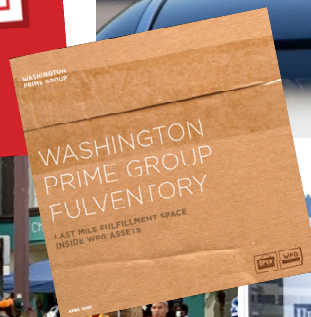




WPG

CARES

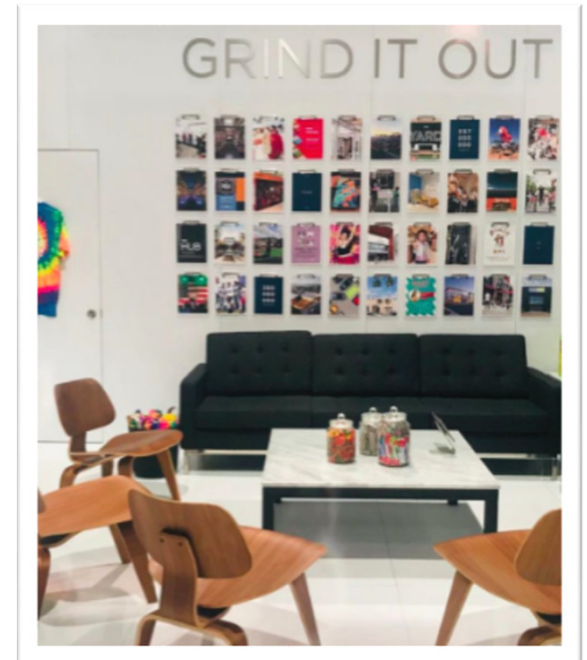


Washington Prime Group Inc.
Nareit Presentation
June 2020

Some of the information contained in this presentation includes forward looking statements. Such statements are subject to a number of risks and uncertainties which could cause actual results in the future to differ materially and adversely from those described in the forward looking statements.

Investors should consult the Company's filings with the Securities and Exchange Commission (SEC) for a description of the various risks and uncertainties which could cause such a difference before deciding whether to invest.

This presentation also contains non GAAP financial measures and comparable net operating income (NOI). Reconciliation of this non GAAP financial measure to the most directly comparable GAAP measure can be found within the Company's quarterly supplemental information package and in filings made with the SEC, which are available on the investor relations section of its website at www.washingtonprime.com.

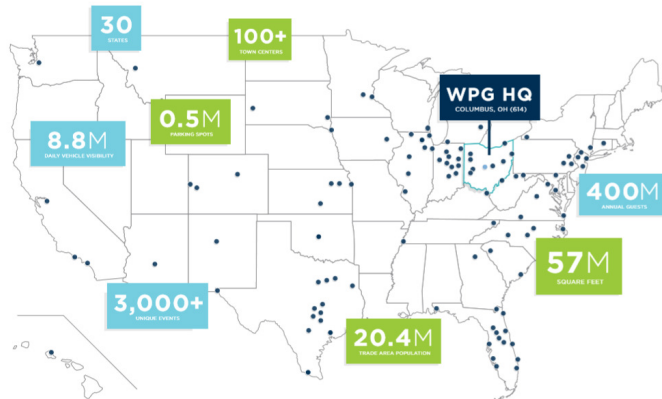


Washington Prime Group: National Footprint with Local Flavor

National Footprint with Local Flavor

With 99 town centers throughout the US, we're as American as apple pie. As a matter of fact, we are also as American as deep dish pizza in Chicago, Hawaiian poke salad, vegan spring rolls in Malibu, El Paso Tex-Mex, Maryland crab cakes, kimchi in Orange County, Memphis barbeque and a Kansas City porterhouse.

WPG MEDIA: MULTI-CHANNEL PLATFORMS TO CONVEY YOUR MESSAGE



Our well regarded infrastructure, from Hawaii to Connecticut and pretty much everywhere else in between, allows our tenant and sponsor partners to benefit from the operating efficacy and economies of scale of a large national company alongside local management who possess comprehensive knowledge of the specific locale within which they reside.

Satisfying Shoppers across Demographic Continuum

Catering from the aspirant to the affluent and Middle America to the metropolis, WPG assets capture the socioeconomic continuum via one of the nation's largest retail portfolios. In fact, the demographic constituency of WPG is a representative microcosm of the American consumer.

Our 53M SF is comprised of Enclosed and Open Air venues including Lifestyle, Factory Outlet and Last Mile Fulfilment all of which are increasingly situated within a hybrid format which includes a diversified mix of products, goods and services.

This format fluidity allows WPG to beta test across demographic, socioeconomic and geographic constituencies in order to better provide our guests with the practical and relevant as well as the frivolous and exciting whether fashion, food or furniture.

