



26 March 2012

## Media Release

### NEW IPHONE APP ENHANCES STOCKLAND SHOPPING EXPERIENCE

Stockland has released a free mobile app to more than 30 of its shopping centres across Australia to provide customers with key centre information at their fingertips.

'My Stockland' is a location-based app that provides shoppers with centre promotions and new store details, as well as tools such as a shopping list pad and savings calculator.

Doug Addis, General Manager Property Management, said Stockland has embraced the mobile trend and is expanding the ways that it reaches out to its customers.

"The rapid growth of smartphones is changing the way consumers shop and gather information, so we are really excited to give our customers easier access to information and greater convenience through this new initiative.

"The 'My Stockland' app will effectively connect the offline and online shopping experience, meaning shoppers can find in-store promotions on their mobile as they wander through our centres – creating a win-win for both retailers and customers," he said.

Stockland will also be able to interact and respond to customer queries via the app's feedback functionality tool that allows customers to communicate directly with centre management.

To celebrate the new app Stockland has launched a *Treasure Trackers* competition, where shoppers play a virtual reality game to win prizes.

After downloading the 'My Stockland' app from the Apple Store, customers register their details in the *Treasure Trackers* section to track Stockland gift cards, which will be randomly dropped within a 15 kilometre radius of participating shopping centres.

Winners will receive a redemption code and invitation to collect their gift cards from the corresponding shopping centre during the competition period from 26 March to 5 April 2012.

The developers of the *Treasure Trackers* app, Snepo, said Stockland is among the first in the world to use location-based gaming to engage and reward shoppers on a large scale.

"This is a completely new opportunity for Australian shoppers. *Treasure Trackers* introduces location-based gaming with an element of fun and immediacy that connects with today's consumer in a much more interesting way," said Ben Moir, Founder and Director of Snepo.

The 'My Stockland' app has been introduced at 31 Stockland Shopping Centres in New South Wales, Queensland, Victoria and Western Australia. For full details, visit <http://www.stockland.com.au/shopping-centres.htm>.

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**Stockland: Celebrating 60 years in 2012**

Stockland is one of Australia's leading property groups, developing and managing a large portfolio of residential communities, retirement living villages, retail, office and industrial assets. Stockland was recognised as the Most Sustainable Property Company in the World in the 2011/12 Dow Jones Sustainability Index.

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