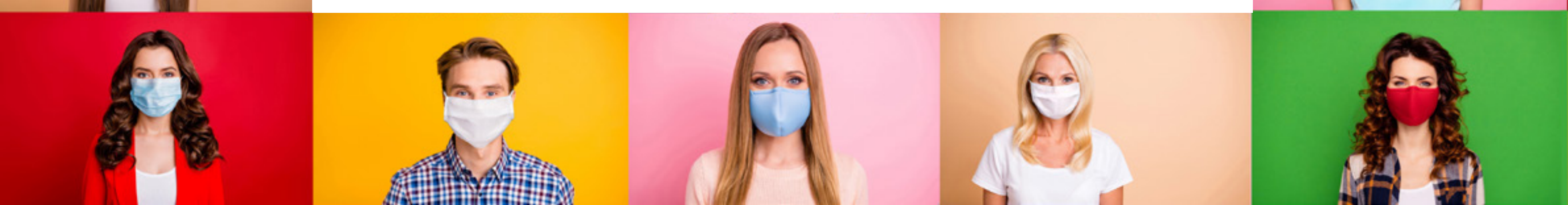
MULTI

MULTI PAN EUROPEAN CUSTOMER MONITOR + COVID-19 SURVEY

November 2020



MULTI PAN EUROPEAN CUSTOMER MONITOR + COVID-19 SURVEY

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MULTI CORPORATION

Multi Corporation is a leading, Pan-European integrated service platform for retail real estate assets, with a portfolio of 100 retail assets under management across Europe and Turkey.

We offer a full spectrum of services that include leasing, shopping centre operations, marketing, redevelopment & refurbishments, and legal and compliance activities.

Our people are committed to extracting every bit of value from the shopping centres we manage. Thanks to our in-depth knowledge of retailers, investors, visitors, and local markets, Multi protects and enhances asset value at every phase of the holding period. Our retail properties welcome over 400 million customers annually, spending an estimated €4 billion across more than 6,000 stores, restaurants, and leisure attractions. Together we unleash the full potential of shopping centres throughout the regions in which we operate.

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MULTI

1 INTRODUCTION
2020 Multi Consumer Impact Survey

As a key player in the European Retail Real Estate landscape, Multi's operations have been deeply affected by the Covid-19 global pandemic, economic recession, and resounding social consequences since the start of 2020.

The progression of the global public health crisis throughout the year, combined with governmental restrictions implemented throughout countries in our portfolio, substantially impacted both our visitors and tenants. Since the beginning of the pandemic, Multi developed and implemented specific guidelines and measures for all properties in our management portfolio. This guaranteed the best possible standards for health, safety, and hygiene for our customers, tenants, and staff, often exceeding the requirements set by public authorities.

Despite Multi consistently working to ensure the safest shopping places, the forced closures imposed by local governments, combined with additional restrictions (social distancing, maximum capacity, closure of specific stores), impacted customer shopping habits and behaviours; thus, causing an inevitable decline in visitor footfall, when compared to more conventional years.

As market leader with almost 40 years of experience and over 100 retail properties under management, we have a clear responsibility to take the lead in increasing the industry knowledge about the impact, consequences, and prospects of the Covid-19 pandemic on shopping mall visitors. Therefore, the initiative to perform this survey was driven by our sense of responsibility to our visitors, tenants, investors as well as competitors, since we strongly believe that a more detailed and data-based understanding of the pandemic effects would be beneficial for all the mentioned stakeholders. The outcomes of this survey bring highly valuable insights for property management companies, for tenants, investors, and service providers, providing a relevant contribution to the retail real estate industry.

TOWARDS A BIGGER MISSION

This Covid-19 impact study is part of a larger mission, which is to guarantee the best-in-class quality service to our main shareholders, the owners of the assets we manage. Annual customer surveys that we perform allow us to provide our shareholders and business partners constant up-to-date information on our visitor opinions, preferences, behaviours, and expectations. The 'Multi Toolbox' consists of several digital solutions which allow us to provide a unique service and to drive operational innovation in our assets. Thanks to both internally developed tools and partnerships with property-tech companies, we provide a comprehensive range of services, from centre management applications to advanced footfall counting solutions, from innovative loyalty programs to digital platforms for technical operations. This research study was aimed to validate the effectiveness of our 'Shop Safely' strategy, which consisted of an extensive set of guidelines to guarantee the highest level of safety in our malls during the pandemic. The implementation of this strategy also resulted in the achievement of the Safe Guard certification from Bureau Veritas.

KEY FINDINGS

The results of this survey produced several interesting insights, useful for both improving our operations, as well as increasing our understanding of visitor behavioural changes in line with the outbreak of Covid-19, so as to meet and exceed their expectations for the future.

MULTI CUSTOMER SURVEY

33,000 respondents in total

50 retail assets

11 countries

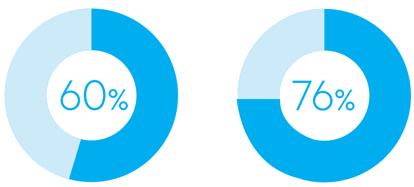
SHOPPING CENTRES ARE SAFE

80% feel safe in our shopping centres and assess positively the safety measures implemented by our local treams

70% perceive that the most Covid-19 sensitive areas - such as food court, WC, elevators, escalators - to be safe

POST-COVID EXPECTATIONS

70% respondents look forward to interacting with local community again



will avoid going to crowded places

will continue practicing social distancing

COVID-19 IMPACT ON DAILY LIFE - INCREASED INTEGRATION WITH THE DIGITAL WORLD

70% use more digital tools to both work and interact with friends, as well as in their free time

72% are looking for off-line solution to reduce their time in front of a digital screen

SHOPPING HABITS

64% respondents accepted that Covid-19 was a major driver of change of their shopping habits and eating out preferences

42% do same shopping trips & spends same amount of time in our shopping malls as before Covid-19

62% respondents visit the same retail destinations as before Covid-19

SHOPPING CENTRES WILL ENHANCE THEIR POSITION IN THE COMMUNITY

72% identify our shopping malls as good places to spend valuable time in, especially once Covid-19 is over

Despite the physical retail is currently going through very turbulent times, it is clear from the outcome of this study that shopping centres will represent key destinations for customers in all European countries after Covid-19. The time spent 'on-line' has sensitively increased in all households because of the pandemic, and people describe shopping malls as physical places that they will to enjoy some time with friends and family, do some shopping, having a meal, or visiting the entertainment venues.

2 BACKGROUND & RESEARCH

This project took place in a drastically different, and continually changing retail landscape, requiring all facets of Multi business to be able to quickly respond and adapt to the onset of the Covid-19 global pandemic, ensuing recession, and shifts in consumer behaviour.

Retail has always been a dynamic and competitive business, with comprehensive consumer analysis necessary to understand key shifts, challenges, and opportunities underway. Application of this survey requires a three-pronged approach: first, assessing which factors were shaping the retail landscape prior to the pandemic, second, which factors are temporary and dependent on government regulations and third, which factors will shape consumer behaviour as European countries enter a recovery phase in the coming years.

Prior to the pandemic, smartphone sales were continually reaching record sales volumes globally in recent years (GfK, 2019; 2020), integrating into various aspects of our lives, and accelerating trends in digitalization such as contactless shopping, optimized product delivery systems and networks, augmented reality through mobile applications, and virtual appointments (Mintel, 2020). Consumer interactions online with distinct categories such as retailing, travel, sports, and communication platforms have varied amongst countries even with the standardization that digitalization and e-commerce bring (GfK, 2020), requiring highly nuanced research of behaviour to assess changes in different geographies. As an increasing number of products, services, and social interactions are conducted online, coupled with government regulations to cope with the public health crisis, mental stress can heighten and cannot easily be resolved with more screen-related resources (GWI, 2020).

Similar to consumer behaviour, adoption of online commerce and services varies greatly across European countries, as well as demographics, with younger users with higher a proclivity to purchase online across the continent (Eurostat, 2020; Mintel, 2020). Although online shopping has quickly risen in this demographic of 18 – 29-year-olds, this same cohort has also faced more stressful social and psychological wellbeing (OECD, 2020) compared to other age cohorts. Gender has also been a factor in concentrating stress during this period, as family responsibilities can be unevenly distributed (GWI, 2020).

Differences such as these highlight the importance of further segmenting the research model to account for variances in responses between age, gender, and geography. As a result, the Multi survey was implemented to analyse operations on both the country level, as well as for the company overall. This type of structure for data extraction and analysis is necessary to be responsive to both visitor, tenant, and business partner needs, and to anticipate future scenarios.

METHODOLOGY

A Creation of the project management team

B Appointment of local project managers

C Development of questionnaire

SURVEY DESIGN & STRATEGY

The project was directed by a central project management team collaborating between different business areas, consisting of Operations, Marketing, Communications, Business Development, Leasing, Research and Graphic Design, in combination with appointment of local country project managers, that would lead on-site survey implementation.

The first step was to develop a standard questionnaire across all different countries. Multi worked closely with a specialized market research partner to build the most effective set of questions, which would supply relevant insights and, at the same time, would not disturb visitors when completing it. While constructing the questionnaire, several sessions with each country project-responsible managers were organized, to closely take into consideration diverse cultures and country-specific situations. We heavily relied on rating questions on a scale from 1 to 5 (1 strongly disagree, 5 strongly agree) to get feedback from visitors on each thematic section.

The questionnaire was designed to be completed by each participant within 5-minutes, with attention to the following 6 main areas:

1. **Profile of respondents:** basic visitor profile questions to identify key metrics (gender, age, frequency of visits, customer loyalty).
2. **Safety experience:** ten rating questions aimed at understanding the respondents' perception of safety during the shopping experience.
3. **Shopping habits:** eight rating questions related to how Covid-19 affected visitors' shopping habits.
4. **Post-Covid-19 expectations:** four rating questions on customer expected behaviour, after Covid-19 governmental restrictions are lifted.
5. **Covid-19 impact on daily life:** four rating questions with the objective of getting a deeper understanding of how Covid-19 affected our visitors' daily lives, especially in terms of the increase in the use of digital tools.
6. **Return to normal and improvements:** two dual-choice questions and one multiple choice question relating to customer expectations on returning to normal shopping habits, and areas where shopping centres can improve when dealing with Covid-19, and future health concerns.

THE SURVEY WAS PERFORMEND SIMULTANEOUSLY (2ND - 8TH NOVEMBER) IN 50 ASSETS SPREAD THROUGHOUT 11 COUNTRIES, ACHIEVING AN OVERALL SAMPLE SIZE OF ALMOST

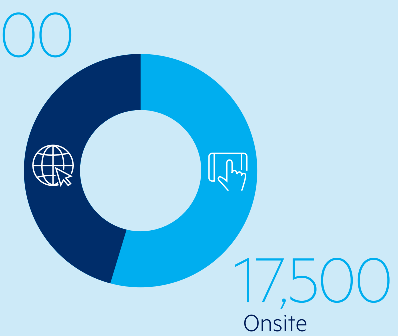
33,000

RESPONDENTS

SURVEY IMPLEMENTATION

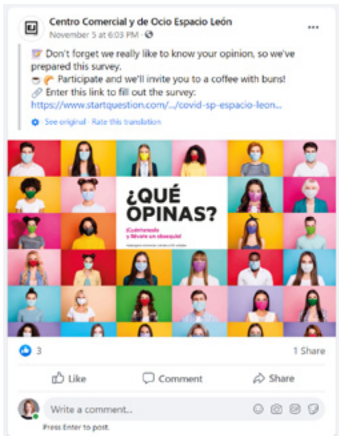
Taking into consideration the Covid-19 pandemic and restrictions, we decided to follow a hybrid approach for study implementation.

The surveys were conducted both physically at the shopping centres with interviewers and tablets (TAPI – Tablet Assisted Personal Interviewing), with possibilities for customers to complete them on-line with their personal devices.



Online surveys were promoted with posters with QR codes in the shopping malls, social media. Hostesses on site were incentivizing customers to complete the survey on their mobile phones by scanning the QR code or, if not possible, together with them at a safe stand equipped with disinfection station and double tablets, in order to ensure social distancing and visitors' safety.

On-site surveys were conducted using Selection Probability Sampling: interviewers approached each 3rd person to complete the survey; if the selected person refused to take part in the interview, the interviewer would look for a replacement with similar demographic features (gender, similar age, economic status). Visitors younger than 18 years of age were screened out, as well as shopping centre employees and their relatives. Response quotas were defined in advance by selecting four main clusters based on gender and age, in order to guarantee a similar total number of responses per customer category. Rewards such as vouchers, prize draws, and branded masks were used as incentives to help engage participation in the survey.

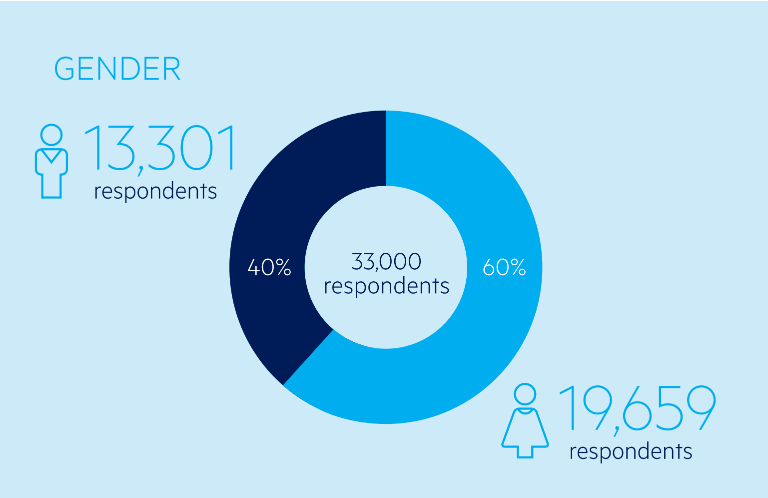


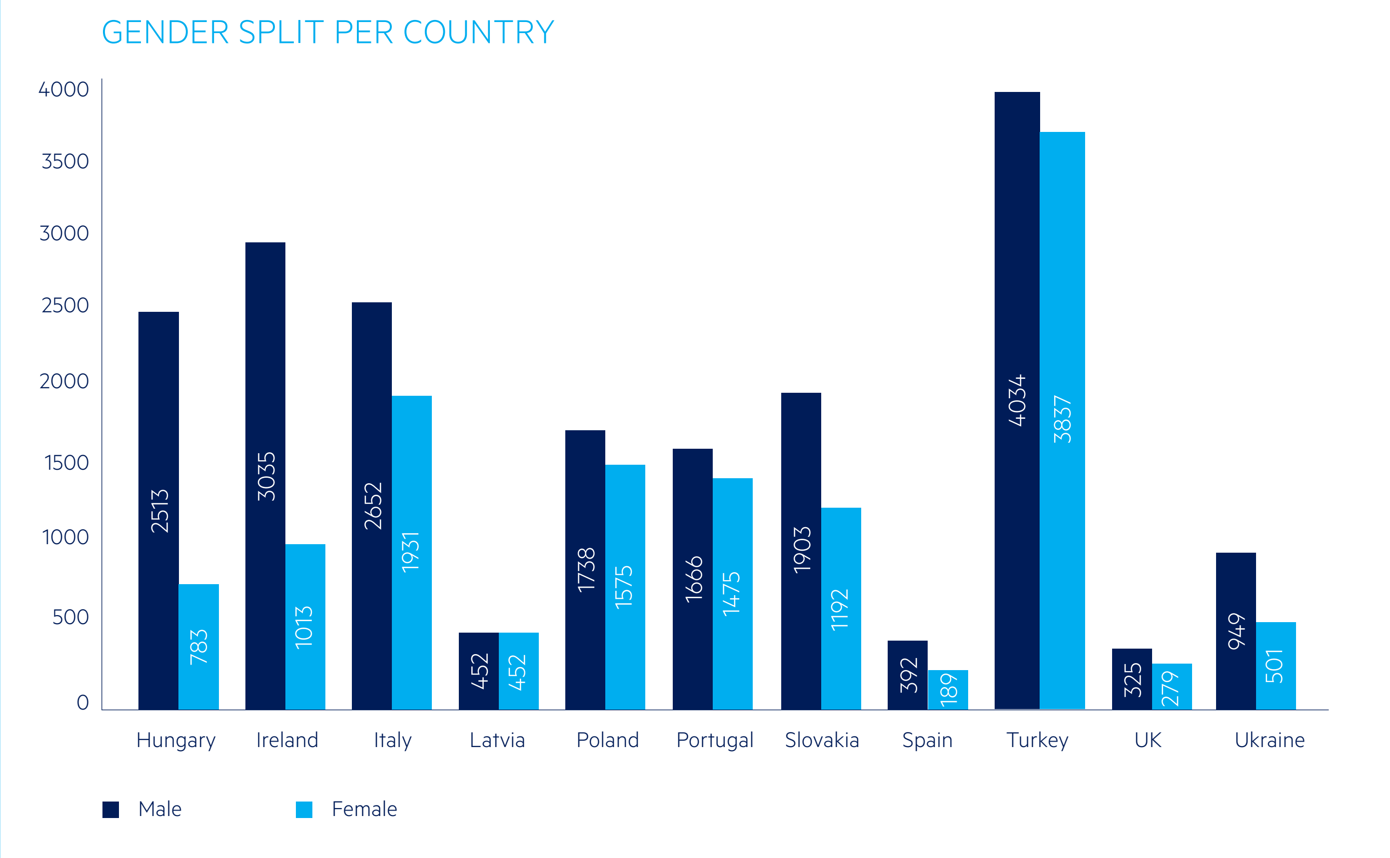
RESULTS

This section will show a detailed overview of the obtained results for each thematic area (1. Profile of respondents, 2. Safety experience, 3. Shopping habits, 4. Post-Covid-19 expectations, 5. Covid-19 impact on daily life, 6. Return to normal and improvements). Results for each thematic area are presented at the group and country level to allow benchmarking between different regions of the Multi portfolio.

