
SNAPSHOT: SANDTON CITY OUTPERFORMS ITS COMPETITOR BENCHMARK BY 42% FOR 2018 FESTIVE TRADE

Sandton City continues to soar high above the rest with exceptional trading density levels

28 March 2019

A snapshot of Sandton City's festive season trading performance as at 31 December 2018:

- ***Sandton City shows a festive season annualised trading density of over R70,000/m², exceeding the R49,829/m² benchmark for super-regional centres over the same period, exceeding the South African super-regional trading density benchmark level by 42.3%.**
- Sandton City's annualised trading density is significantly above the MSCI super regional benchmark of R37, 517m².
- With 147,940m² of retail space and home to 339 of the world's top brands, Sandton City launched two tailored retail areas, The Food District and The Fun District in 2018, enhancing and complementing the centre's quality and experiential offering.
- In December 2018, Sandton City exclusively presented The Nutcracker's Winter Circus, a world-first production held in its Centre Court in which over 22,000 people attended over its running period from 12 December to 6 January.
- A footfall count of close to 2 million people was reported for December 2018.

The centre continues to be Africa's leading and most prestigious super-regional asset, ranking as one of the country's top performing retail destinations for the 2018 festive season.

**According to The Clur Report of SA Retail Property, which tracks performance, trends and provides benchmarks for property funds owning more than 2.4 million square metres of retail space, Sandton City shows a festive season annualised trading density of over R70,000/m², exceeding the Clur Benchmark of R49,829/m² for super-regional centres over the same period.*

**The festive season period is based on the consolidation of November and December 2018 trading as "December's traditional trading position has shifted over the years due to November's increasingly popular deep discount sales.*

**This has led to an unfair expectation continuing to be placed on December trading performance. It is therefore more relevant to view November and December as one longer consolidated festive season period and to report and interpret on this basis*

- Belinda Clur, Managing Director of Clur Research International.

**The data provided in the Clur Research is independent of L2D, therefore L2D should not be held accountable for the information contained in the research.*

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