

Just
art

WELCOME TO THE WORLD'S 8TH WONDER

New York City. It's one of the most populous urban agglomerations in the world. The power city of our planet. It's where international diplomacy is born. Where fashion, commerce, art and entertainment move forward. The only place that could truly be called "the world's center."

A city 389 years in the making, its ever-evolving skyline stands as proof of man's power over nature's landscape – topography conquered and created anew. But this transformational moment may be its greatest turning point yet.

Westfield World Trade Center is ushering in a new New York: a new era of retail. A new kind of experience for the world. Westfield World Trade Center is creating a new monument for the city of Manhattan.

Introducing the future of New York City...



16 ACRES, REBORN

Westfield World Trade Center once existed as one of the most productive retail centers in the world.

The rebirth of the World Trade Center is the most high-profile development in the 21st century. Costing **\$20 billion** at full build-out, the enormous undertaking stands as the largest commercial real estate development in the history of the United States.

Projected to be one of the top performing retail destinations in the world, Westfield World Trade Center is projected to achieve groundbreaking sales that set the bar for American retail.

But what is born here will fill far more than the void left in retail in Downtown Manhattan. These 16 acres will soon be home to a cultural awakening.

Major art exhibits and spectacular performances will live here. It's where you'll reconnect with friends over intimate meals, and experience some of the most breathtaking views of your lifetime. Your children's children will hear music in these halls. Your fondest memories – the memories of millions – will be born on these grounds.

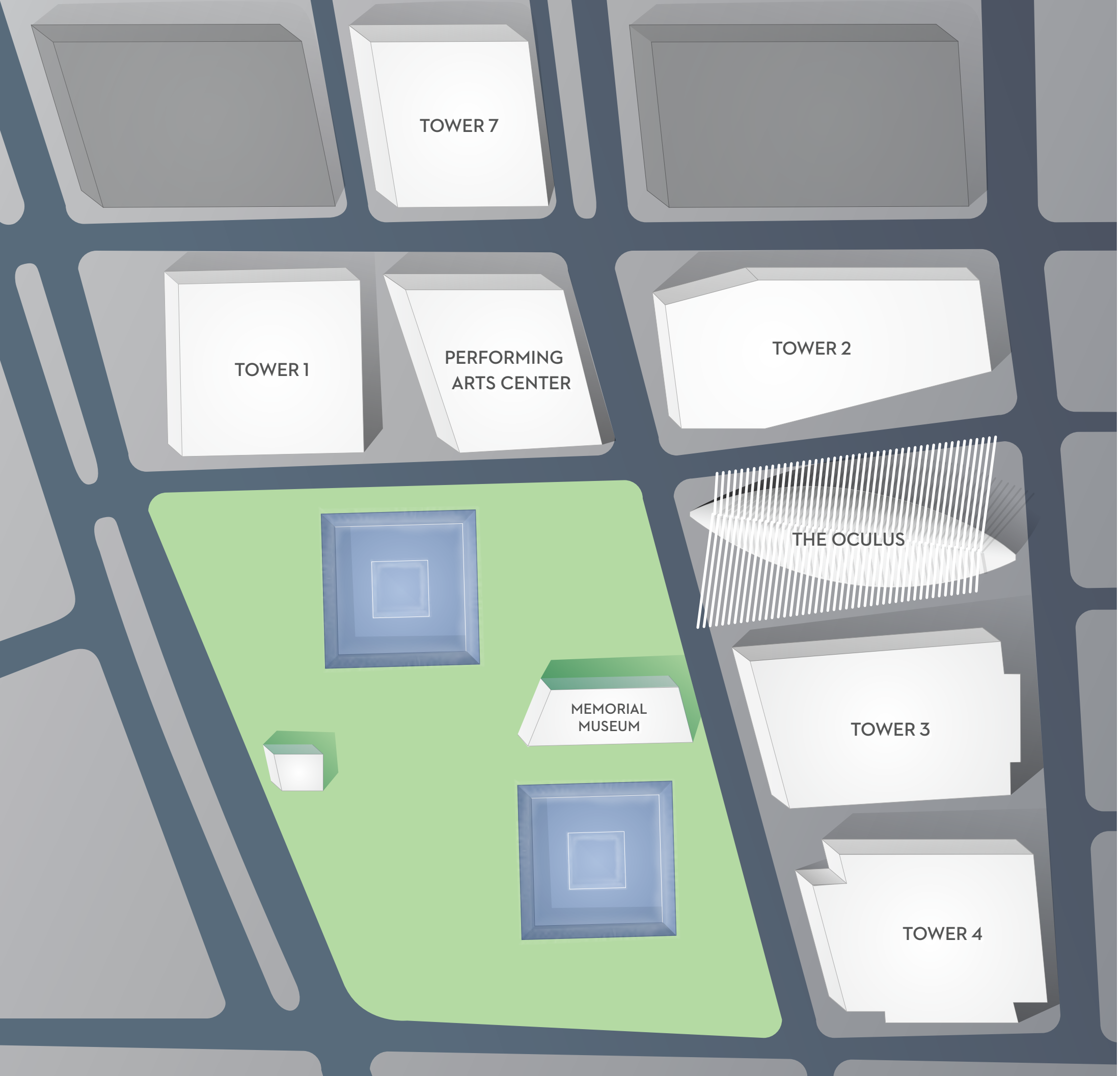
GREEN BY DESIGN

As a forward-thinking, innovative center of the future, it is no surprise that the World Trade Center is being approached in the most environmentally friendly way. And with its **gold LEED certification**, 7 World Trade Center is the pioneering force behind bringing these ambitious standards to all of the World Trade Center towers by implementing green design features that benefit both those who live and work in the iconic neighborhood.

Full-height glass with daylight dimming controls will lead to electricity costs approximately 35% lower than a typical Manhattan office building, while high efficiency cooling and heating systems will work with naturally replenishable resources, such as rain water.

Even the building materials will include post-consumer recycled content, with a minimum of 50% of the building's wood certified as sustainably harvested.

The new World Trade Center is a beacon of hope and human progress. And it's being built in a way that we can all be proud of.