1 RESPONDENT PROFILE

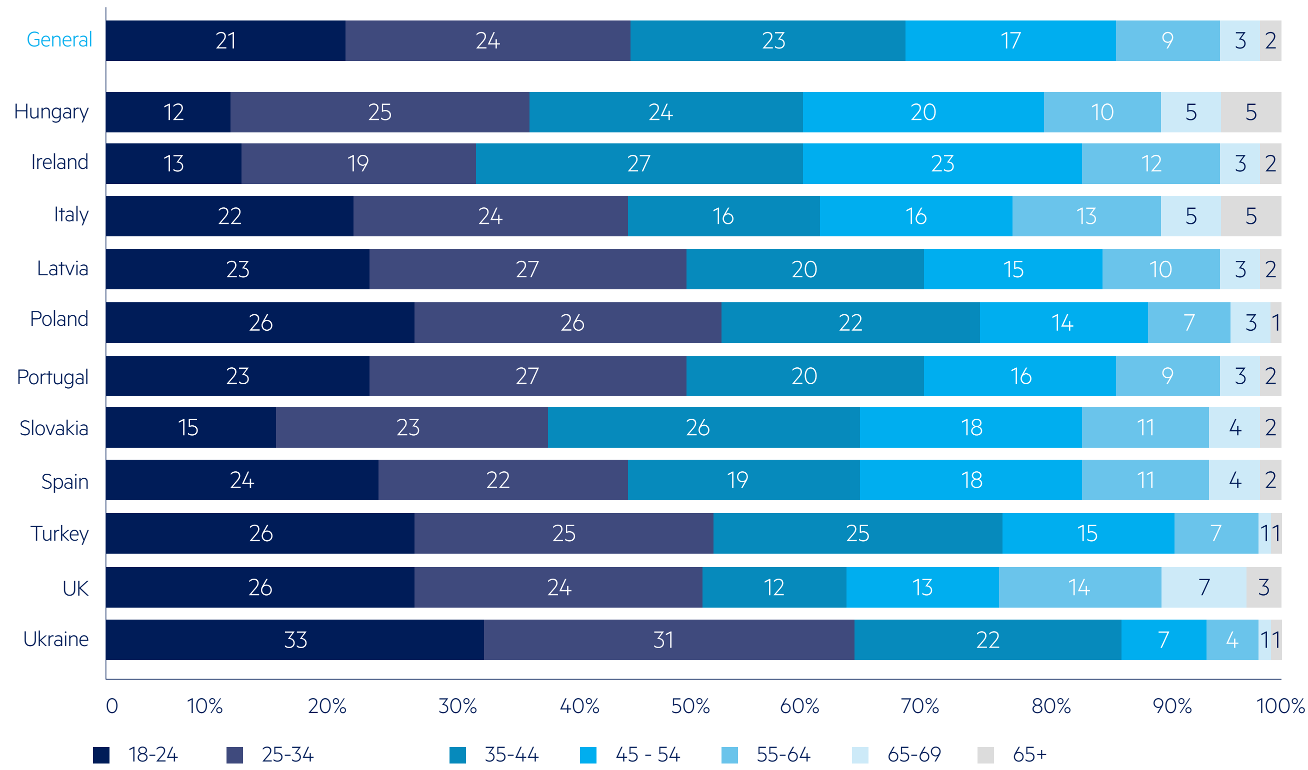
In total, almost 33,000 visitors were interviewed, out of which 40% men and 60% women. The gender split slightly varied between countries in terms of total respondents, with female visitors more naturally inclined to take part in the questionnaire. Hungary and Ireland hosted the largest country level response shares by women, where also most of the responses were collected online.



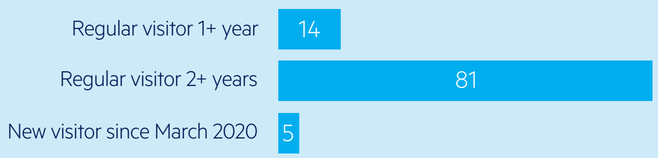


The respondents were evenly divided across different age groups, with 85% of interviewees between 18 and 54 years old. On average, 45% of our respondents were younger than 35. This split of respondents between under and above 35 years of age was consistent across most countries, with the exceptions of Ukraine where a larger share of responses were from under-35 years of age, and Hungary and Ireland.

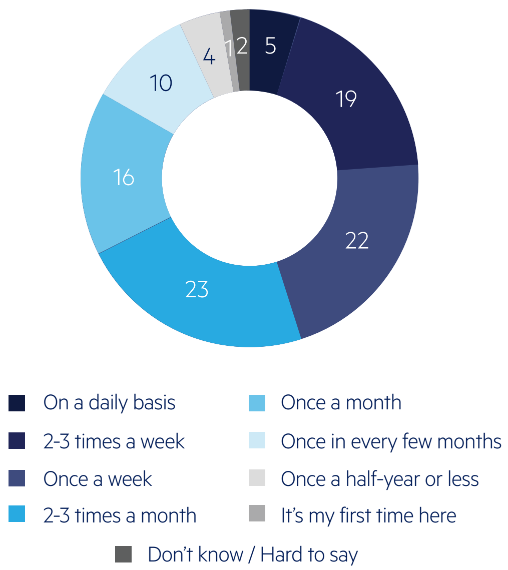
AGE SPLIT IN GENERAL & PER COUNTRY



CUSTOMER LOYALTY, %



FREQUENCY OF VISITS, %

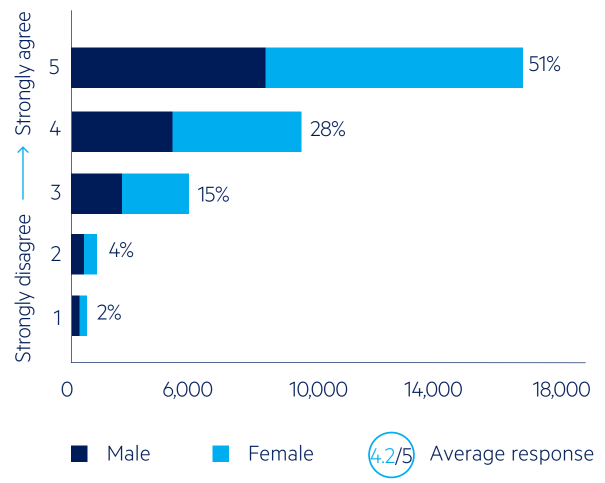


95% of interviewees were regular customers who had been visiting our shopping centres for the past year or longer, with over 85% visiting our malls at a frequency of once a month or more often. This result shows an inclination of customers to shop in trusted and close retail destinations during the pandemic. Interestingly, 5% of respondents were new customers which began to visit our shopping centres during the Covid-19 outbreak period; restriction in movements between cities allowed us to gain a relevant, but limited, share of visitors, who previously would have shopped at retail destinations located further away from where they reside.

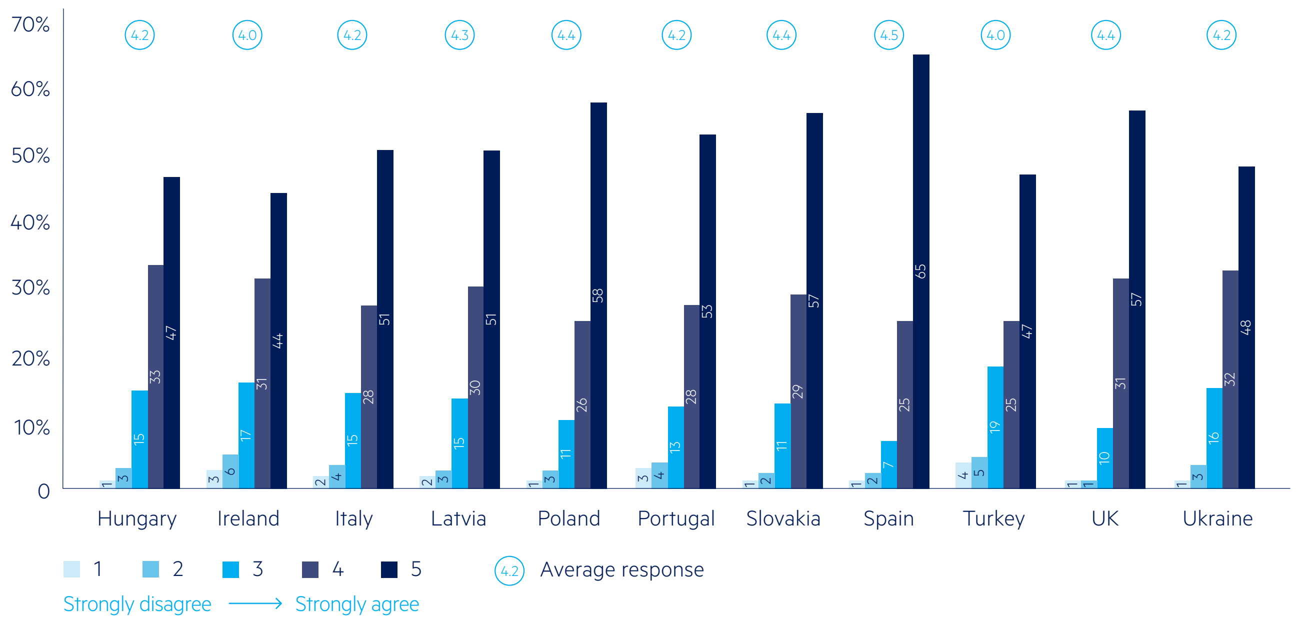
2 SAFETY CONCERNS
for high-traffic & (perceived) high-risk locations inside shopping centres

80% said that they feel safe in our shopping centres

This great outcome was the direct result of several measures implemented through our malls, designed to improve the safety of the customer journey, by following and exceeding local authority guidelines. As part of our Shop Safely re-opening plan, and our Public Health Emergency Plan, Multi developed preventative strategies and hygiene measures in order to control the spread of Covid-19 within our retail locations. This included installation of hand sanitization stations, design and implementation of signage and graphics, online communication, designation of safe spots, enhanced facilty and queue management, and control of risky areas.



I FEEL SAFE TO STAY & SHOP IN THIS SHOPPING CENTRE

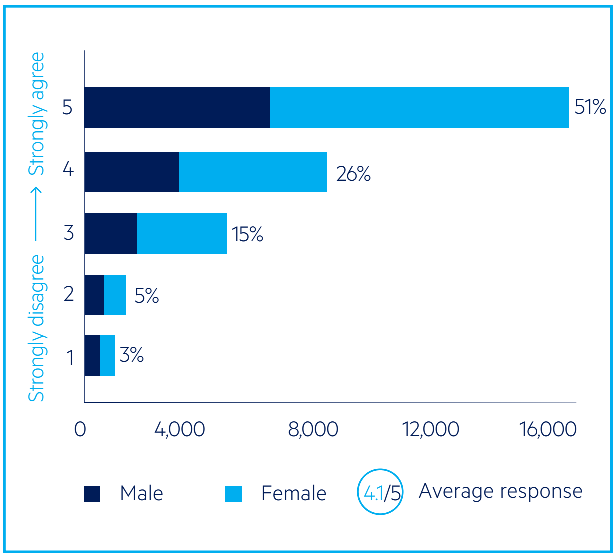


In each country, we had an exceptional result with a minimum of 70% of visitors feeling safe in our malls, and a small share of customers (<9%), who did not feel comfortable at all in their shopping journey. The best results were achieved in Spain, where 90% of customers agreed or strongly agreed with the statement, with a very high average response rate of (4.5/5). This theme was echoed in locations in the UK, Slovakia, and Poland which all reported an average of 85% of customers feeling safe with a similar question response rate.

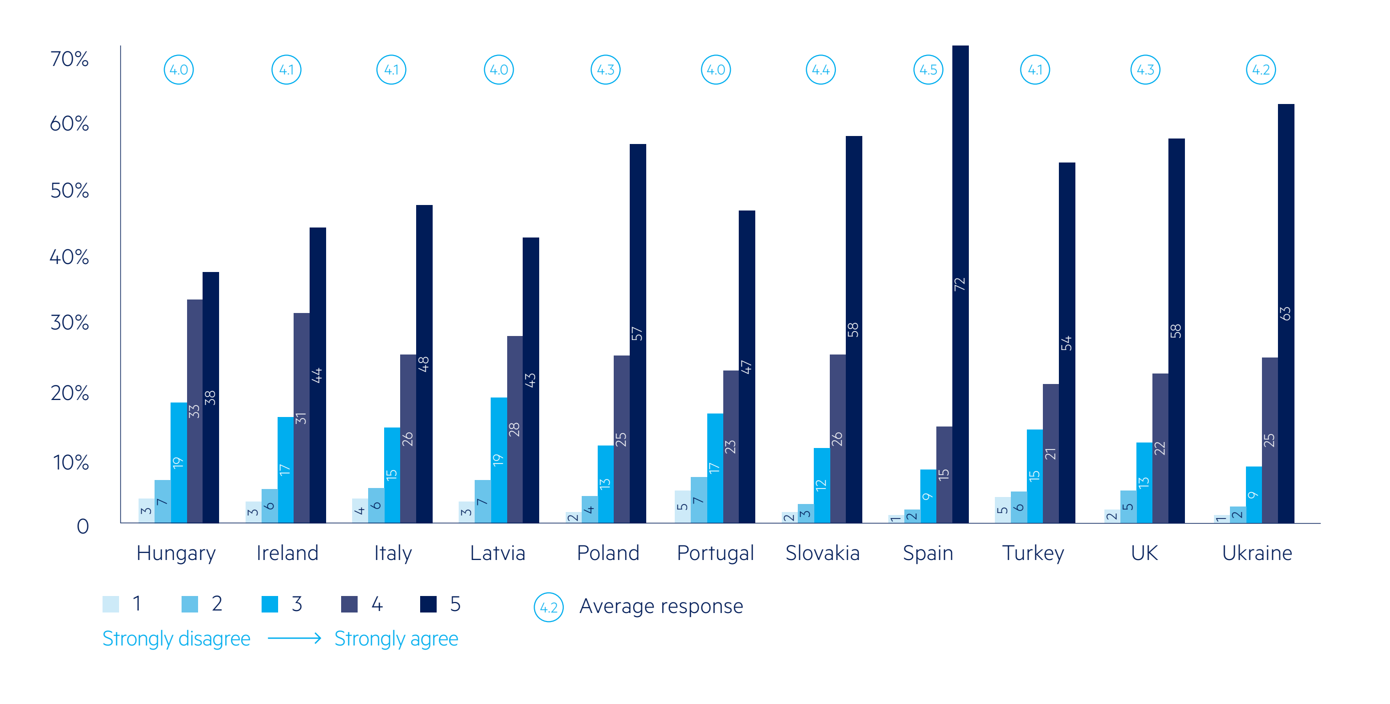
EFFECTIVELY DISTRIBUTING DISINFECTION STATIONS

77% believe that there are enough disinfection stations

Only 8% of customers disagreed with the statement that there were enough disinfection stations, and 15% remained neutral. Customers older than 35 years of age, tended to believe that there were not enough stations. A minimum of 70% of customers in each country were satisfied with the number of disinfection stations, with Spain (87%), Ukraine (88%), Slovakia (84%), Poland (82%), and the UK (80%) customers evaluating more positively. The relative average response to this question was 4/5, enforcing its validity.



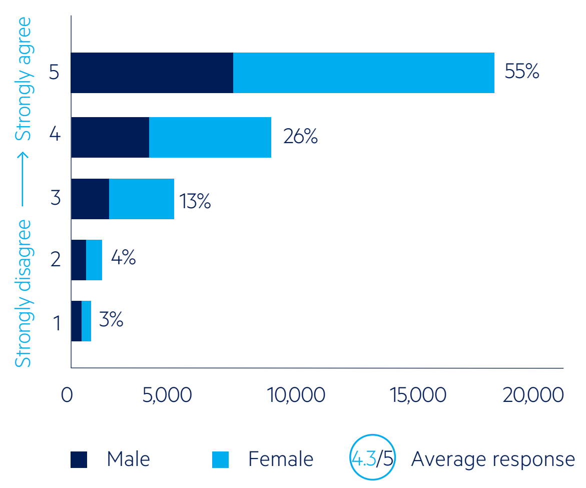
THERE ARE ENOUGH DISINFECTION STATIONS



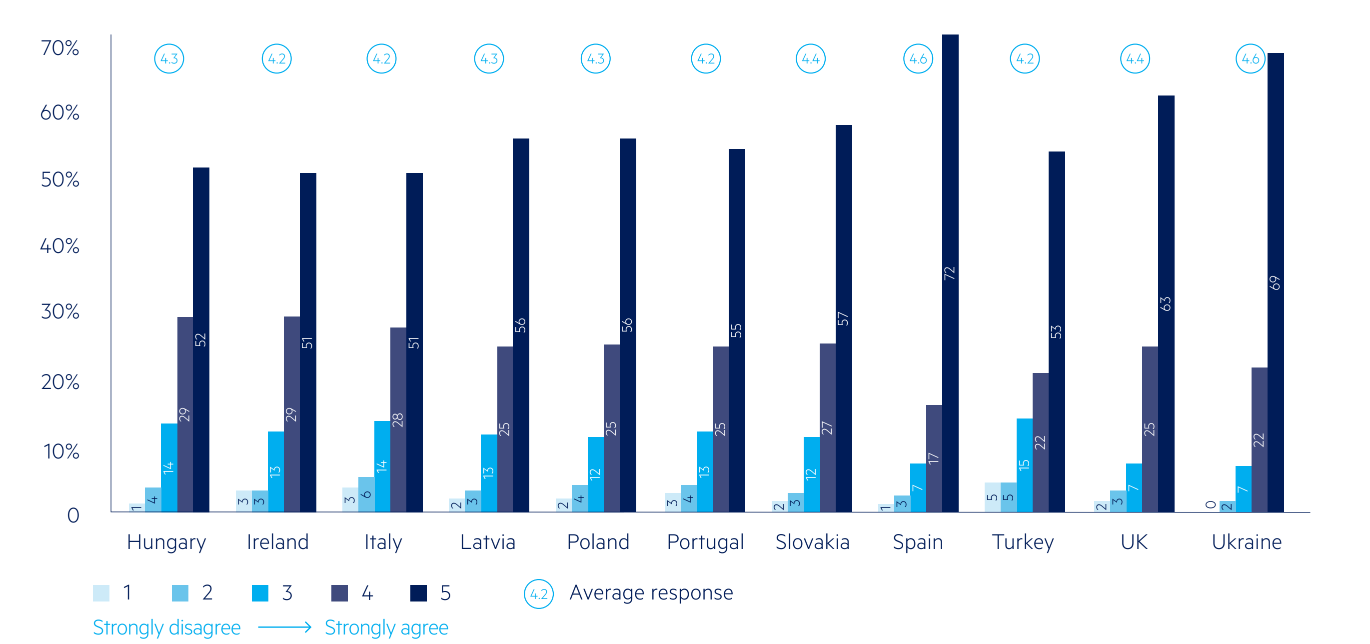
SAFETY SIGNAGE IN MULTI MANAGED SHOPPING CENTRES

80% find sufficient & effective the signage for safe distancing

Responses were consistently positive across all countries regarding implementation of signage for distancing regulations. Visual indicators used included floor graphics for circulation control, designated Safe Spots, Shop Safely icon signs, directional arrows, queuing markers, and labeled carpets. Only 7% of respondents indicated that they did not feel that the safe distance signage was satisfactory, with younger, female respondents more likely to feel this way. The average response for this survey was very high, at 4.2/5 for all countries.