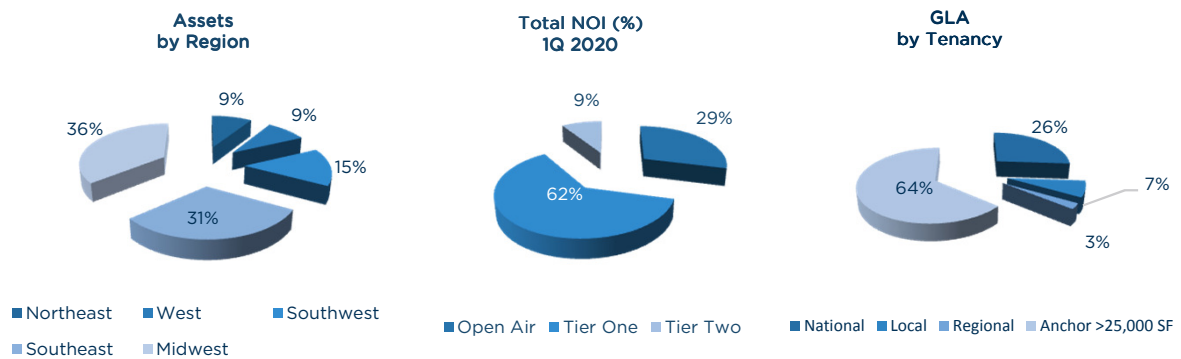


Company Snapshot



Washington Prime Group (NYSE: WPG)

- National portfolio of Enclosed and Open Air retail venues
- Comprised of 99 assets consisting of 53M SF as of MAR 31 2020
- Tier One and Open Air assets account for 91% of total NOI as a result of noncore assets having been reduced by 28%
- Diversified by product, size, geography and tenancy
- Increasing mixed use component (last mile fulfilment, lodging, residential, office and medical) via adaptive reuse
- Recognized as innovation leader within industry regarding events, activities and installations
- Experienced leadership incorporating financial, operational and strategic expertise
- Readily available corporate resources allow for real time decision making by General Managers



Significant Leasing Progress and Stable Operating Metrics Prior to COVID-19 Pandemic

Significant Leasing Progress

- Leasing volume exhibited a 12% YOY increase during the first quarter of 2020 totaling 1.4M SF;
- Above follows annual leasing volume of 4.4M SF, 4.2M SF and 4.0M SF in 2019, 2018 and 2017, respectively, totaling 14M SF; and
- Of the aforementioned 1.4M SF in the first quarter of 2020, 48% of new leasing was attributable to lifestyle tenancy.

Stable Operating Metrics

- Tier One sales PSF increased 5.5% YOY to \$423 for the twelve Months ending February 29, compared to the prior year period;
- Tier One occupancy cost improved 50 basis points to a sector leading 11.2% in the first quarter of 2020 from the prior year;
- As of March 31, 2020, combined Tier One and Open Air occupancy decreased 90 basis points YOY to 92.9%;
- Releasing spreads for Tier One assets increased 4.2% in the first quarter of 2020, reflecting the strongest quarterly improvement in several years; and
- First quarter 2020 comparable NOI exhibited a sequential quarterly improvement of 160 basis points from the fourth quarter of 2019.

Progress, Actions and Initiatives During the COVID-19 Pandemic

- 57% of the Company's assets remained fully or partially open during COVID-19; 85% of enclosed assets have reopened as of June 1, 2020 with the remaining eight enclosed assets that aren't fully reopened continuing to offer curbside pickup; and a robust effort has been underway to ensure optimal transition for reopening including tenant discussion forums as well as a comprehensive Reopening Processes and Best Practices Manual;
- Of the current 18 adaptive reuse projects, Company has held discussions with respective tenancy and all have committed to open, albeit six have been delayed to 2021;
- Illustrating continued tenant demand, during the Months of March and April of 2020, 85 leases were signed totaling 624,852 SF;
- The Company recently launched Fulventory, a proprietary last mile fulfilment initiative which allows tenants to utilize space within Washington Prime Group assets for BOPIS (buy online and pickup in store) and inventory clearance; and
- Industry leading initiatives as WPG Cares and Open for Small Business have exemplified the Company's efforts as a community and tenant resource.

Louis Conforti, CEO and Director 1Q 20 Earnings Release Comments

Operational Commentary

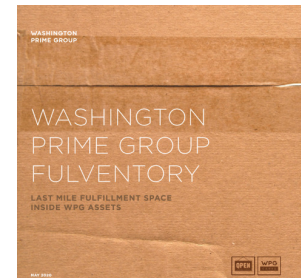
- *Just to remind everybody for the umpteenth time, open air 'plus' assets (including nine Tier One properties with open air lifestyle format) comprise ~40% of total NOI. Further, ~75% of what we report as Enclosed...has an open air component...the hybrid format objective which we've been executing over the previous three years;*
- *A methodical transition to reopening must assuage the psychological concerns which will surely exist as a result of the national emergency resulting from COVID-19. We have made our comprehensive Reopening Processes and Best Practices Guide available to all of our tenants. The objective is to prepare for the reopening of our assets whereby every aspect is addressed including leasing, property management, operations, marketing, technology and social media; and*
- *Recognizing the importance of a fulfillment component for merchandise as well as food and beverage, we're pleased to announce a collaboration with CloudKitchens® to provide a turnkey solution for in house dining, pickup and delivery. Three locations are underway with a dozen or so more under consideration;*
- *As it relates to fulfillment of merchandise, we have just announced Fulventory, our proprietary initiative which allows tenants to utilize space within our assets for local and regional last mile fulfillment as well as for inventory clearance. As BOPIS and BORIS (buy online and return in store) continue to gain traction with our guests, Fulventory captures the nexus between physical space and eCommerce and advances the symbiotic relationship which exists between the two;*