BY THE NUMBERS

OFFICE	10.6 M sq ft 60,000 workers
TOWER 1	104 floors 3 M sq ft
TOWER 2	88 floors 2.8 M sq ft
TOWER 3	80 floors 2.5 M sq ft
TOWER 4	72 floors 2.3 M sq ft
TOWER 7	52 floors 1.7 M sq ft
WESTFIELD WORLD TRADE CENTER	350,000 sq ft
PERFORMING ARTS CENTER*	30,000 sq ft 1,000+ seat capacity
OBSERVATION DECK	120,000 sq ft 4-5M visitors per year** 1,776 feet high

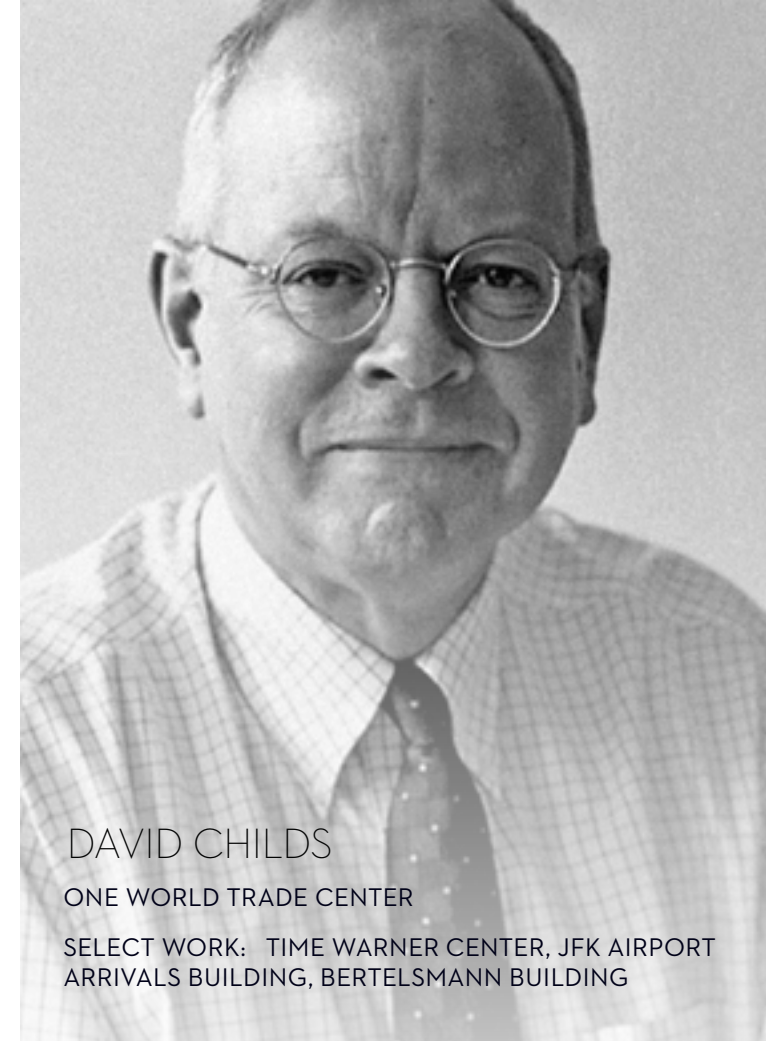
*Design Not Finalized **Projected



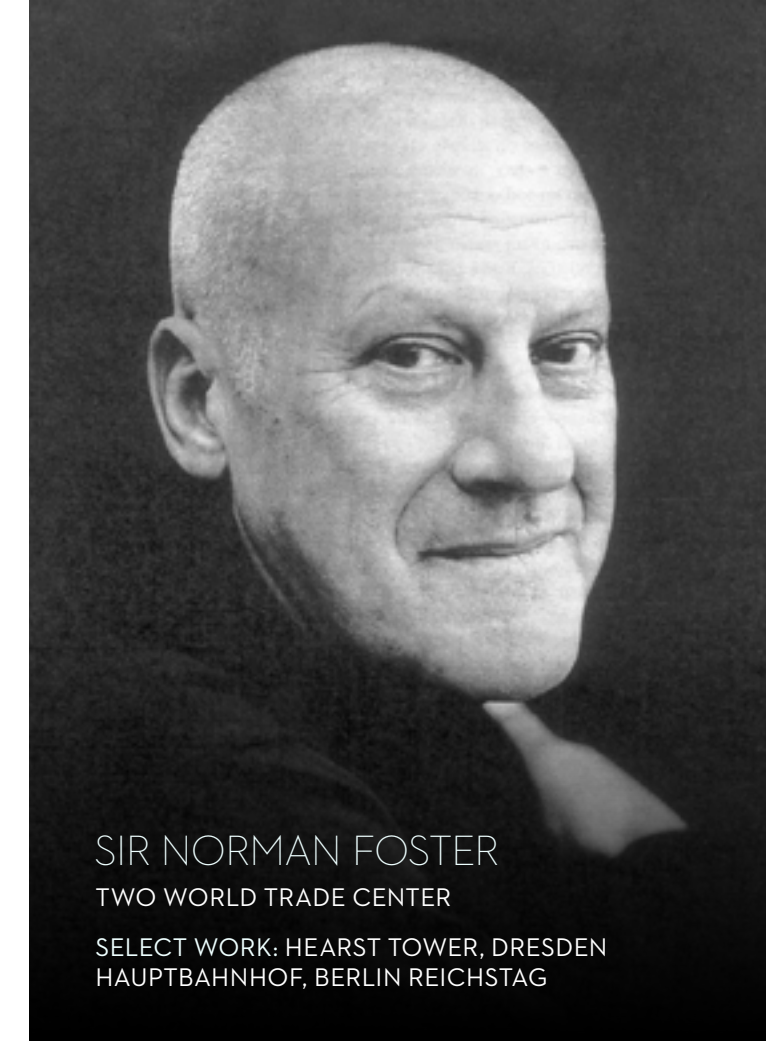
SANTIAGO CALATRAVA
THE OCULUS
SELECT WORK: TURNING TORSO, MONTJUIC COMMUNICATIONS TOWER, GARE DO ORIENTE STATION