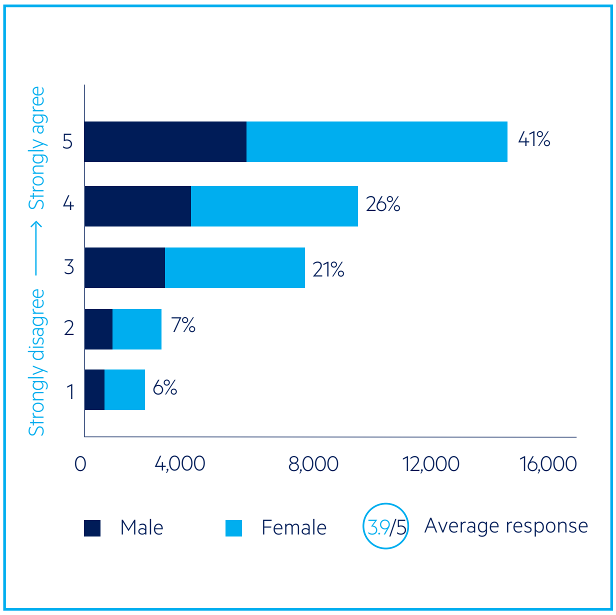
THERE IS ENOUGH SIGNAGE FOR SAFE DISTANCE AROUND THE SHOPPING CENTRE



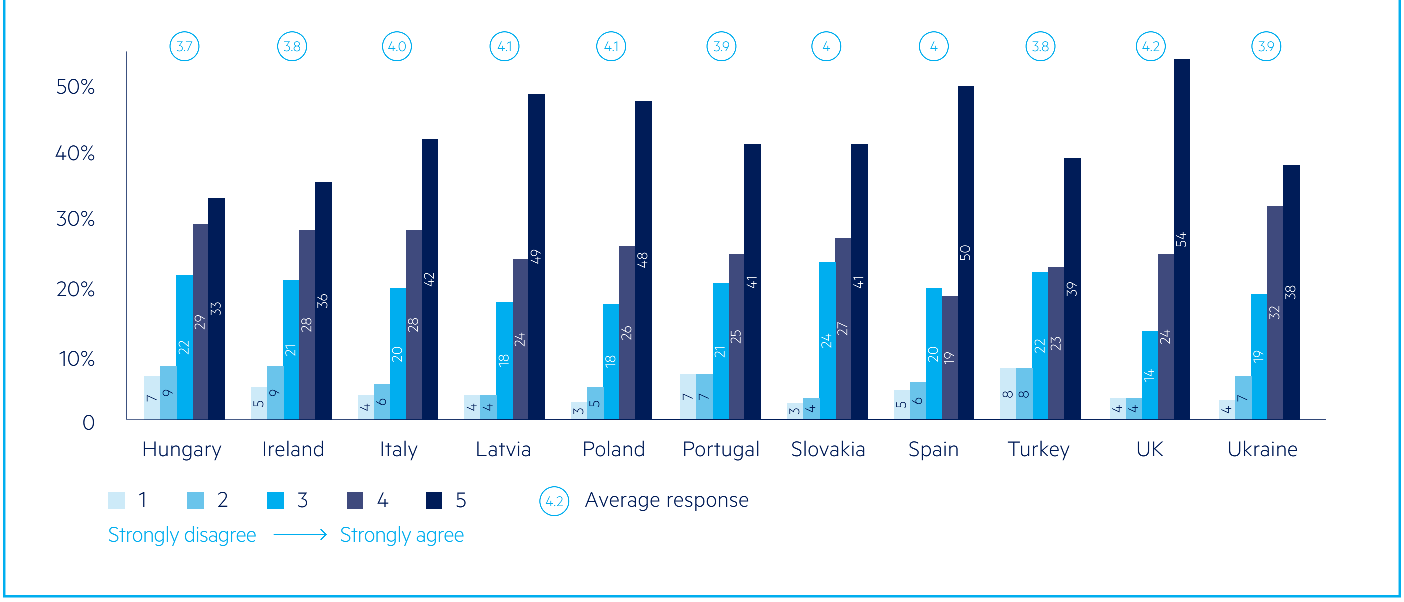
FOOD COURTS AND F&B OPERATORS

70% feel safe to eat and spend time at F&B operators in our centres

Customers in the UK had the highest supporting response of 80% stating that they felt safe to have a meal in our shopping centres. This was followed by Latvia (73%), Poland (74%) and Spain (69%). Hungary, Ireland, and Turkey provided a lower average ranging from 14% to 16% of customers feeling safe in food courts.



I FEEL SAFE TO EAT AT THE F&B OUTLETS/FOOD COURT ZONE



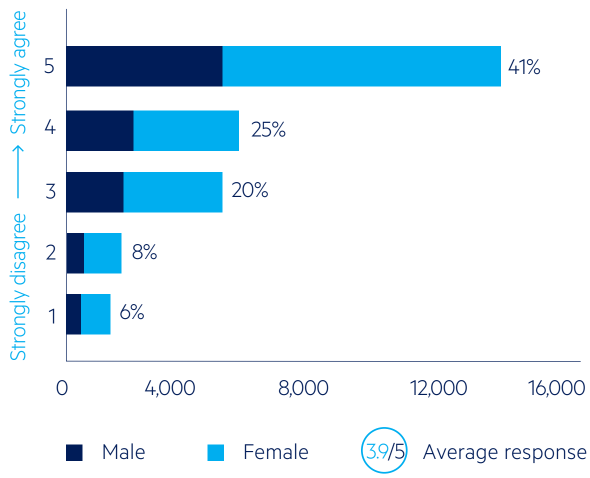
64% feel safe in our food courts

To guarantee the best safety and hygienic standards, we focused on the following:

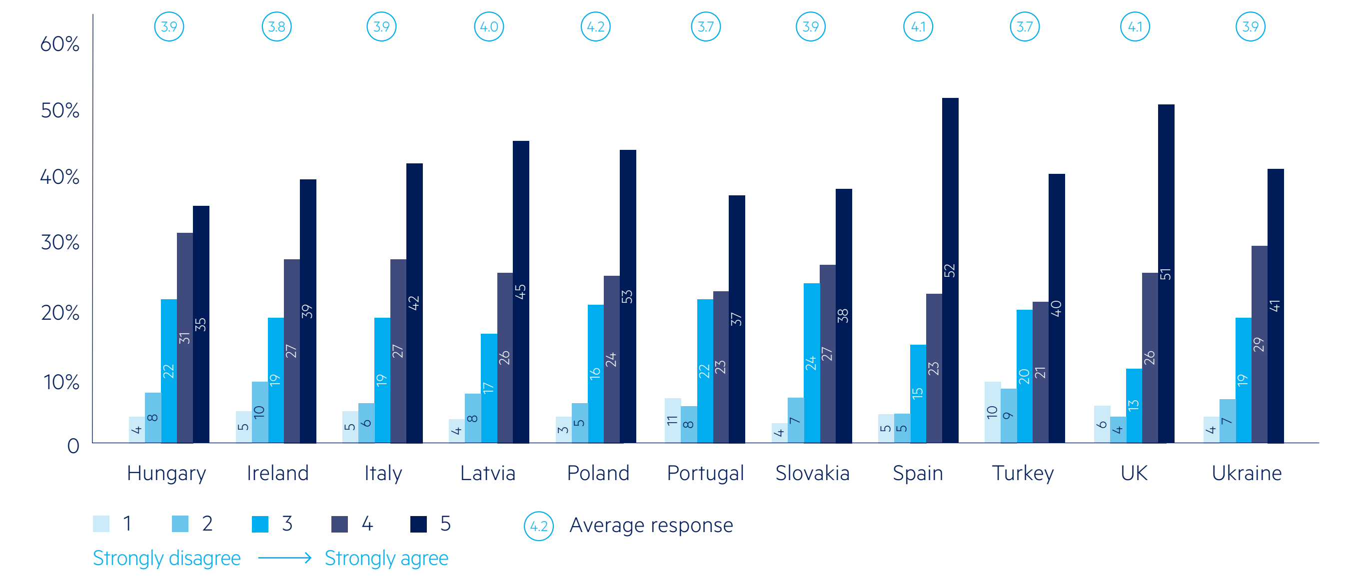
- **Hygienic cleaning** of common surface areas at least twice a day, and table cleaning after each use.
- **Designated take-away services with protective barriers** installed between staff and clients.
- **Floor graphics** marking indoor traffic flow directions, routes, and social distancing guides.
- **Reduced affluency** to manage visitor traffic density, implemented specific to each shopping centre, and government restriction phase requirements.
- **Maximum affluency levels** maintained with floor graphics to establish distancing in visitors traffic flow (approximately 1 person/4 square meters). Automated footfall counting systems to provide relevant data to support strategy.
- **Appropriate furniture arrangements** for social distancing measures.

CONTINUAL IMPROVEMENT OF HYGIENE MEASURES LED TO 66% PERCEPTION OF SAFETY IN WC FACILITIES

Similarly, to the food court zone, the majority of customers also felt to use the facilities in our shopping centres. Overall, despite restrooms generally perceived as locations with a high risk of contagion, our customers stated that they appreciated the increased level of safety and hygienic measures implemented. In Poland, Spain, and the UK, over 75% of customers stated that they were more confident in using the facilities. In Portugal and Turkey, customers were slightly more cautious, with 19% of respondents citing safety and hygiene concerns, a majority female customers.



I FEEL SAFE TO USE THE WC

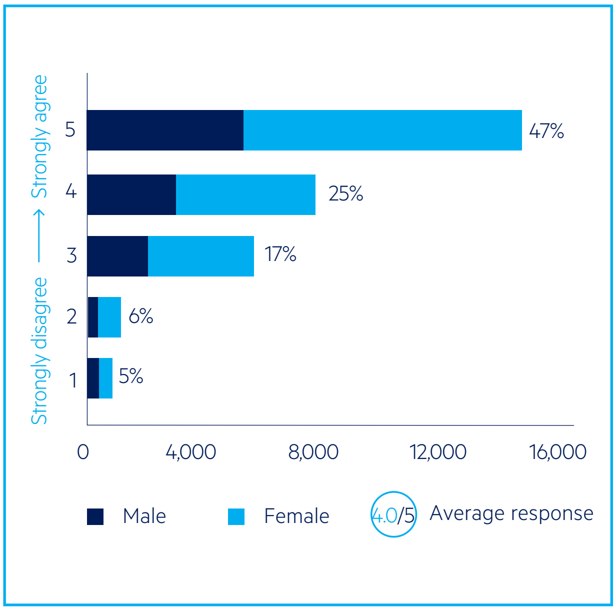


The standards and measures we defined to improve safety in our restrooms consisted of:

- **Regular cleaning** at least 6 times a day.
- Informational graphics with **sanitary recommendations**.
- Informational graphics with **correct hand hygiene** and guidance on the **safe use of face masks**.
- One **vending unit** at each entry point.
- **Circulation control** through floor graphics.
- Round-the-clock **ventilation.**
- **Guaranteeing social distancing** through the temporary closure of fitting rooms.
- **One family unit** at a time in family toilets.

72% feel safe using high 'touch surface' areas such as escalators & elevators

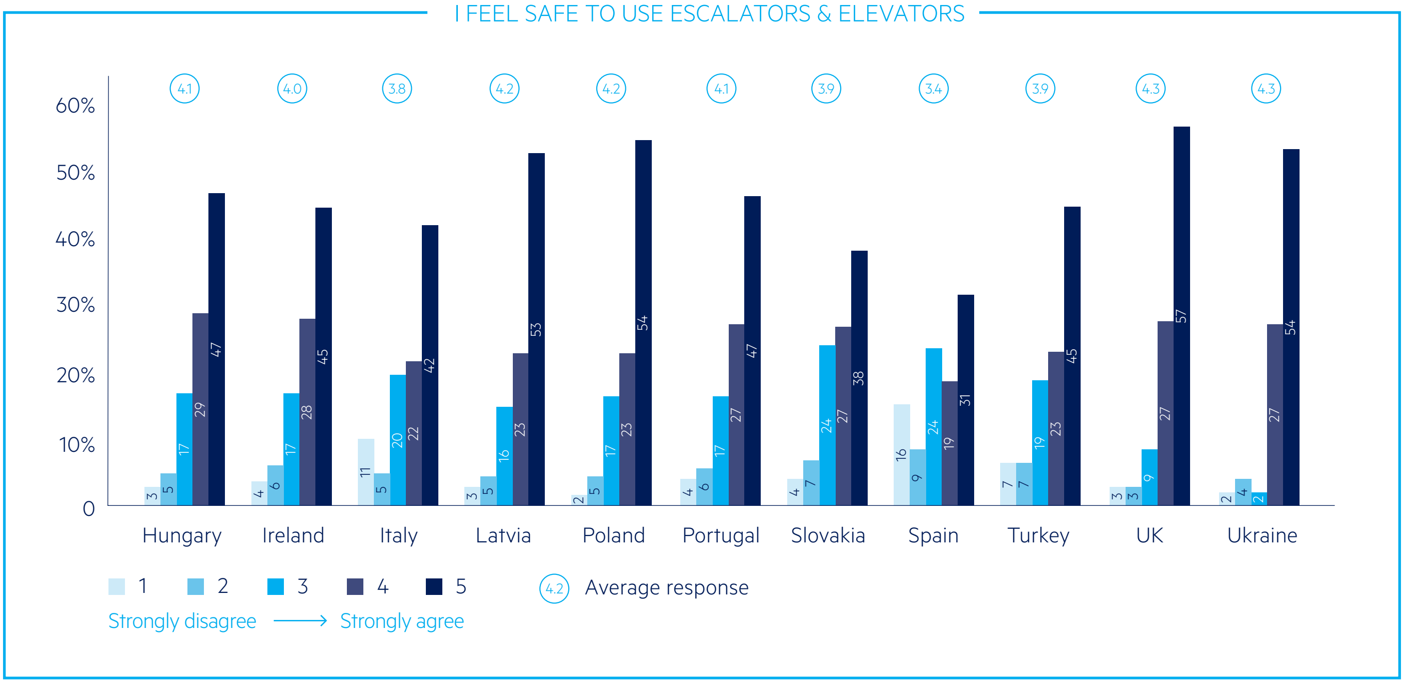
Safety was perceived positively in escalators and elevators in our shopping centres, despite classification of these locations as high-risk areas. 72% of visitors stated that they feel safe to use escalators and elevators, with the UK (84%) and Ukraine (81%) leading the average.



Our preventive strategies and hygiene measures for vertical transportations which allowed us to achieve such good feedbacks mainly consisted in:

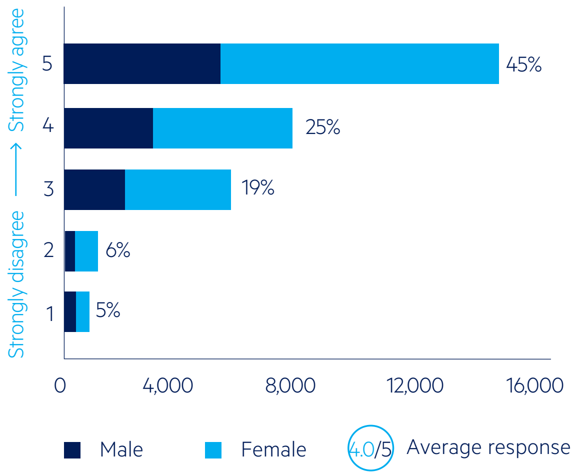
- **Regular cleaning** at least 6 times a day. Utilize touchpoint cleaning and consider using nanoseptic button covers
- Design elements to aid up and down **distancing metrics**
- **Communication panels** on entry. Floor graphics for social distancing metrics in waiting areas and inside lifts
- **Social distancing graphics** every four steps, with hand hygiene dispensers on stair arrival and exits.

