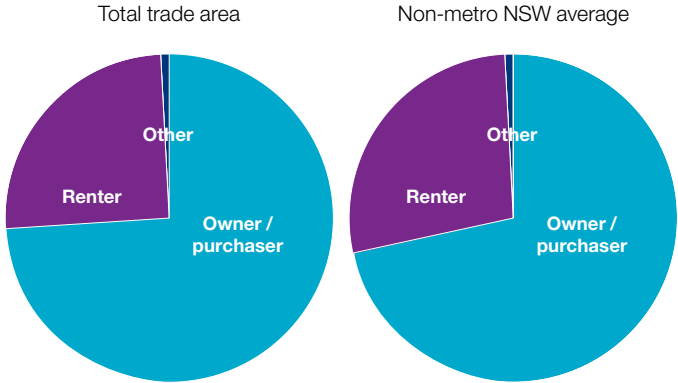
Birthplace (% of pop'n)³



Demographic characteristic³

	Total TA	Non-metro NSW ave
Average per capita income	\$22,685	\$23,056
Per capita income variation	-1.6%	n.a.
Average household income	\$58,478	\$57,128
Household income variation	2.4%	n.a.
Average household size	2.6	2.5

Housing status (% of households)³



All due care has been taken in the preparation of this document and as September 2011, the information contained in this document is understood to be correct. However, no warranty is given as to the accuracy of the information contained in this document. Further, it should be noted that the information contained in this document should not be taken to be correct at any future date. Trading patterns described in this document will change in the future and this document should not be relied upon in any way to predict future trading patterns. The management of Stockland regards the contents of this document as confidential and retailers should therefore not disclose its contents to any person other than personnel of the retailers involved in the management or promotion of their business at Stockland Wetherill Park.

Surprisingly Stockland



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