

# WASHINGTON PRIME GROUP™



**CITI GLOBAL PROPERTY CEO CONFERENCE**  
**MARCH 2018**

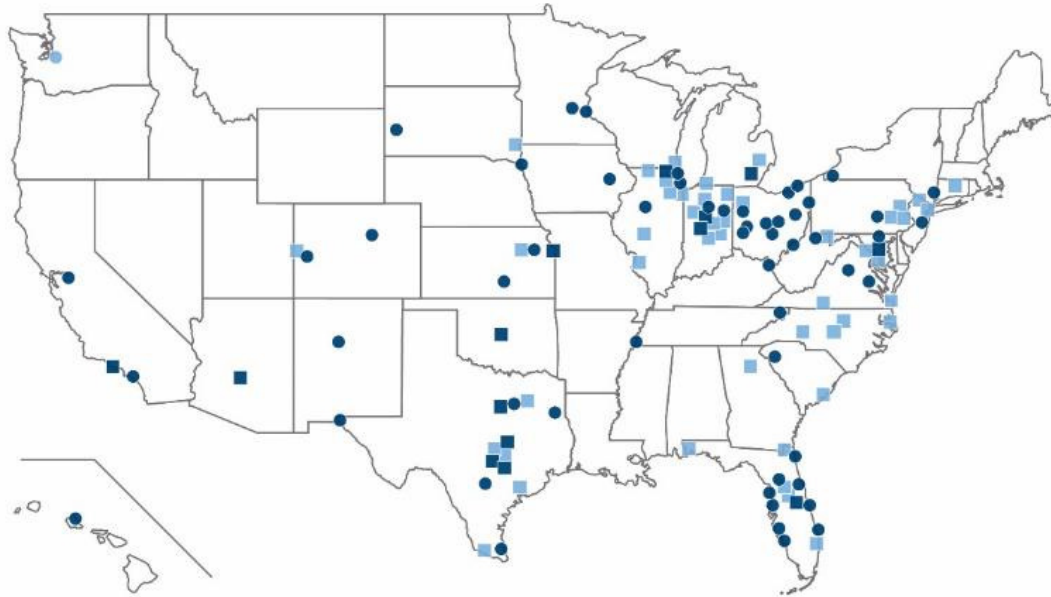
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Information found within this presentation may include forward looking statements. Such statements are subject to any number of risks and uncertainties which could result in future actual results to differ materially and adversely from those described in the aforementioned forward looking statements. Investors should consult the Company's filings with the Securities and Exchange Commission (SEC) for a description of the aforementioned various risks and uncertainties which may result in such a difference before deciding whether to invest or not.

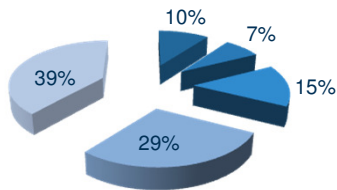
## SAFE HARBOR



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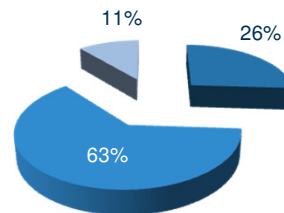


Assets  
by Region



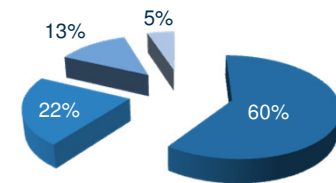
■ Northeast ■ West ■ Southwest ■ Southeast ■ Midwest

Total Core NOI (%)  
2018 Pro Forma



■ Open Air ■ Tier One ■ Tier Two

GLA  
by Tenancy



■ National ■ Anchor ■ Local ■ Regional

## COMPANY SNAPSHOT

- Washington Prime Group (NYSE: WPG) established MAY 2014 following a **spinoff from Simon Property Group** and subsequent JAN 2015 **merger with Glimcher Realty Trust**
- National portfolio of Enclosed and Open Air** retail venues
- 108 assets** comprised of **59M square feet** as of DEC 31 17
- Diversified** by retail format, size, geography and tenancy
- Experienced** leadership team incorporating **financial, operational and strategic expertise**
- Focus upon maintaining **investment grade** status with current corporate credit ratings as follows: **Moody's Baa3, S&P BBB-** and **Fitch BBB-**

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## RISK FACTORS AND CORRELATION