I FEEL SAFE TO USE ESCALATORS & ELEVATORS

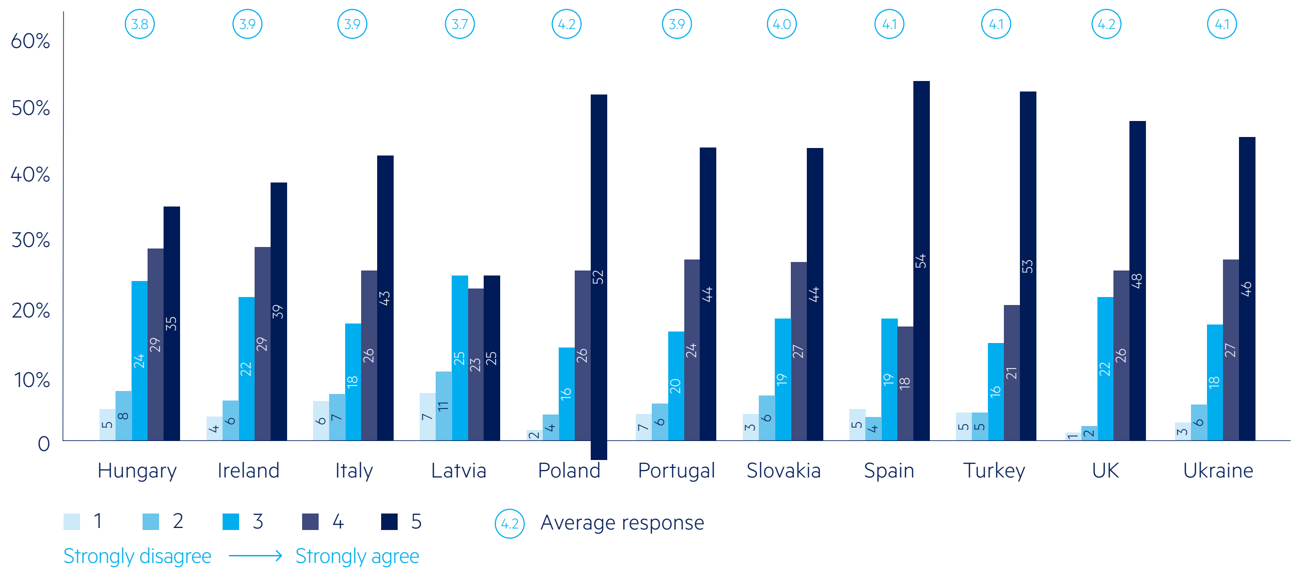


70% feel safe thanks to the security staff in our shopping centres

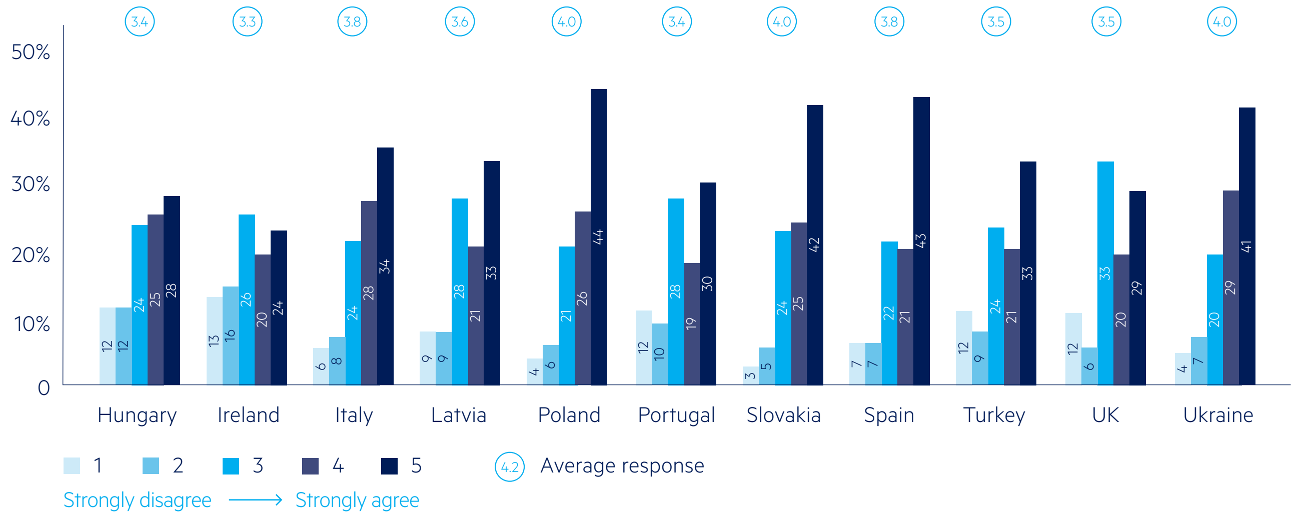
We increased safety and security operations when reopening our shopping centres, in order to measure body temperature at mall entrances, request customers to wear a face mask where required, and ensure crowd control. 75% of customers in Poland and the UK stated that they do feel safe with the increased measures, ahead of the group average. Among the 11% of customers who stated that increased security staff did not make them feel safer, men were a more significant portion.



SECURITY STAFF MAKES ME FEEL SAFE

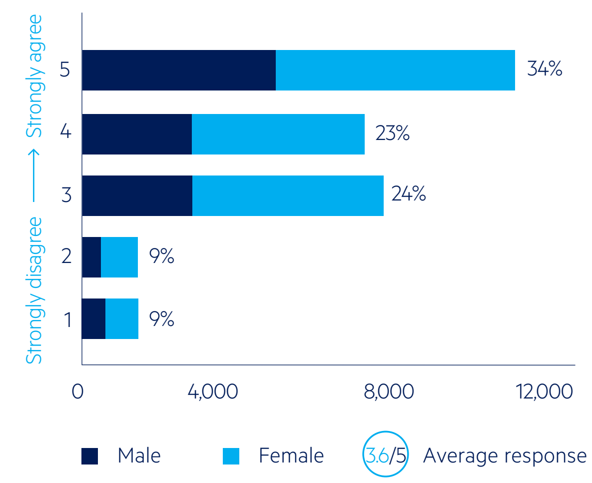


I FEEL SAFE TO SPEND TIME IN ENTERTAINMENT



60% feel safe using entertainment amenities at our centres

with implemented social distancing & hygiene measures

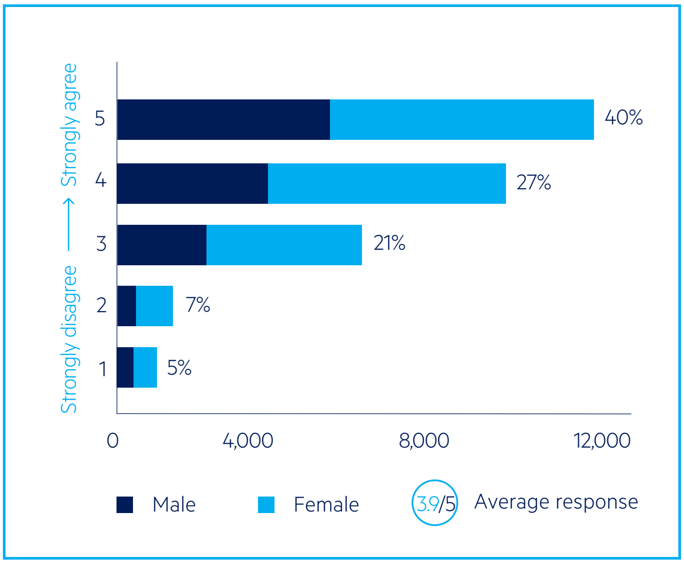


Compared to the other Covid-sensitive areas in the mall, customers were slightly less inclined to spend time at entertainment operators.

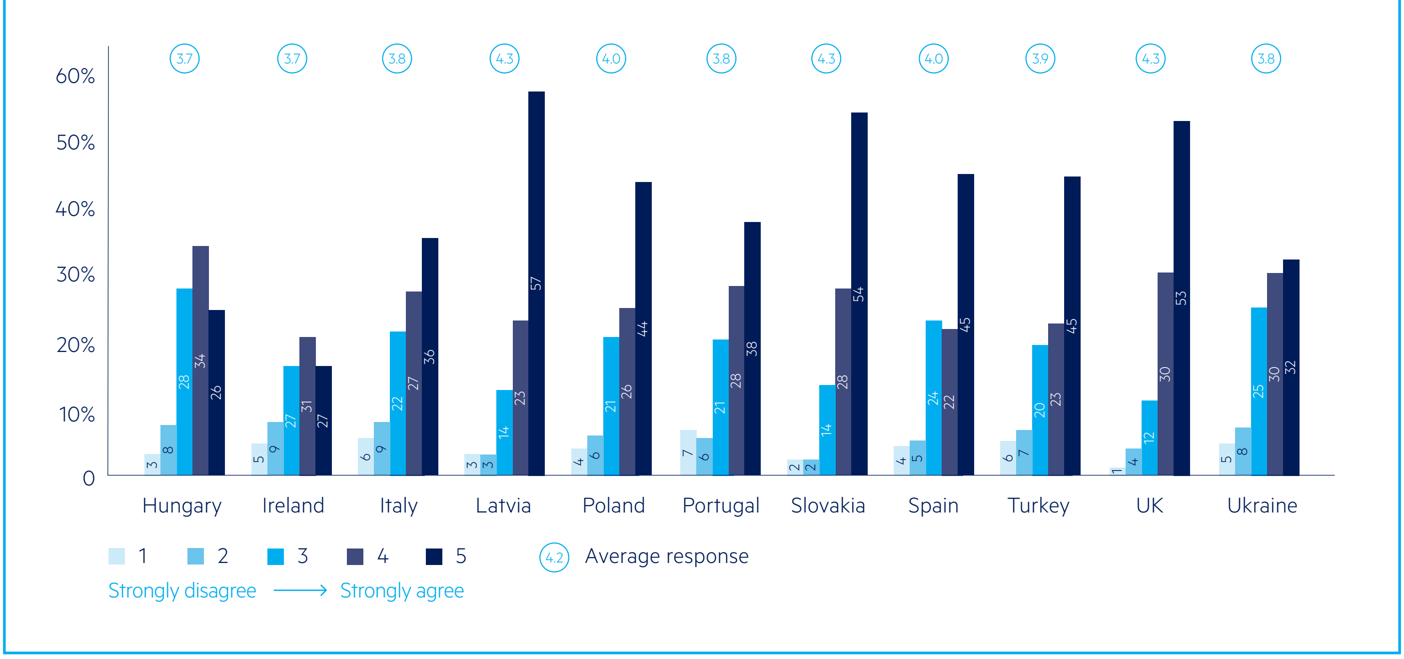
In Poland, Slovakia, and Ukraine, 70% of customers stated that they feel safe in spending time at the cinema, or kids' playground areas. Overall, women were less inclined than men to spend time at our entertainment facilities, particularly female visitors above the age of 35 years, making a group average of 18% stating that they did not feel safe in these areas. The survey average response for Ireland lower at only 3.3./5 as new government restrictions were introduced shortly after launching the survey, closing cinemas and playgrounds, and impacting consumer sentiment.

CROWD CONTROL & PERCEPTION OF SAFETY GO HAND-IN-HAND

Almost 80% of respondents feel safe in our shopping centres, because they are not too crowded. Measures for crowd control were perceived positively by our customers in the shopping journey. A share of 12% of all survey respondents stated that they did not feel safe with the degree of implemented crowd control measures, with young women more inclined to state this. In Latvia, Slovakia, and the UK, more that 80% of customers were satisfied with these new shopping centre capacity controls.

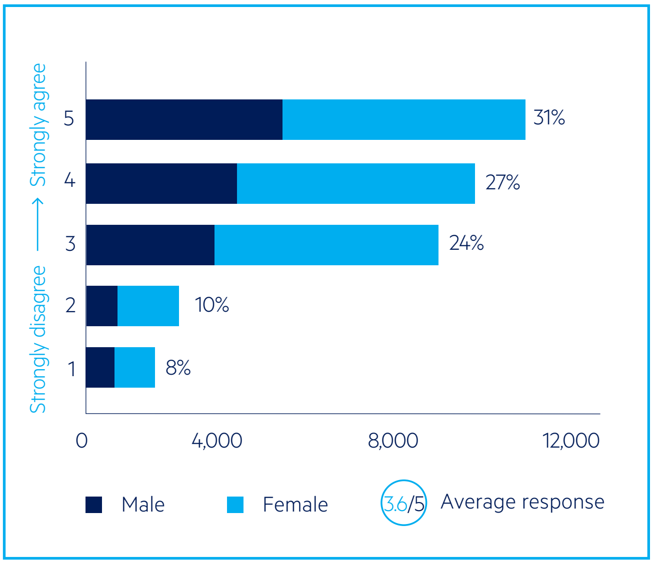


I FEEL SAFE BECAUSE IT IS NOT TOO CROWDED

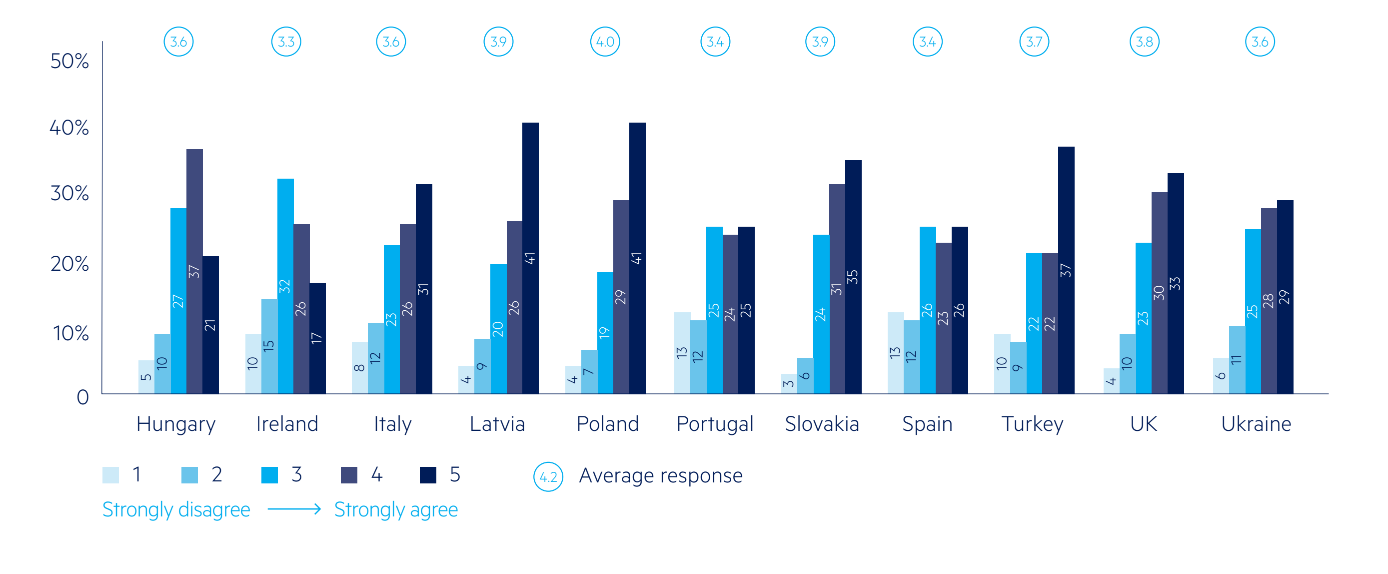


MAJORITY OF CUSTOMERS ARE PERCEIVED TO BE FOLLOWING HEALTH REGULATIONS IN SHOPPING CENTRES

Almost 60% of all respondents feel safe because of other customers following the rules, with a significant share led by men under the age of 35 years, although overall younger customers reacted less positively when assessing their perception of safety, based on the behaviour of other customers. Poland had the highest share of customers, 70%, stating that they trust rule compliance of other customers in the shopping centre.



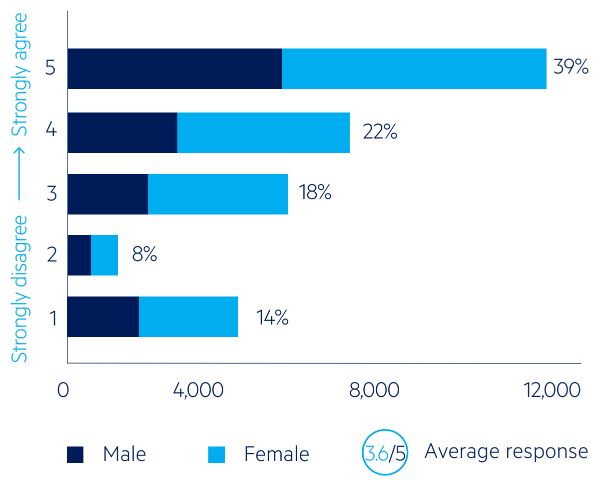
I FEEL SAFE BECAUSE CUSTOMERS FOLLOW THE RULES



Our communication approach, both online and offline, was aimed at building trust and empathy with our customers, by informing them of measures to enable them to shop safely, and clearly communicate our rules of conduct and hygiene guidelines. Responses varied between countries, with 60% of customers agreeing that they do feel safe in relation to how other visitors follow the rules in shopping centres in Hungary, Italy, Latvia, Slovakia, Turkey, and the UK.
25% of respondents in Ireland, Spain, and Portugal stated that they do not feel safe regarding the behaviour of other customers.

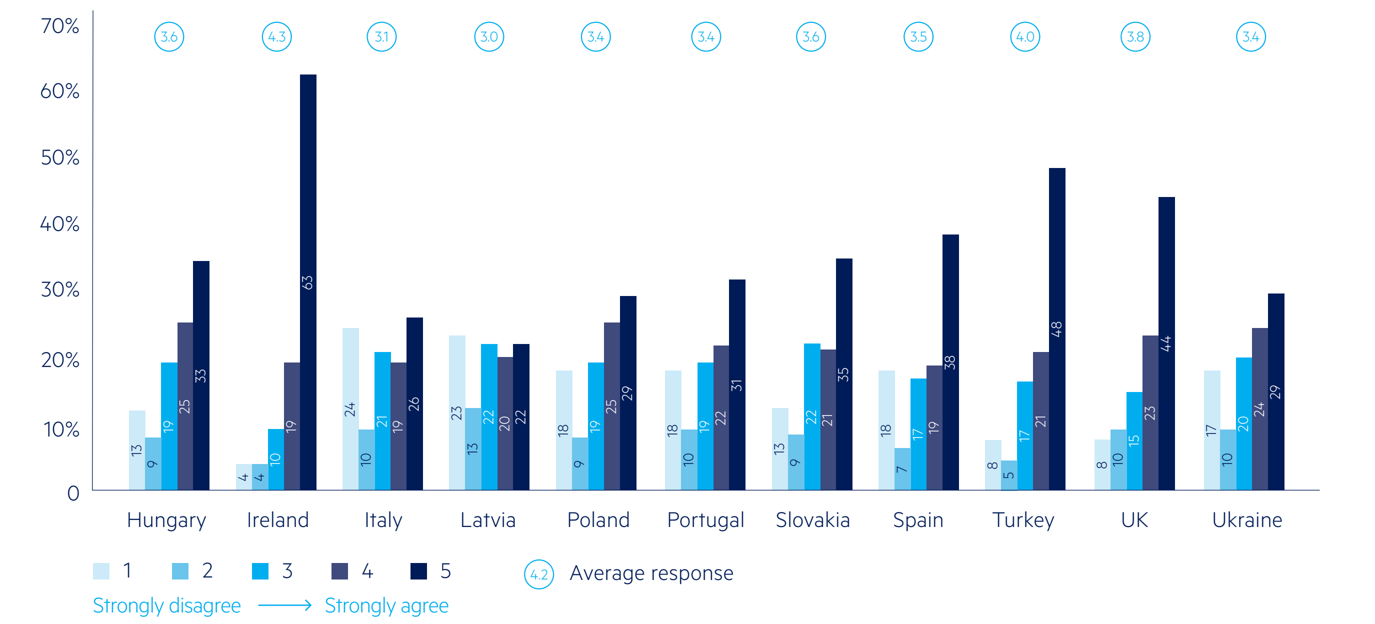
3 SHOPPING HABITS & CONSUMER SPENDING PATTERNS

60% state that the Covid-19 outbreak has shifted their regular shopping habits



Evidence of unequal shifts in shopping behaviour were present in this survey with 20% of respondents stating that they did not see their shopping habits changed by Covid-19, and 18% remaining neutral on this topic. In Ireland, 82% of customers confirmed that their shopping habits have changed due to Covid-19, with new restrictions announcing during the survey, highly influenced results. In Turkey and the UK, more than 65% of customers stated that their shopping habits have been altered by Covid-19. Overall a majority of male respondents participated in this question.