DANIEL LIBESKIND
MASTER PLANNER
SELECT WORK: JEWISH MUSEUM, GRAND CANAL THEATRE, IMPERIAL WAR MUSEUM



DAVID CHILDS
ONE WORLD TRADE CENTER
SELECT WORK: TIME WARNER CENTER, JFK AIRPORT ARRIVALS BUILDING, BERTELSMANN BUILDING



SIR NORMAN FOSTER
TWO WORLD TRADE CENTER
SELECT WORK: HEARST TOWER, DRESDEN HAUPTBAHNHOF, BERLIN REICHSTAG



LORD RICHARD ROGERS
THREE WORLD TRADE CENTER
SELECT WORK: CENTRE GEORGES POMPIDOU, THE O2, MILLENNIUM DOME



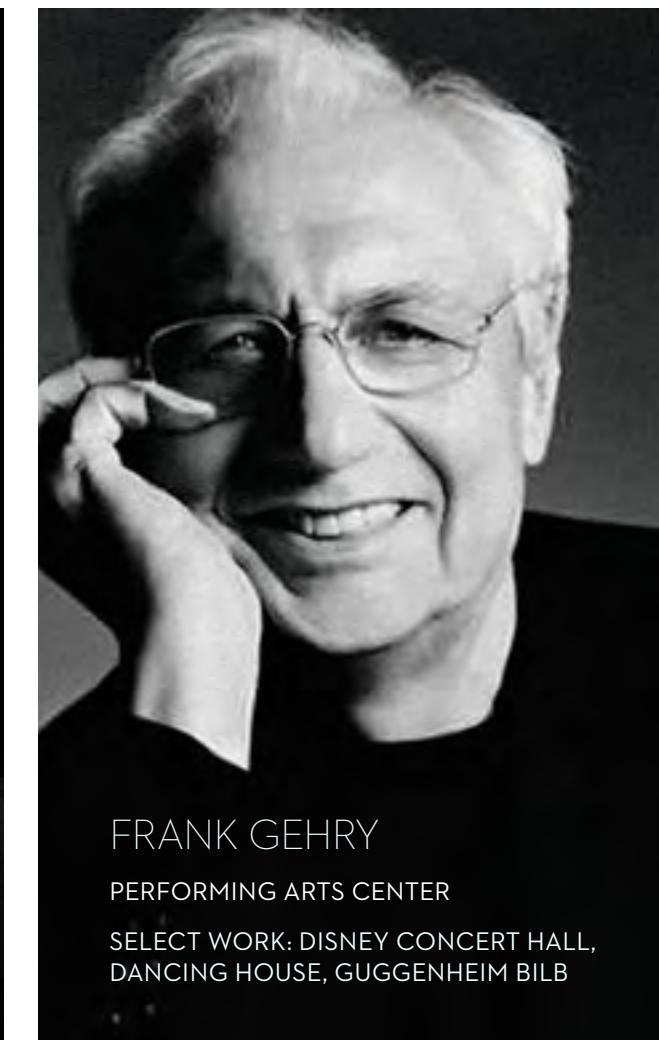
FUMIHIKO MAKI
FOUR WORLD TRADE CENTER
SELECT WORK: AGA KHAN MUSEUM, YOKOHAMA TOWER, MIT MEDIA LAB



MICHAEL ARAD
911 MEMORIAL
SELECT WORK: ESPIRITO SANTO PLAZA, FIFTH STREET FARM GREEN ROOF



PETER WALKER
911 MEMORIAL
SELECT WORK: CONSTITUTION GARDENS, BARANGAROO, SONY CENTER



FRANK GEHRY
PERFORMING ARTS CENTER
SELECT WORK: DISNEY CONCERT HALL, DANCING HOUSE, GUGGENHEIM BILB



THE NINE VISIONARIES

A project this monumental demanded an unprecedented design team. And the World Trade Center would bring one together comprised of the world's nine leading architects.

PRESENTING THE OCULUS: BEAUTY BORN FROM HOPE

His innovative structures stand across the globe as beacons of forward-thinking design. His artistic vision has changed the skyline of almost every major city. And now, Santiago Calatrava's greatest work will be brought to life at the World Trade Center.

As one of the key retail components of the center, The Oculus will be a destination unto itself, and the design centerpiece of the grounds.

Inspired by the image of a dove released from a child's hands, the structure demonstrates the enormous emotive power of truly brilliant design like no building before it.

With his use of light and sensitivity to urban design, this optimistic architectural vision will truly uplift the neighborhood it serves.



WESTFIELD: A LEGACY FOR THE FUTURE

With a portfolio over \$60 billion and 105 retail centers across Australia, the United States, the U.K., Milan, New Zealand, and Brazil, The Westfield Group currently stands as the largest listed property group by equity market capitalization.

Operating on a global platform, Westfield is vertically integrated to manage all aspects of development, from design and construction to leasing, management, and marketing.

In 2012, these efforts resulted in \$40 billion in annual sales at Westfield retail centers, which hosted over one billion customers. In the same year, reported worldwide portfolio performance was \$701 in sales per square foot.

WEST COAST

- Los Angeles
- Century City
- Culver City
- Fashion Square
- MainPlace
- Palm Desert
- Promenade
- Santa Anita
- Topanga
- Valencia Town Center
- West Covina

- Northern California
- Galleria at Roseville
- Oakridge
- San Francisco Centre
- Valley Fair

- San Diego
- Horton Plaza
- Mission Valley/West
- North County
- Parkway
- Plaza Bonita
- Plaza Camino Real
- UTC

- Washington
- Capital
- Southcenter
- Vancouver

MIDWEST

- Chicago
- Fox Valley
- Hawthorn
- Old Orchard
- Southlake

- Ohio
- Belden Village
- Franklin Park
- Great Northern

EAST COAST

- Connecticut
- Connecticut Post
- Meriden
- Trumbull

- Maryland
- Annapolis
- Montgomery
- Wheaton

- North Carolina
- Eastridge

- New York
- South Shore
- Sunrise
- World Trade Center

- New Jersey
- Garden State Plaza

- Florida
- Brandon
- Broward
- Citrus Park
- Countryside
- Sarasota Square
- Southgate