Financial Commentary

- *In terms of 2H 20, we have addressed key variables including rental collection and OpEx as well as assumptions for CapEx, etc. and assuming payment of contractual debt service for remainder of year. Our base case has us ending 2020 with between \$150M to \$175M of cash on hand...cushion to address any downside scenarios.*
- *We anticipate our share of redevelopment costs to be ~\$80M for the remainder of 2020, which includes FieldhouseUSA, HomeGoods, Ross Dress for Less, SCHEELS All Sports and T.J. Maxx and the like. Further, we have resolved 18, or 64%, of the 28 department stores of which we have control;*
- *Notwithstanding self funding capability, we deemed it prudent to draw ~\$130M from our credit facility in order to further buttress our cash position. As preservation of cash is of utmost importance, we also announced several measures to preserve liquidity including Board's decision to temporarily suspend quarterly cash dividend for common shares and operating partnership units throughout remainder of the year (potential exists for true up dividend payment during the fourth quarter in order to address taxable income distribution requirements;*
- *The national emergency we all face has prompted WPG to take necessary measures regarding corporate overhead and other cost saving measures. This has translated into a combination of furloughs and layoffs impacting ~20% of our workforce, field and corporate. This belt tightening also includes a temporary freeze on hiring and terminating third party vendors when applicable. In addition, executive and senior management temporarily reduced base salary compensation between 5% and 25%.*

WPG Serving as a Resource to Guests, Tenants and Sponsors During the COVID-19 Pandemic

Initiative WPG Cares Purpose Local philanthropy during COVID-19 pandemic Beneficiary Those impacted by COVID-19 pandemic	<p>The Company recently offered its assets and services to over 600 local, state, federal and nonprofit agencies combating COVID-19. To date, WPG has performed ~400 community service projects including serving as distribution centers for medical supplies, hosting of COVID-19 testing stations, providing space for food depository as well as immediate response actions. Asset participation with onsite management nearly 100%.</p>
Initiative Fulventory Purpose Last mile fulfillment within WPG assets Beneficiary Local and national tenancy	<p>The Company recently launched Fulventory, a last mile fulfillment initiative which allows tenants to utilize space within WPG assets for BOPIS (buy online and pickup in store) and inventory clearance. As BOPIS and BORIS continue to gain traction with consumers, Fulventory captures the nexus between physical space and eCommerce serving as an amenity for both guests and tenants.</p>
Initiative Open for Small Business Purpose Lease modification and educational webinars Beneficiary Small business and local entrepreneurs	<p>WPG established Open for Small Business in conjunction with University of Chicago's Clinic on Entrepreneurship and faculty members (Nobel Laureate Richard Thaler and Freakonomics author Steven Levitt) in order to assist local entrepreneurs e.g. standardized lease modification. Open for Small Business also hosts educational webinars addressing such topics as accessing SBA capital and other relevant subject matter.</p>



WPG Serving as a Resource to Guests, Tenants and Sponsors During the COVID-19 Pandemic

Initiative #scholarspree

Purpose Host virtual graduation and related activities

Beneficiary High school seniors

#ScholarSpree is a celebration honoring high school seniors nationwide. WPG will be honoring their accomplishments with outdoor and digital events to ensure everybody's safety during the Coronavirus pandemic. Scheduled activities include car parades, parking space decoration as well as a Class of 2020 digital mosaic and graduation cap (mortar board) design contest with a grand prize of \$10,000.



Initiative Well Picked Goods

Purpose Online merchandise with in store incentive

Beneficiary Guests and tenants

Well Picked Goods is an initiative whereby WPG produces a weekly digital curation of merchandise from local entrepreneurs and national tenancy as selected by General Managers of a featured WPG town center. Intended to maintain consumer loyalty and incent a return to the physical asset, Well Picked Goods includes an in store gift card promotion subject to a minimum purchase as tenants reopen for business.



Initiative Latinx

Purpose Beta test LatAm retailers within WPG assets

Beneficiary LatAm retailers

As a substantial number of WPG assets cater to a Hispanic demographic constituency, Latinx is an initiative which allows Latin American retailers the ability to beta test US consumer receptivity to their product offerings via temporary (pop up) installations both inline and common area. In addition to physical locations, WPG will provide digital access throughout its entire portfolio as well as social media activation.