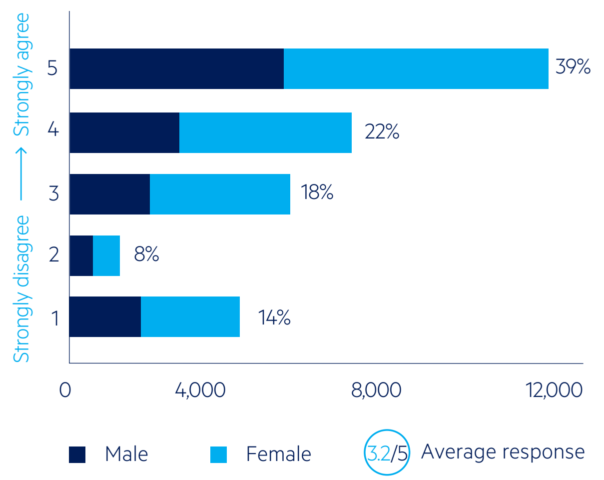
MY SHOPPING HABITS HAVE BEEN AFFECTED BY COVID-19



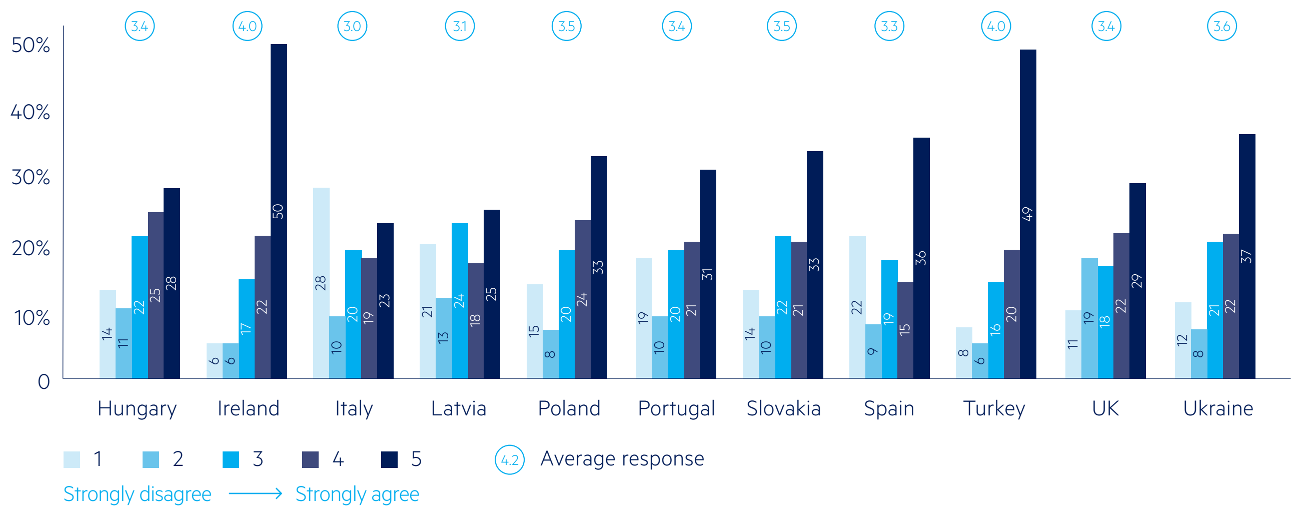
Interestingly, for shopping centre visitors in Italy and Latvia, a small but relevant percentage of 25% stated that their shopping habits had remained stable during the pandemic, and 40% stated that they had changed. In Italy, our visitors seemed to be more familiar with restrictions, compared to the average for our portfolio, this country had the longest experience with Covid-19. In Latvia, as the effects of the pandemic were more limited compared to other European countries in the Multi portfolio, our visitors were less likely to alter their shopping habits.

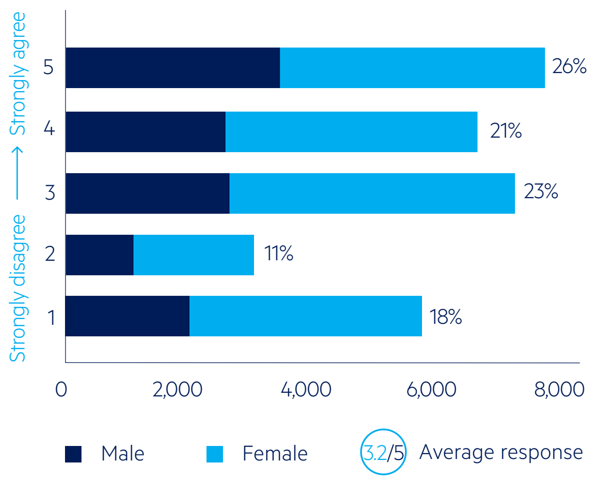
SPENDING HABITS SHIFT DURING THE PANDEMIC

Almost 60% of interviewees stated that their spending was affected by Covid-19, with a majority of male respondents agreeing to this statement. The impact on customer spending has followed trends in shopping habits, as seen by results in Turkey and Ireland that state that 70% of visitors have had their spending affected by Covid-19. Italy and Latvia had the most polarized answers regarding this topic, with both countries stating that 40% of visitors had substantially lower spending, but 28% and 34% respectively disagreeing with this statement.



MY SPENDING HAS BEEN AFFECTED BY COVID-19



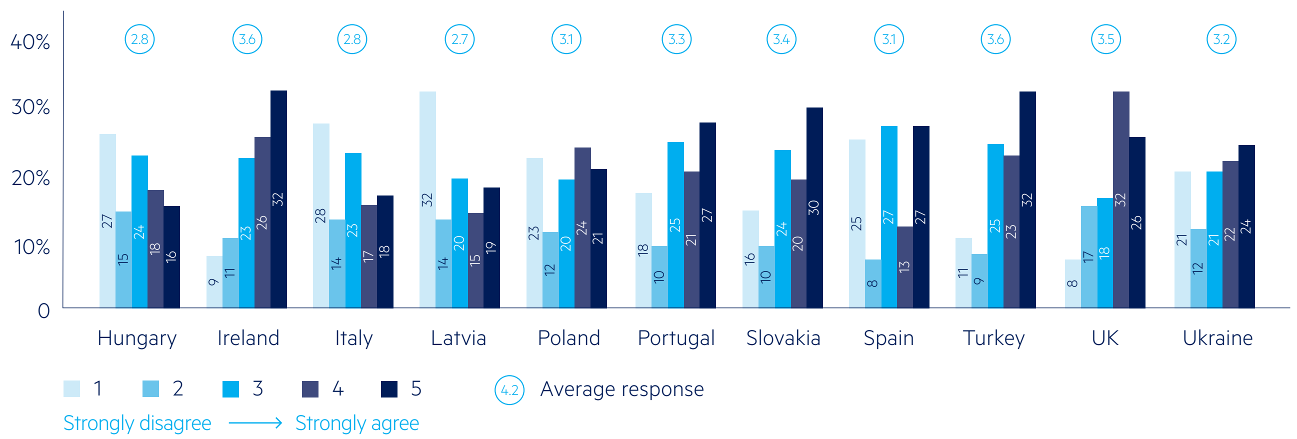


50% (re)focused their shopping by product category

while 29% did not agree with this statement

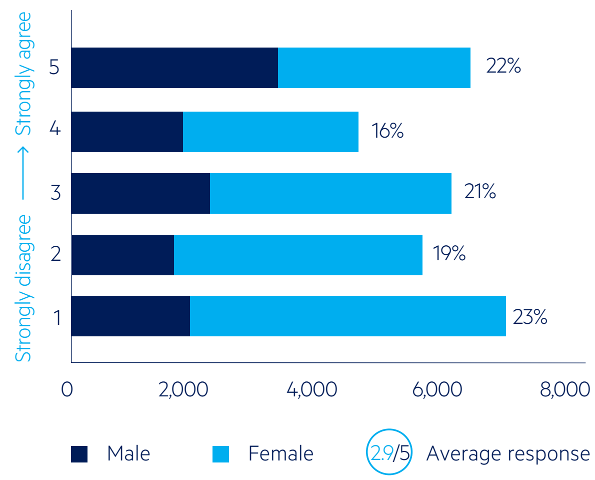
Younger respondents were slightly more inclined to shop specific product categories. In countries like Ireland, Turkey, and UK over 55% of visitors shop only specific categories because of Covid-19. In Hungary, Italy and Latvia, the % of customers who do not shop only specific products is over 40%, exceeding the share of people who did shop based on specific products at 35% of respondents. Therefore, customers are increasingly inclined to focus their shopping to essential goods, because of restrictions (e.g., opening of essential stores only) or of a more general change in customers' shopping habits.

I SHOP ONLY SPECIFIC PRODUCT CATEGORIES NOW

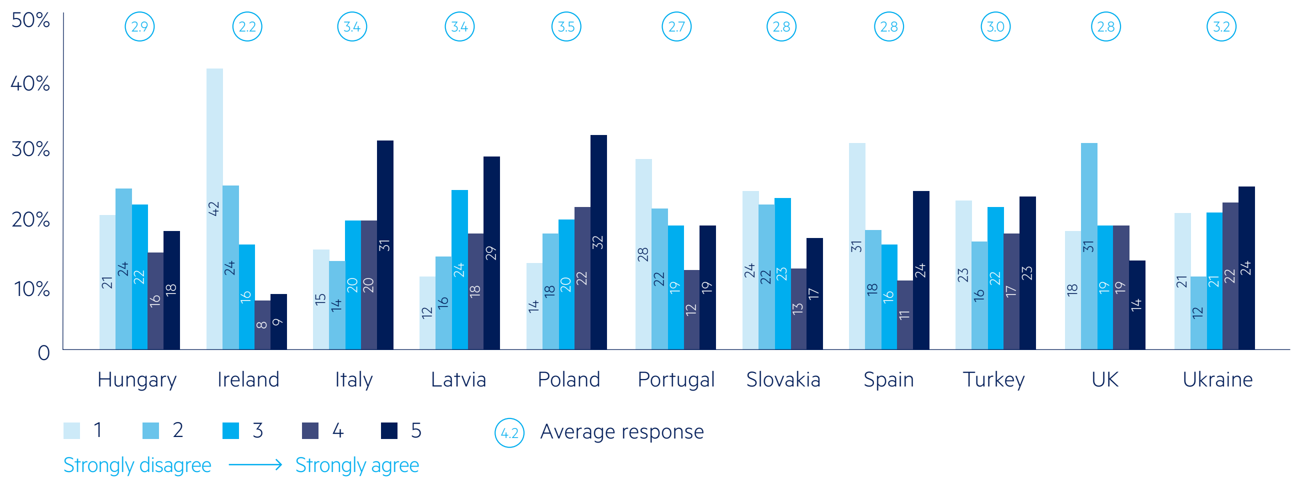


SHIFTS IN DWELL TIME VARY WITH CUSTOMER AGE, GENDER, & BETWEEN COUNTRIES

Over 40% of customers spend less time in in shopping malls due to Covid-19; however, there is still a relevant share of our customers, 38%, who did not change their dwell times. Female visitors, and visitors younger than 35 years of age, were more likely to reduce their time spent shopping in our malls. In Ireland, 66% of customers decreased their amount of time spent shopping inside in our survey, corresponding to regulations restricting retail sales to purchases of essential goods. In Hungary, Portugal, Slovakia, Spain and the UK, 44% to 50% of customers changed their shopping dwell time. For our customers in Italy, Latvia, and Poland, an average of 28% of respondents stated that they spent less time inside shopping centres, reiterating the importance of geographic differences of the impact of Covid-19 on retailing.



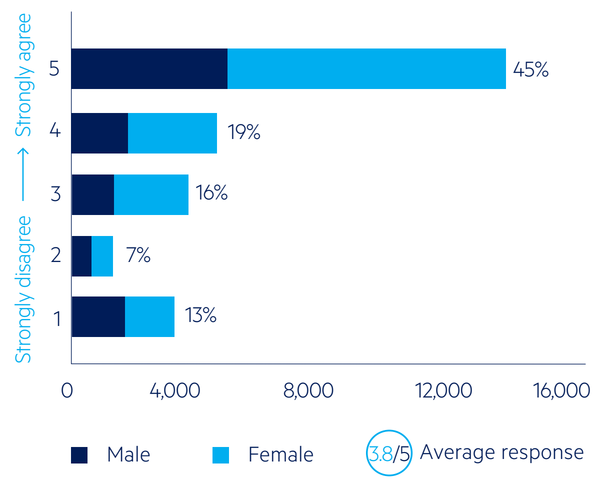
I SPEND THE SAME AMOUNT OF TIME IN THE SHOPPING MALL



DINING-OUT HABITS ARE PERCEIVED TO BE MORE IMPACTED THAN SHOPPING PATTERNS OVERALL

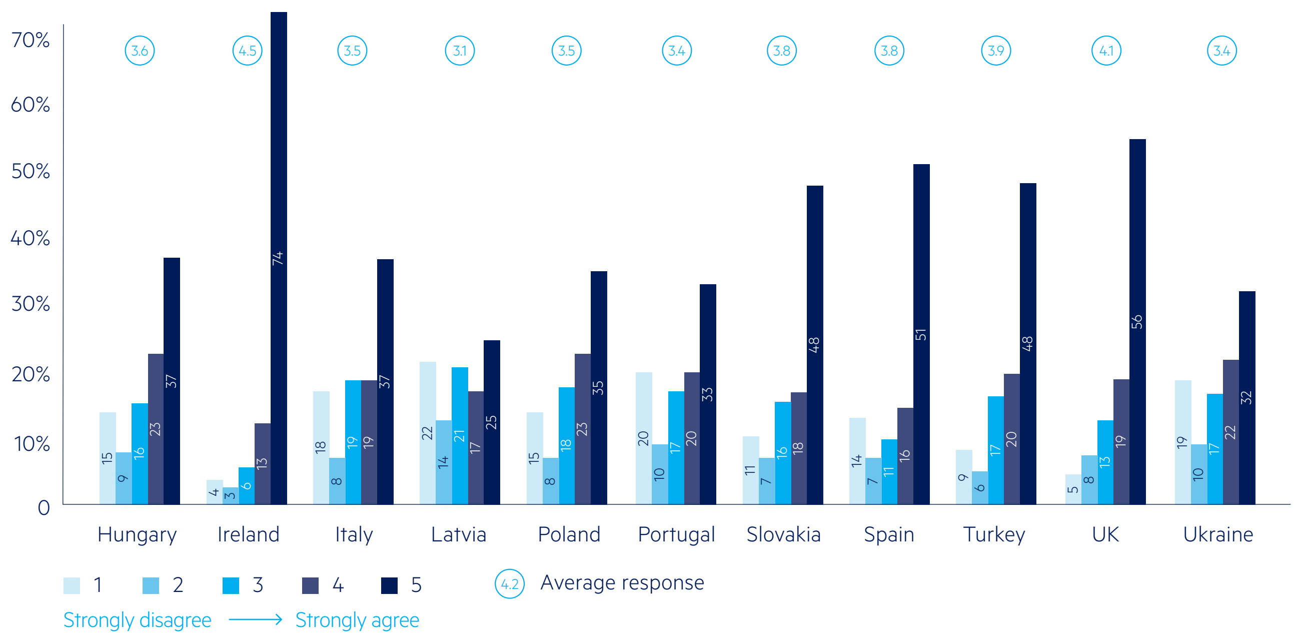
64% confirmed that their eating out routines have been strongly affected

only 20% did not change them



Interestingly, among customers who did not change their eating out preferences, men seem to have been less proportionately affected than women. Responses from customers of 35 years of age or older, revealed slightly more changes in their eating out behaviour, compared to younger visitors. A significant impact of eating out routines was shared by visitors in Ireland and the UK, with 87% and 75% of visitors respectively stating that their habits for dining out had shifted.

