

#### **Forward-looking statements**

Statements made in this presentation that are not historical facts, including statements accompanied by words such as "anticipate," "believe," "estimate," "expect," "forecast," "intend," "likely," "may," "plan," "project," "realize," "should," "transform," "would," and other statements of similar expression and other words of similar expression, are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934.

These statements are based on management's expectations, estimates, assumptions and projections as of the date of this presentation and are not guarantees of future performance. Actual results may differ materially from those expressed or implied in these statements. Factors that could cause actual results to differ materially are set forth as risk factors in our most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission. In this presentation, forward-looking statements include, but are not limited to, expectations about the performance of our Master Planned Communities segment and other current income-producing properties and future liquidity, development opportunities, development spending and management plans. We caution you not to place undue reliance on the forward-looking statements contained in this presentation and do not undertake any obligation to publicly update or revise any forward-looking statements to reflect future events, information or circumstances that arise after the date of this presentation except as required by law.

#### **Non-GAAP financial measures**

The Company believes that net operating income, or NOI, a non-GAAP financial measure, is a useful supplemental measure of the performance of our Operating Assets because it provides a performance measure that, when compared year over year, reflects the revenues and expenses directly associated with owning and operating real estate properties and the impact on operations from trends in rental and occupancy rates and operating costs. We define NOI as operating revenues (rental income, tenant recoveries and other revenues) less operating expenses (real estate taxes, repairs and maintenance, marketing and other property expenses).

NOI excludes straight-line rents and amortization of tenant incentives, net interest expense, ground rent amortization, demolition costs, amortization, depreciation, development-related marketing costs and Equity in earnings from Real Estate and other affiliates.

We use NOI to evaluate our operating performance on a property-by-property basis because NOI allows us to evaluate the impact that factors, which vary by property, such as lease structure, lease rates and tenant base have on our operating results, gross margins and investment returns.

MPC Segment EBT represents the revenues less expenses of the segment, including interest income, interest expense, depreciation and amortization and equity in earnings of real estate and other affiliates. MPC Segment EBT excludes corporate expenses and other items that are not allocable to the MPC Segment. We present MPC Segment EBT because we use this measure, among others, internally to assess the core operating performance of the segment.

Although we believe that NOI and MPC Segment EBT provide useful information to the investors about the performance of our Operating Assets and MPC's due to the exclusions noted above, NOI and MPC Segment EBT should only be used as additional measures of the financial performance of such assets and not as an alternative to GAAP net income (loss).

For a reconciliation of NOI and MPC Segment EBT to the most directly comparable GAAP measure see the Reconciliation to Non-GAAP Measures at the end of this presentation. No reconciliation of projected NOI is included in this presentation because we are unable to quantify certain amounts that would be required to be included in the GAAP measure without unreasonable efforts and we believe such reconciliations would imply a degree of precision that would be confusing or misleading to investors

## **HHC: The Opportunity to Control Cities**

- The combination of HHC's irreplaceable assets and unique business model creates sustainable competitive advantages
  - Dominant residential landowner in markets with superior demographics and limited supply provide for generational value appreciation as cities mature
  - Ownership and monopoly-like control of small cities allows HHC to both create demand and control supply of commercial amenities – creating outsized risk-adjusted development opportunities for decades

### Virtuous cycle of value creation:

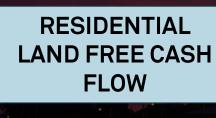
HHC sells land to home builders

New homeowners generate demand for commercial offerings

HHC develops commercial assets at outsized returns Commercial assets make residential land more valuable More residents drive more demand for commercial offerings and further demand to live in the community

## HHC: The Opportunity to Control Cities (Cont'd)

- Historically \$1B+ invested annually in commercial development
- Entirely self-funded on a leverage neutral basis, eliminating need for additional capital
- As the growth in operating asset NOI accelerates, the quantity and quality of free cash flow available for commercial development increases and the risk decreases





**PROPERTY** LEVEL NOI



**PROFITS FROM** CONDOMINIUM SALES



**EQUITY FOR FUTURE DEVELOPMENTS** 

**\$258M** 2019 EBT **\$203M** 2018 EBT **\$191M** 2017 EBT

**\$176M+** in place annualized NOI \$362M Stabilized NOI \$3.4B in total sales since 2014 30% Average margin excluding land

HHC's commercial developments coupled with management's proven track record have delivered superior risk-adjusted returns

9.4%



21.4%

Yield on cost

Return on equity

## HHC: The Opportunity to Control Cities (Cont'd)

Monopoly-like control & disciplined financial strategy significantly de-risk HHC's investment

- Ability to drive demand & control supply provides insulation throughout economic cycles
  - —Despite potential moderation of residential land sales, the dynamics driving the **outsized**, **long-term value appreciation** of the residential land remain intact
  - —As commercial development starts are limited to capital available and market demand, HHC is never more than half a building ahead of demand, eliminating the potential to "get caught" in an economic downturn
- HHC's financial strategy is constructed to withstand any potential downturn
  - —Maximum financial flexibility resulting from focus on non-recourse and non-cross collateralized property level debt
  - Land portfolio has zero net debt as municipal bond receivables are greater than current debt outstanding
- Differentiated from other developers with no need to acquire land at market value nor dependent on outside equity to fund development

### Three Pillar Transformation Plan

### **Streamlined Organizational Structure**

\$45 — \$50mm reduction in overhead expenses, which consists of a \$40 — \$45mm reduction in corporate G&A and a \$5mm reduction in overhead costs associated with development

### Sale of Non-Core Assets

~\$2bn¹ of non-core asset sales with estimated net cash proceeds of \$600mm to be redeployed into share repurchases and development opportunities

### **Accelerated Growth in Core MPC Business**

Decades-long development pipeline

## Strategic Rationale for Business Transformation

### **Creating Value through Focus**

Nimble and Efficient

- Improved execution and expedited decision-making
- Empowering local teams will strengthen Company's culture

Disciplined Capital Allocation

- Proceeds from non-core asset sales provide near-term liquidity
- Substantial capital available for share repurchases
- Accelerated development in core MPCs

**Increased Accountability** 

- Conservative underwriting of new development projects
- ✓ On-time and on-budget completion

Defensive Financial Profile

- Corporate G&A savings increase free-cash-flow generation
- Reduced reliance on land and condo sales in the event of a potential downturn in the economy

## Streamlined Organizational Structure

### MPC-focused organization will drive profitable growth

- Corporate headquarters has moved from Dallas to The Woodlands
  - Eliminate overhead associated with non-core assets
  - Realign each corporate function to drive productivity for the MPCs
- ✓ Decentralized regional management supported by a lean corporate footprint
  - Decision-making guided by strong local teams with decades of experience
  - Share operational best practices across the regions
- **▼** Reinforce culture of efficiency

## **Reduction in Overhead Expenses**

\$45 - \$50mm Reduction in Overhead Expenses by 2021



Through Sept. '20, we have recorded \$36.4mm in one-time charges associated with severance, retention and relocation expenses

<sup>1.</sup> Includes stock-based compensation.

<sup>2.</sup> Overhead costs associated with development properties are capitalized under GAAP.

<sup>3. 2019</sup> Run Rate Corporate G&A is net of a one-time \$34.3 million restructuring charge.

## Our "Small Cities" Are Unlike Any Other Real Estate Business

### Ability to <u>Create Cities</u> and <u>Drive Local Demand</u>

(Multiple Compelling Locations, Shared Features Each with their Own Dynamics)

### Locations Are <u>Impossible to Replicate</u>

(Self-Contained with Significant Barriers to Entry, Entitlements, and Development Agreements in Place)

### Differing Lifecycles and Locations Are Self-Reinforcing and Synergistic

(Each MPC Offers Capital and Execution Expertise that is Used to Create Value in their "Sister Cities")

### Managerial Execution <u>Drives Additional Value</u>

(Integrated Operations Maximize Investment and Lead to Continuous Value Creation)

Translates to a Fortress-Like Business + Investment Opportunity

## Each Howard Hughes MPC Shares Universal Qualities

### **Community Life**

- ✓ K-12 School Systems
- ✓ Homeowner Associations

### **Amenities**

- Trails / Activity Centers
- ✓ Parks / Lakes / Open Space

### **Exclusive Nature**

- ✓ Quality Standards
- √ Safe, Clean, Professional

### Necessities

- Neighborhood Centers
- Police / Fire / Utilities

### Lifestyle

- Shopping / Dining
- Community Sports

### **Transportation Access**

- Proximate to Highway
- Air Access Nearby

### Features Across Howard Hughes MPC

Woodlands

**Bridgeland** 

Woodlands Hills

Summerlin

Columbia

Ward Village

## **HHC MPCs Are Situated in Growing Markets**

### Houston

Woodlands, Bridgeland, Woodlands Hills



- Self-contained cities home, work, church, schools
- In the pathway of Houston's significant growth
- With proximate access to major transportation nodes

### Las Vegas

Summerlin



- Land constrained development
- Nine miles from the strip
- With scenic, climbing views of city and desert

### Maryland

Columbia



- Located between D.C. and Baltimore
- Intersection of medical and cyber tailwinds
- Optimally placed to capitalize on growth

### Hawaii

Ward Village



- Transforming the Honolulu coastline
- With deep water harbor and beach access
- And superior, unimpeded views

## Howard Hughes Takes a Specialized Approach to Development

Howard Hughes MPCs are <u>large scale</u>, <u>privately owned</u> real estate communities <u>Substantial control</u> over planning, zoning, property sales and development

### **HHC's Approach to Development**

- HHC has a significant land bank
- Company turns raw land into communities
- Sells residential land to homebuilders; develops commercial land (recurring NOI)
- Significant control over the nature and pace of development – HHC is a "price-maker"
- Each HHC MPC is a thriving small city risk
   profile is dramatically reduced

### **Resulting Characteristics**

- ✓ Land values increasing at rapid rate
- ✓ Low volatility; less exposed to cyclicality
- Carefully designed amenities and infrastructure
- Long-term residential and commercial appeal
- ✓ Balanced supply and demand



## HHC MPCs Prove to be a Valuable Investment

What you should see if HHC's MPC attributes are true

# **Empirical Proof**

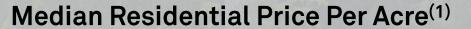
Strong Land Appreciation

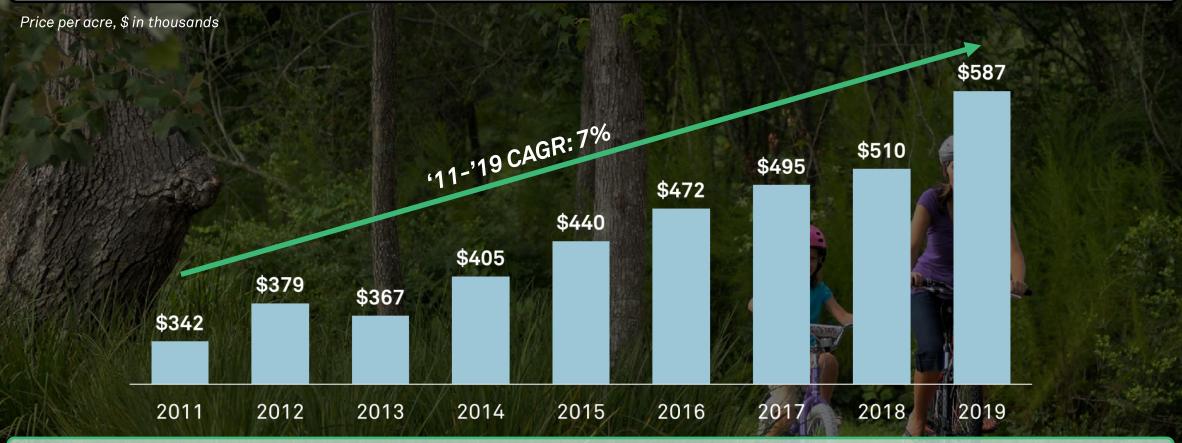
Lower Volatility of Price/Acre

Robust Cash on Cash Returns

Lower Volatility of NOI

## Howard Hughes Land Appreciates in Value...





Delivering Long-Term Consistent Appreciation in Value

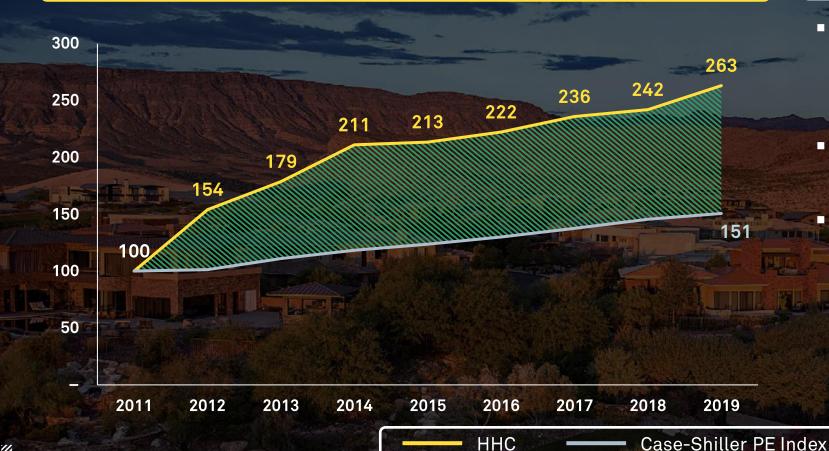
Source: Company filings and data.

Note: Reflects sales of new home development lots, excluding resale of previous development lots. Starting in 2016, Summerlin has exclusively sold Superpad Sites and Custom lots.

(1) Median Prices for Residential Acres for sales from Summerlin, Columbia, The Woodlands, The Woodland Hills and Bridgeland; calculated as a rolling average of median price per acre from 2009.

