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133 Castlereagh Street
Sydney NSW 2000

www.stockland.com

STOCKLAND STEPS UP THE FUN THESE SCHOOL HOLIDAYS WITH AR EXPERIENCE

Stockland has partnered with creative agency VANDAL to bring a new Augmented Reality (AR) experience to eight of its retail centres across New South Wales and Queensland for the school holidays.

Customers at participating Stockland centres are encouraged to find five 'magic objects' in-centre and scan the corresponding QR codes to enter a prize draw for a chance to win a Stockland Gift Card.* Select centres will also offer a range of instant prizes to customers who find all five magic objects, including free cinema passes and arcade cards.

Ben Allen, GM Customer and Group Marketing at Stockland, said they were excited to offer a new kind of customer experience using gamification.

"Augmented Reality offers another layer of entertainment and really enhances the customer experience at our centres. We're confident that customers are going to enjoy this new AR interactive game designed just for them, and we will continue to look for new and exciting ways to provide a diverse range of experiences at our centres.

"We know that our shopping centres are a focal point for their local communities and we're proud to offer not just a great mix of retailers in one convenient place, but also a destination spot where people want to come for dinner with family, to socialise with friends and be entertained."

Emile Rademeyer, Executive Director of Creative Strategy at VANDAL, said: "People carry their mobile phones with them wherever they go. Stockland's new AR experience harnesses the use of mobile phones to improve retail engagement by means of a fun, 'treasure-hunt' game at their favourite local Stockland shopping centre.

"Customers respond positively to innovative and engaging retail experiences, and the AR experience is a great example of how playing a game offers an innovative retail loyalty platform that can reward shoppers."

Stockland participating centres include Stockland Green Hills, Stockland Glendale, Stockland Shellharbour, Stockland Balgowlah, Stockland Merrylands and Stockland Wetherill Park in New South Wales, and Stockland Rockhampton and Stockland Cairns in Queensland.

The AR experience will kick off on Thursday 8 April and run until Sunday 18 April.

*Customers can enter once per day. For more information and for terms and conditions, please visit a participating Stockland shopping centre website. Competition closes at 11.59pm AEST on Sunday 18 April 2021.

ENDS

For media enquiries

Ashley Chrysler
Media Relations Manager
Stockland
T +61 (0)290 352 337
M +61 (0)472 653 297
ashley.chrysler@stockland.com.au

About Stockland: Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia's largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, logistic centres, business parks, office assets and retirement living villages. Stockland is rated as one of the most sustainable real estate companies in the world by the Dow Jones Sustainability World Index (DJSI). Stockland is also an Employer of Choice for Gender Equality, as recognised by the Workplace Gender Equality Agency www.stockland.com.au