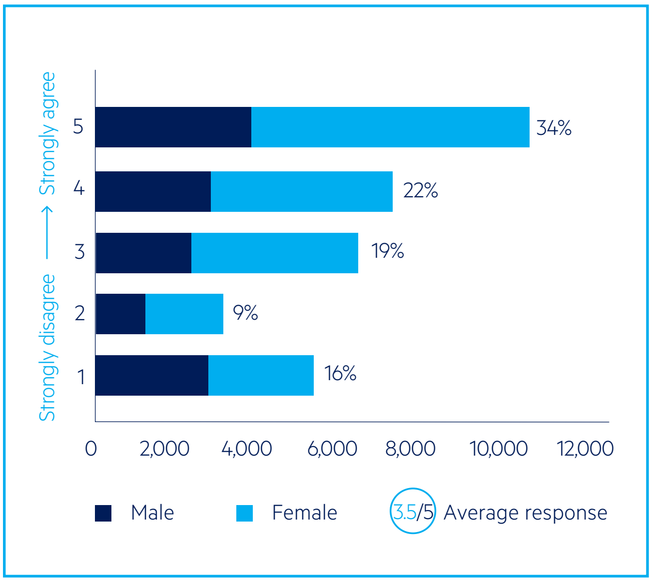
MY EATING OUT HAS BEEN AFFECTED BY COVID-19

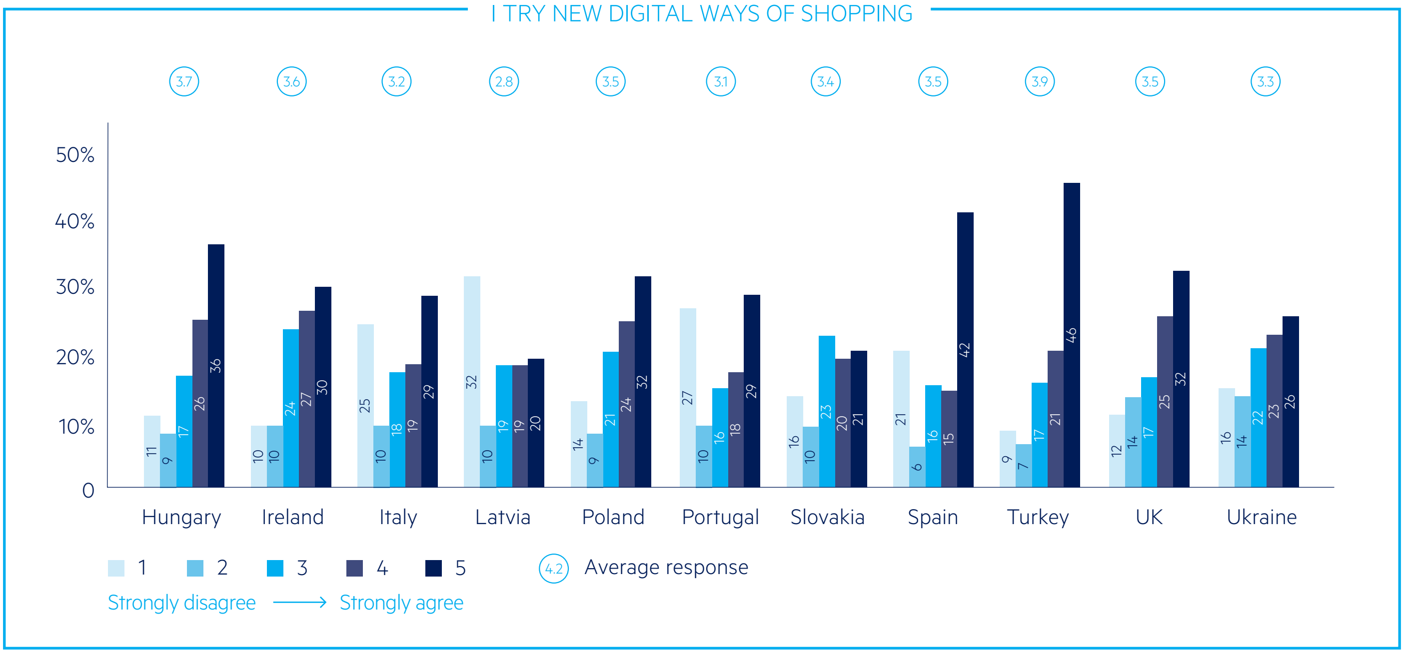


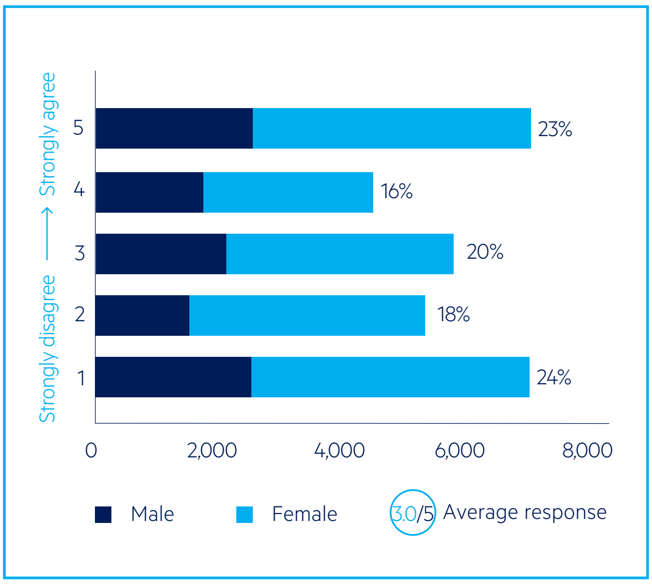
Not all countries showed a majority shift in eating out routines, as in Latvia, 42% of customers stated that their eating out routines did change, and 36% stated that their routines did not change. Comparatively, government regulations pertaining to eating out were less extensive in Latvia, compared to Ireland and the UK which experienced a much higher degree of lockdown restrictions during the same period. In all other countries surveyed, 56% to 68% of customers changed their eating out preferences.

RISING DIGITAL INTEGRATION IN PHYSICAL SHOPPING

56% of our customers are trying new digital ways of shopping; however, a significant 25% of all customers were not influenced by Covid-19 to adopt online methods. As expected, visitors above the age of 35 years, were the majority that stated that they were not trying new, digital ways of shopping. In most countries, 56% to 67% of customers stated that they are trying more online retailing, with an average response rate above 3.5/5 (Hungary, Ireland, Poland, Spain, Turkey and the UK). Inversely, in Italy, Portugal, and Ukraine, a lower share of 48% of customers stated that they are trying new digital ways of shopping, and 34% to 37% said that they are not.



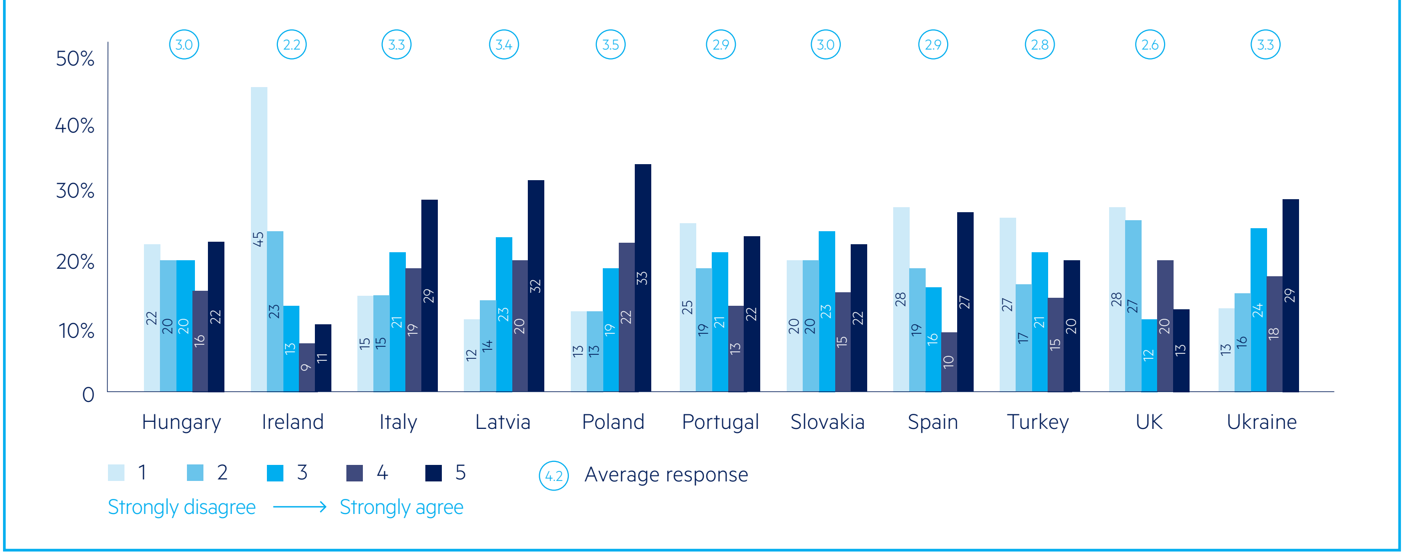




CUSTOMERS DO NOT EXPECT TO RADICALLY REDUCE THEIR NUMBER OF SHOPPING TRIPS

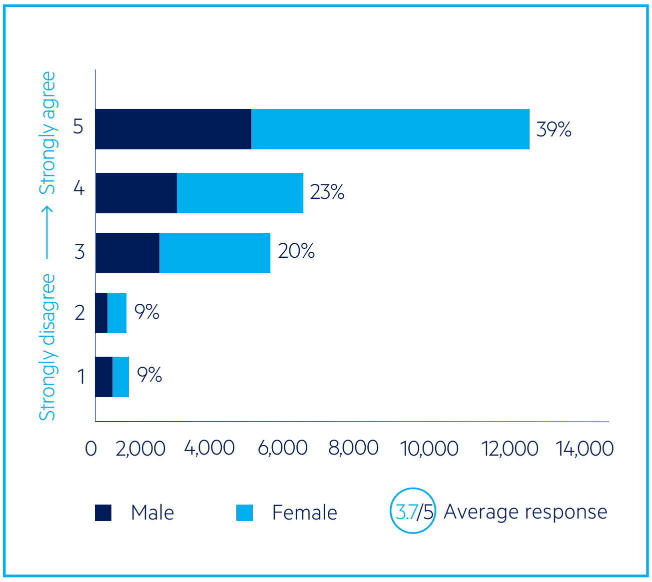
42% of customers stated that they do not expect to make the same number of shopping trips on a weekly basis, as they did prior to Covid-19, however; 39% of customers answered that they will maintain their previous trip frequency. Female visitors were more inclined to state that they will make the same number of trips, an increase of 8% over male visitors. Countries that had significant shares of customers decreasing their weekly shopping trips were Ireland (68%), the UK (55%), Turkey (44%), and Spain (47%). Eastern European countries such as Poland, Latvia and Ukraine had lower shares of customers stating that they will decrease the number of shopping trips, ranging from 26% to 29%.

I MAKE THE SAME AMOUNT OF SHOPPING TRIPS PER WEEK AS BEFORE

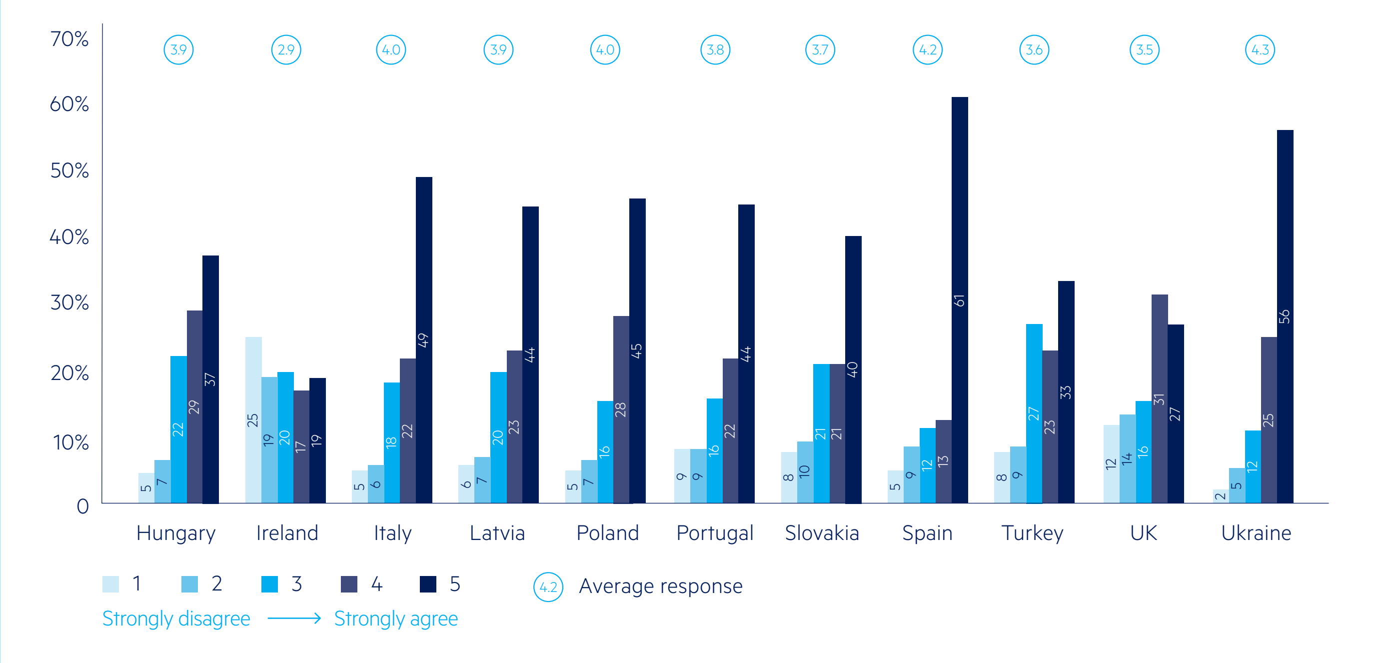


FAMILIARITY REMAINS KEY: CUSTOMER LOYALTY IS WELL-MAINTAINED DURING THE PANDEMIC

62% of customers continue to visit the same retail destinations as before. Interestingly, among the customers who do not visit the same retail destinations there is a larger share of women, and younger clients. In Poland, Spain, and Ukraine, 71% to 85% of customers kept visiting the same retail destinations as before. For Hungary, Latvia, Portugal, Slovakia, Turkey and the UK, the share was slightly lower, ranging from 56% to 66%. As most respondents were frequent customers of our shopping malls, this emphasizes a tendency for visitors to shop in their regular and trusted retail destinations during the pandemic.



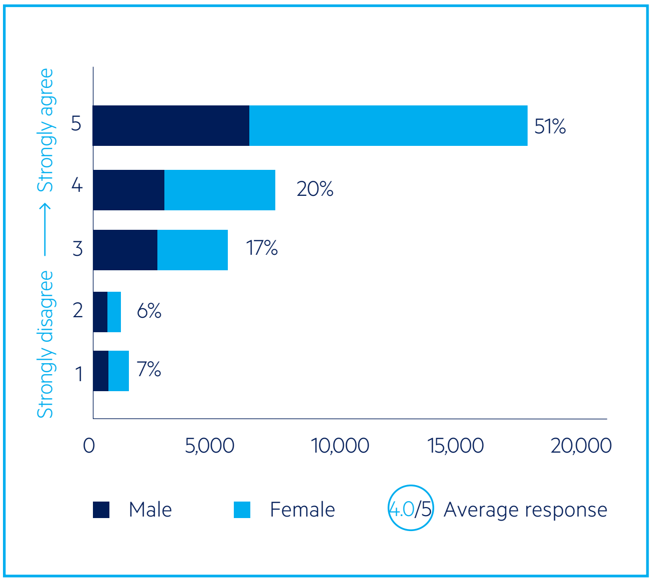
I AM STILL VISITING THE SAME RETAIL DESTINATIONS AS BEFORE



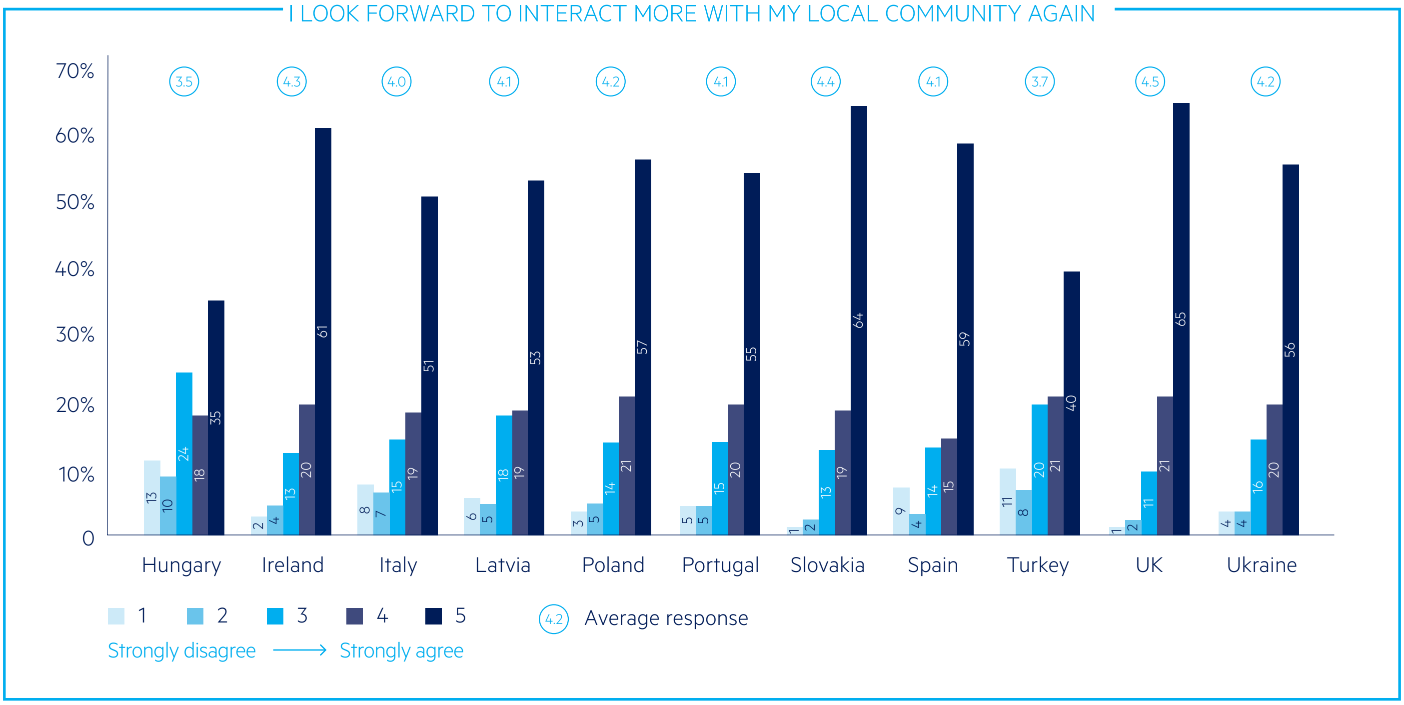
4 EXPECTATIONS FOR CONSUMER SAFETY & SECURITY AFTER 2020

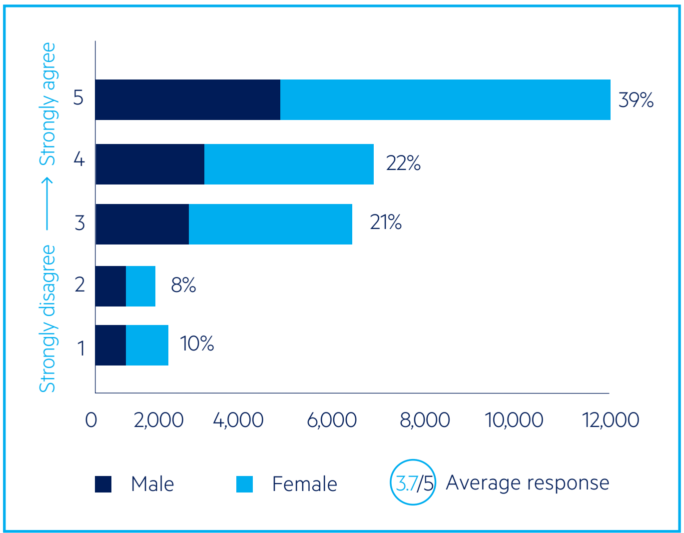
70% look forward to interacting more with their local communities again

Customers across all countries answered that they will look forward to engaging more with their local communities again, including going to shops, restaurants, and fitness centres, and participating in social group activities. In Ireland, Slovakia, and the UK, 80% to 86% of customers are looking forward to interacting with their communities after Covid-19 has eased. 70% of visitors also agreed with this statement in Latvia, Poland, Portugal, Spain, and Ukraine. A very small share of clients disagreed with this statement, mainly represented by people above the age of 35 years.