- UK
- Derby
- London
- Merry Hill
- Sprucefield
- Stratford

- Italy
- Milan

- Brazil
- Shopping Center Neumarket Blumenau
- Balneário Camboriú Shopping
- Joinville Garten Shopping
- Blumenau Norte Shopping

- Airports
- Boston Logan Int'l
- Chicago O'Hare Int'l
- George Bush Houston Int'l
- John F. Kennedy Int'l
- Los Angeles Int'l
- Miami Int'l
- Newark Liberty Int'l
- Orlando Int'l

- Australia
- Capital Territory
- Belconnen
- Woden

- New South Wales
- Bondi Junction
- Burwood
- Chatswood
- Figtree
- Hornsby
- Hurstville
- Kotara
- Liverpool
- Miranda
- Mt Druitt
- North Rocks
- Parramatta

- New Zealand
- Albany
- Chartwell
- Glenfield
- Manukau City

- Penrith
- Sydney City
- Tuggerah
- Warrawong
- Warringah Mall

- Queensland
- Carindale
- Chermside
- Helensvale
- North Lakes
- Strathpine
- Mt. Gravatt

- South Australia
- Marion
- Tea Tree Plaza
- Westlakes

- Victoria
- Airport West
- Doncaster
- Fountain Gate
- Geelong
- Knox
- Plenty Valley
- Southland

- Western Australia
- Carousel
- Karrinyup
- Innaloo
- Whitford City

- Newmarket
- Queensgate
- Riccarton
- St Lukes
- WestCity

INTERNATIONAL SUCCESS

Westfield has developed and owns many of the most successful and upscale retail destinations in the world. This allows for the creation of cities within cities, transforming the areas in which we operate.

Westfield's entry into the Milan market represents a unique opportunity to establish our franchise in one of the wealthiest population centres in Europe. The Milan site represents one of the best shopping center development opportunities in Europe.

Croydon has a huge potential to return to it's former glory as one of London's most vibrant town centers and a major driver of its economy. The delivery of a major retail regeneration scheme will re-establish Croydon as South London's premier shopping district and will be a catalyst to further investment and development in the Croydon borough.



WESTFIELD BONDI JUNCTION



WESTFIELD LONDON



WESTFIELD SYDNEY



WESTFIELD MILAN



WESTFIELD STRATFORD CITY



WESTFIELD SAN FRANCISCO CENTRE



WESTFIELD GARDEN STATE PLAZA



WESTFIELD CENTURY CITY

OUR U.S. FLAGSHIPS

Westfield's United States retail destinations have the same upscale experience and high productivity as its international locations.

TRANSFORMING OUR WORLD

WESTFIELD'S PROVEN TRACK RECORD CONTINUES TO GROW WITH EACH SUCCESSFUL CREATION OF OUTSTANDING MARKET-DRIVEN SHOPPING ENVIRONMENTS. AND EACH TRANSFORMS THE CITY IN WHICH IT IS BORN, BECOMING A NEW LANDMARK DESTINATION FOR THE WORLD TO SEE.



WHERE IT ALL BEGINS

There has always been an energy to New York.

Alive with jazz and car horns and possibility. Beautiful creatures hailing yellow taxis on slick streets below towers of steel and concrete – man's will brought to life. The city skyline, a collective soul.

And in the final stage of the journey to rebuild, Downtown Manhattan is ready to reclaim the kind of bustling electricity it once knew so well.

This is where New York City all begins.



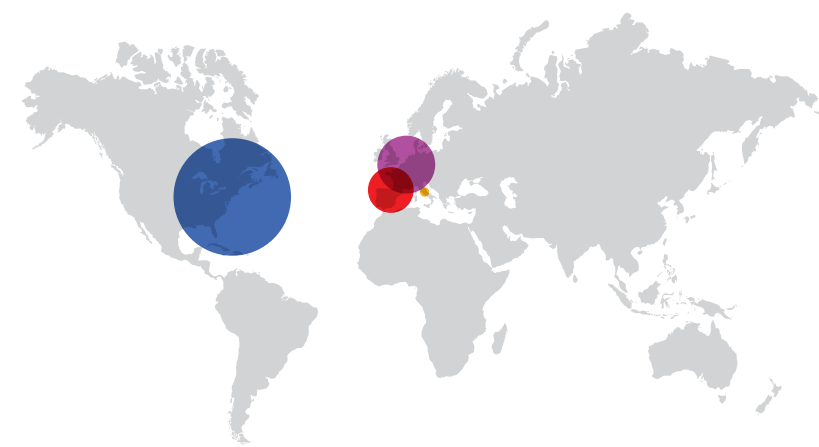
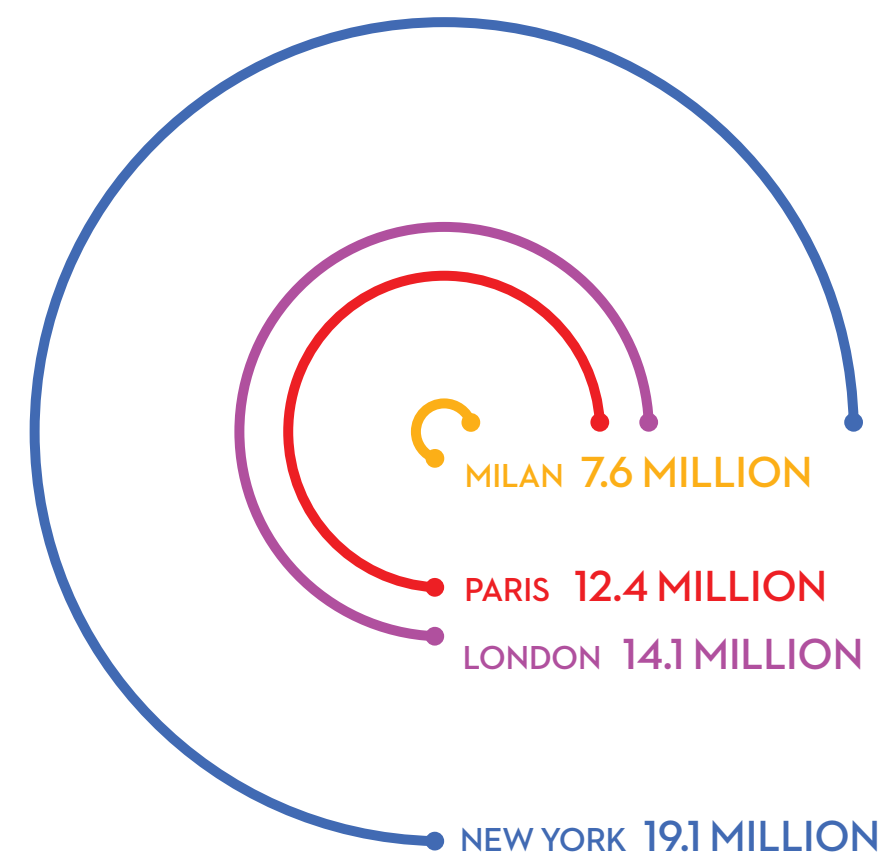
NYC: THE WORLD'S CITY