## ...With Low Volatility and Outperformance





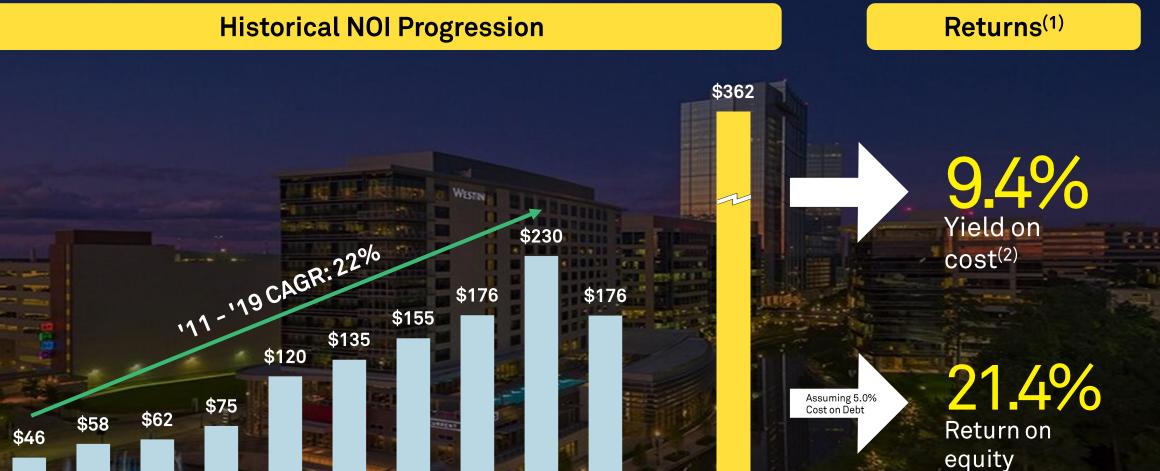
#### **Observations**

- Consistent and Strong Land Appreciation
  - Opportunistic selling of land
- Significant diversification
   across wide array of locations
- Average sale price increases over time with controlled planning

Source: Company filings and data.

<sup>(1)</sup> Calculated as the indexed, weighted average change in Single Family Detached allocated land price across The Woodlands, Bridgeland, Summerlin and The Woodlands Hills. Approximate weighting dictated by remaining saleable residential acres. Assumes Summerlin land values in 2016-2018 appreciate in value at the 2013-2015 average price per acre growth rate.

## Commercial Properties Deliver Strong Cash-On-Cash Returns...



Source: Company filings and data.

2011

Note: NOI calculations exclude Seaport (In \$ millions).

2013

(1) Returns calculations based on HHC developed properties at NOI stabilization.

2014

2015

2016

2017

2018

2019

Q3 '20

Annualized

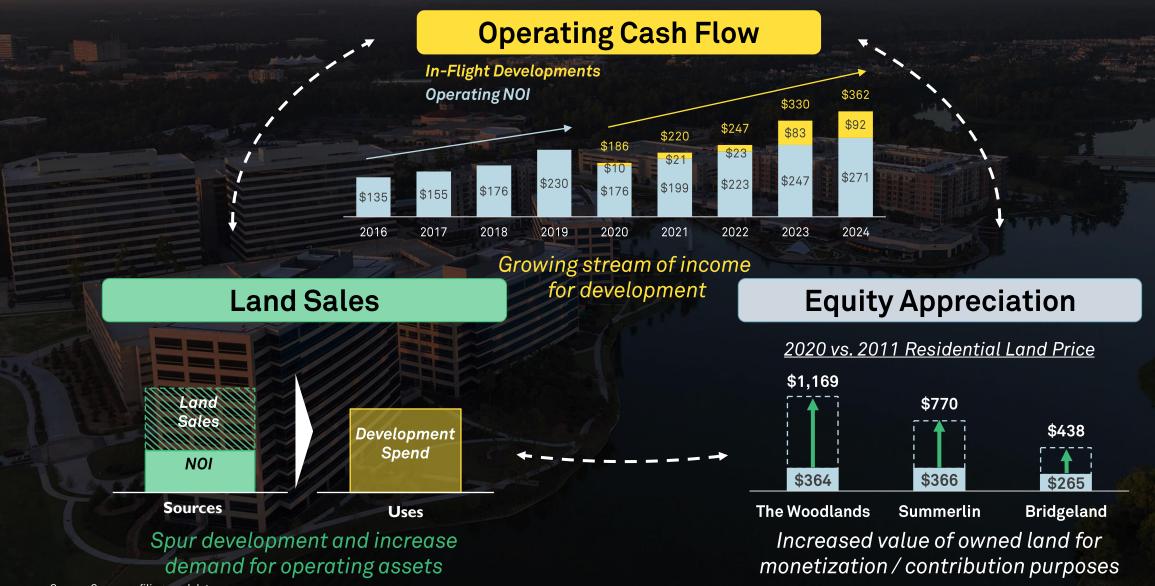
Stabilized

(2) Expected to deliver at stabilization.

## ...With Low Volatility and Consistent Growth



## Overall: A Virtuous Cycle of Value Creation



Source: Company filings and data.

ote: NOI calculations exclude Seaport. Operating Cash Flow chart is depicted in millions. Equity Appreciation chart is depicted in thousands. 2020 price per acre based on YTD weighted average.

## Main Takeaways on Howard Hughes MPCs

HHC MPCs are
Structurally
Different

- Consolidated, integrated real estate communities of scale
- Long-term master plans guide development; real life "SimCity"

HHC MPCs are Operationally Different

- Single owner of contiguous land results in uncommon control
- Use permissions, rights of refusal, regulations, relationships, etc.

HHC MPCs are **Economically** Different

- Structural attributes translate to low risk, high return outcomes
- Opportunity for generational wealth creation



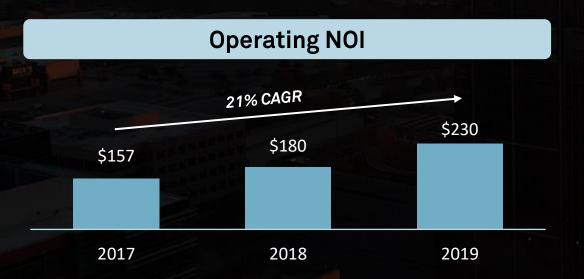
## Strong Liquidity and Manageable Near-Term Debt Maturities

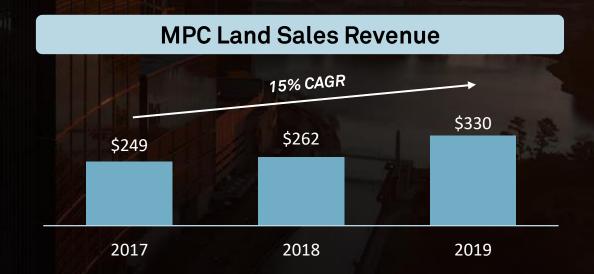


HHC's liquidity is the strongest it's been over the last few years. No debt maturities until Jun. '21.

## Strong Performance Despite Economic Uncertainty

- ✓ Excellent new home sales momentum, a positive sign for future land sales
- ✓ Operating Assets continue to see <u>improvements</u> in retail and hospitality
- ✓ Ward Village condos are 91% sold or pre-sold despite most showings being held virtually.
- √ The Seaport made <u>several adjustments</u> as a result of COVID-19 that has seen a <u>tremendous response</u>
- ✓ Meaningful progress <u>reducing run-rate G&A expenses</u>



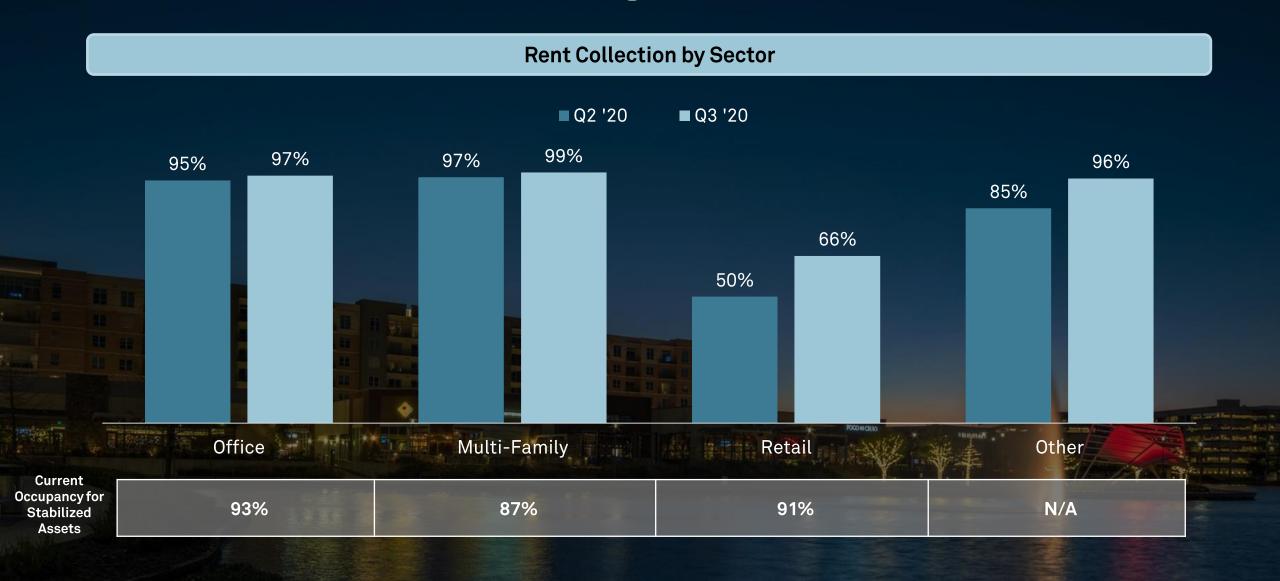


Source: Company filings and data.

Note: In \$ millions. NOI calculations exclude the Seaport.

## Rent Collections Remained Strong in Q3'20

Source: Company filings and data





### The Woodlands – An Oasis Outside of Houston

Salient features to impress upon:

1

### **Overall Scale**



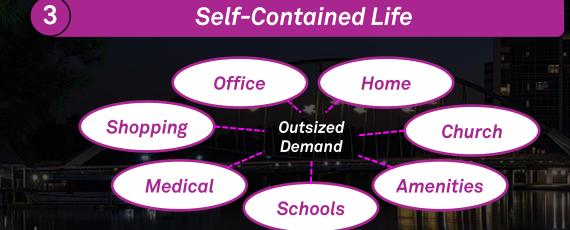
- ✓ 28,475 acres in total
- 10 miles by 10 miles across
- ✓ Population of +118k

(2)

### **Thoughtful Presentation**



- Manicured landscaping
- Thoughtful design
- Open space



4 Tangible Control

Significant commercial & residential property

Development flexibility; limited permitting

Retain restrictive rights over third parties

Price maker, not taker

Opportunity to Own and Shape a City

### The Woodlands

• Population 118,000

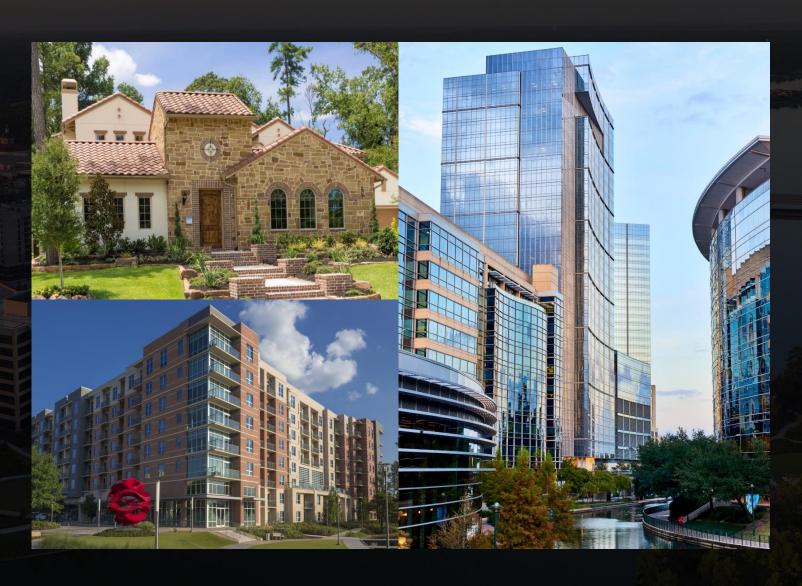
• Residences 47,100

• Employers 2,186

Employees 68,488

Tax Values

\$23B



## Consistently Recognized as an Exceptional Community

2020

- Niche.com ranked The Woodlands as the:
  - 2<sup>nd</sup> best city to live in America
  - 2<sup>nd</sup> best city to raise a family in America
  - 3<sup>rd</sup> best city to buy a home in America

2018

 Recipient of the National Gold Medal Award Grand Plaque for Excellence in Park and Recreation Management