I LOOK FORWARD TO INTERACT MORE WITH MY LOCAL COMMUNITY AGAIN

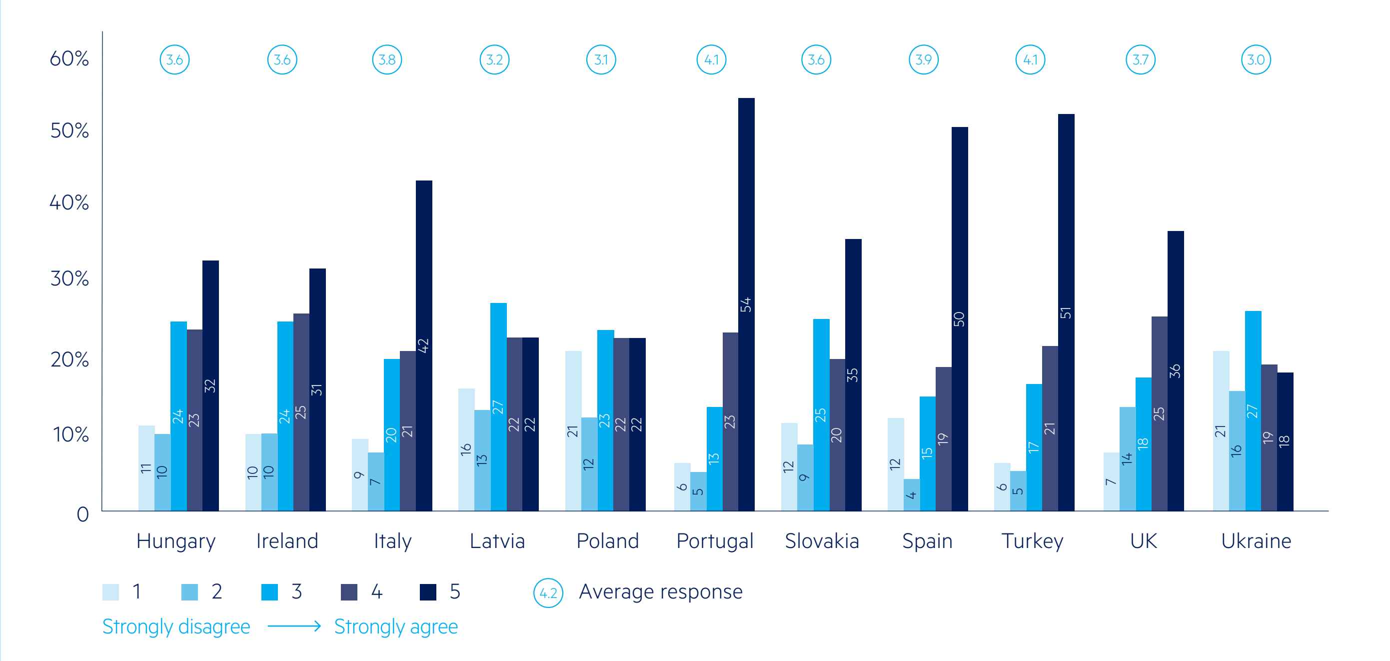




CROWDS IN PUBLIC SPACES WERE A CONCERN

61% of respondents stated that they excpect to avoid going to crowded places after the pandemic has eased. A small share of visitors responded that they will return to go to crowded places after Covid-19 restrictions have been lifted, the majority of this share represented by male and younger visitors.

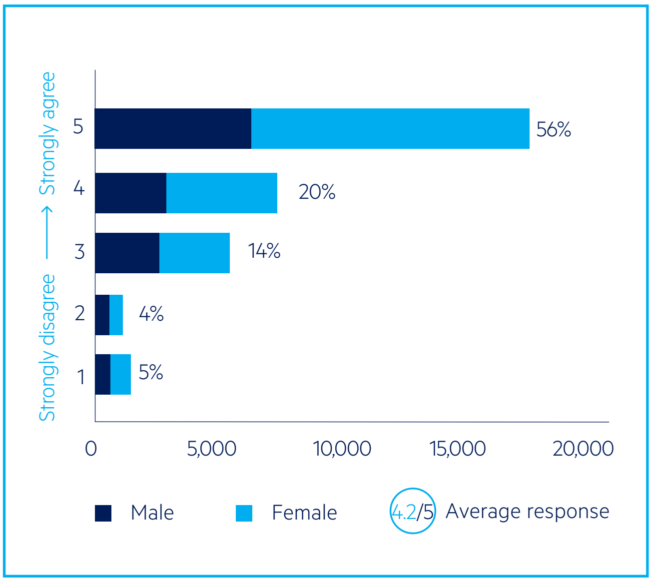
I WILL STILL AVOID GOING TO CROWDED PLACES FOR A LONG TIME



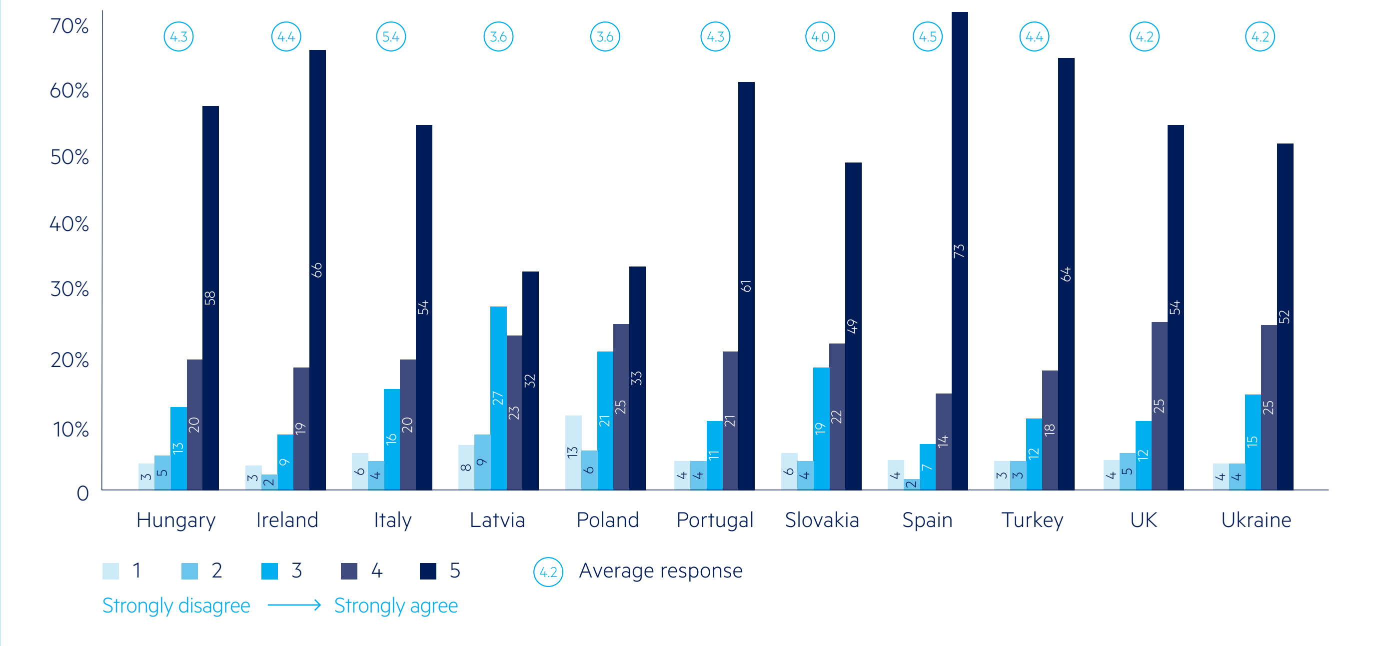
The highest share of customers who stated that they will avoid going to crowded spaces after Covid-19 was observed in Turkey, Spain, and Portugal, ranging from 69% to 77%. In Hungary, Ireland, Italy, Slovakia, and the UK, 56% to 63% of customers also shared this sentiment. A smaller range of 37% to 44% of customers in Latvia, Poland, and Ukraine, agreed with this statement.

83% will continue practicing social distancing even after Covid-19 eases

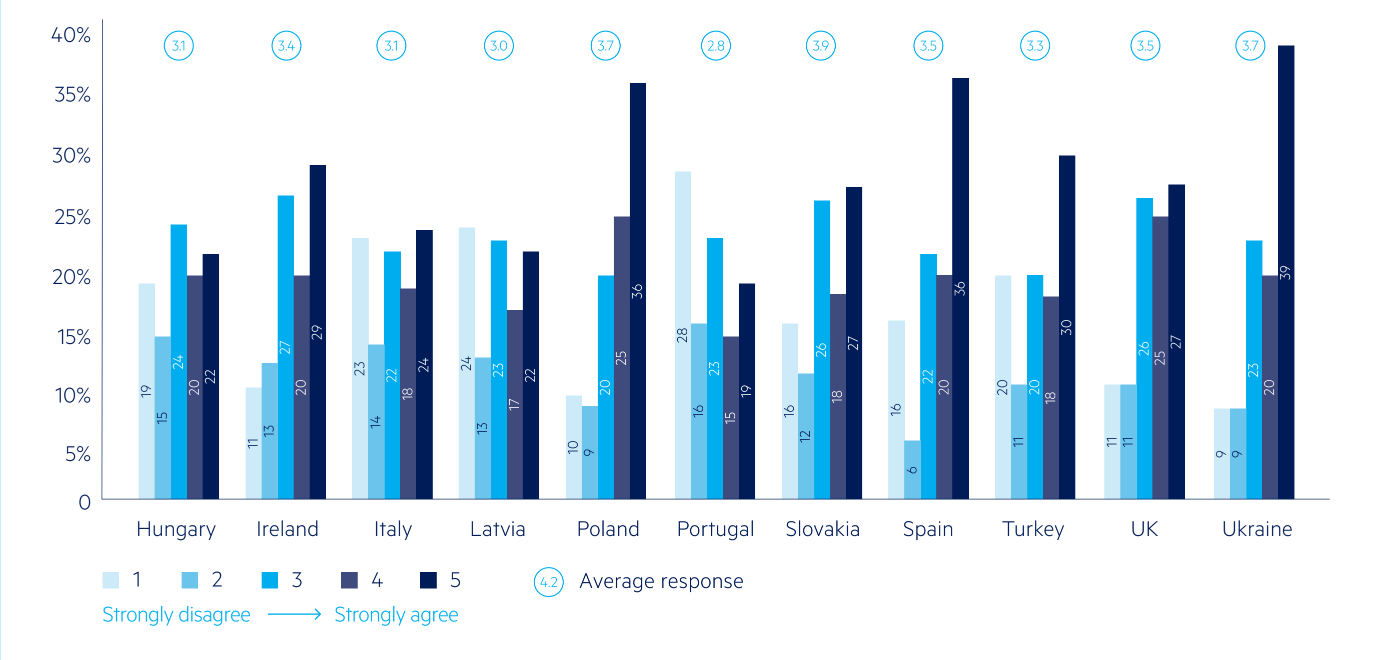
In Hungary, Ireland, Portugal, Spain, UK and Turkey most customers will continue to practice social distancing even after Covid-19 restrictions are over, from 78% in Hungary to 87% in Spain. In Italy, Ukraine, and Slovakia, respectively 74%, 77% and 71% of customers state that they will maintain using social distancing, with a high average survey response rate of 4/5 for these countries. Of the 9% of customers surveyed that will stop social distancing after restrictions are lifted, the majority was represented by men.



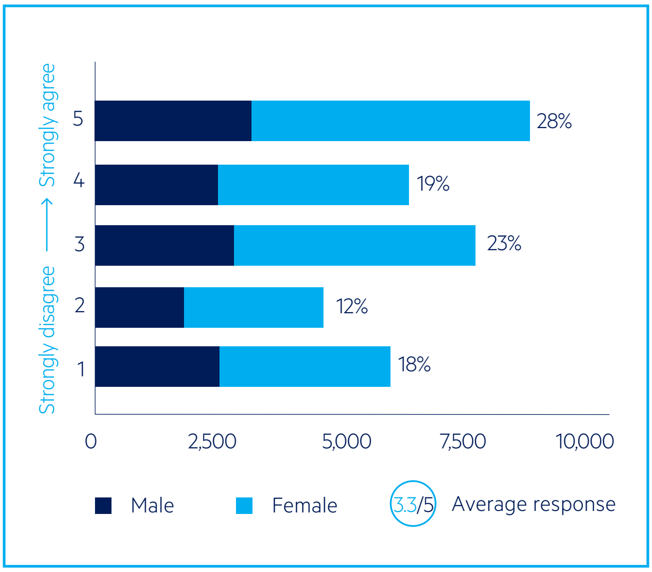
I WILL CONTINUE PRACTICING SOCIAL DISTANCING TO BE SAFE



I WILL PARTICIPATE IN THE ENTERTAINMENT AND EVENTS IN THE SHOPPING CENTRE



47% will participate in events & entertainment in the shopping centres after Covid-19 restrictions are over

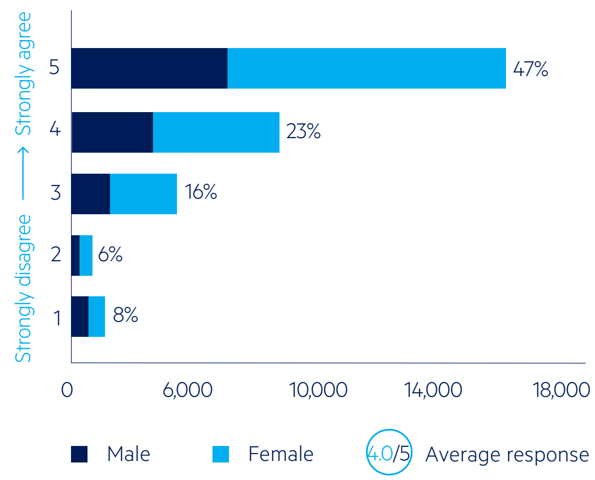


Although a large share of customers state that they will return to events and entertainment in shopping centres, 30% stated that will not participate. Customers older than 35 years of age, were more inclined to state that they will not engage in shopping centre events and entertainment. In Poland, Spain, and Ukraine, 56% to 61% of customers stated that they will participate in events and entertainment once restrictions are lifted. This share range average was present in all surveyed countries, with the exception of Portugal, in which 44% of customers stated that they will not participate in events and entertainment.

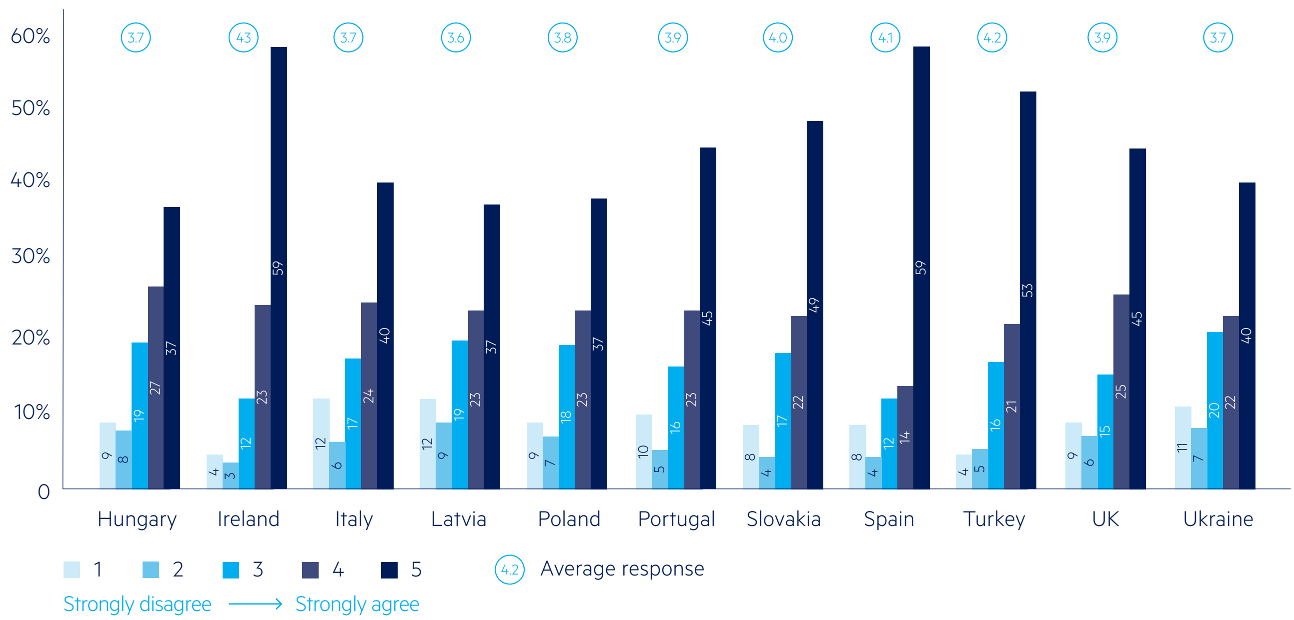
5 COMBINED IMPACT OF ACCELERATED DIGITAL INTEGRATION & THE GLOBAL HEALTH CRISIS

70% spend more time with digital tools daily for work, life & socializing with friends & family members

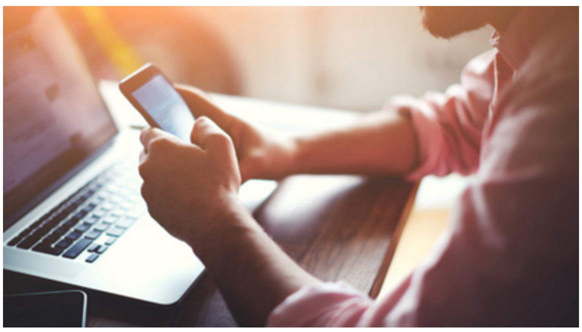
In Ireland, Slovakia, Spain, and Turkey, the share of customers who are using more digital tools because of Covid-19 is significantly high, ranging from 71% to 82%, with average response rate above 4/5. Customers for shopping centres in Hungary, Latvia, and Italy, the share of visitors agreeing with this statement was a slightly smaller majority of 60% or higher. Overall, a limited share of 14% of respondents disagreed with this statement, which were mostly male respondents above the age of 35 years.