"I love New York, even though it isn't mine, the way something has to be, a tree or a street or a house, something anyway, that belongs to me... because I belong to it." - Truman Capote

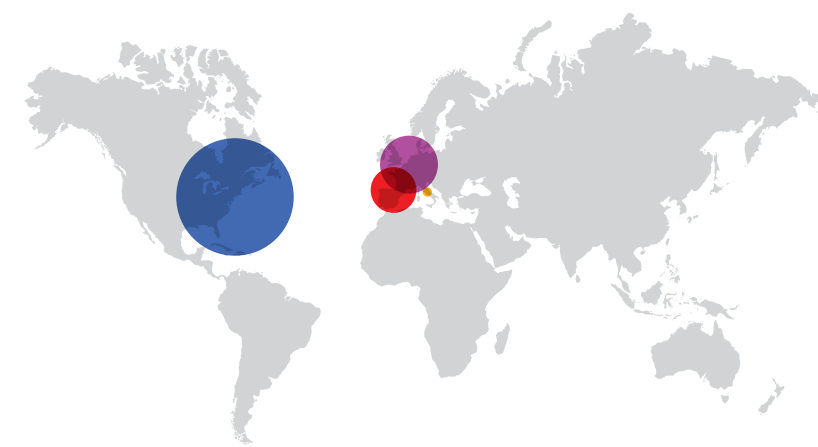
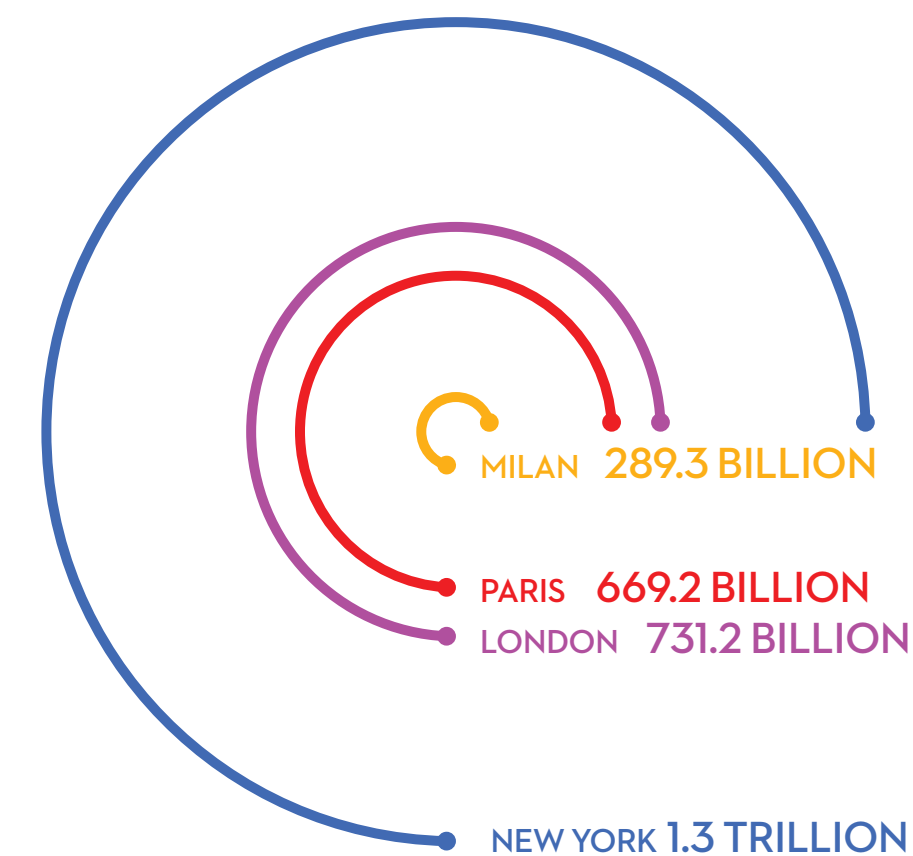
Over 19 million people currently live in NYC – with 8 million in the five boroughs – making it the fourth largest metropolitan city in the world. 52 million tourists learned what life was like in this city, spending a collective \$35 billion to experience its hotels, shopping and dining.

They say one belongs to this city as much in five minutes as they do in five years. And now, the city that truly belongs to the world will have a world all its own.