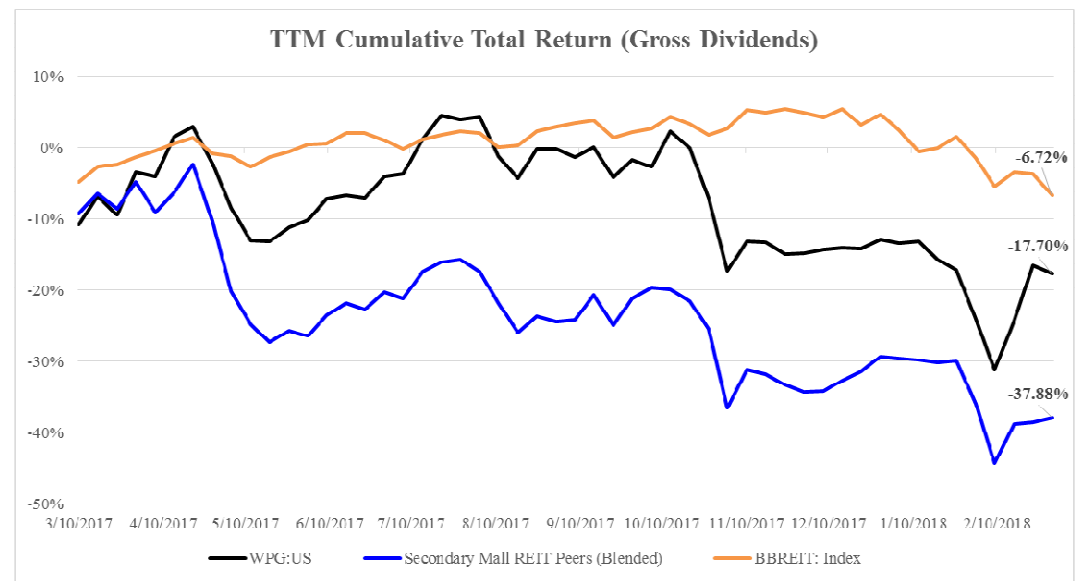
Risk factors can best be described as either exogenous, industry or idiosyncratic.

- Exogenous are external in nature e.g. global macro, geopolitical, etc. devoid of a specific corporate action.
- Industry or sector risk factors result from supply or demand disequilibrium as well as the introduction of a systemic or cyclical 'disruptor' within a particular sector.
- Idiosyncratic risk is basically controllable by an individual company as financial, operational and/or strategic actions determine its viability.

Identifying these risk factors is crucial for any company as there is often the tendency to incorrectly associate success or failure with variables of which a company has no control.

Washington Prime Group is **focused upon those idiosyncratic factors of which we can control** e.g. 'repairing the repairable'.

We are of the adamant belief continuing our prudent financial, operational and strategic actions will serve to **differentiate us from an alpha perspective when industry beta subsides**.



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## OPERATING HIGHLIGHTS

The Fourth Quarter as well as 2017 in its entirety can best be described as an **exercise in discipline** with respect to **financial, operational and strategic actions**. This focus has allowed Washington Prime Group to continue its objective of establishing our assets as **dominant hybrid town centers**. In fact, **75% of our Enclosed** assets can be classified as such, capturing both **enclosed and open air** attributes. It is imperative we remain unrelenting regarding diversifying tenancy, expanding sponsorship opportunities, activating common areas, introducing new concepts, and in general, providing a dynamic experience which best serves our guests.

- Our **Leasing volume** totaled **4.0M SF** in 2017, a 2.0% and 6.0% increase over 2016 SF and transactions, respectively;
- Tenants characterized as **Lifestyle** which include food, beverage, entertainment, etc. accounted for **47.0%** of total leasing volume in 2017;
- WPG **Open Air and Tier One** assets exhibited combined comparable **NOI growth of 0.9% in 2017**;
- The **NOI growth for Tier One, Open Air and Tier Two** assets was **(0.6%), 4.5% and (9.5%)**, respectively, in 2017;
- The **YE occupancy** for Tier One, Open Air and Tier Two assets was **93.1%** in 2017; and
- Our **Tier One and Open Air** assets are to account for **89.1% of 2018 core portfolio NOI**.



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## OPERATING HIGHLIGHTS – ENCLOSED ASSETS

Segment	Count	2014 Occupancy %	2015 Occupancy %	2016 Occupancy %	2017 Occupancy %
Tier One	38	94.2%	93.5%	93.6%	92.8%
Tier Two	19	91.0%	89.2%	91.7%	88.3%
Total	57	93.1%	92.0%	93.0%	91.3%

Segment	Count	FY 2014 Comp NOI (\$000)	FY 15 Comparable NOI (\$000)	FY 2016 Comparable NOI (\$000)	FY 17 Comparable NOI (\$000)
Tier One	38	\$296,122	\$295,482	\$307,379	\$305,476
Tier Two	19	\$116,989	\$114,932	\$112,577	\$101,887
Total	57	\$413,111	\$410,414	\$419,956	\$407,363

Enclosed Leasing Metrics	FY 2015	FY 2016	FY 2017
AVG Lease Term (New)	7.0	7.5	6.9
AVG Lease Term (Renewal)	4.0	4.5	4.3
Tenant Allowance PSF	\$43.99	\$40.61	\$37.10
AVG Rent PSF	\$26.58	\$31.34	\$33.08

2014 leasing metrics not applicable as GRT assets were acquired in 2015.

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## OPERATING HIGHLIGHTS

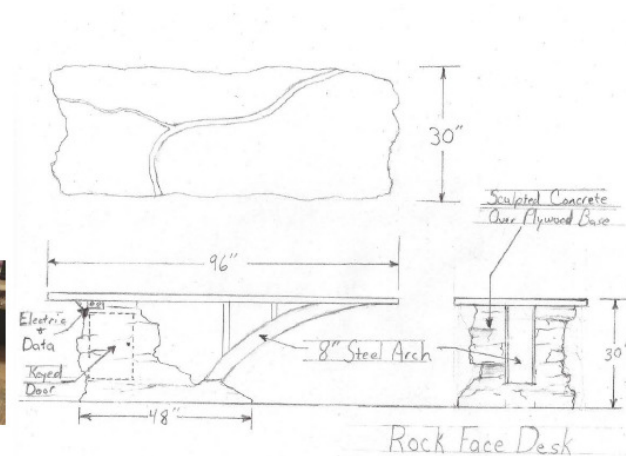
We have also **redefined the General Manager** and have provided an excerpt of a recent memorandum addressing this crucial role.