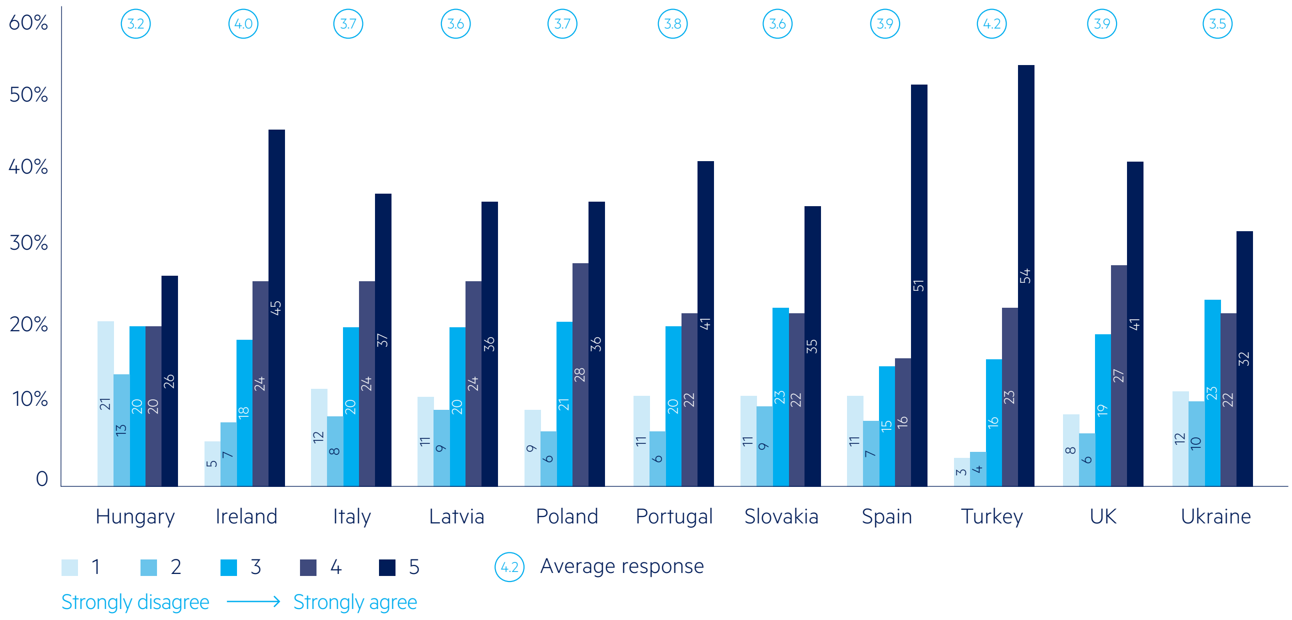
I SPEND MORE TIME USING DIGITAL TOOLS TO WORK & INTERACT WITH FRIENDS & FAMILY MEMBERS



A majority of 64% of customers are using more digital tools in their free time due to Covid-19, with a small share of 16% disagreeing with this statement. In Turkey, Spain, and Ireland, the increased use of digital tools was represented by a range of 67% to 77%. In the remainder of countries (with the exception of Hungary), customers using more digital tools in their free time was a greater than 50% share, with 55% and 68% of visitors in Ukraine and the UK respectively.

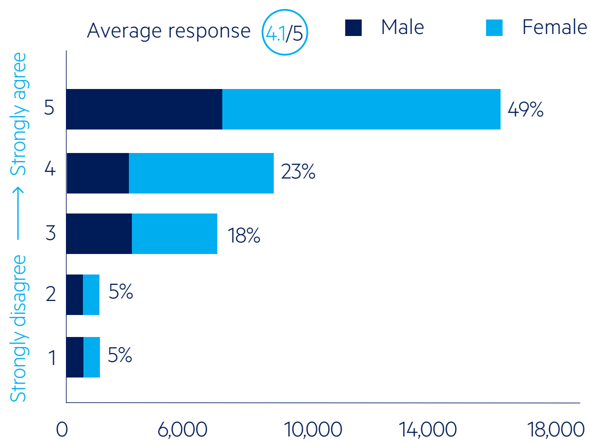


IN MY HOUSEHOLD WE USE MORE DIGITAL TOOLS IN OUR FREE TIME

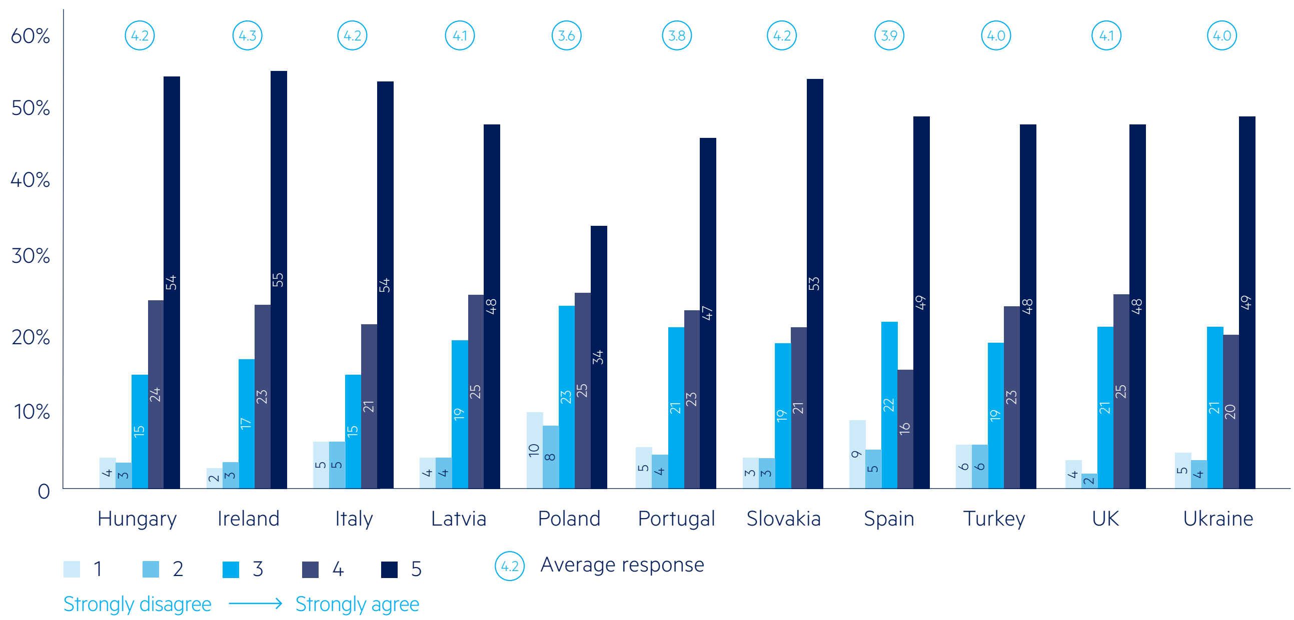


DEDICATING MORE VALUE TO TIME OFF-LINE: stronger social interactions between friends & family members

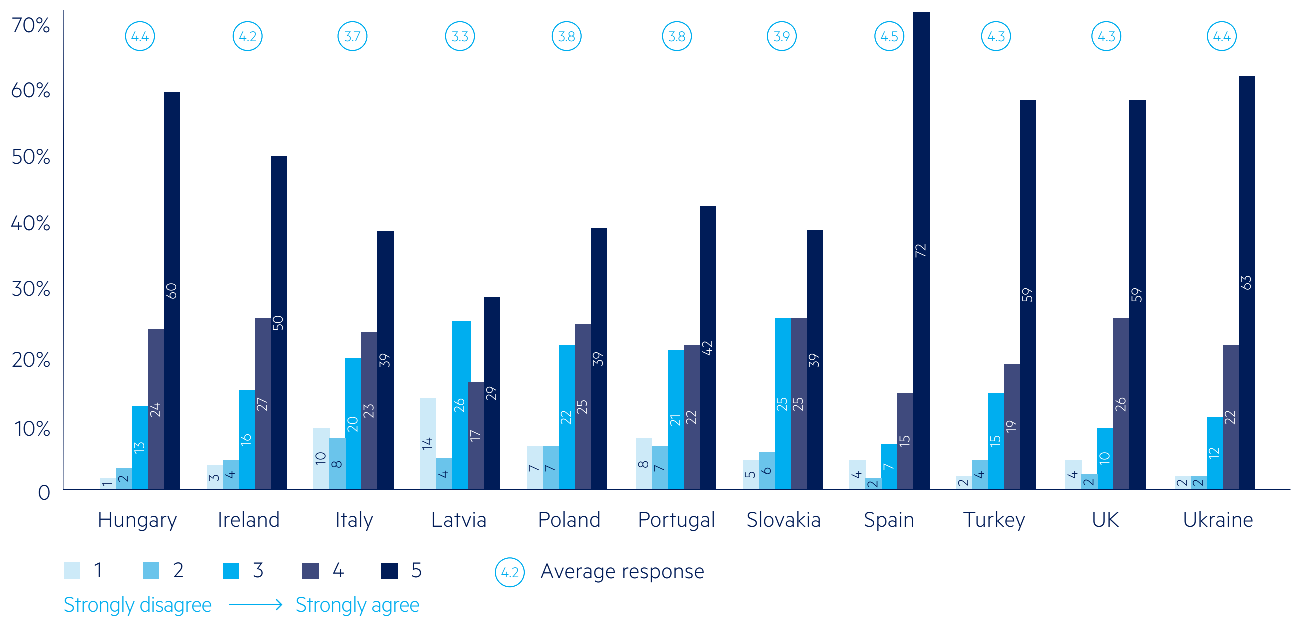
72% customers are looking forward to more off-line solutions to spend valuable time, once the outbreak of Covid-19 has eased. In all countries, customers are keen for off-line solutions to interact with family and friends, with shoppers in their majority supporting this from 60% to 78%.



I AM LOOKING FORWARD TO OFF-LINE SOLUTIONS FOR MYSELF & MY FAMILY TO LIMIT OUR TIME WITH GADGETS



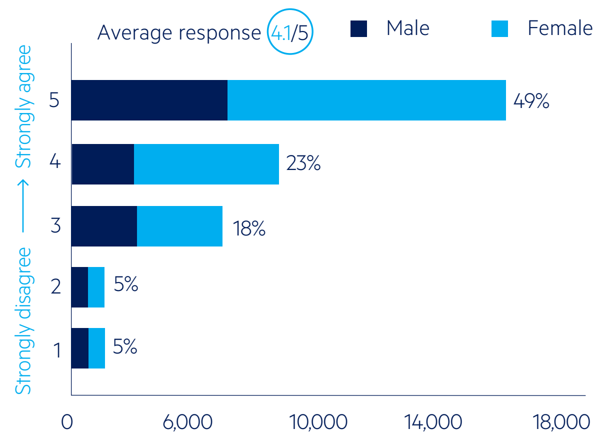
MULTI SHOPPING CENTRES MIGHT BE A GOOD PLACE TO SPEND VALUABLE TIME-OFF WITH FREINDS & FAMILY



	1	2	3	4	5	Average response
Hungary	1	2	13	24	60	4.4
Ireland	3	4	16	27	50	4.2
Italy	10	8	20	23	39	3.7
Latvia	14	4	26	17	29	3.3
Poland	7	7	22	25	39	3.8
Portugal	8	7	21	22	42	3.8
Slovakia	5	6	25	25	39	3.9
Spain	4	2	7	15	72	4.5
Turkey	2	4	15	19	59	4.3
UK	4	2	10	26	59	4.3
Ukraine	2	2	12	22	63	4.4

Shopping centres remain key for social interactions in a post Covid-19 world

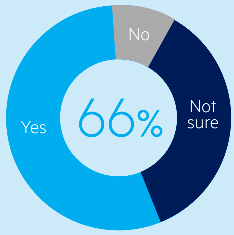
72% of customers believe that Multi managed shopping centres are good places to spend valuable time off-line, with friends and family in a post Covid-19 world. In all countries, our shopping centres were perceived as beneficial and interesting places to spend time with family and friends, especially in Spain (72%), Hungary (84%), the UK (85%), and Ukraine (85%). This question had a very high survey average response of 4.1/5 respondents providing an answer, iterating its validity.



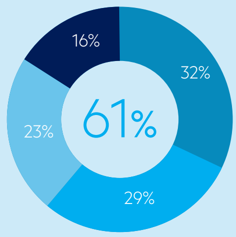
6 RETURNING TO AN ‘IMPROVED’ NORMAL

Respondents in Italy, Spain, and Ukraine were more optimistic, and expecting to back to normality, ranging from 74% to 80% of participants. Over 60% of customers stated that they expect to quickly be back to usual shopping habits within a few weeks after easing of the Covid-19 pandemic, and 23% stating that they will need more than a month. Only 10% of customers believed that they will not return to normal after the pandemic. Countries such as Italy, Poland, Slovakia, and Ukraine, had customers that would return to normal habits more promptly than other countries surveyed.

66% respondents are optimistic about post Covid-19 shopping



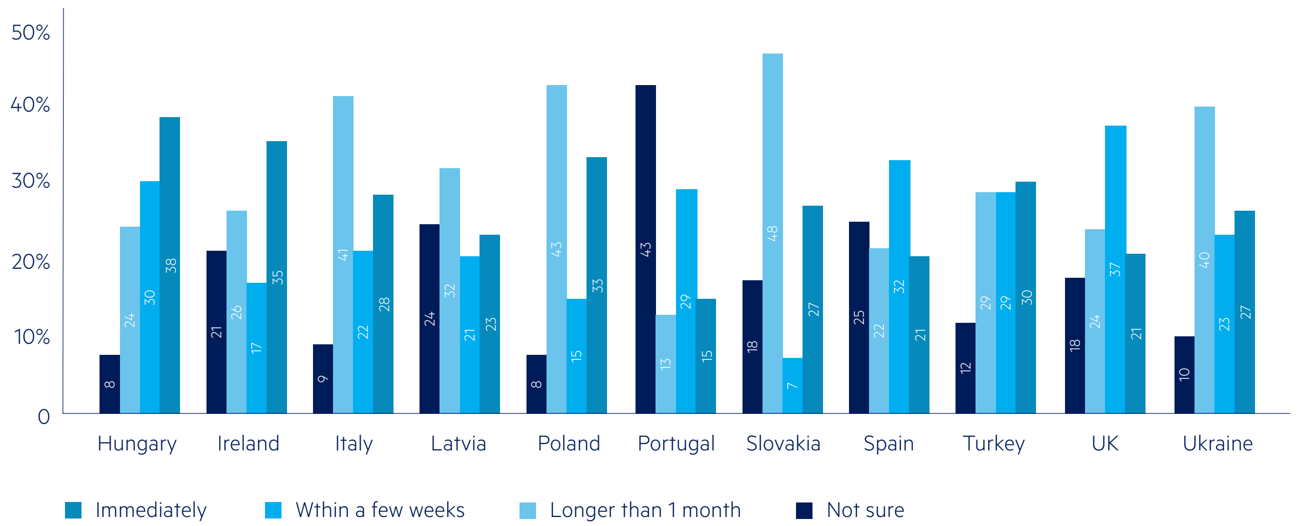
66% of respondents plan to return to usual shopping patterns after restrictions are lifted



Over 60% expect to ‘return to normal’ shopping behaviour in less than a month

Immediately
Within a few weeks
Longer than 1 month
Not sure

HOW LONG WILL IT TAKE YOU TO GO BACK TO USUAL HABITS?



CONSUMER PREFERENCES & RECOMMENDATIONS FOR SHOPPING CENTRES 2021 ONWARDS

29%
Improve the cleanliness and hygiene in the shopping mall

37%
Improve crowd control measures to ensure social distancing

19%
Facilitate small, intimate entertainment such as workshops or classes, rather than large-scale events

28%
Facilitate in centre pick-up points for online purchases

24%
Offer vulnerable social groups dedicated shopping hours

20%
Improve security at shopping centres

27%
Encourage retailers to utilize digital information boards, self check-outs, and additional technology to minimize the amount of human contact

23%
Shopping centre operations should continue as is

CONCLUSIONS

The purpose of this survey and all internal research-based initiatives by Multi, was to design and implement a better understanding of customer needs in a constantly evolving retail landscape.

Particularly under situations of rapid change and increased stress, it is important to understand how our shopping centre visitors are perceiving safety and security. This to enhance consumer experience, tenant and business partner relations, and to inform the design and operation of shopping centres of the future.

The findings of this report inform how customer requirements for safety, spending behaviour, hygiene standards changed during the Covid-19 pandemic, and how these elements can be integrated to improve operations as we enter relief and recovery periods with attention to differences between locations and countries.

Multi performs customer surveys on a yearly basis throughout our entire portfolio. Our approach is to place customers at the core of our property management activities and benefiting from their opinion and insights, with the ultimate objective of supporting and facilitating our tenants' success.

In general, our annual surveys aim at transparently identifying the main strengths and weaknesses in the different areas of property management based on visitors' feedback, as well as on testing out customers' perception of new potential projects, such as redevelopments, new leasing deals, repositioning of the assets etc. Such surveys also allow us to benchmark the performances of our assets throughout different countries, and consequently allow us to identify and share best practices in the group.

This year, the survey has been deeply focused on the impact of Covid-19, with the goal of obtaining new knowledge, to share with our business partners, and the retail real estate industry as a whole.

Analysing and gathering data from across 50 locations, 30,000 respondents, 11 countries, and multiple information gathering mechanisms demonstrates Multi's commitment to improving business intelligence and continuation, and ensuring customers first feel safe in our shopping centres, so that they can socialize and enjoy retail, entertainment, restaurants, and other amenities.