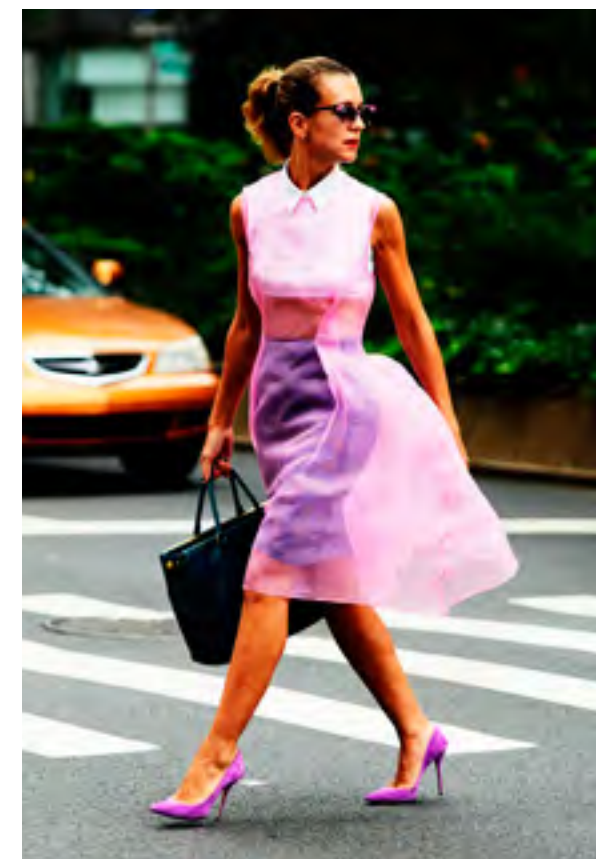
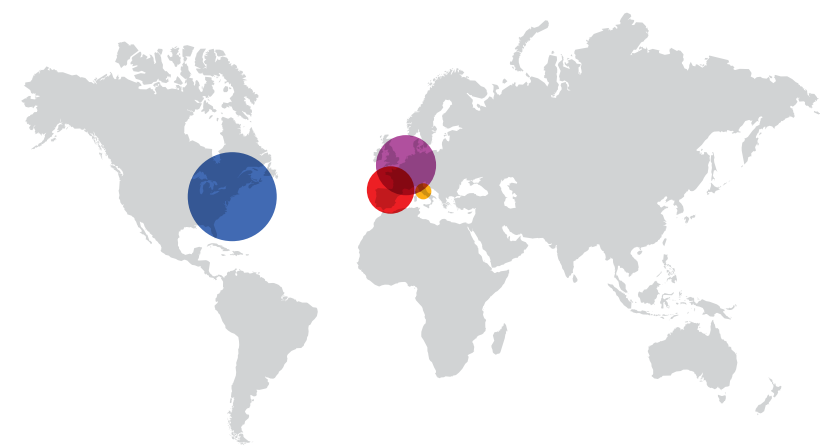
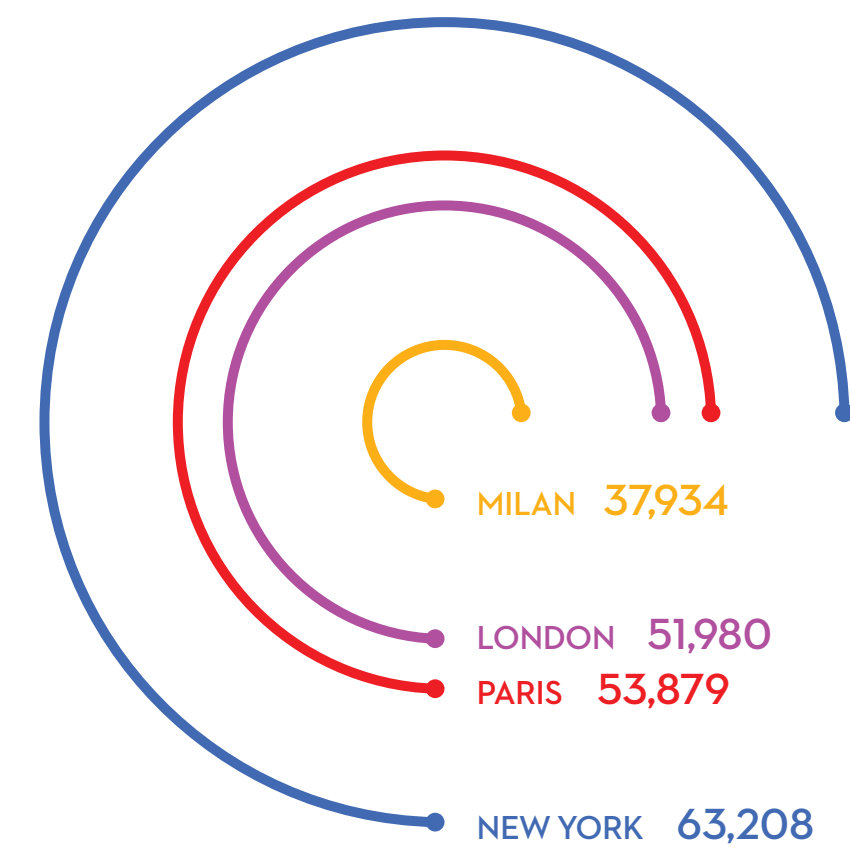
POPULATION



GDP



GDP PER CAPITA



THE FASHION CAPITAL OF THE WORLD

Of the great cities around the world with extraordinary fashion culture, New York, Paris, London and Milan are considered the fashion capitals of the world.

New York far exceeds the others in population, wealth and economic productivity.

Results from a 2011 global fashion retail analysis comparing quality store depth with population and income in New York, Paris, London, Milan and Hong Kong show that New York could easily support over 100 additional luxury stores.

This research demonstrates a clear void in Downtown Manhattan, with a high demand for additional luxury brands in the New York market not currently being met.

Westfield World Trade Center will leverage this unique opportunity with a luxury retail destination home to 150 of the world's most iconic brands.

PRIMARY & SECONDARY MARKET STATISTICS

THE PRIMARY RESIDENTIAL TRADE AREA

708,000
4.5%

Population residing in the primary trade regions.
Projected population growth by 2017 - the highest in all of manhattan.

SECONDARY RESIDENT TRADE AREA

727,544
1.8%

Population residing in the secondary trade regions.
Projected population growth by 2017.



RESIDENTIAL MARKET

INCOME OF PRIMARY RESIDENT TRADE AREA		INCOME OF SECONDARY RESIDENT TRADE AREA	
\$36.7 B	Aggregate household income – projected to grow over 10% to 40.5 billion by 2017	\$47 B	Aggregate household income in secondary market – projected to grow by 4.4% to 49 billion in 2017
\$29.3 B	Aggregate effective buying income – projected to grow by 11% to 32.5 billion in 2017	\$39 B	Aggregate effective buying income – projected to increase by 4.6% to 40.8 billion in 2017
15%	have incomes greater than \$200,000	18.5%	have incomes greater than \$200,000

HOUSEHOLD INCOME & EDUCATION (25 YEARS OLD+)

	Lower Manhattan	South of 96 th St	US	The median household income is \$50,054 in the US, while the median income in Downtown Manhattan is \$111,905.
Bachelor's Degree	80%	72%	30%	
Master's Degree or greater	40%	35%	8.05%	
Income more than \$100k:	55%	41%	16%	
Income more than \$200k	26%	18.5%	3.9%	

Westfield World Trade Center has a combined primary/secondary resident trade area of 1,435,544.

