

Pop Up Retail Space

EAST VILLAGE

POP UP

Retail Space Solutions

Mirvac's Pop Up Space division provides local and national clients with a platform to bring their outside the box retail ideas to life.

Pop Up Space

Give your concept a boost by occupying space in our busiest thoroughfares or inline stores. The beauty of this platform is the flexibility in the space and the term, whether you're looking to trade for 1 week or 6 months, we can tailor a solution for you. Pop Up spaces can be utilised for a variety of means including selling products, launching brands, experiential marketing and generating leads.

Advertising Space

Retail advertising is an evolving and flexible advertising platform which captures the public in a key 'buying frame of mind'. Advertising Space available within our centres include large format atrium banners, a variety of digital and static signs as well as floor, door and lift decals.

Centre Facts

Centre Type: Metro Supermarket Centre

Total GLA: 32,777 sqm

Major Tenants: Coles, Virgin Active, Audi Centre

Mini Majors: Taste Growers Market, Petstock, East Phoenix

Specialties: 38

Car Parks: 663 spaces

Centre M.A.T.: \$165.8 Million p.a.

Centre Traffic: 6.6 Million p.a.

As at 30 June 2018.

Location

East Village is a mixed-use neighbourhood centre anchored by a full line Coles supermarket, with Virgin Active Health Club, Montessori Academy, MyHealth Medical Centre, Audi Service Centre, over 50 specialty stores, commercial offices on Levels 3-5, and 206 residential apartments on the upper floors. Our vision is to continue to create a distinctive, contemporary retail and commercial experience that combines the best of a food and retail marketplace and restaurant precinct.

Trade Area

- Population growth of 2.3% p.a
- Amid 2,400 apartments
- 18,000 residents within 1km
- 25% residents Asian born
- \$2.65 billion projected trade area expenditure by 2026
- Young professionals with above average disposable income
- 125,000 passing cars daily
- Catchment growing at 2.3% p.a

Mirvac's Pop Up Space division provides local and national clients with a platform to bring their outside the box retail ideas to life.

Pop Up Space

Give your concept a boost by occupying space in our busiest thoroughfares or inline stores. The beauty of this platform is the flexibility in the space and the term, whether you're looking to trade for 1 week or 6 months, we can tailor a solution for you. Pop Up spaces can be utilised for a variety of means including selling products, launching brands, experiential marketing and generating leads.

Advertising Space

Retail advertising is an evolving and flexible advertising platform which captures the public in a key 'buying frame of mind'. Advertising Space available within our Centre includes large format static signs, door decals, as well as floor, lift and travelator decals.





Site Number	Site 1	Site 2	Site 3	Site 4
Power	Yes	Yes	Yes	Yes
Maximum Width x Depth	2m x 3m	2m x 3m	2m x 3m	2m x 3m
Maximum Banner Height	1.4m	1.4m	1.4m	1.4m

All sites are powered within zones 1 to 5, with variable measurements that can be discussed to work with your concept.

Pop Up Contacts

East Village enquiries:

Jessica Michie

P 02 8398 5639 M 0466 551 759

E jessica.michie@mirvac.com

National Leasing enquiries:

Joann Chung

P 02 9080 8000 M 0406 227 758

E joann.chung@mirvac.com

About Mirvac

Mirvac is a leading real estate group listed on the Australian Stock Exchange with activities across the investment and development spectrum. Established in 1972, Mirvac has more than 40 years of experience in the real estate industry and has an unmatched reputation for delivering quality products and services across all of its businesses.

For more information about Mirvac and its portfolio of shopping centres across Australia please contact:

Mirvac Retail

Level 28, 200 George Street, Sydney NSW 2000

P 02 9080 8000 www.mirvacretail.com

Disclaimer: The particulars contained in this document have been prepared with care based on data compiled by Mirvac and its consultants in good faith. Every effort is made to ensure all information is void of errors at the time of print. No warranty is given to the accuracy of the information contained herein, and this document cannot form part of any contract. We encourage potential lessees and licensees to satisfy themselves in all respects. Mirvac reserves the right to vary or amend without further notice.