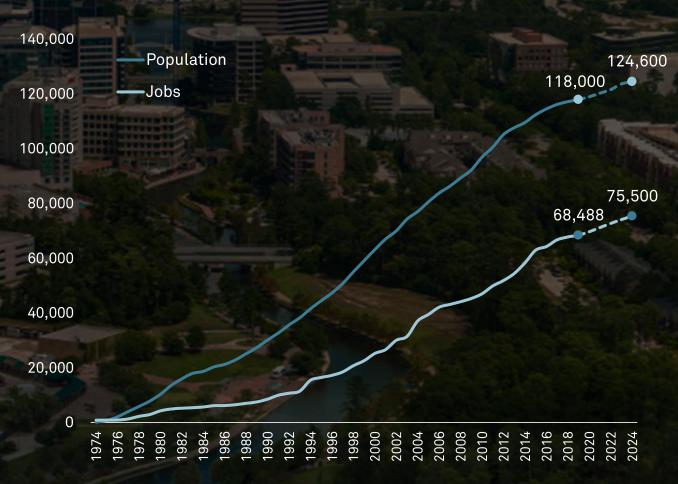
2017

 Named the number one spot to live for the rest of your life by GoodCall.com



## Strong Demographics with Consistent Population and Jobs Growth

Demographics	The Woodlands	Houston MSA
Median Household Income	\$118,836	\$65,702
Median New Home Price	\$570,000	\$179,100
Median Household Age	40.5	33.1
College Educated (bachelor's or higher)	65%	32%
Households with Children	39%	40%



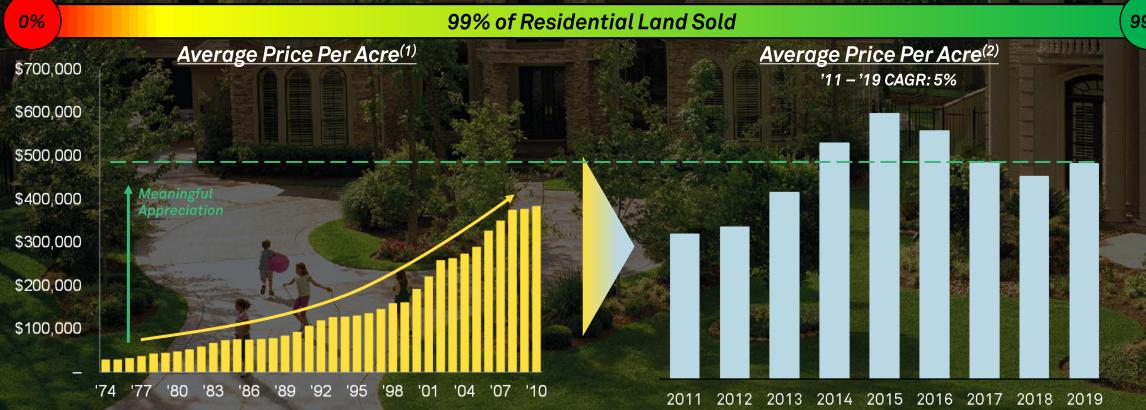


## **Woodlands Appreciation in Land Prices**



2011 - 2019





**Strong Land Appreciation** 

Source: Company filings and data.

Note: 2011-2019 Average Price per Acre based on land sales for Single Family Detached homes.

(2) Reflects 3-Year Rolling Average Price per Acre.

<sup>(1)</sup> Assumes Lot Sizing of 0.3 Acres per Lot for 1974 – 2000, uses actual price per acre where available (2000-2010), calculated as a 3-Yr. rolling average starting in 1974.

## Variety of Housing Options

10 villages attracting a wide range of residents with different age and income profiles wanting to benefit from living in a self-sustaining suburban city

Single-Family Detached Homes



Single-Family Attached Homes



MPC infrastructure and grading of lots by Howard Hughes; construction and sale of homes by independent home builders

**Multifamily Apartments** 



Built and operated by **Howard Hughes** 



































## **Generating NOI Through Commercial Properties**



### Office

4.0M SF

\$69.6M NOI \$108.3M Stabilized

- 15 Class-A office buildings
- Major tenants such as ExxonMobil & Newfield



### Retail

426K SF

\$5.9M NOI \$13.8M Stabilized

- Includes street retail, neighborhood centers & grocers
- Major tenants such as Whole Foods, Truluck's & Morton's



### Multi-Family

2,298 Units

\$12.7M NOI \$36.5M Stabilized

- 7 multifamily assets (2 under construction)
- Ranging from 625sf 1,668sf



### Hotel

909 Keys

\$8.6M NOI \$31.5M Stabilized

Diversified offerings across multiple price points



~\$97mm of In-Place NOI, with ~\$191mm Expected at Stabilization

### Woodlands - Robust NOI Profile



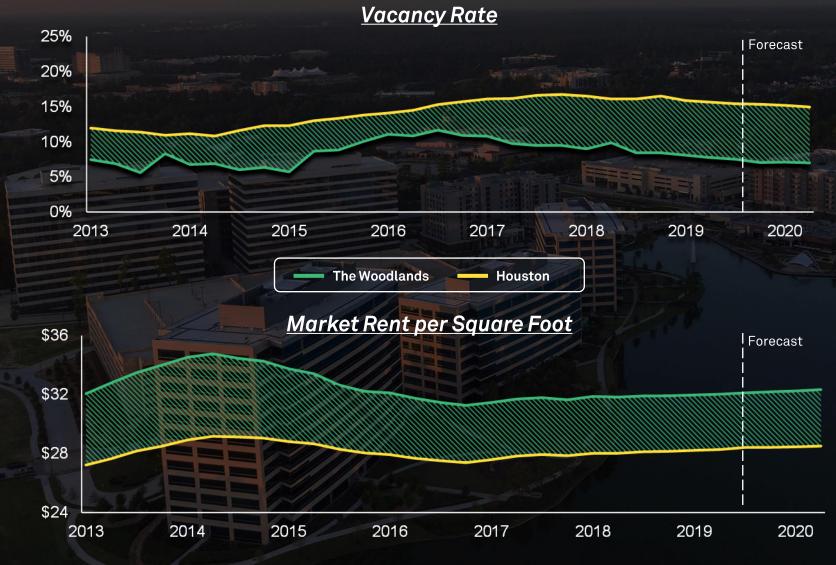




Exponential Growth Achieved with Significant Near-Term Upside to Come



## Woodlands Proof: High Demand and Price Control Generate Value

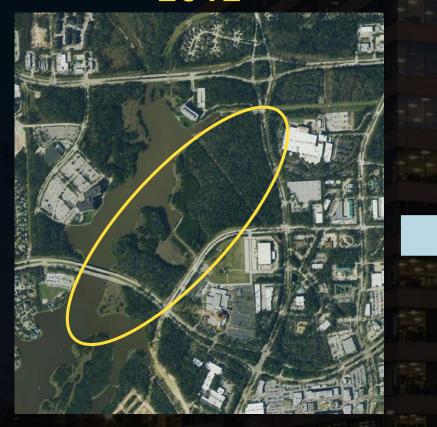




## **Hughes Landing – Thriving Mixed-Use Development**

2012







1.8M

SF Class A Office & Retail 776

Luxury Multi-Family Units 205

Keys - Embassy Suites Hotel \$66M

Stabilized NOI

## Offers Unique Level of Control

#### **HHC's Extensive Influence**

### Title / Deeded Ownership

(Physical ownership of substantial properties)

#### **Master Plans**

(Filed with jurisdiction, approved strategic plan)

### **Consent Rights**

(Approval control over changes to property use)

### **Preemptive Rights**

(Rights of first refusal, first offer)

### **Community Relationships**

(Connections to local groups and civil staff)

### Market Knowledge

(Unique understanding of MPC market dynamics)

### Market Control Illustration<sup>(1)</sup>

Class "A" Office

HHC - Woodlands

Houston

324,901

2016
Absorption

-1,388,043

144,031

2017 Absorption -1,500,582

6%

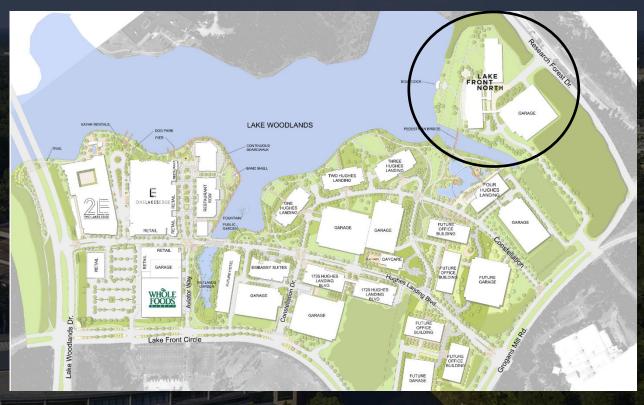
**Current** Vacancy

21.3%



## Case Study: Lakefront North

- Two Class A office buildings totaling 258,000
   SF plus 3.4 acres of additional developable land, linked via pedestrian bridge to Hughes Landing Development
- Built due to knowledge of pent-up tenant demand in the market when Hughes Landing was almost fully leased
- Purchase closed through right of first offer and parcel acquired below replacement cost
- Within five months, buildings were 87% leased and now 92% leased by credit tenants like Exxon Mobil, Entergy, and Arena Energy
- 8% anticipated return on cost









# The Woodlands: Short- and Long-Term Commercial Opportunities



SHORT-TERM IDENITIFIED PARCELS

7.0M + SF

- 1.0m+ sf of office
- 500k sf of retail
- 1,000+ multifamily units
- 600 hotel rooms
- To be completed within 10 years



LONG-TERM OPPORTUNITIES

722 ACRES

- Fully entitled for commercial development
- Strategic buildout over a 20+ yearhorizon



#### **Top-Tier Amenities**

- 31 exemplary public & private schools
- 7 Championship golf courses
- Upscale shopping and dining options throughout the community
- One of the top rated amphitheaters in the world for outdoor concerts
- A thriving medical district with 5 hospital systems
- Over 200 miles of hike and bike trails and over 140 neighborhood parks







#### **Transaction Details**

- Properties
  - Two Class AAA office towers, totaling 1.4M square feet
  - 125,000-square-foot warehouse
  - 9.3 prime acres of developable land in The Woodlands Town Center
  - A 63-acre office campus in West Houston's Energy Corridor
- 1201 Lake Robbins Drive (807,586 SF) is 100% leased-back to Occidental, for 13 years
- Warehouse is 100% leased-back to Occidental for 13 years
- West Houston campus to be sold in 12-18 months
- Acquisition cost of \$565 mm, funded with financing of \$344 mm and \$221 mm of equity
  - Financing Breakdown:
  - 1201 Lake Robbins Dr: \$273.1 mm loan at LIBOR +2.35%, maturing Jun'21
  - 9950 Woodloch Forest Dr: \$63.5 mm loan at LIBOR +1.95%, maturing Mar'25
  - The Woodlands Warehouse: \$7.2 mm loan at LIBOR +2.35%, maturing Jun'21
- Total cost of \$629 mm includes leasing and capital net of West Houston sale, financed with \$398 mm of project-level debt and \$231mm equity

#### **Benefits to HHC**

- Further solidifies HHC's dominance of The Woodlands' Class A office market: increases office portfolio by ~ 50%
- Protects against competitor(s) entering the market with a substantial amount of high-quality office space
- Adds an additional large tenant to our office portfolio
- Provides needed new Class AAA vacant office (built in 2014) inventory to satisfy pent-up market demand, over 94% leased as of Sept. 30, 2019
- Does not require lengthy construction timeline or typical construction risks
- Mitigates NOI loss from non-core asset sales and replaces with more stable and creditworthy NOI in a core asset
  - Effectively replaces hospitality, non-core retail and other NOI with long-term, predictable income
- Secures large (9.3-acre) development site in prime location for future value creation



#### The Woodlands Towers at The Waterway

#### The Woodlands Towers

• 9950 Woodloch Forest Drive

- Year Built: 2014

- Size: 595,854 SF / 30 Stories

Parking: 2.5:1000

 1201 Lake Robbins Drive (13-Year Leaseback)

- Year Built: 2000

- Size: 807,586 SF / 31 Stories

- Parking: 2.5:1000

#### **Projections**

- Lease-up Duration of 9950
   Woodloch Forest Drive: 36 Months (currently 50% leased)
- Leaseback NOI: \$26 million (including the warehouse)
- Stabilized NOI: \$44 million (including the warehouse)









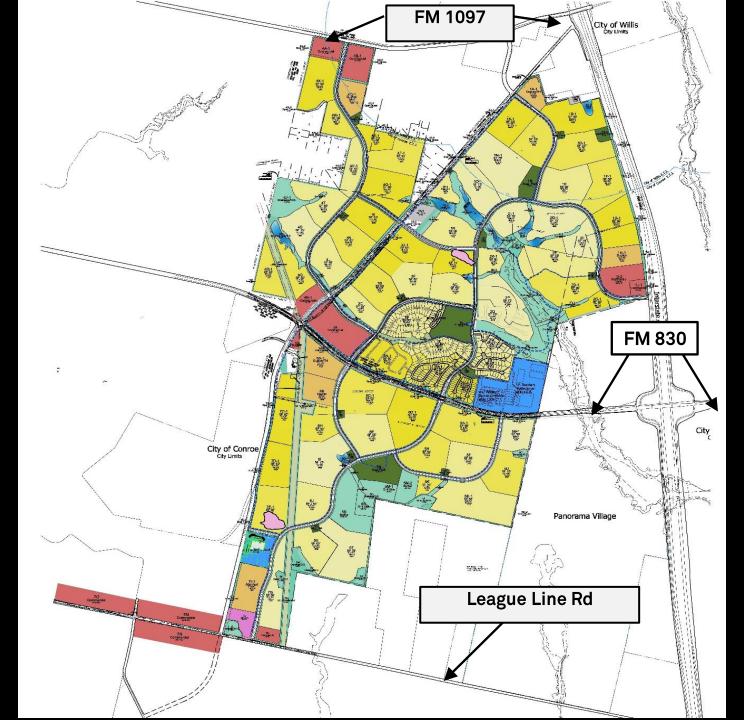
# The Woodlands Hills



Howard Hughes.