This trade area has the highest levels of affluence and education in the United States, and resident spending in the primary/secondary trade area is an enormous **\$20 billion** per year.

Westfield World Trade Center's true primary resident trade area is the 19.1 million people living in the New York area, including 8.3 million in the 5 boroughs. Everyone will be drawn to this iconic, world-class retail destination.



THE TOURISM MARKET

TOURIST POPULATION

Compared with two of the world's largest tourist markets, Paris and London, New York is number one.

52 M New York visitors

42 M Paris visitors

31 M London visors

And the opening of Westfield World Trade Center will lead to further growth, with 14.9 million tourists projected to visit Downtown Manhattan; the World Trade Center observation deck and memorial expected to attract 9.5 million per year alone.

New York City is the number one tourist city in the US. In 2012, tourism hit an all-time high, with 52 million visiting the city, and 12.7 million tourists in Downtown Manhattan. One World Trade Center stands proudly at 1,776 feet, making it the tallest building in the Western Hemisphere and the number one tourist destination in Manhattan.



TOURIST POPULATION

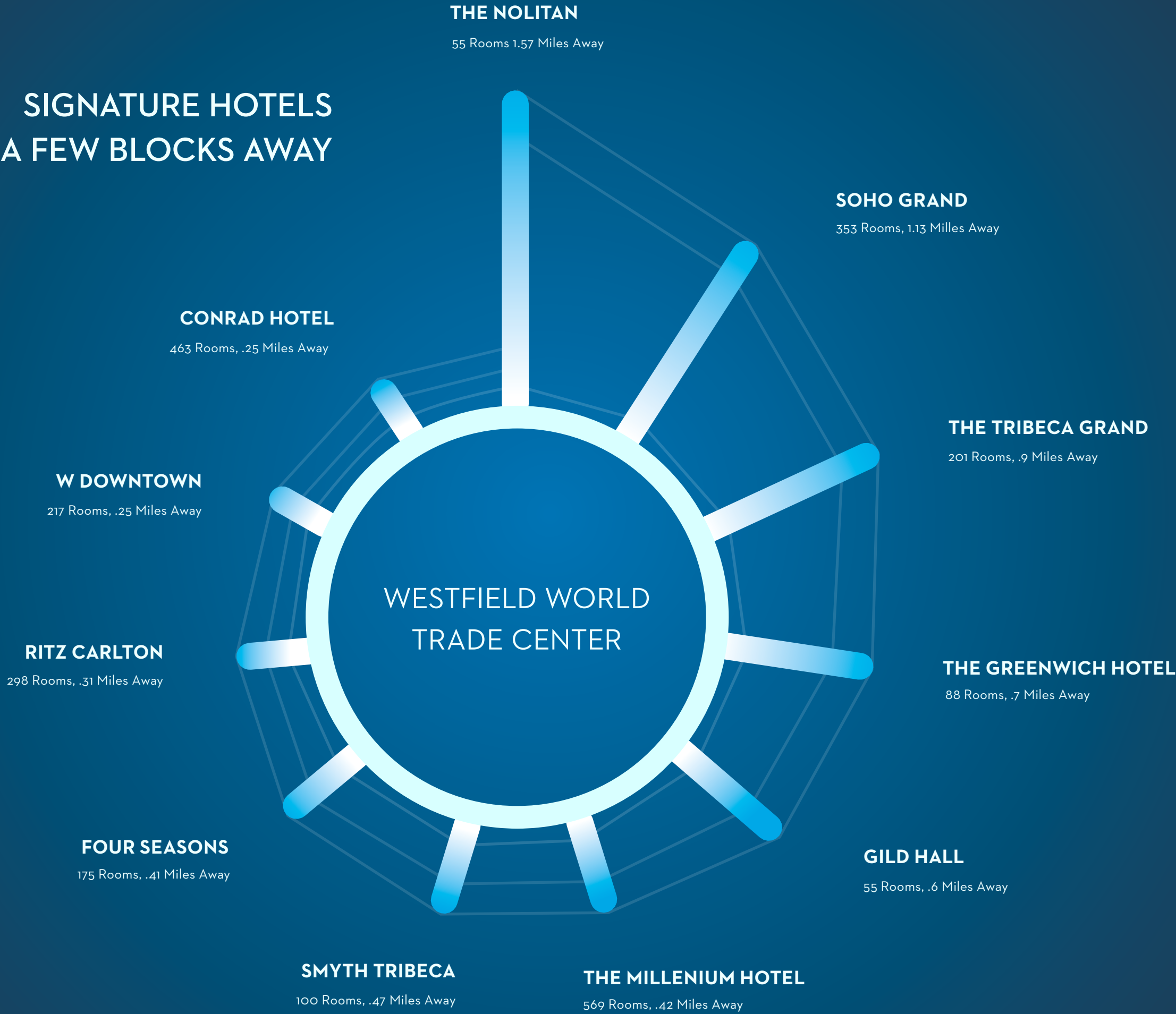
Tourists spend \$35 billion annually on hotels, shopping, dining and attractions, with major attractions including the Statue of Liberty, the Empire State Building and Times Square.

But with the array of existing and future hotels in Downtown Manhattan and the opening of Westfield World Trade Center, spending will jump from \$1.02 billion to a projected **\$1.4 billion** in the Downtown area alone. Including the future Four Seasons, there will be a total of 5,559 hotel rooms by 2017.

There are 18 hotels in Downtown Manhattan, with 4,572 rooms. These include the Ritz-Carlton, the new W Hotel, the Smyth Tribeca and Gild Hall (both Thompson Hotels), the SoHo Grand, and The Nolitan.

Westfield World Trade Center will be a major tourism destination. With leisure activities, incredible dining and shopping and exclusive events, it will be a must-see landmark for all visitors to New York.