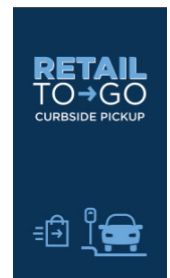


Initiative Retail to Go

Purpose Facilitate BOPIS for guest convenience

Beneficiary Guests and tenant

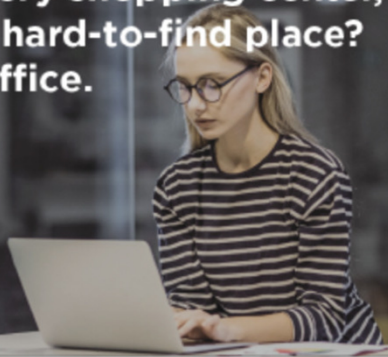
WPG is of the belief there exists a symbiotic relationship between physical retailing and eCommerce. The key to successfully integrating the two is to provide guest convenience in conjunction with relevant goods and services and dynamic attractions which result in extended guest visitation. Retail to Go satisfies the convenience proposition while WPG continues to diversify tenancy and activate common area.



Operational 'Outside the Box' Ideation

What is present at almost every shopping center, but usually tucked away in a hard-to-find place? The property management office.

The Hub serves as a home base for general managers and staff while enlivening common areas. The new workstations are part of Washington Prime Group's commitment to a new management approach. By putting these teams closer to shoppers and tenants, we anticipate many benefits, among which are quicker response times to emergent issues and the ability to spot opportunities for improvements to merchandising on the property.



Goodwill Ambassadors

Think about it, General Managers serve as the primary interface for our more than 400M annual guests. As a result of the mandate of General Managers serving as 'goodwill ambassadors, ~50% have been replaced by individuals from a wide range of sectors including lodging, gaming and entertainment.

These proactive colleagues better understand the idiosyncrasies of their specific demographic constituency one heck of a lot better than some suit in at corporate headquarters 2,500 mile away from the asset in question. They also know to access corporate resources; and are enfranchised to make real time decisions which impact their assets. A multivariate rank order assessment which includes revenue generation via procuring local tenancy and sponsorship is now in place fostering healthy competition between General Managers.



The Hub

We have installed what we now affectionately refer to as 'The Hub' at every asset. The Hub replaces the traditional 'out of the way' management office allowing for real time actions regarding guests, tenants and sponsors...not exactly rocket science or Nobel worthy to have local management situated within common area.



Special Projects Improving Curb Appeal

During 2019, the company established a Special Projects program which focuses upon primarily aesthetic improvements with the intent of improving upon interior and exterior ‘curb appeal’. This effort is in accordance with the incremental approach employed prior to large scale development. It should be noted such measures are generally considered minimal from a capital expenditure perspective albeit they often produce an outsized impact. This effort is a collaboration between the Construction, Property Management, Marketing, et. al. departments. As importantly, a process exists whereby local management provides input as to what is deemed important for the asset under review and a prioritized status report tracks fulfilment progress on a recurring basis.

PROPOSED ACTIVATIONS | EXTERIOR PATIO REFRESH AT ORANGE PARK MALL - \$63K



AUDIENCE
WPG Board Members

DEPARTMENT
Special Projects

DATE
February 2020

13

OVERVIEW

AMENITIES

- Living Walls, Topiaries, Boxwood Hedges, Astro Turf
- Book Nook
- Food Truck Activations

INSTALLATIONS

- Common Area Pop Ups
- Common Area Shelby's Sugar Shop

INFRASTRUCTURE

- Entrances Enhancements
- Paint Refresh (Interior and Exterior)
- Lighting Enhancements (Interior and Exterior)

COMMUNITY PARTNERSHIPS

- University Partners
- Museums, Hospitals, Zoos

TENANTS

- Sponsorship
- Inline Pop Up Shops



AUDIENCE
WPG Board Members

DEPARTMENT
Special Projects

DATE
February 2020

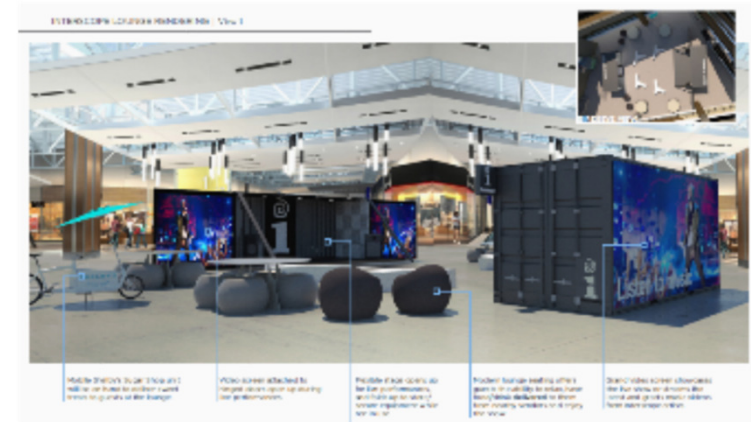
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Beta Test or in Other Words Try New Sh*t



Tangible™ is a WPG proprietary concept which curates eCommerce purveyors on a rotational basis providing guests with differentiated brands generally only available via the internet. WPG currently has four Tangible venues open in Columbus, Seattle, Denver and Tampa with additional installations on the way.

Shelby's Sugar Shops®: These WPG proprietary 'sweet shops' combine bulk candy with local and national favorites in creative inline space as well as employing a mobile unit which can be located to 'hot spots' throughout the common area as shopper traffic warrants.