*Over the previous month, several of us have identified the following **General Managers** who we believe capture those characteristics which I collectively refer to as 'goodwill ambassador'. They are assembling in a few weeks to better define the role of General Manager; streamline access to corporate resources; exchange individual perspectives with the intent on capturing commonality; and craft actionable strategies which can be replicated throughout our Company. No other colleague has greater interaction with tenants, guests and sponsors or better understands the local and regional characteristics of a specific demographic.*

*Think about it, General Managers are responsible for operating assets which possess valuations of several hundred million dollars. In effect, they are often one of the largest employers within their respective MSA or catchment when the total impact related to Gross Domestic Product (taxable revenue, etc.) is taken into account. It is time we reward the 'best and the brightest' and educate those with the ability to embrace our corporate philosophy.*

*General Managers are the lifeblood of our Company and should be 'front and center' in order to react quickly to our guests and this will be implemented by **moving local management to common area locations, which we are calling 'The Hub'**, from their previous out of the way back offices.*

Ashland Town Center Hub incorporates local materials including wood, steel and water



Last quarter, we discussed the decision making with respect to the increasing requests for rental concessions.

Our resources, which include both time and money, are better directed toward those tenants which serve to diversify, optimize and energize our assets. What we will not be doing is taking the easy way out by accommodating undifferentiated tenants in over concentrated categories.

- We currently have 12 national tenants on Tenant Watch List comprising ~6.5% of Annualized Base Rents (ABR);
- Of the 12 companies comprising our Tenant Watch List, 42% private equity sponsored and 33% classified as 'junior fashion';
- Traditional department stores contribute less than 4% from a rental income perspective as of DEC 31 2017;
- WPG's overall concentration by tenant is minimal e.g. largest accounts for 3.0% of ABR; and
- The cumulative ABR of tenancy over 1.0% ABR equates to 27%.

Tenant diversification can only be accomplished if we are able to negotiate from a position of strength. This warrants further explanation:

Diversification e.g. reducing over-concentrated retailer categories is a priority and quite frankly this means we have to exercise judiciousness when an undifferentiated tenant asks for a rental concession. Without a business plan which clearly articulates a commitment to improved merchandising and allocates capital to physical stores at our assets, we are less inclined to accommodate such a request. Accommodating insipid retailers is actually a disservice to those tenants which are striving to continually evolve, our guests who deserve a robust and relevant selection of goods and services, and our shareholders who have entrusted us with their hard earned capital.



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## FINANCIAL HIGHLIGHTS

During periods of aberrant volatility, **financial prudence** is of the utmost importance as the execution of capital market transactions become less certain. While excess leverage and shorter duration artificially buttresses FFO, the downside risk does not compensate for such financial machinations. During 2017 Washington Prime Group consummated several financing activities which illustrate our commitment to a **highly visible cash flow**:

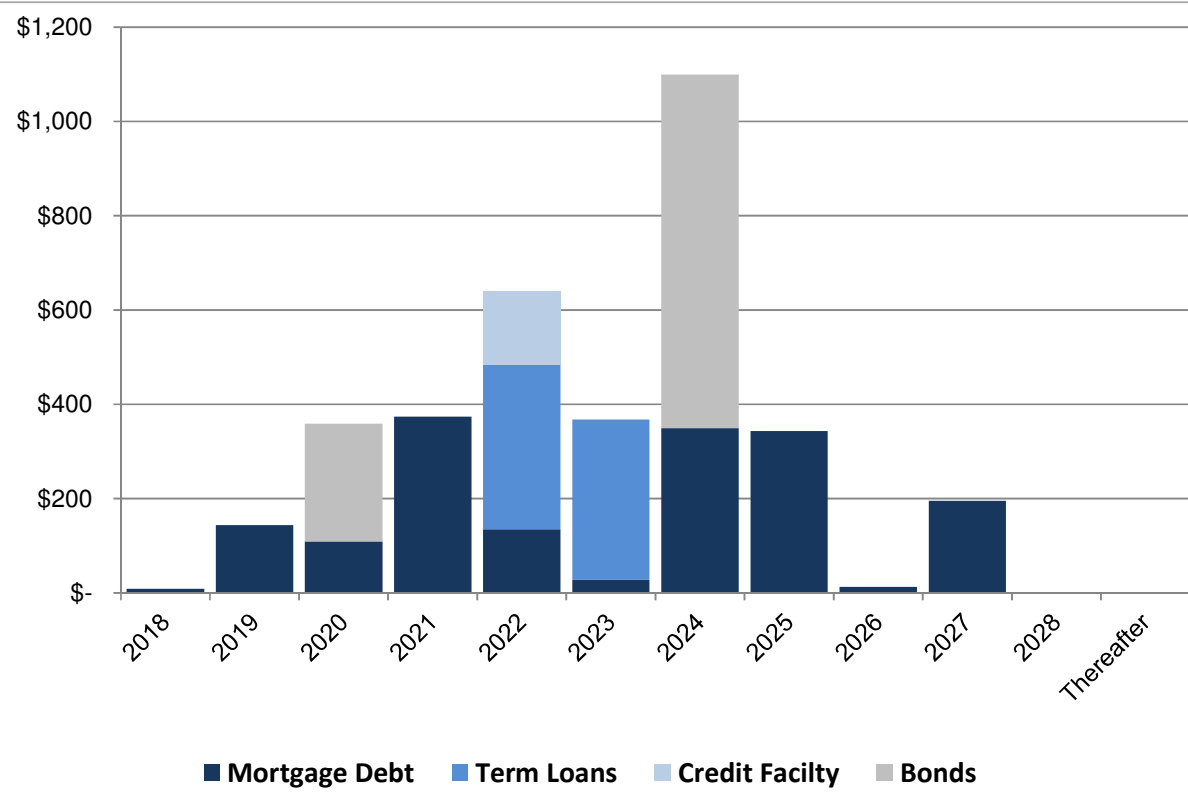
- Recast **\$1B revolving credit and term loan facility** which matures DEC 2022;
- Issued **\$750M 7YR senior 5.95% unsecured notes**;
- Consummated a deed in lieu of foreclosure of **Valle Vista Mall** whereby a **\$40M mortgage obligation was extinguished**;
- The sale of **Colonial Park Mall for \$15M** as we could not justify marginal capital spend;
- Negotiated **\$55M discounted payoff** of \$99.7M mortgage secured by **Southern Hills Mall** resulting in a **13.5% purchase price** which was an improvement of 600 BPS over indebtedness yield of 7.5% while encumbered;
- Negotiated **\$63M discounted payoff** of \$87.3M mortgage secured by **Mesa Mall** resulting in an improvement of 360 BPS over indebtedness yield of 9.4% while encumbered;
- **Repaid the \$11.7M mortgage loan** secured by **Henderson Square**;
- Ended 2017 with **57.0% of NOI** being generated from **unencumbered properties** as of DEC 31;
- Over **80% of unencumbered NOI** from **Open Air and Tier One** assets as of DEC 31; and
- **Net Indebtedness: EBITDA** as of DEC 31 17 has been reduced to **6.5 times**.