# New Community FM 830 West of I-45 Montgomery County, TX

#### Legend 1,398.1 Ac. (69.2%) Single Family Residential Attached 83.7 Ac. (4.1%) Townhomes 86.2 Ac. (4.3%) Commercial/Multi Family School Institutional 8.2 Ac. (0.4%) Fire Station 2.0 Ac. Hike & Bike Trail Park/ Recreation 59.4 Ac. (2.9%) Drainage/Detention 134.0 Ac. (6.6%) Open Space/Forest Preserves 112.1 Ac. (5.5%) Other (Drill Sites, Easements) 59.4 Ac. (2.9%)





# **Community Highlights**

- 2,000+ Acres
- 4,500+ Homes
- 13,500+ Residents at Build-Out
- 112 Acres of Open Space
- 20 Neighborhood Parks
- Extensive Hike & Bike Trails
- Dedicated Bike Lanes on Major Collectors
- 17-Acre Village Park





#### Bridgeland - Gateway to a Suburban City

Salient features to impress upon:

- 1 Intimate Community
  - √ Four connected villages
  - ✓ K-12 schools within MPC
  - +1,000-seat houses of worship
  - 220-mile biking / walking paths
  - Connected HOAs
- Municipal Support

Municipal Utility District Water Control Improvement District

Cover reimbursable infrastructure expenses via property taxes

2 Dedicated Village Centers



- Support each village
- Provide essential needs
- Help drive demand

4 Commercial Possibilities



#### **Bridgeland Central**

- To be constructed downtown in heart of MPC
- 925-acre mixed-use development
- To support 65k residents

Take Part in the Building of Community Life

# Bridgeland, TX

• MPC launched in October 2003

• Total acreage: 11,470 acres

• Residents:12,550

• Expected residents: 65,000

• One of the safest suburbs in the Houston MSA

Top tier schools within Houston MSA

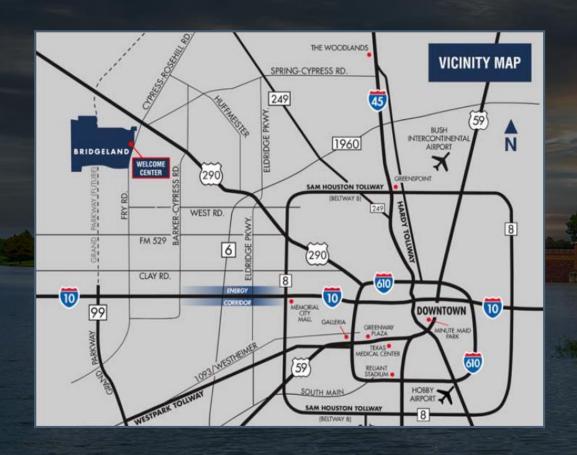
• #1 in Texas & #10 in nation top-selling MPCs

Highly amenitized, well priced community with convenient access to multiple regional employment centers





# In the Pathway of Houston's Growth



Close proximity to Downtown Houston



New outer perimeter belt bisecting property creating access to the entire market

# **Bridgeland Appreciation in Land Pricing**



Strong Land Appreciation — Amplified by HHC Management



#### **Bridgeland Housing Options**

4 villages attracting a wide range of residents with different age and income profiles wanting to benefit from living in a self-sustaining suburban city

Single-Family Detached Homes
Single-Family Attached Homes
2,048 Acres Remaining

MPC infrastructure and grading of lots by Howard Hughes; construction and sale of homes by independent home builders



































# **Significant Commercial Opportunities**



SHORT-TERM IDENTIFIED PARCELS

1.6M+ SF

- 500K SF of office
- 250K SF of retail
- 600 multifamily units
- 300 hotel rooms
- To be developed within 10 years

# Commercial Acreage 15% Acres Developed 85% Acres Remaining

LONG-TERM OPPORTUNITIES

1,526 ACRES

- Fully entitled for commercial development
- Strategic buildout over a 20+ year horizon



# **Award-Winning Community**



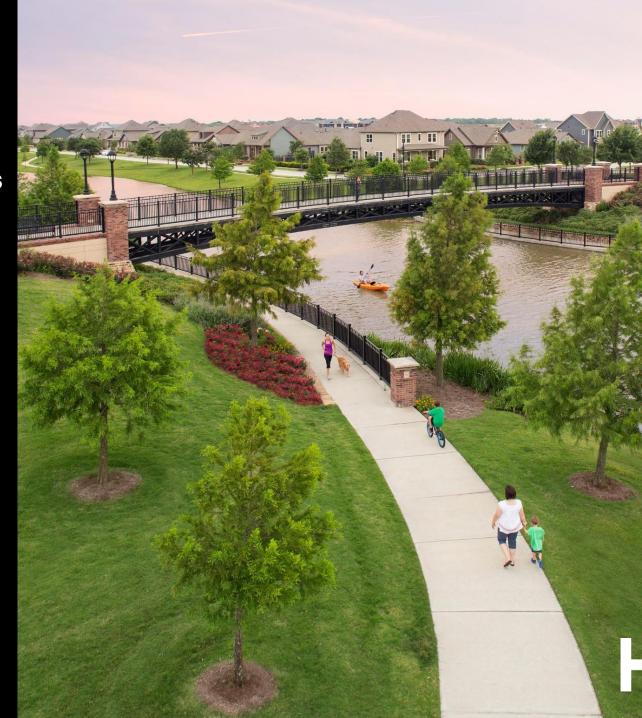
Ranked 10<sup>th</sup> on list of best-selling MPC's in the country, Ranked 1st in Texas The Robert Charles Lessor Company



Landscape Designer of the Year, Silver National Association of Home Builder



**Developer of the Year Award** Texas Association of Builders



### Bridgeland: Investment Highlights

- Strategically located north of energy corridor and west of Houston
- Exceptionally close relationship with Harris County
- Significant development opportunity 65k residents at full build-out
- Substantial residential land bank projected sell-out in 2034
- 1,526 acres identified and entitled for long-term commercial dev.
- Repeat winner as one of the top MPCs across Houston and U.S.
- Robust demand for new homes that is driving land sales





#### Summerlin

Salient features to impress upon:

(1)

**Land-Constrained** 



- Priceless Location
- One-of-a-kind city
- Realizing the vision of Mr. Hughes

**(2**)

**Best for Last** 



- Available land climbs western mountains
- Most stunning views
- Highest priced acreage; continual appreciation

Numerous Amenities

Las Vegas Dynamics Expats

**Professional Sports** 

Locals

**Community Sports** 



Las Vegas Ballpark



City National Arena

1)

**Downtown Potential** 

**2019 Foot Traffic** 

20M

**Commercial Potential** 

+150 acres

**Drive** 

Significant Cash-on-Cash Returns

Proven Opportunity – Low Risk with Significant Upside

# 200,000 RESIDENTS AT FULL BUILD OUT

9 MILES FROM THE LAS VEGAS STRIP

22,500 ACRES



# Las Vegas Economy Pre-COVID

- Historically Strong economy
- 3.5% Unemployment rate<sup>(1)</sup>
- ~\$20bn in development projects
- Significant increases in population growth, consumer spending and regional tourism
- McCarran airport is busiest in its history





#### Summerlin, NV

Development officially commenced in the mid-1980's with the first parcel sale in 1990

Total acreage: 22,500 Acres

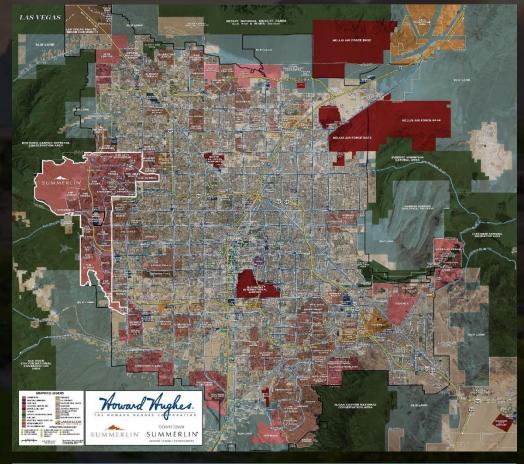
Total residents: 113,000

Expected residents: 200,000+

Development agreements in place with the City of Las Vegas and Clark County expire in December of 2033 and September of 2026, respectively

25 schools: 14 public, 2 public charter, and 9 private

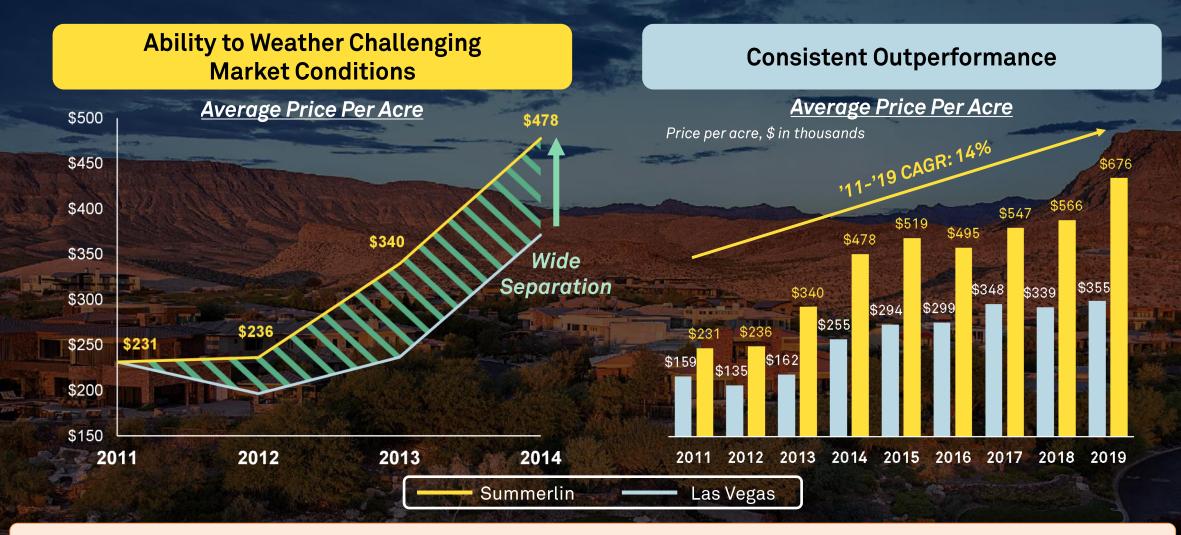
2,951 remaining saleable residential acres and 851 remaining acres for commercial development



Demographics	Summerlin	Las Vegas MSA
Median Household Income	\$122,669	\$78,646
Median New Home Price	\$579,390	\$349,013
College Educated (bachelor's or higher)	43%	23%
Households with Children	40%	47%



# Summerlin Appreciation in Land Pricing







#### **Summerlin Housing Options**

Six villages to choose from attracting a wide range of residents aspiring to live an active and healthy lifestyle in a beautifully master planned city

Single-Family homes \$300K to \$3.0M

Custom homes \$1.8M to \$20M+ Apartments \$1,650 to \$3,000/mth



MPC land planning, engineering, and infrastructure by Howard Hughes. Housing construction by homebuilders (both production and custom) and the Discovery joint venture.

Howard Hughes joint venture











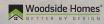








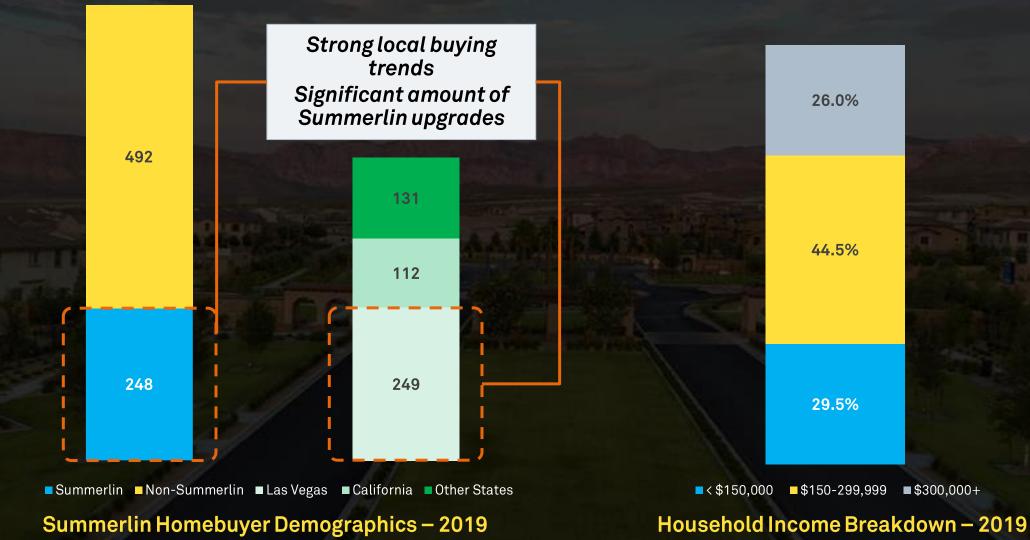






#### Strong Local Demographics

Summerlin attracts local and affluent homebuyers



#### The Summit





- Joint Venture with Discovery Land Company
- 555 acres
- Tom Fazio private golf course
- 250 Home Sites Total
  - Including custom lots, built villas and Clubhouse units
- Closed Sales to date of \$521.4 million (as of 9/30/20)



#### **Summerlin Commercial Properties**



#### Retail

- 1.2M sf of retail at Downtown Summerlin
- Includes restaurant, department stores, in-line fashion retail, and grocers
- Major tenants such as Apple, Casper, and Anthropologie
- 95% leased



#### Office

- One Summerlin office building (206,279 sf), 96% leased
- Two Summerlin office building (144,615 sf), 100% leased
- Aristocrat office buildings (181,534 sf), 100% leased