In collaboration with Interscope Records, WPG is providing guests with music oriented installations including Interscope Labs™ which features touring recording artists, the ability to customize a playlist, continual audio and video programming as well as related merchandise.

Stability Best Illustrated by Minimal Variance of Historical Operating Metrics

In spite of significant inline retailer and department store bankruptcies, cash flow stability is best illustrated by comparable NOI decline of only 60 basis points during a five year period for Tier One and Open Air assets. In addition, during the past five years comparable occupancy has only decreased 1.2% for the core portfolio, in spite of the fact that approximately 14% of the enclosed in-line space has filed bankruptcy since YE 2014.

Segment	YE 2014 Occupancy % as of DEC 31	YE 2015 Occupancy % as of DEC 31	YE 2016 Occupancy % as of DEC 31	YE 2017 Occupancy % as of DEC 31	YE 2018 Occupancy % as of DEC 31	YE 2019 Occupancy % as of DEC 31
Tier One	94.00%	93.70%	93.90%	93.10%	94.00%	91.40%
Open Air	95.30%	95.90%	95.80%	95.80%	95.60%	95.70%
Total Core	94.60%	94.70%	94.80%	94.40%	94.80%	93.40%

Segment	FY 2014 Comparable NOI (\$000)	FY 2015 Comparable NOI (\$000)	FY 2016 Comparable NOI (\$000)	FY 2017 Comparable NOI (\$000)	FY 2018 Comparable NOI (\$000)	FY 2019 Comparable NOI (\$000)	5YR NOI Growth
Tier One	\$332,126	\$331,400	\$341,181	\$341,814	\$339,331	\$311,921	-
Open Air	112,323	116,828	122,499	128,940	127,874	129,681	-
Total Core ¹	\$444,449	\$448,228	\$463,680	\$470,754	\$467,205	\$441,602	(0.60%)

Tier One Enclosed	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
AVG Lease Term (New)	7.0	7.5	6.9	6.5	6.8
AVG Lease Term (Renewal)	4.0	4.5	4.3	3.5	3.8
Tenant Allowance PSF (New)	\$43.99	\$40.61	\$37.10	\$37.25	\$47.56
AVG Rent PSF (New)	\$23.46	\$31.00	\$31.03	\$28.12	\$29.23

Releasing Spread	TTM 2015	TTM 2016	TTM 2017	TTM 2018	TTM 2019
Tier One	1.5%	(1.3%)	(0.4%)	(8.0%)	(5.8%)
Open Air	19.3%	3.7%	3.6%	(0.1%)	6.1%
Total	5.1%	0.5%	0.6%	(6.3%)	(3.2%)

¹ Includes assets owned as of DEC 31 2019. On comparable basis e.g. excluding assets acquired after 2014 forecasted five year NOI growth (2.4%).

Open Air Plus NOI totals ~40% of NOI

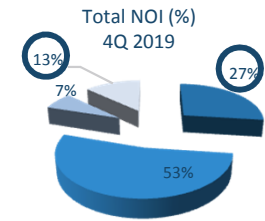
In addition to those assets which comprise the Open Air segment, it should be noted, several other high quality assets exhibit Open Air e.g. shopping center characteristics. If the following are included within the Open Air designation (hereinafter Open Air Plus), the percentage of total NOI increases by 13.0% to 40.0%.

Segment	YE 2014 Occupancy % as of DEC 31	YE 2015 Occupancy % as of DEC 31	YE 2016 Occupancy % as of DEC 31	YE 2017 Occupancy % as of DEC 31	YE 2018 Occupancy % as of DEC 31	YE 2019 Occupancy % as of DEC 31
Open Air Plus*	94.9%	95.4%	95.3%	95.4%	95.5%	95.0%

Segment	FY 2014 Comparable NOI (\$000)	FY 2015 Comparable NOI (\$000)	FY 2016 Comparable NOI (\$000)	FY 2017 Comparable NOI (\$000)	FY 2018 Comparable NOI (\$000)	FY 2019 Comparable NOI (\$000)	5YR NOI Growth
Open Air Plus*	\$163,964	\$171,751	\$178,737	\$188,111	\$191,137	\$191,817	17.0%

Releasing Spread	TTM 2015	TTM 2016	TTM 2017	TTM 2018	TTM 2019
Open Air Plus*	13.2%	5.4%	5.1%	-0.6%	3.6%