Recently, institutional investors have begun to evaluate the asymmetric upside potential within the Regional Mall sector and as a result appreciate the specialized skill set required to successfully operate secondary marketplace assets. Washington Prime Group believes that it can likely facilitate the role of aggregator within this space in partnership with third party sources of capital and plans to begin discussions towards that end with potential corporate partners and/or other investors.

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## FINANCIAL HIGHLIGHTS

### Debt Maturities<sup>1</sup> (Carrying amounts, including pro rata share of joint ventures)



- Solid debt service coverage;
- Ample liquidity to execute business plan;
- High quality unencumbered pool of assets;
- Manageable long term maturities;
- Well covered dividend with FFO payout ratio <80%<sup>2</sup>;
- Stable free cash flow of ~\$73M in 2017;
- Fixed interest rate on ~91% of total indebtedness; and
- 90% of unencumbered NOI from Tier One and Open Air.

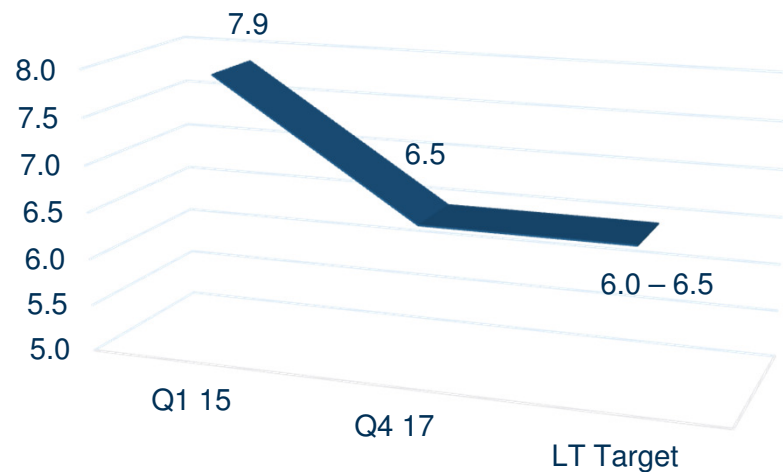
1. Maturity schedule assumes the impact of the JAN 18 credit facility recast and the full exercise of available extension options.

2. Represents the delta between FFO, as adjusted, and annual distributions of \$1.00 per share on the Company's Common Shares and Operating Partnership Units.

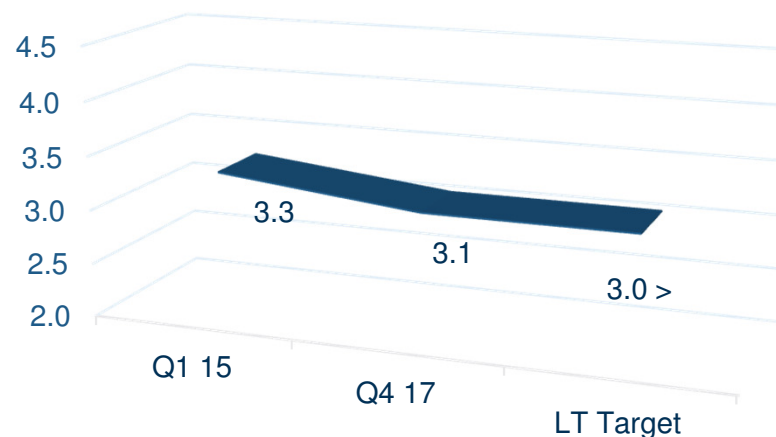
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## FINANCIAL HIGHLIGHTS