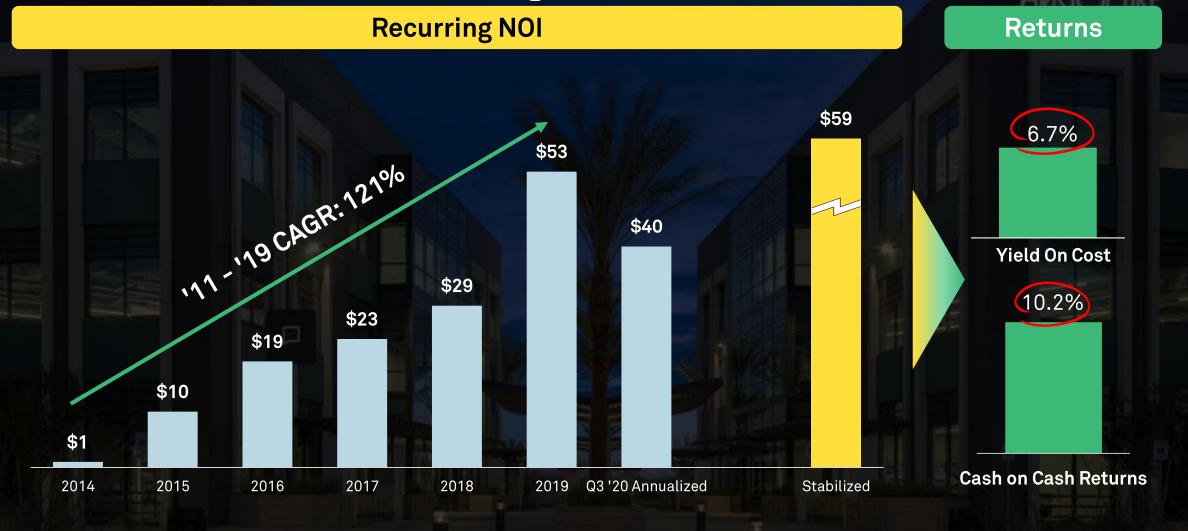


#### **Multi-Family**

- The Constellation multifamily project (124 units), 98% leased
- Tanager multifamily (recently opened, 267 units), 83% leased



# Summerlin - Robust Recurring NOI





Recurring NOI Exponentially Increasing as Summerlin Becomes More Developed

# Summerlin: Short- and Long- Term Commercial Opportunities



SHORT-TERM IDENITIFIED PARCELS

5.0+M SF

- 1.4M sf of office
- 100K sf of retail
- 4K multifamily units
- Projected within 10 years



**LONG-TERM OPPORTUNITIES** 

851 ACRES

- 831 commercial acres, excluding land for schools
- To be developed within 20-25 years



# Downtown Summerlin Urban Village Master Plan

- ~5,200 Residential Units
- 5M+ SF Mixed Use
- 10,000 +/- Residents
- Open Space/Parks



**Downtown Summerlin Retail** 

20M

2019 Visitors

\$26.3M

NOI at Stabilization

+8.4%

Increase in year over year traffic for 2019



#### **Summerlin Amenities**

#### **MPC Amenities**

230+ neighborhood and community parks

3 resident-exclusive pools

10 golf courses

Upscale shopping & dining in Downtown Summerlin

14 houses of worship

150+ miles of hiking and bike trails

Adjacent to Red Rock National Conservation Area

Three hotels including Red Rock Casino Resort

Top-tier education system with 25 schools K-12

#### City National Arena



Golden Knights Practice Location

#### Las Vegas Ballpark



Las Vegas Aviators Owned by HHC



#### **Summerlin Awards**

2020

- Named Master-Planned Community of the Year by National Association of Homebuilders
- Ranked 4<sup>th</sup> on list of best-selling MPCs in the country, Ranked 1<sup>st</sup> in Nevada by The Robert Charles Lessor Company

2016

Selected as Best Shopping Center/Mall by Las Vegas Review

1997-2007

For ten consecutive years, RCLCO ranked Summerlin number one for new home sales among MPCs nationwide

#### **Summerlin: Investment Highlights**

- Encompasses over 23K acres on the western side of Las Vegas
- Optimally positioned (9 miles from Strip) with favorable macro trends
- Large commercial entitlements
- Land constrained with barriers to entry
- Fundamentally de-risked with substantial return potential
- Remaining residential land is the most valuable
- One-of-a-kind amenities Las Vegas Ballpark & City National Arena





#### Columbia

Salient features to impress upon:

#### **Optimal Location**



- In-between Baltimore and D.C.
- Long-term growth trends
- Medical (John Hopkins) and cybersecurity (Fort Meade)
- Ranked "Best Place to Live" by Money Magazine in 2016

#### **Revitalized Districts**



Redefining multi-use properties that surround outdoor amphitheater



Opportunity to craft commercial office complex for major tenants

2

#### Master Plan

- Approved and in place with Howard County
- 40-yr vision; commenced in 2010
- HHC official preferred developer
- Control rights through Rouse legacy

#### **Key Amenities**



THE MALL IN COLUMBIA

**Drive** 



**Amphitheater** 

Anchor **Tenants** 

Occupancy 90%

Recurring **NOI**<sup>(1)</sup>

\$53mm

**Opportunity to Define a Commercial Center** 

# Optimally Placed to Capitalize on Growth

Significant local growth in technology and cyber industries from the NSA in Fort Meade

**HOWARD COUNTY FACTS** 

328,000

Population

56%

Adults w/ College Degrees

2.2%

2019 Unemployment

\$127,845

Median Household Income



Close proximity to Baltimore, Annapolis, Montgomery County, and Washington, D.C.

10-minute drive to I-95

Easy access to major roadways RT 29, I-70, RT 100, RT32

20-minute drive to BWI Thurgood Marshall Airport

Convenient to the Capital & Baltimore Beltways

20-minute drive to BWI Amtrak Station with high-speed connections to DC, Philly, and NYC

## Diverse Portfolio of NOI Generating Assets







#### Office

- 12 class-A/B office buildings
- Major tenants: MedStar Health, Enterprise Business Partners, GP Strategies, QSSI, & Harkins Builders
- 89% stabilized occupancy

### Multi-Family

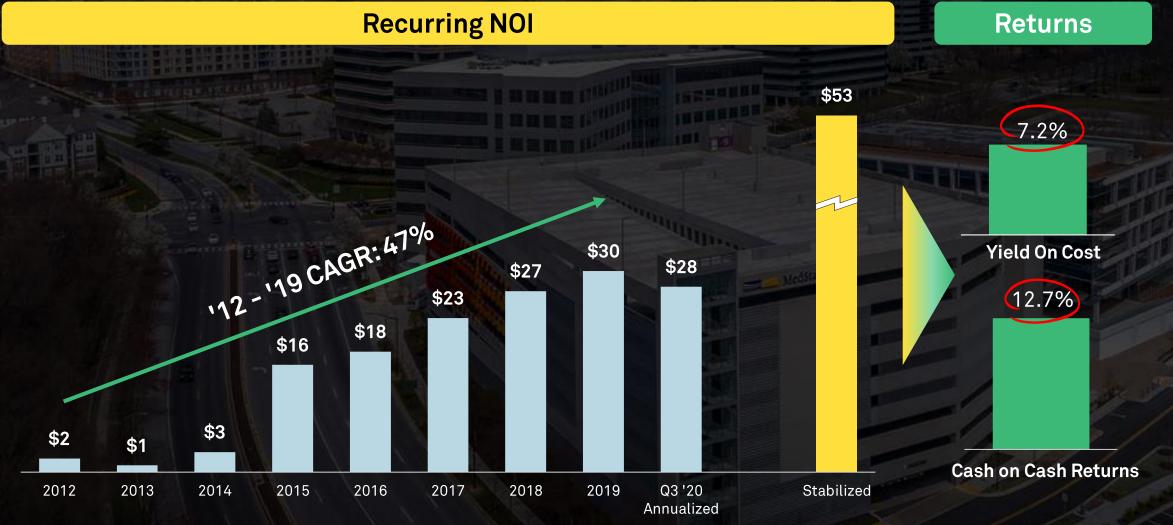
- Metropolitan 380 units (100% units leased)
- Ten.M & M.Flats 437 units (98% units leased)
- Juniper 382 units; began leaseup Q1 2020 (46% units leased)

### Retail

- 89k sf of retail
- Includes street retail and grocers
- Major tenant: Whole Foods Market
- 100% stabilized occupancy



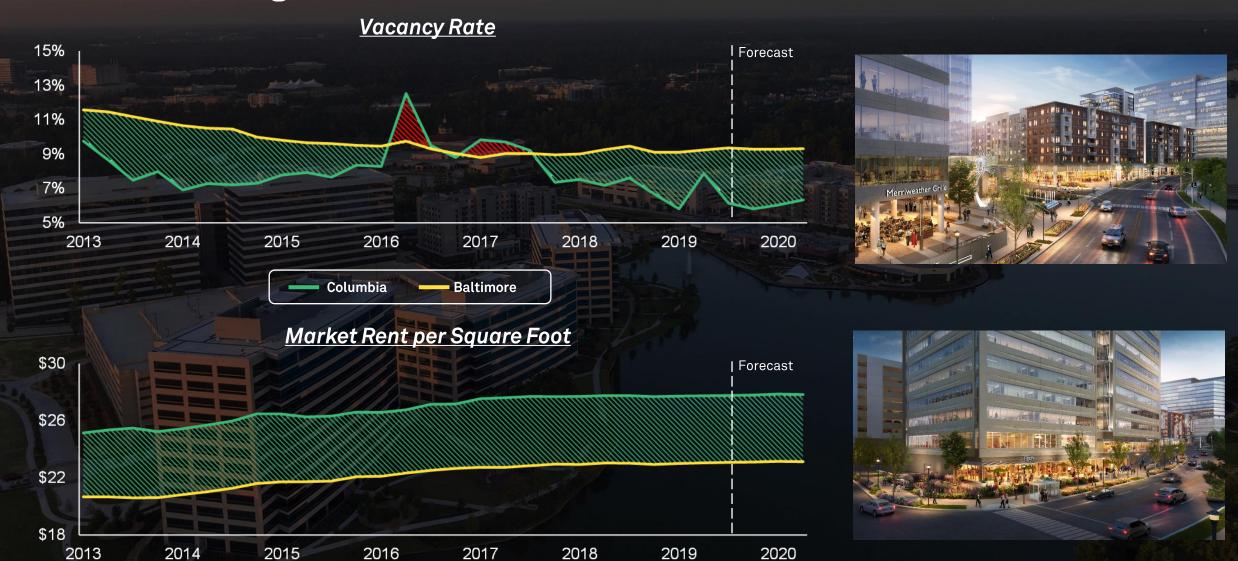
## Columbia – Robust Recurring NOI





Significant, Exponential Growth Achieved with Near-Term Upside to Come

## MPC Proof: High Demand and Price Control Generate Value



## Significant Development Runway



SHORT-TERM IDENTIFIED PARCELS

4.9M SF

- 1.5M SF Office
- 2,300 Residential Units
- 315k SF Street Retail
- 250 Hotel Rooms



LONG-TERM (30 yrs.)
Unanimously Passed by City Council

9M SF

- 391 Acres
- 6,250 Residential Units
- 4.3M SF Office
- 1.25M SF Retail
- 640 Hotel Rooms

## **Merriweather District**

4.9M SF of development

60 acres protected space

2.3M SF office

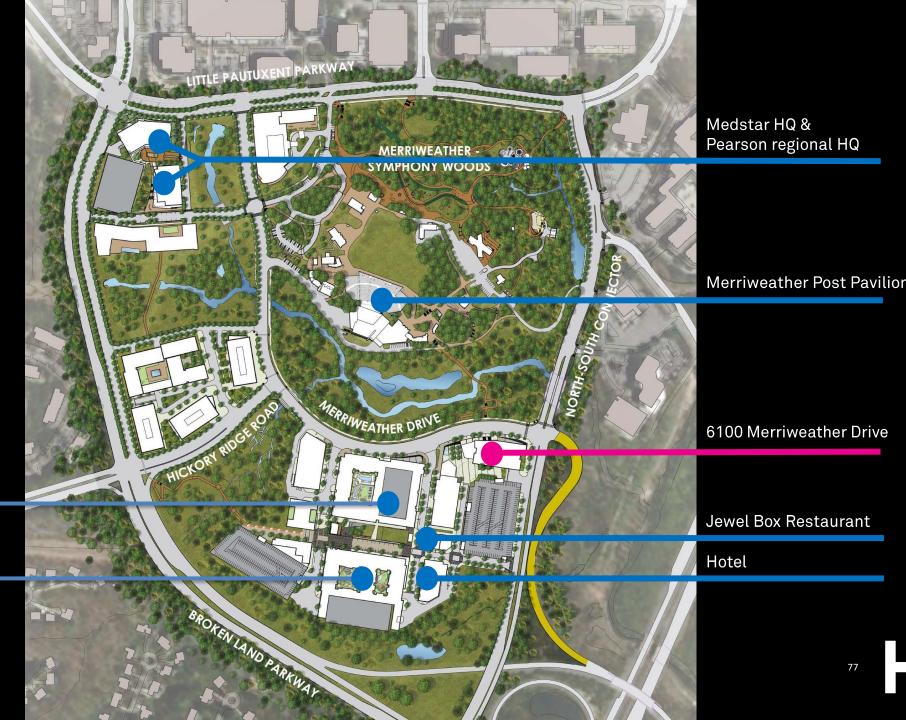
320K SF retail

1900 residential units

210 key hotel

Phase 1 Multifamily & Retail

Phase 2 Multifamily & Retail





## **Merriweather District – Area 3**



### **At Full Buildout:**

• Office: 1.1M SF

Residential: 1.1K units

Retail: 200K SF

• Hotel: 210 rooms

Library: 100K SF

Park/Plaza: 1 acre

Total Development: 2.8M SF



## **Lakefront District Opportunities**





~765K SF

Office and Retail

826

Multi-Family Units

\$42M Stabilized NOI

## Columbia: Investment Highlights

- Central location between D.C. and Baltimore
- Approved master plan w/ Howard County as the preferred developer
- Numerous covenants help influence market
- Key anchor tenants to drive near-term absorption
- Merriweather and Lakefront Districts primed for redevelopment
- New construction to include office and retail
- Significant foot traffic and NOI potential