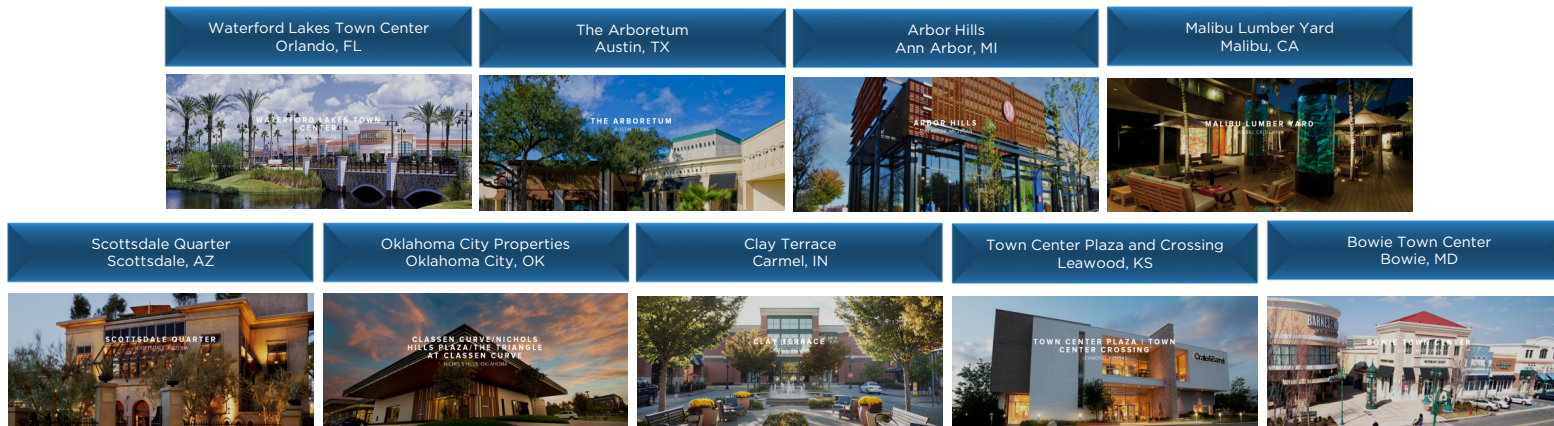
Takeaway: 40% of WPG's total NOI exhibited annual Comparable NOI growth of 3.4% over the previous five years



■ Open Air ■ Tier One ■ Tier Two ■ Open Air Plus Properties

*Open Air Plus includes current Open Air portfolio as well as Arbor Hills, The Arboretum, Bowie Town Center, Clay Terrace, Malibu Lumber Yard, Oklahoma City Collection, Scottsdale Quarter, Town Center Plaza and Crossing and Waterford Lakes Town Center

Assets not included within current Open Air portfolio:



Mixed Use Redevelopment Value Creation

Within 3Q 19 commentary, we summarized mixed use redevelopment potential for three representative assets and the incremental impact upon net asset valuation (adjacent table):

- Three representative assets were selected, WestShore Plaza, Westminster Mall and Clay Terrace, all of which are scheduled to undergo redevelopment in short order;
- Drawing from aforementioned financial analysis of the previous quarter, current valuation was ascribed to each asset by applying actual net operating income and implied capitalization rate of 25.0% derived from a share price of ~\$4.00;
- Note these redevelopment projects include retail, office, residential and lodging components; in every instance, obligation is to deliver fully entitled land parcels to developers of these products while retail remains the responsibility of WPG;
- Capital spend for aforementioned delivery of fully entitled land parcels was included as a deduct;
- Fair market value arrived at via third party research.
- Consider extrapolating and applying this methodology in various degrees to Pearlridge Center, Southern Park Mall, Grand Central Mall, Polaris Fashion Place, Southgate Mall, The Mall at Johnson City et. al.

Asset ¹	Current Public Market Valuation ²	Projected Net Asset Value	Implied Net Asset Value Creation ³	Value Creation per Common Share
Westminster Mall	\$32,000	\$187,000	\$155,000	\$0.69
WestShore Plaza	\$41,600	\$231,000	\$189,400	\$0.85
Clay Terrace	\$42,800	\$184,000	\$141,200	\$0.63
Total	\$116,400	\$602,000	\$485,600	\$2.17

¹ (000s) omitted except for Value Creation per Common Share

² Based upon Implied Capitalization Rate of 25% derived from WPG common share price of ~\$4.00

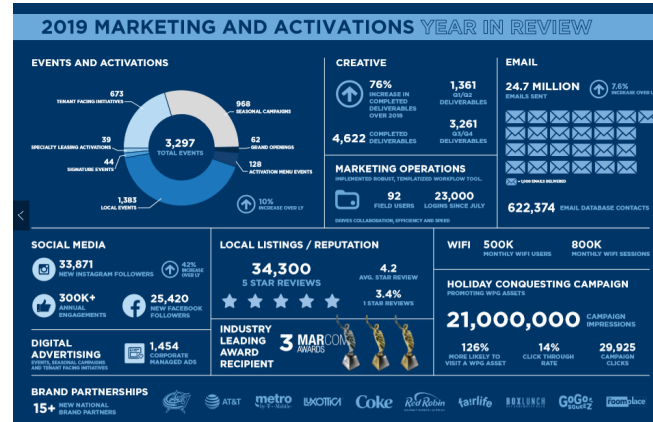
³ Incremental capital cost of ~\$420M netted against Implied Asset Value Creation

