

Square One Trending to Hit Major Milestone of One Thousand Dollars Per Square Foot by Year End

Strong Performance Attributed to Three-Pronged Strategic Approach

16 November 2015 (Toronto) — One of the most productive shopping centres in Canada, Square One has achieved total sales per square foot of \$975. Sales productivity has been continuing to see banner results with an increase of 10% per month with no signs of slowing. The growth in sales per square foot can be attributed to Square One's ever-growing roster of retailers, high impact marketing initiatives, and superior guest experience.

"Over the past few years, Square One has been working diligently to enhance the shopper experience for the 24 million visitors we draw each year. It is a primary shopping location for people who live and work in the GTA and is poised to become a must-go-to retail destination for Canadian and international shoppers," says **Greg Taylor, General Manager Square One, Oxford Properties Group, which jointly owns the shopping centre with Alberta Investment Management Corp.** "Our increasing sales productivity is not only attributed to our consistent effort to elevate the guest experience, but also to our strategic leasing initiatives, which will allow Square One to continue building on an already exceptional retail offering. We expect this trend to continue into 2016 and beyond."

Square One recently added 113,000 square feet of new-to-market stores to their retail mix. Additions this fall include: hipster haven Urban Outfitters, launching its first Ontario shopping centre location; beauty giant NYX, opening its first-ever retail store in Canada; a flagship Sport Chek, with a digital lab, will cater to tech savvy consumers; and Japanese home goods emporium MUJI Canada, known for its minimalist product design, opened its first shopping centre location in Canada. Since 2013, Square One has been in the midst of redeveloping 2.2 million square

feet of space to the tune of \$480 million. In 2016, Square One will open its highly anticipated luxury wing, which will be home to many premium and aspirational brands, including a flagship Holt Renfrew

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(120,000 square feet). Harry Rosen, relocating from its current location to a 19,000 square foot space; Ben Sherman, Kate Spade, Marc Cain, Stuart Weitzman and Jaime's Italian restaurant among others. La Maison Simons (112,000 square feet) is also set to join the Square One premium roster with the opening of their first location in Ontario.

Square One's impressive development strategy includes enhancing the area's streetscape with innovative architectural design, creating a dramatic 60-foot high grand rotunda entrance leading into a large glass atrium; and making the outdoor spaces more pedestrian- and cyclist-friendly with pathways lined with lush greenery and commissioned public art. As the fastest growing region in North America, Mississauga will be home to what will be a world-class shopping, dining and entertainment destination.

For all the latest Square One happenings, follow @shopSQUAREONE on Twitter and Instagram and like SquareOne on Facebook.

ABOUT SQUARE ONE SHOPPING CENTRE

Proudly managed by Oxford Properties and with over 320+ retailers including Apple, Michael Kors, Crate and Barrel, Harry Rosen, Zara and Whole Foods Market, Square One Shopping Centre is the premier retail destination in the GTA. Square One is owned by Alberta Investment Management Corporation (AIMCo) on behalf of its clients and Oxford Properties Group. Dedicated to sustainability, Square One's 1.8 million square feet has been recognized and awarded for creating a balance between sustainable environmental programs and a unique shopping experience. Square One is a designated tourist destination and is open on statutory holidays. For details, visit shopSQUAREONE.com. Follow us on Twitter and Instagram @shopSQUAREONE and at [Facebook.com/SQUAREONE](https://www.facebook.com/SQUAREONE).

ABOUT OXFORD PROPERTIES

Oxford Properties Group is a global platform for real estate investment, development and management, with over 1,400 employees and over \$23 billion of real assets that it manages for itself and on behalf of its co-owners and investment partners. Established in 1960, Oxford has regional offices in Toronto, London and New York, and the company's portfolio includes approximately 50 million square feet of office, retail, industrial, and multi-family and hotel properties. Oxford is the real estate arm of the OMERS Worldwide Group of Companies. For more information about Oxford, visit oxfordproperties.com.

ABOUT AIMCO

Alberta Investment Management Corporation (AIMCo) is one of Canada's largest and most diversified institutional investment managers. AIMCo was established on January 1, 2008 with a mandate to provide superior long-term investment results for its clients. AIMCo operates independently from the Government of Alberta and invests globally on behalf of 28 pension, endowment and government funds in the Province of Alberta, including the Alberta Heritage Savings Trust Fund. For more information about AIMCo, visit aimco.alberta.ca.

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SQUAREONE