Net Indebtedness-to-EBITDA



Debt Service Coverage Ratio



Segment	FY 2014 Comp NOI (\$000)	FY 2015 Comp NOI (\$000)	FY 2016 Comp NOI (\$000)	FY 2017 Comp NOI (\$000)
Tier One	\$296,122	\$295,482	\$307,379	\$305,476
Tier Two	\$116,989	\$114,932	\$112,577	\$101,887
Enclosed Total	\$413,111	\$410,414	\$419,956	\$407,363
Open Air	\$120,196	\$124,429	\$129,520	\$135,315
<b>Total Portfolio</b>	<b>\$533,307</b>	<b>\$534,843</b>	<b>\$549,476</b>	<b>\$542,678</b>

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## STRATEGIC HIGHLIGHTS

Washington Prime Group is of the adamant belief **sound financial and operational measures allow for strategic opportunities**. It is commonplace within our industry for sector participants to ‘wax philosophic’ in order to appease shareholders which tends to result in a lack of management expectation when such pronouncements fail to materialize. We also believe **strategic actions are often organic in nature e.g. redevelopment** to further our hybrid asset model. We have been incremental in our approach and as a result have accomplished several strategic actions which better position us to take advantage of arbitrage opportunities.

- Negotiated \$55M discounted payoff of \$99.7M mortgage secured by Southern Hills Mall for 13.5% which was an improvement of 600 BPS over indebtedness yield of 7.5% while encumbered;
- Negotiated \$63M discounted payoff of \$87.3M mortgage secured by Mesa Mall resulting in an improvement of 360 BPS over indebtedness yield of 9.4% while encumbered;
- Signed definitive agreement to **sell \$67.5M outparcels for mid six percent** capitalization rate (closed first tranche JAN 18);
- Our **Redevelopment pipeline includes 37 projects** underway ranging from **between \$1.0M and \$60M** with an estimated average ROIC of 10.0% which does not include derivative impact of benefit to adjacent unproductive space; and
- In conjunction with a like-kind tax (1031) exchange, the Company signed an agreement to purchase Southgate Mall, a dominant hybrid town center, situated in Missoula, Montana. The asset features Lucky’s Market and a nine screen dine-in AMC Theater – both newly built.

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## REDEVELOPMENT

Redevelopment is among our most intriguing value proposition.

- Allocated \$84M to redevelopment in 2017; intend to allocate between \$100M and \$125M in 2018;
- Redevelopment includes 37 projects underway ranging from between \$1.0M and \$60M with an estimated AVG ROIC of 10.0% which does not include impact of benefit to adjacent unproductive space;
- Robust pipeline of future projects across Enclosed and Open Air assets includes 19 additional projects in the underwriting, review and approval phases;
- WPG has allocated nearly 90% of redevelopment capital to Open Air and Tier One since beginning of 2016;
- Tenant driven e.g. signed leases prior to commencement; and
- Necessary for redevelopment to strengthen dominant positioning within marketplace.

Jefferson Valley Mall  
Yorktown Heights, NY



Oklahoma City Collection  
Oklahoma City, OK



Pearlridge Center  
Aiea, HI



Westminster Mall  
Westminster, CA



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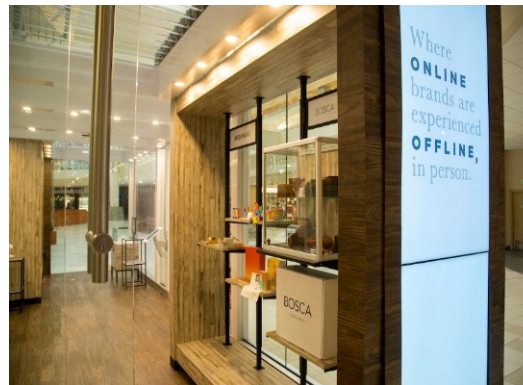
## NEW INITIATIVES

New initiatives are well underway. For instance, our eCommerce platform, Tangible, is operational in its first four assets; Shelby's Sugar Shop, our candy store joint venture, likewise; and our first two common area local craft brewers are now open.



WPG offers self service Amazon Lockers at 50 of our assets.

WPG is installing digital screens adjacent to the lockers with electronic couponing and promotional capabilities to drive customer traffic; we recently introduced locker wraps through a sponsorship with Coca-Cola.



Tangible is a concept which curates eCommerce purveyors on a rotational basis allowing for a treasure hunt experience.

We currently have four Tangible venues open in Columbus, Seattle, Denver and Tampa.



Eschewing the traditional 'four wall' approach, we are increasingly offering our tenants the ability to utilize common area in a variety of ways.

Whether it be for a brand launch, a seasonal offering or a limited availability product, WPG is collaborating with tenants via trunk shows, product demonstrations, pop up shops, vending machines and digital advertising.



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Our two common area local craft beer installations have exceeded projections and we have an additional six either under construction or in the planning phase.

These common area installations offer our guests an adult refuge with comfortable seating, large screen televisions and interesting food and beverage options.



We formed an association with Cleveland Avenue, a venture capital and consulting firm solely focused upon the food and beverage space and led by the former CEO of one of the world's largest restaurant companies.