Marketing and Activation Leadership

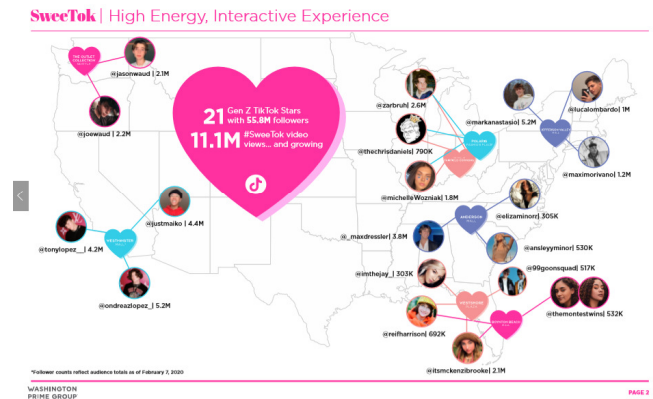
The manner by which Washington Prime Group communicates with a specific demographic constituency has been greatly enhanced as physical, digital and social media are increasingly employed allowing for targeted and real time messaging.

Activation Activity

- During 2019, the Company hosted 3,297 events, installations and activations;
- A robust social media initiative resulted in 33,871 and 25,420 additional Instagram and Facebook followers, respectively;
- Digital media efforts produced 1,454 corporate managed advertisements;
- The Company received one ICSC MAXI Award and two MarCom Awards; and
- WPG introduced the first national landlord sponsored Instagram influencer campaign and most recently a national TikTok influencer campaign (#SweetTok) which resulted in ~10,000 guest visits and 11.1M social media views.



	2017	2018	2019	2020
DEPARTMENT EVOLUTION	<i>Launch and Scoping</i>	<i>Talent, Vision, and Framework</i>	<i>Accelerate and Expand Capabilities</i>	<i>Refine, Amplify and Enable Progress</i>
MARKETING STRATEGY	N/A	DISCOVERY, ASSESSMENT AND ANNUAL MARKETING COLLABORATION INITIATIVE LAUNCHED FIRST YEAR WITH COORDINATE COUNCIL AND ACTIVATION IDEAS	VRG CAMPAIGNS, EVENTS, PROGRAMMING AND ACTIVATION CONTENT LAUNCH ACTIVATION MENU LAUNCH	FUEL THE ACTIVATION MENU WITH A DIVERSE RANGE OF ECONOMICALLY EASY TO IMPLEMENT AND ACTIVATING REVENUE-GENERATING ACTIVATION IDEAS DELIVERS EVALUATED REPORTING METRICS AND CONSUMER/ENGAGE CASE STUDIES
DIGITAL MARKETING	TRANSITION FROM 1ST TO 2ND YEAR OF DISCOVERY, ASSESSMENT AND PLAN	CHANNEL PLANNING, BENCH MARKING, REPORTING, AND ANALYTICS, ACCOUNTS LAUNCH	TOTAL, TANGIBLE, CASE STUDY DEVELOPMENT AND DIGITAL/INFLUENCER INITIATIVE	REPORT STRATEGY BASED ON OUR FIRST A RECOMMENDING EXECUTIVE OFFICERS HOTTLED/NO NEED READ HERE
CREATIVE	VRG BRAND STANDARD DEVELOPMENT AND TEMPLATED COLLABORATION	HIGHLIGHT GROWTH IN COLLABORATION, REPORTING TO SUPPORT DECISIONS CONCEPTS AND INTRODUCED NEW VRG IDENTITIES	BURBS/ INNOVATION, CREATIVE TRANSLATION, VISI TESTS AND SPECIAL PROJECTS/ TEAM COLLABORATION	BR/BS/BS DESIGN, CREATING CONCEPTS AND TRANSLATION REVENUE-GENERATING, DEVELOPMENT, LEASING AND SPECIAL PROJECTS/ TEAM COLLABORATION TESTING AND EVALUATING CONCEPTS AND TRANSLATION HIGHLIGHT GROWTH IN COLLABORATION, REPORTING TO SUPPORT DECISIONS CONCEPTS AND INTRODUCED NEW VRG IDENTITIES
BRAND PARTNERSHIPS	N/A	TRANSITION TO RADIATION AND INTRODUCTION OF NATIONAL BRANDS INTO MIDWESTERN TEAM	DEVELOPMENT OF SELLING COLLABORATION AND EXPANSION OF NATIONAL BRANDS INTO MIDWESTERN TEAM	PARALLEL PACE OF NEW BUSINESS PERSONALIZATION AND CUSTOMER ENGAGEMENT REFINE SALES COLLABORATION, AND LEVERAGE CASE STUDIES TO ENHANCE NEW BUSINESS PRODUCTION DEVELOPMENT OF SELLING COLLABORATION AND EXPANSION OF NATIONAL BRANDS INTO MIDWESTERN TEAM
MARKETING OPERATIONS	N/A	DISCOVERY, ASSESSMENT AND PARTIAL PROJECT MANAGEMENT/STRATEGY CRITICAL FUNCTIONAL WORKFLOW DEVELOPMENT	WELLSFIRE PROJECT MANAGEMENT/STRATEGY COLLABORATION, TRADING AND EFFICIENCIES	OPTIMIZE PROJECT MANAGEMENT AND NONDUALITY SYSTEMS ARCHITECTED AND ROLLOUT INTO FIRST YEAR CONTINUE TO IDENTIFY OPTIMIZATION TO STREAMLINE, ENHANCE EFFICIENCIES AND INCREASE PRODUCTIVITY
FIELD MARKETING	N/A	INTRODUCTION OF FIELD MARKETING DISCOVERY, ASSESSMENT AND BENCH CLARITY EXERCISE	EMBLA EXERCISES THROUGHOUT DEVELOPMENT AND TRAINING AND DEVELOPMENT	REPORT THE TRANSITION OF FIELD TO LOCAL, REGIONAL MANAGEMENT AND ENHANCE FIELD MARKETING TO LOCAL LEADS AND STRATEGIC/STRATEGIC EXECUTIONS OFFICES
PUBLIC RELATIONS	N/A	N/A	TRANSITION FROM COLLABORATION COMMUNICATION TO MARKETING DISCOVERY, ASSESSMENT AND FRAMEWORK	CONSTRUCT AND FACILITATE CUSTOMER TRAINING AND DEVELOPMENT FOR LOCAL, REGIONAL MANAGEMENT CRISIS AND SCENARIO PLANNING ROLLOUT REVENUE-GENERATING PROJECT BUILD PENNSYLVANIA REPORTING DASHBOARD