## Ward Village – Paradise Found in Hawaii

Salient features to impress upon:

1

#### **Great Location**



- Up to 9.1mm SF in entitlements
- 60 acres of beachfront property
- Unrepeatable land bank

(2)

#### **Community-Driven Demand**



- 91% condos closed or under contract
- Close to Downtown and Waikiki Beach
- Limited nearby residential land for Downtown workers

3

#### **Luxury Condo Sales**



- √ 30% Margins
- √ \$1,400 Avg. Price per SF
- ~500% ROE
- Multiple successful towers with more to come

4

#### **Recurring Retail NOI**



- Significant barriers to entry inhibit competition
- ✓ Buildout over next ~10yrs.
- ✓ Rents are artificially low
- Expedited redevelopments

Opportunity to own an Iconic Shoreline District



## Developing the Honolulu Coastline

#### COMPLETED



Waiea

Available price range \$4.4M - \$36M

177 residences 97% sold/closed 7,716 SF GLA of retail Completed 2017



Anaha

Available price range \$3.4M - \$14M

317 residences 99% sold/closed 16,048 SF GLA of retail Completed 2017



Ae'o

Available price range \$1.7M - \$2.3M

465 residences 100% sold/closed 70,800 SF GLA of retail Completed 2018



Ke Kilohana

Available price range \$845K - \$918K

423 residences 100% sold/closed 28,386 SF GLA of retail Completed 2019

#### UNDER CONSTRUCTION



'A'ali'i

Available Price Range \$461K - \$1.4M

750 residences 85% pre-sold 11,336 SF GLA of retail Completion 2021 As of 9/30/20



Kō'ula

Available Price Range \$499k - \$2.4M

565 residences 77% pre-sold 36,414 SF GLA of retail Completion 2022 As of 9/30/20



## Developing the Honolulu Coastline (Cont'd)





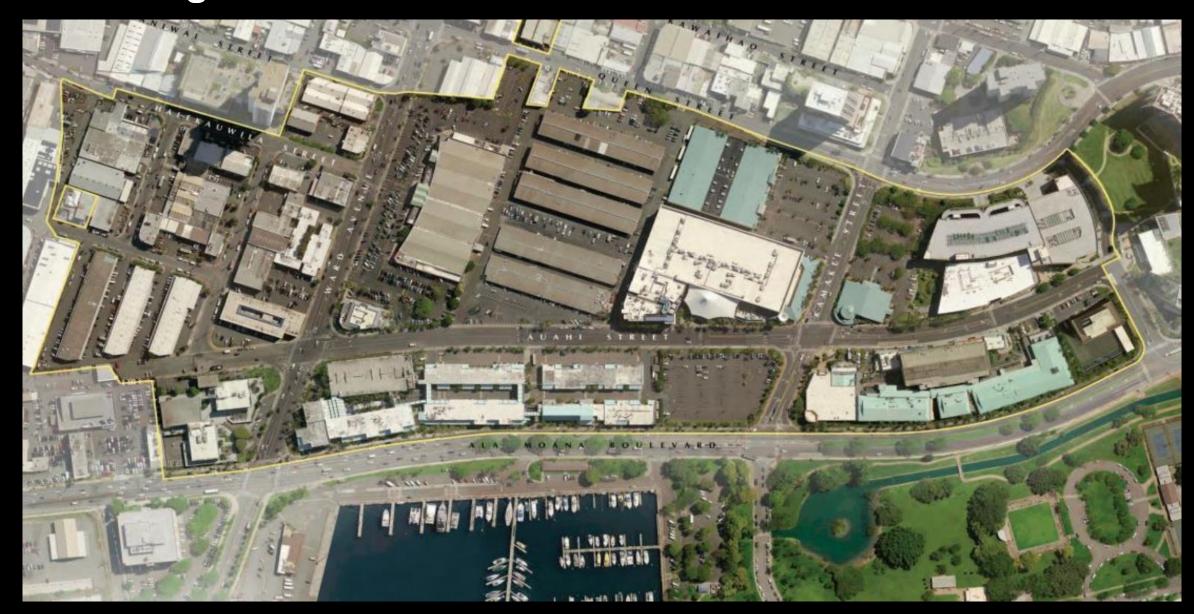
### Victoria Place







## Ward Village – 2010





## Ward Village - Full Development







#### WARD VILLAGE

#### - PHASING-

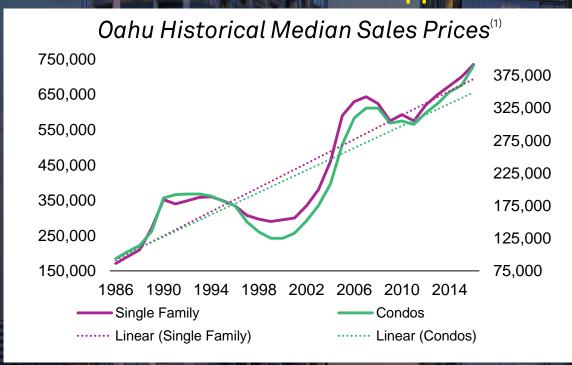
#### Master Plan Status



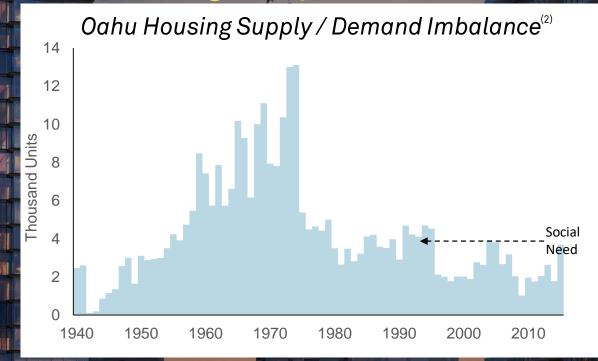


## **Significant Housing Demand**

#### 30 Years of 5% Annual Price Appreciation



#### Oahu Housing Supply / Demand Imbalance

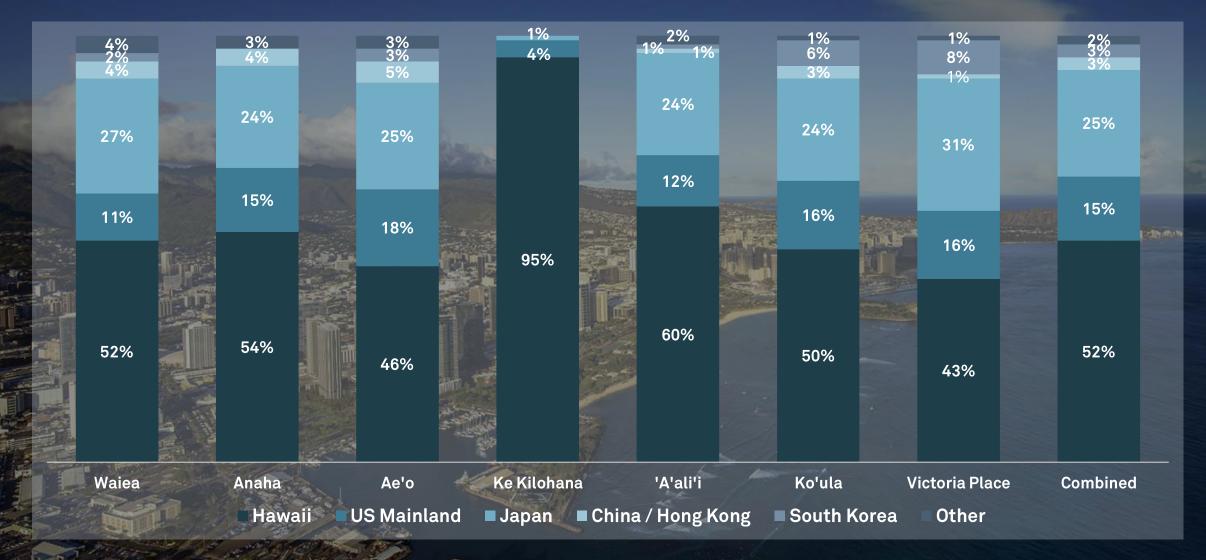


2008 - 2014 lowest since World War II.

3,500 new units per year needed + demand from the mainland US and Asia.



## Ward Village Buyer Demographics



Source: Company filings, data and projections.

Ke Kilohana: Reserved housing pr
 Combined: Excludes Ke Kilohana.

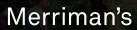
<sup>-</sup>Data as of Sept. '20.

<sup>-</sup> Ke Kilohana: Reserved housing project.



# Ward Village Lifestyle and Amenities





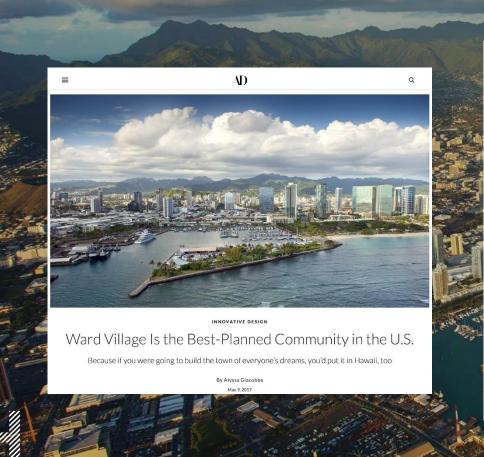


WHOLE FOODS MARKET

## Ward Village Awards

"BEST PLANNED COMMUNITY IN THE U.S." - Architectural Digest

"BEST PLANNED COMMUNITY OF THE YEAR" – National Association of Home Builders







**LEED Platinum Certified** 

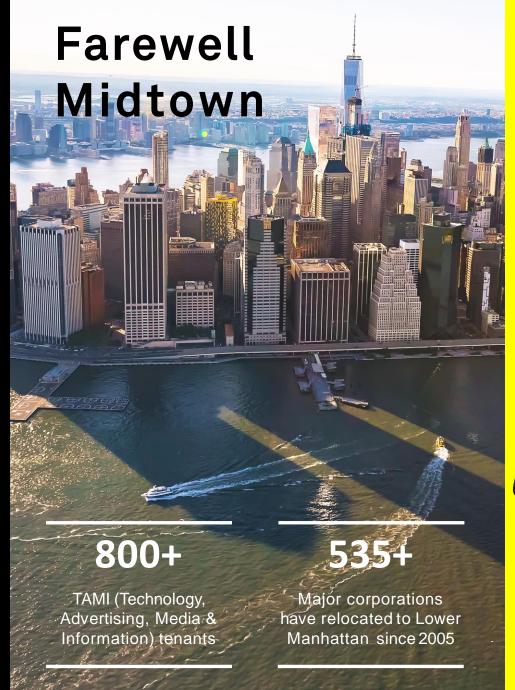
## Ward Village: Investment Highlights

- World class location drives condo premiums
- Significant barriers to entry that slow competition
- Continual price appreciation per annum
- ~30% profitability margins
- Commercial NOI increases significant opportunities available
- Strong community support (incl. Sierra Club)
- World class architecture and curated public art collection
- Walkable amenities with nearby beach and harbor access