The intent is to beta test their concepts as well as have them assist us in holistically rethinking the food court at our Enclosed centers.

## FOOD AND BEVERAGE



We have four Shelby's in operation which are performing well and we continue to open new locations.

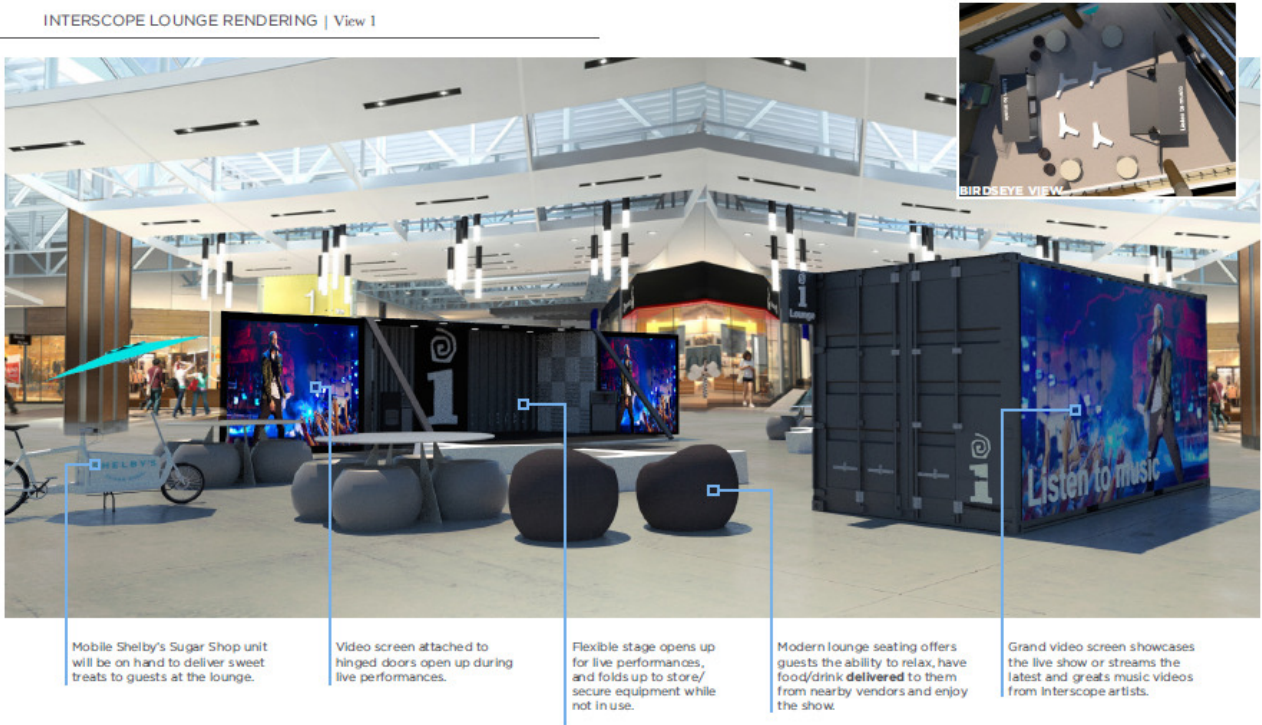
These 'sweet shops' combine bulk candy with local and national favorites in creative common area space as well as employing a mobile unit which can be located to 'hot spots' as shopper traffic warrants.

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## ACTIVATING COMMON AREA

Creating dynamism includes bringing exciting events and activities to our assets. The marketing function has been repurposed via a combined effort between Creative Services and FAST, which provides financial and demographic analysis, to deliver differentiated collateral material to tenants and sponsors. The mandate is to provide ideation which is quantitatively and qualitatively substantiated by the aforementioned with a revenue generation mindset. Furthermore, Washington Prime Group continues to disavow the notion a tenant should be confined to the ‘four walls’ which demarcate their space. Common area installations are reciprocally beneficial as it increases brand awareness and allows for continual rotation.

INTERSCOPE LOUNGE RENDERING | View 1



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## DEPARTMENT STORE UPDATE

Since 2015, WPG has reduced its department store exposure by 26% including reducing Sears and Bon-Ton exposure by 33% and 26%, respectively. Of the ~400 Sears, Macy's and JC Penney store closures announced in 2017, only five were within our portfolio.

	Store Count after Announced Closings <sup>1</sup>	Q1 2015 Number of Stores	% Change	ABR % as of SEP 30 17	WPG Owned Stores	WPG Owned % of Total Exposure
Sears <sup>2</sup>	40	60	(33%)	0.8%	14	35%
JCPenney	38	49	(22%)	1.2%	21	55%
Macy's	26	36	(28%)	0.2%	5	19%
Dillard's	23	28	(18%)	0.1%	1	4%
Bon-Ton Stores	14	19	(26%)	0.9%	13	93%
Belk	11	13	(15%)	0.4%	7	64%
Total	152	205	(26%)	3.6%	61	40%

We have forecasted what the potential need would be, if required, to address all of the Sears and Bon-Ton spaces in our portfolio.

Assuming Seritage takes care of their 11 locations and we bring in partners to assist in any mixed-use components, we are estimating **our share of capital investment to be ~\$300M** to reposition these locations within our Tier One and Open Air assets.

With a **3 to 5 year investment time horizon**, we are comfortable that we will have the **necessary capital to address these opportunities**.