Illustrating this effort was the first national landlord sponsored Instagram influencer campaign and most recently a national TikTok influencer campaign (#SweeTok) which resulted in ~12,000 discrete guest visits and ~54M social media views. Our achievements have been recognized by the broader marketing community as the Company received one ICSC MAXI Award and three MarCom Awards.

Department Store Adaptive Reuse

WPG Department Store Repositioning Snapshot



18 Projects Addressed (Tier One and Open Air)

Mall at Johnson City
Johnson City, TN



Southern Park Mall
Boardman (Youngstown), OH



Lincolnwood Town Center
Lincolnwood, IL



Polaris Fashion Place
Columbus, OH



¹In addition to ~\$50M spent through December 31, 2019.

Department Store Adaptive Reuse Detail

Adaptive Reuse projects, all of which are situated within Tier One assets:

- ✓ The Mall at Johnson City, Johnson City, Tennessee: HomeGoods will anchor the replacement of the former Sears;
- ✓ Polaris Fashion Place®, Columbus, Ohio: FieldhouseUSA will anchor the mixed use redevelopment of former Sears and is under construction;
- ✓ Town Center at Aurora®, Aurora, Colorado: FieldhouseUSA will anchor the planned mixed use redevelopment of the former Sears;
- ✓ Markland Mall, Kokomo, Indiana: Dunham's has executed a lease to replace the former Carson Pirie Scott (Bon-Ton Stores);
- ✓ Southern Park Mall, Boardman (Youngstown), Ohio: Demolition of former Sears is underway and is to be replaced by DeBartolo Commons which includes athletic and entertainment green space;
- ✓ Southern Park Mall, Boardman (Youngstown), Ohio: The redevelopment project will also feature a new entertainment hub anchored by Steel Valley Brew Works as well as an indoor golf facility and several new food and beverage options. The renovation also includes a permanent DeBartolo-York Family installation situated within the common area;
- ✓ Port Charlotte Town Center, Port Charlotte, Florida: A national entertainment concept has executed a letter of intent to replace Sears;
- ✓ Longview Mall, Longview, Texas: Two national retailers will replace the former Sears with Conn's Home Goods under construction and a letter of intent has been executed for the remaining space;
- ✓ Mesa Mall, Grand Junction, Colorado: Three department store replacements include a national sporting goods retailer replacing the former Herberger's department store (Bon-Ton Stores), Dillard's will replace the former Sears and HomeGoods will replace the former Sports Authority all of which have executed letters of intent;
- ✓ Southern Hills Mall, Sioux City, Iowa: The Company has executed letters of intent with national off price and home furnishings retailers to replace the former Sears location;
- ✓ Southgate Mall, Missoula, Montana: Dillard's opened a second location during June 2019 replacing former Herberger's (Bon-Ton Stores). The Company also recently announced SCHEELS All Sports will replace current JCPenney which is expected to close during second quarter of 2020;
- ✓ Grand Central Mall, Parkersburg, West Virginia: The Company announced HomeGoods, PetSmart, Ross Dress for Less and T.J. Maxx will collectively replace the former Sears location;
- ✓ Morgantown Mall, Morgantown, West Virginia: Dunham's Sports held grand opening during second quarter of 2020 replacing Elder Beerman (Bon-Ton Stores). Ollie's Bargain Outlet is under construction, an entertainment concept has provided a letter of intent to replace former Belk's and former Sears will be replaced with outdoor greenspace for athletic and entertainment use;
- ✓ Lincolnwood Town Center, Lincolnwood, Illinois: The RoomPlace opened August 2019 replacing Carson Pirie Scott (Bon-Ton Stores); and
- ✓ The Mall at Fairfield Commons, Dayton, Ohio: Round1 Entertainment opened November 2019 replacing the lower level of the former Sears, and the upper level is currently under construction and will be occupied by Morris Furniture, which is expected to open during the second quarter of this year.