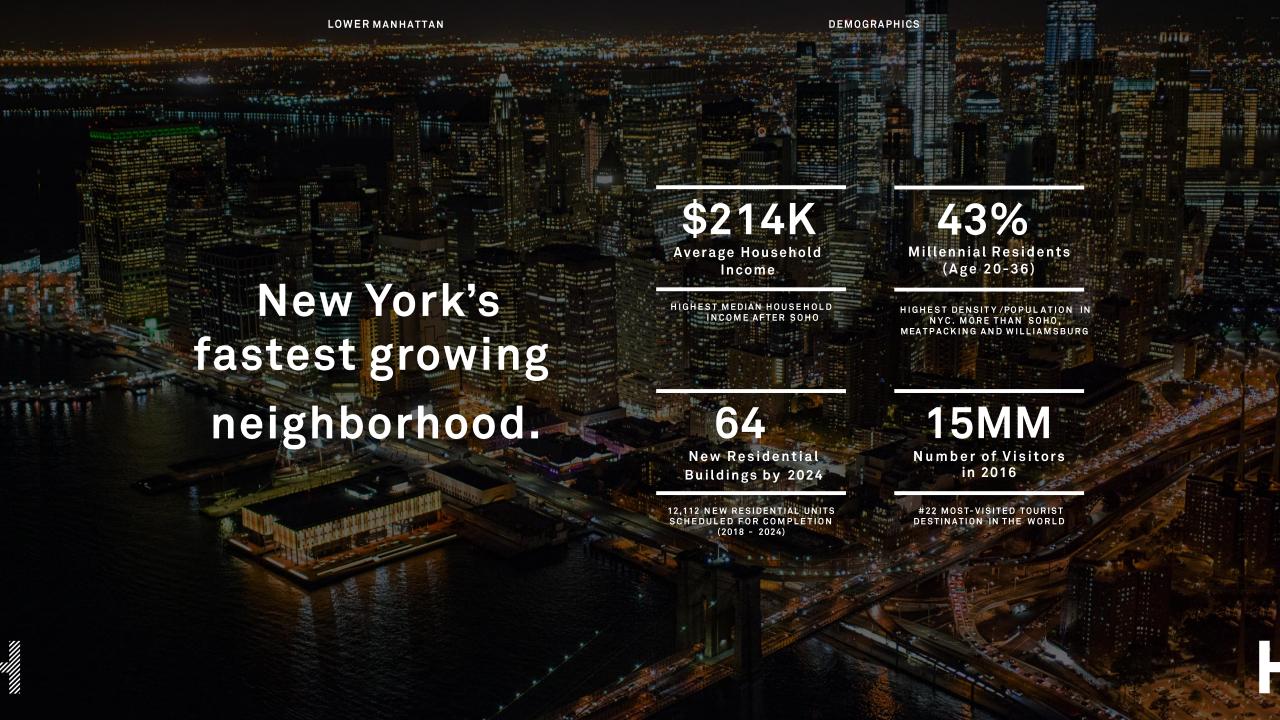












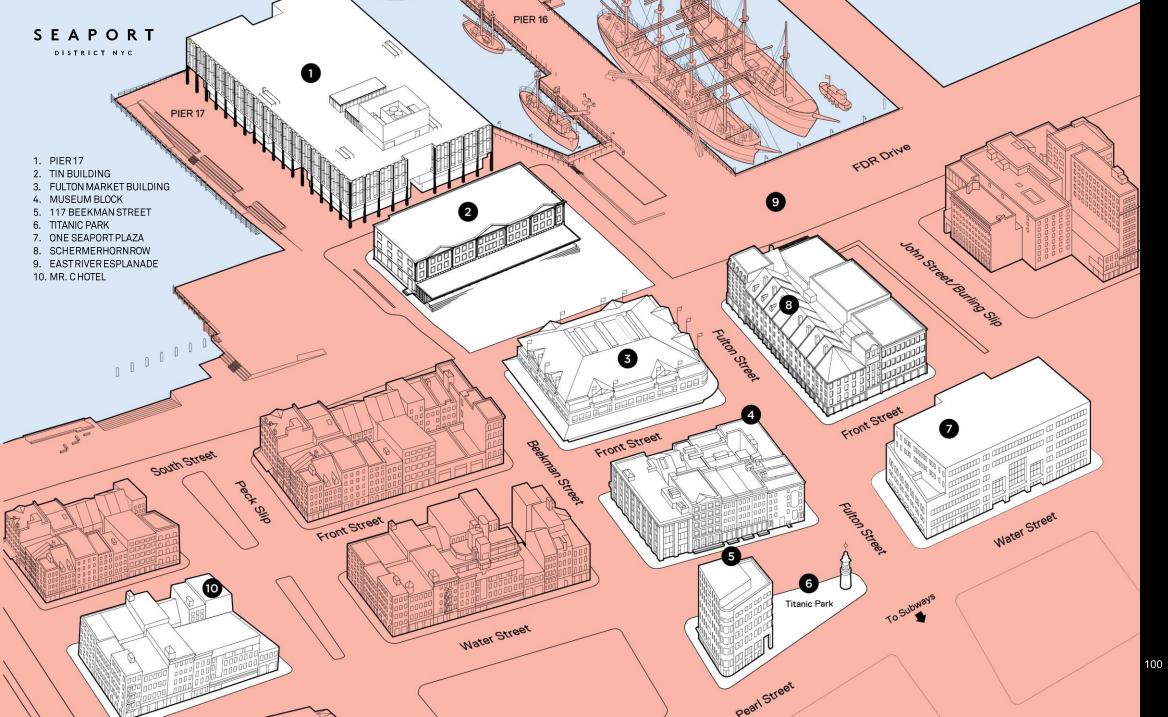




# In the short-term, millennials spend more freely than other generations

I spend money on National Total	Millennials (n=282)	<b>Gen X</b> (n=415)	Boomers (n=275)
Taxis and Ubers	53%	29%	15%
Coffee that costs more than \$4 each	60%	40%	29%
The latest electronic gadget	76%	66%	49%
Clothes that I don't necessarily need	69%	53%	45%
Eating at one of the hot restaurants in town	79%	66%	56%
Going to see live music, sports or another event	73%	65%	55%

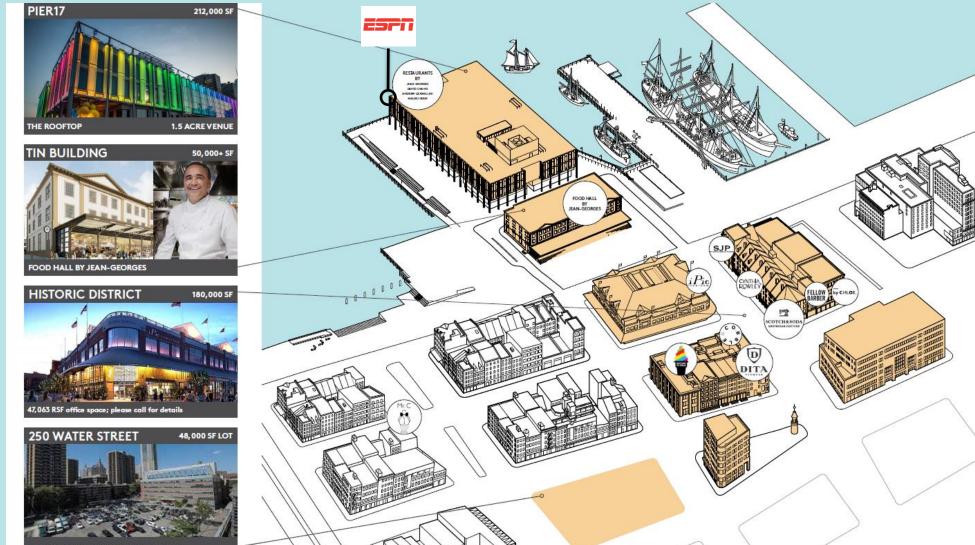




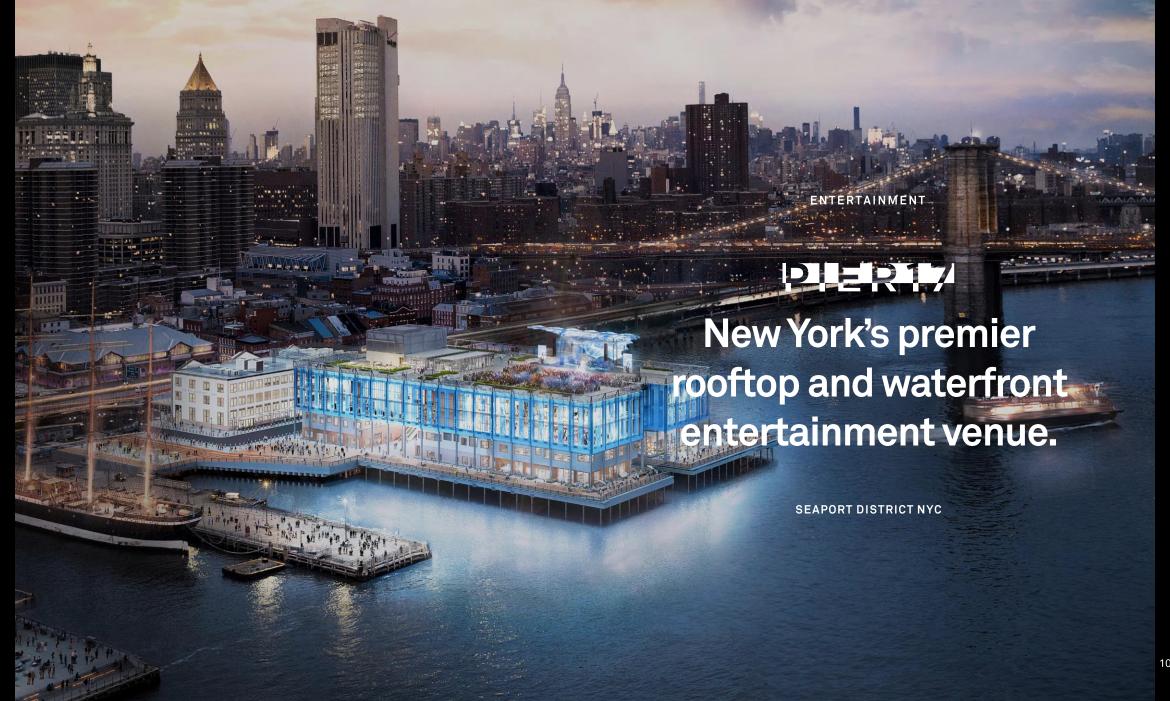


### A NEW NEIGHBORHOOD FOR NEW YORK

## SEAPORT DISTRICT SITE PLAN







#### THE

#### **ROOFTOP**

60,000 sq ft rooftop with 360° views featuring year round activations including a 3,400 person concert venue and Winter Village experience designed by Rockwell Group.



#### **THE ICON**

Dynamic LED facade "lightband" curated by leading artist's from around the world.

#### THE VILLAGE

Six boxes housing unique restaurants and experiential retail, including concepts by Jean-Georges, Andrew Carmellini and David Chang along with Malibu Farm

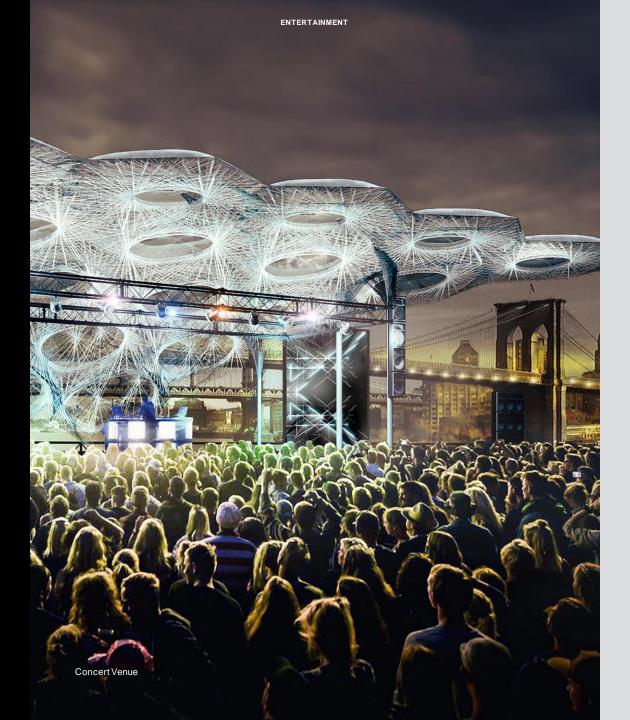












A multifaceted waterfront venue with 360° city views, PIER 17, features year-round activations including a 3,500-person concert venue in partnership with LIVE NATION and Winter Village experience



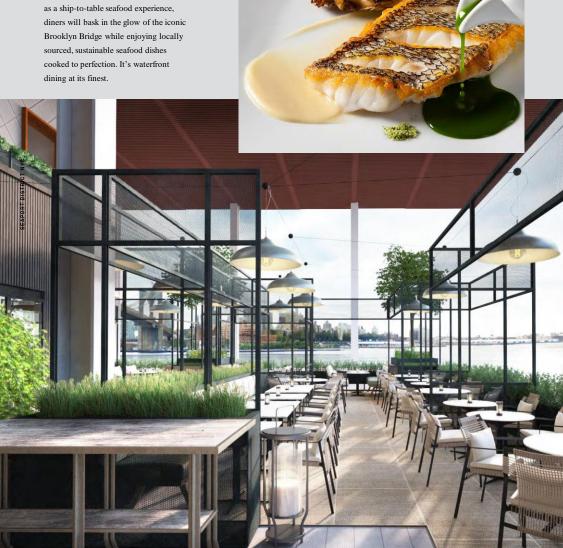






#### Jean-Georges A Ship-to-Table **Seafood Experience**

Acclaimed Chef Jean-Georges Vongerichten joins the elite cadre of new restaurants in the Pier 17 building at the revitalized Seaport District. Described



#### **NoHo Hospitality** Carmellini's New **Italian Chophouse**

James Beard award-winning chef Andrew Carmellini and NoHo Hospitality Group partners, Josh Pickard and Luke Ostrom, will premiere an Italian chophouse, adding to the revitalization of the Seaport's Pier 17. Inspired by cucina alla brace, Carmellini's urban Italian cooking will center its bold flavors around the woodburning grill.

The soul-satisfying menu will highlight prized, local ingredients, the country's best purebred beef, sustainable seafood, and farm-raised poultry.









#### CULINARY



#### Malibu Farm From Malibu Pier to NYC

Malibu Farm, which began with chef Helene Henderson's communal dinners at her two acre hillside farm in Malibu, is opening its first New York location at Pier 17. The simple, stylish, organic menu served by Malibu Farm will continue with its fresh, local, and organic approach, offering breakfast, lunch, and dinner in a casual, but stunning waterfront location. "I've always felt that the location and experience of dining was as important as the food" says Henderson, "and the South Street Pier 17 location is breathtaking."





The Momofuku Restaurant Group's Ssäm Bar is relocating from the East Village to Pier 17.

Founded by Michelin starred and James Beard Award winning chef David Chang, the Momofuku restaurants have gained worldwide recognition for their innovative take on cuisine while supporting sustainable and responsible farmers and food purveyors.