1. Store counts exclude announced closings since JAN 2018: Sears at Rushmore and Westminster Malls; Elder Beerman (Bon-Ton) at Grand Central Mall; Belk at Morgantown Mall; Lease expirations do not include extension options. Store counts also exclude Dillard's, Herberger's (Bon-Ton) and JCPenney at Southgate Mall.
2. As of DEC 31 2017 there were 11 Seritage owned Sears spaces in WPG's portfolio.

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## DEPARTMENT STORE UPDATE

Since 2015, Washington Prime Group has addressed every single one of its owned anchor spaces with diversified adaptive reuse save for three, two of which are currently occupied.

	Property	Department Store	Replacement Tenants	Opening Date
WPG Owned	Cottonwood Mall	Macy's	New tenants include home furnishings retailer	2019
	Grand Central Mall	Elder-Beerman	First West Virginia opening of 20,000 SF H&M	2018
	Great Lakes Mall	Dillard's	Round 1 Entertainment, Outback Steakhouse and various retail	2018
	Lima Mall	Elder-Beerman	Leasing continues to explore adaptive reuse alternatives	-
	Fairfield Commons	Elder-Beerman	Open Air lifestyle format includes three restaurants	2015
	Markland Mall	Sears	Executed leases with ALDI, Party City, PetSmart and Ross Dress for Less	2018
	Morgantown Mall	Belk	Leasing continues to explore options (Belk closing MAR 2018)	-
	New Towne Mall	JCPenney	WPG to announce redevelopment plans shortly	TBD
	New Towne Mall	Sears	Dick's Sporting Goods and Ulta Beauty	2016
	Northwoods Mall	Macy's	Round 1 Entertainment, The RoomPlace and various retail	2018
	Polaris Fashion Place	Great Indoors (Sears)	Dick's Sporting Goods including Field & Stream	2015
	Rushmore Mall	Sears	Leasing continues to explore options (Sears closing APR 2018)	-
Third Party Owned	Great Lakes Mall	Sears	Owned by Seritage	-
	Sunland Mall	Macy's	Owned by third party	-
	Town West Square	Dillard's	Owned by third party	-
	Westminster Mall	Sears	Owned by Seritage	-

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## SECONDARY DEFENSE

Common 'Wisdom': The ~25 SF of Retail GLA per capita is equally distributed throughout the United States.

Fact: There exists more Retail GLA within the 12 largest MSAs than the rest of the United States combined. On a per capita basis, the 12 largest MSAs exhibit 45.4 SF of Retail GLA per capita which equates to a factor 2.6x greater when compared to the 17.2 SF present within the remainder of the United States.

Metropolitan Statistical Area (MSA)	Census Population <sup>1</sup>	Reported Retail GLA <sup>2</sup>	Retail GLA per capita
New York, Newark, Jersey City MSA	20,153,634	777,872,000	38.6
Los Angeles, Long Beach, Anaheim MSA	13,310,447	529,240,000	39.8
Chicago, Naperville, Elgin MSA	9,512,999	505,952,000	53.2
Dallas, Fort Worth, Arlington MSA	7,233,323	374,729,000	51.8
Houston, The Woodlands, Sugar Land MSA	6,772,470	347,175,000	51.3
Washington, Arlington, Alexandria MSA	6,131,977	245,200,000	40.0
Philadelphia, Camden, Wilmington MSA	6,070,500	297,243,000	49.0
Miami, Fort Lauderdale, West Palm Beach MSA	6,066,387	284,520,000	46.9
Atlanta, Sandy Springs, Roswell MSA	5,789,700	316,181,000	54.6
Boston, Cambridge, Newton MSA	4,794,447	216,653,000	45.2
San Francisco, Oakland, Hayward MSA	4,679,166	216,659,000	46.3
Phoenix, Mesa, Scottsdale MSA	4,661,537	205,885,000	44.2
<b>12 Largest MSAs</b>	<b>95,176,587</b>	<b>4,317,309,000</b>	<b>45.4</b>
<b>Remainder MSAs</b>	<b>227,950,926</b>	<b>3,930,503,000</b>	<b>17.2</b>
<b>Total US</b>	<b>323,127,513</b>	<b>8,247,812,000</b>	<b>25.5</b>



The 12 largest MSAs exhibit 2.6 times the Retail GLA per capita when compared to the rest of the US.

While certain secondary MSAs are similarly over retailed, on average, secondary MSAs are underserved and rely upon dominant retail venues which often capture a two or three county catchment.