#### Pier 17 Updates

#### The Greens

#### Reserve your own minilawn

Launched The Greens on the Pier 17 Rooftop as an alternative to the cancelled 2020 summer concert series

Groups of up to 8 people can reserve their own 14' x 14' green space

Spots have been sold out since launching with an average waitlist of +20k people



# Studio on the Rooftop Collaboration with ESPN

Worked with ESPN to build a new studio on the rooftop at Pier 17, marketing the Seaport to viewers of Monday Night Football



#### **New Glass Doors**

Recently installed large glass doors up to 23 feet tall, enclosing the central space at Pier 17 to provide year-round dining along the waterfront







CULINARY TIN BUILDING

# Jean-Georges Food Hall The anchor in New York's greatest Waterfront dining experience









## Inspired by the Fulton Fish Market: An international offering of culinary experiences.

"As someone who looked forward to sourcing fish daily at the Fulton Fish Market at The Seaport and has watched the area lose its relevance over the last decade, I am honored to be a part of this catalytic transformation. My two new concepts will reestablish the city's cherished connection to the waterfront. It is a privilege to be a part of the revitalization of this beloved, culturally rich, and historic neighborhood alongside The Howard Hughes Corporation."



#### Tin Building Updates

### **Resumed Construction**

#### **Exterior substantially complete**

Construction at the Tin Building has resumed after being shut down in March due to the coronavirus

Exterior is substantially complete with interior underway





#### **Enhanced Customer Experience**

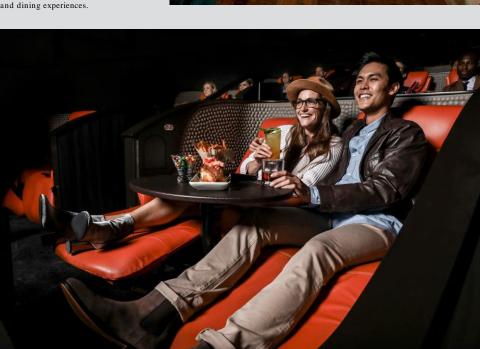
As a result of the pandemic, we have designated a portion of the Tin Building's space to ecommerce, allowing customers to order food and groceries from their phone

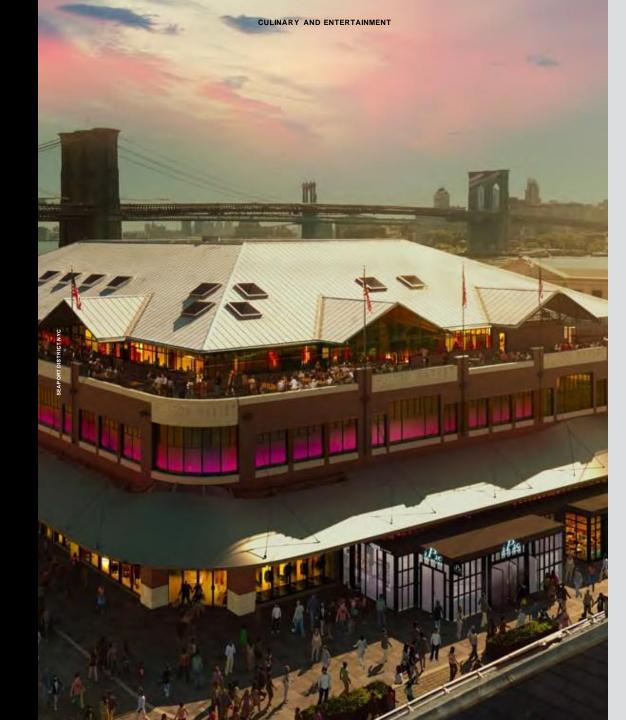


#### iPic THEATER

iPic luxury theaters transform the movie-going experience into the ultimate night out. The 500 seat, 8-screen theater offers the utmost in everything: from the perfectly proportioned screens and 3D technology to the iPic patented seating pods and top-of-the-line dining options. It's the best in entertainment at a variety of price points. Continue your night out at Adam Seger's The Tuck Room, a vibrant, social drinking and dining destination. Founded by Sherry Yard, the COO of iPic's restaurant division, The Tuck Room is part of iPic's unique vision of entertainment and dining experiences.







#### JOINED BY NEIGHBORHOOD FAVORITES FROM AROUND THE CITY





by CHLOE

**Fulton Stall Market** 









Dita Scotch & Soda Cynthia Rowley Sarah Jessica Parker



## Howard Hughes

## **SUMMER 2019**





#### **Seaport Summer Concert Series**

- 41 concerts with over 120,000 tickets sold
- Awards:
  - - Pollstar Best New Concert Venue (2018)
  - Mondo\*DR Best of Americas Overall Winner (2018)
  - Venues Now Club All Star (2019)
  - Mondo\*DR Best Concert Hall (2019)



#### **SUMMER 2019**

- 43<sup>rd</sup> Annual Macy's 4<sup>th</sup> of July Fireworks
  - Official host venue of the fireworks spectacular
  - Featured throughout NBC's live telecast
  - 25,000 fireworks launched
  - #1 show of the night with 6M viewers
  - 3M attendees lining the streets of the Seaport District
- Seaport Cinema
  - Four "sold out" nights-max RSVP limit hit
  - 15,000 attendees





#### **Lincoln Summerhouse**

- 20,000 visitors over 30 days
- 100% increase from 2018
- 1,766 guests test drove vehicles



#### **Chase Sapphire Lounge**

- 175% YOY increase
- 25,000+ cardmembers experiencing exclusive access and benefits offered in the lounge



## **SUMMER 2020**

#### The Greens

- Mini-lawn space on the Pier 17 rooftop
- Served over 42k guests
- Averaged a 20k-person waitlist
- Saw a 253% increase in social media followers
- Earned over 378mm media impressions







#### Rooftop Events

- Dinner & A Match: US Open sponsored by Grey Goose
- Drive-In Movie Night sponsored by Lincoln
- Seaport Cinema sponsored by Bubly
- Seaport Fit sponsored by NewYork-Presbyterian Hospital and Life WTR

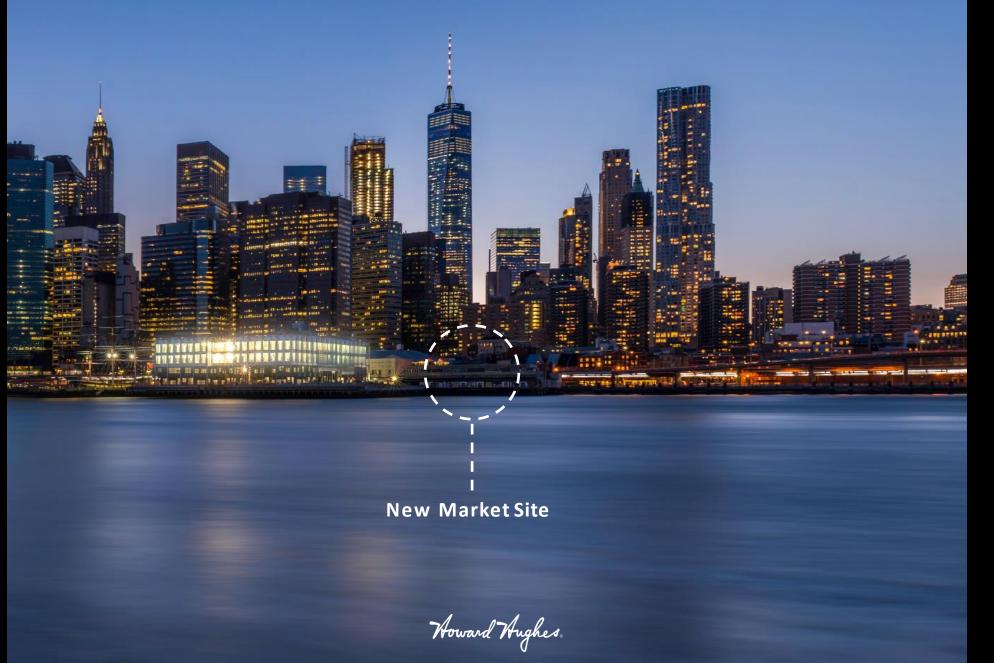




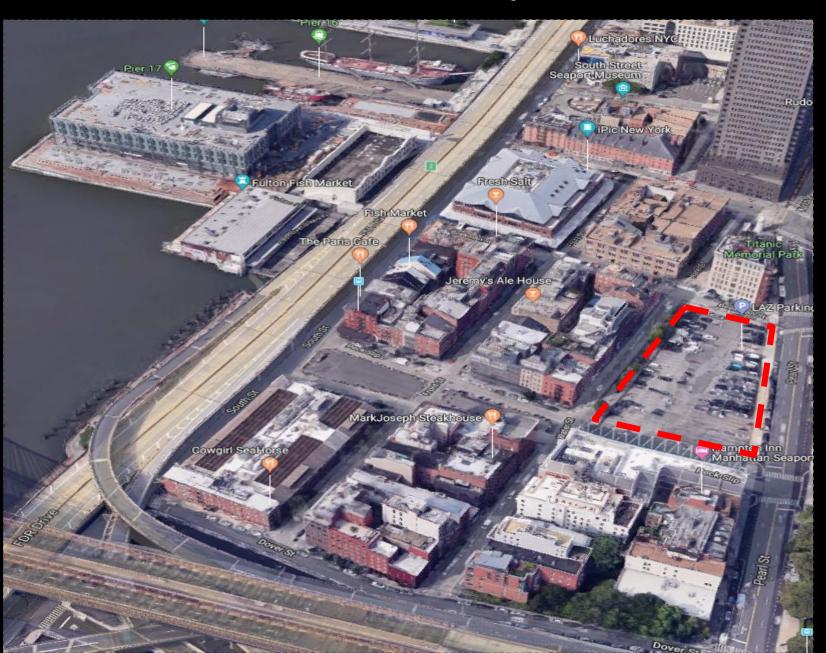


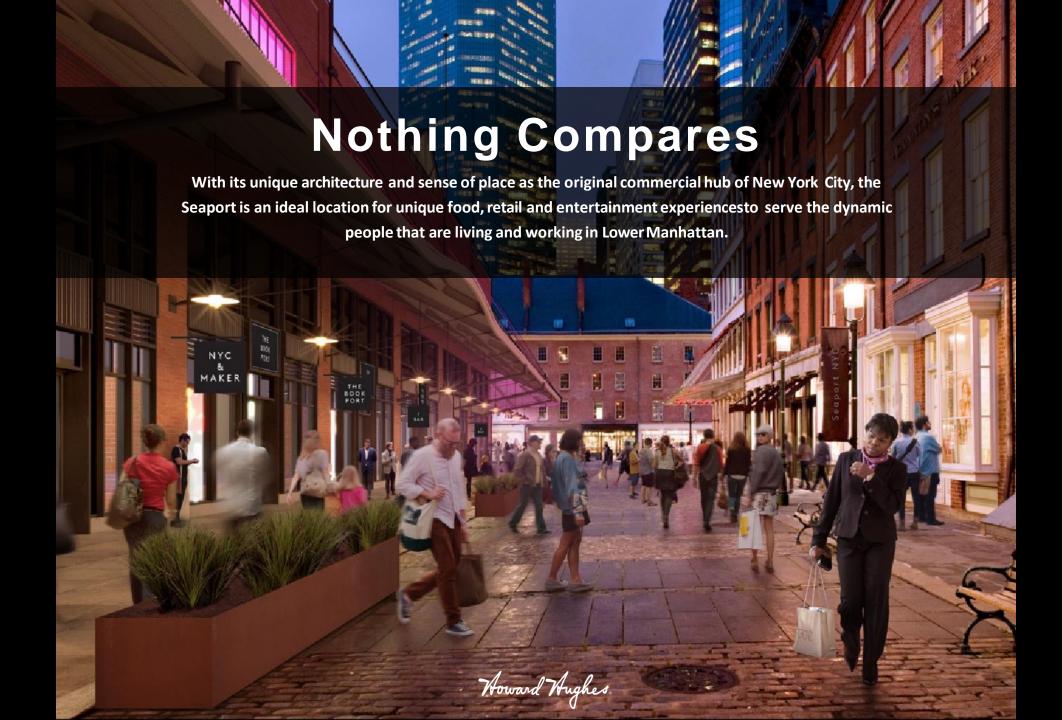


## **NEW MARKET SITE - Additional Air Rights**



## 250 Water Street Acquisition





# Appendix

Woward Wughes

## Reconciliation of Operating Assets NOI to EBT and Segment EBT to Net Income

	Q3 2020 YTD	2019	2018	2017	2016	2015
Total Operating Assets NOI- Consolidated	133,837	205,615	171,575	151,175	132,563	113,579
Depreciation and amortization	(115,479)	(115,499)	(103,293)	(117,835)	(86,313)	(89,075)
Interest expense, net	(70,341)	(81,029)	(71,551)	(61,583)	(50,427)	(32,931)
Provision for impairment	(48,738)	-	-	-	(35,734)	-
Equity in earnings (losses from real estate and other affiliates)	5,831	3,672	1,994	3,735	2,802	1,883
Gain/(loss) in sale or disposal of real estate and other assets, net	38,232	-	(4)	3,868	-	-
Gain on acquisition of joint venture partner's interest	-	-	-	23,332	-	-
Selling profit from sales-type leases	-	13,537	-	-	-	-
Impact of straight-line rent	4,585	9,007	12,427	8,220	10,689	7,391
Other	(1,644)	(671)	(7,312)	(798)	3,435	(10,493)
Operating Assets segment EBT	(53,717)	34,632	3,836	10,114	(22,985)	(9,646)
Master Planned Communities segment EBT	122,929	257,586	202,955	190,351	179,481	114,366
Seaport District segment EBT	(88,238)	(59,242)	(23,862)	3,401	-	-
Strategic Developments segment EBT	168,658	101,111	97,954	174,807	302,022	97,580
Consolidated segment EBT	149,632	334,087	280,883	378,673	458,518	202,300
Corporate income, expenses and other items	(144,815)	(259,792)	(223,157)	(212,050)	(256,192)	(75,581)
Net income	4,817	74,295	57,726	166,623	202,326	126,719