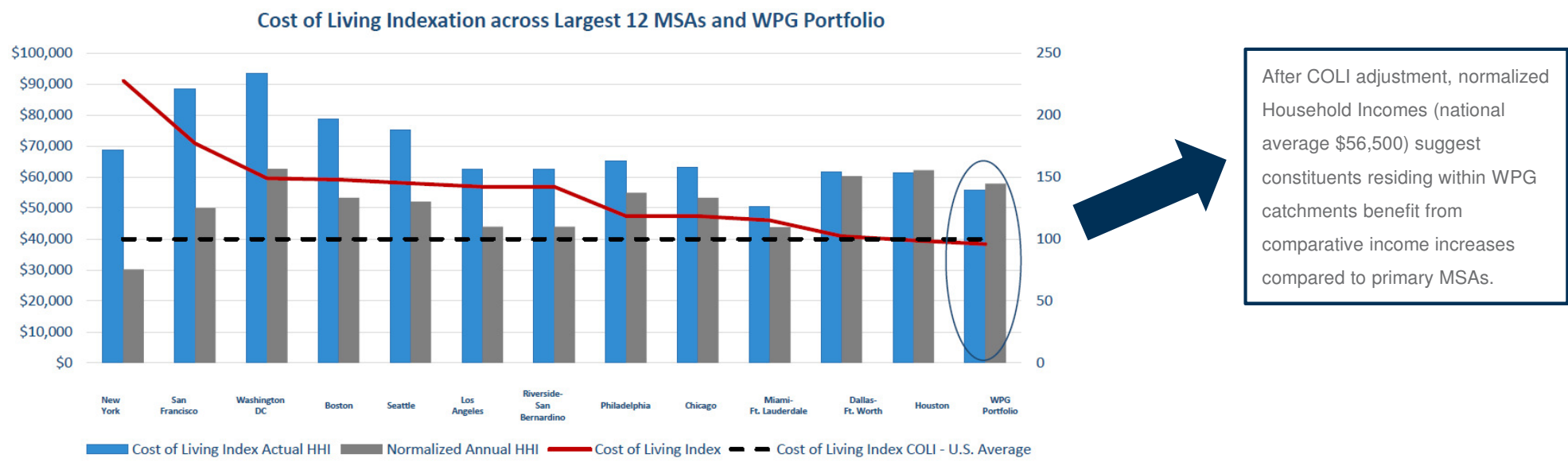
Source: 1. US Census Bureau; 2. CoStar Group data as of APR 17

Common ‘Wisdom’:

The average Household Income of the MSA served by a retail venue should significantly exceed the national average in order for the asset to be characterized as successful.

Fact:

There exists a meaningful income ‘boost’ to those constituents residing within secondary MSAs when lower COLI adjusted scores taken into account.



Source: US Census Bureau; 2016 Council for Community and Economic Research (ACCRA) Survey

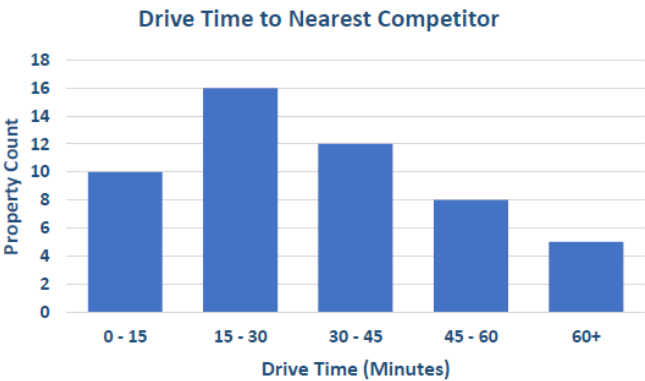
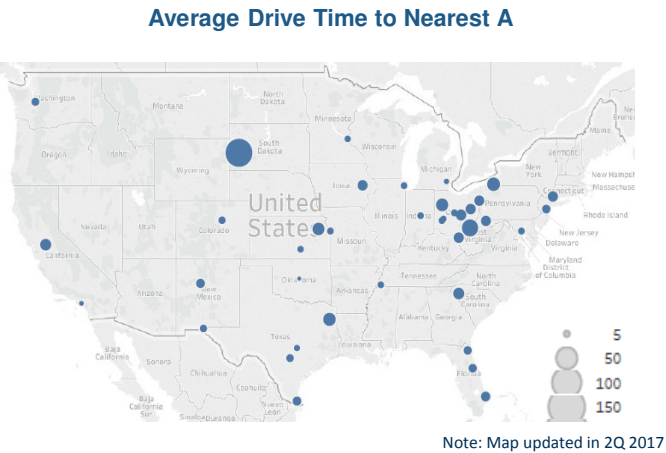
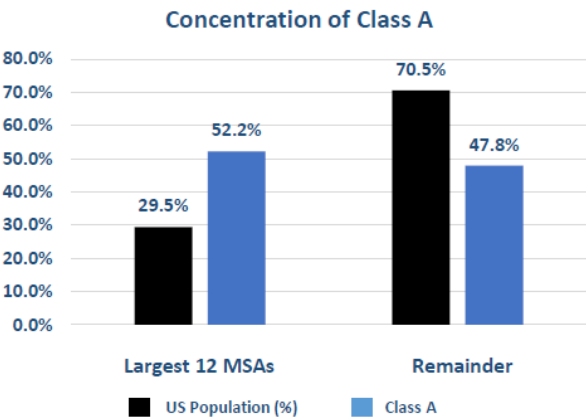


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# SECONDARY DEFENSE

Common ‘Wisdom’: Class A and ‘dominant’ are unequivocally interchangeable when referring to retail venues and Sales PSF of \$500 or greater is a steadfast requirement.

Fact: Traditionally defined Class A assets do not serve majority of the US population.



~30% of the population situated within the largest 12 MSAs is served by 186 Class A assets while the other 70% of the population are served by just 46.

WPG assets AVG 38 minute drive time to nearest competitor and ~70 minute drive time to nearest Class A asset.

Source: Company and includes WPG Enclosed with grade below Class A as defined by Green Street Advisors. Nearest competitor defined as Enclosed within one grade.