SIGNATURE HOTELS
JUST A FEW BLOCKS AWAY



OFFICE MARKET

Downtown Manhattan is the second largest office district in the United States, with over 100 million square feet of space and 454,000 daytime workers – second only to Midtown Manhattan.

It is widely regarded as the number one financial district in the world, and is the home of Wall Street.

OFFICE MARKET LANDSCAPE

There are 8,500 companies represented in Downtown Manhattan including financial firms, insurance companies, media companies, law firms, and publishing companies such as Goldman Sachs & Co., American Express, Verizon Communications, and the New York Stock Exchange.

- 53** Companies that employ more than 500 individuals
- 14** Fortune 500 companies
- \$57.1 B** Aggregate earnings of all office workers in Downtown Manhattan an average of \$142,000 per worker
- \$2.1 B** Estimated retail spending potential of these downtown Manhattan employees
- 6.5%** Estimated downtown office population will grow from 454,000 to 483,800 after the opening of Westfield World Trade Center in 2015, with 11.9 million square feet of new office space

THE WORLD TRADE CENTER WELCOMES CONDÉ NAST

One of the most exciting additions to the World Trade Center’s own office landscape is Condé Nast Publications. And 2,000 of the company’s opinion-leading employees will now call the site home, with a star line up of *Vogue*, *Architectural Digest*, *GQ*, *The New Yorker*, and *Vanity Fair*.





DOWNTOWN CONNECTIVITY

At Westfield World Trade Center, the opportunities for connectivity are endless, with a world that seamlessly merges the real and the digital landscapes for an interactive experience.

And with various modes of transportation made more accessible than ever to New Yorkers and visitors alike, no place in the city has ever felt so central.

FERRIES
33.5 M people per year combined

- Staten Island Ferry
20 M passengers per year
- NY Waterway - 24 different NJ locations to Wall Street
11 M passengers per year
- SeaStreak Catamarans
2 M passengers per year
- NY Water Taxi along the East and Hudson Rivers
500,000 passengers per year

TAXIS
600,000 passengers per day

Heavily used, easy, direct drive to Downtown Manhattan

3 AIRPORTS
La Guardia JFK Newark
105.5 M people per year combined

2 HIGHWAYS
FDR Drive West Street
270,000 vehicles per day combined

3 MAJOR STREETS
Broadway West Broadway 5th Avenue

6 BRIDGES
Brooklyn Manhattan Williamsburg Triborough
Queensboro George Washington
1 M vehicles per day combined

4 TUNNELS
Brooklyn Battery Holland Lincoln Queens- Midtown
280,000 vehicles per day combined

13 SUBWAY TRAINS
Meet within 1 block of the World Trade Center.
1.6 B people per year

500,000 daily connecting visitors will feed directly into the World Trade Center



A SYMBOL OF TRIUMPH IS BORN

A Global Celebration of the Opening of Westfield World Trade Center

TOTAL MARKET OVERVIEW

TOURISM		OFFICE		RESIDENTS	
52 M	visited NYC in 2012	100 M	sq. ft. of office space in Downtown Manhattan	8.3 M	in NYC
14.9 M	projected to visit downtown area alone	454,000	daytime office workers in Downtown Manhattan	19.1 M	in the NY area
9.5 M	to visit Observation Deck and Memorial of WTC alone	8,500	companies in Downtown Manhattan	\$89.5 B	projected aggregate HHI of our residential trade market
\$35 B	in annual tourism spending in NYC	\$2.1 B	aggregate retail spending of all office workers in Downtown Manhattan	\$20 B	projected spending of our residential trade market
RETAIL	\$1.3 B	outflow retail expenditure			



THE EXPERIENCE

Its breathtaking architectural design stands as the centerpiece of New York City. And upon entering the grounds, the structures affect you still more. Elegance in every detail, form meets function effortlessly.

Moving deeper into this world, you can hear the harmony of a live concerto flowing from the Performing Arts Center, and see the Memorial's twin reflecting pools.

Before you lies The Oculus, a magnificent sight to behold. Entering, you're enveloped by its atmosphere of light and a bustling energy that pulses through the futuristic structure. It seamlessly merges the real and the digital landscapes with interactive experiences. Connecting visitors flow through its open center, surrounded by brands of the world. And you know that here, there is everything.

Carefree shoppers move through the luxury stores leisurely, admiring clothes and products from across the globe. Personalities dine on artfully presented cuisine by the world's top chefs. And spectacular views appear at every turn, as the world's most powerful people admire art in open galleries.

There is the sense that here, any moment could bring something miraculous.



THE BRANDS BENEATH THE DOVE

Beneath the wings of The Oculus, 150 of the world's most iconic brands will come together, ushering in the next era of the retail experience.

With Downtown Manhattan's current void in upscale retail, the 350,000 square foot center will cater to a distinct market that has been underserved – until now.

Luxury, fashion and lifestyle are only the beginning at Westfield World Trade Center, where brands from every category comprise a competitive merchandising landscape that is artfully presented to buyers at a variety of price points.

There are currently 300 brands from across the globe under consideration for a prestigious spot in the coveted structure – more than 100 of which are not currently available anywhere else in New York City.

Those participating will be part of something grander than was ever thought possible.

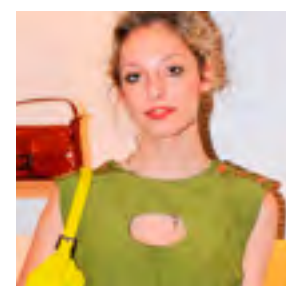


THE ARTISTRY OF CUISINE

Westfield World Trade Center takes New York's international cuisine to new heights, with a gastronomic experience unlike any other in Manhattan.

Internationally renowned culinary artists will showcase their talents in New York City, coming together for an exquisite lineup of casual and upscale dining that caters to the most eclectic of tastes.

Cafes and bars will serve to further fuel an already-electric atmosphere, with people coming together from early morning hours well into the night.



SEEN AT THE OCULUS

With 150 of the world's greatest iconic brands, spectacular culinary experiences and never before seen views of Manhattan's skyline, The Oculus will attract residents, tourists and celebrity icons alike.

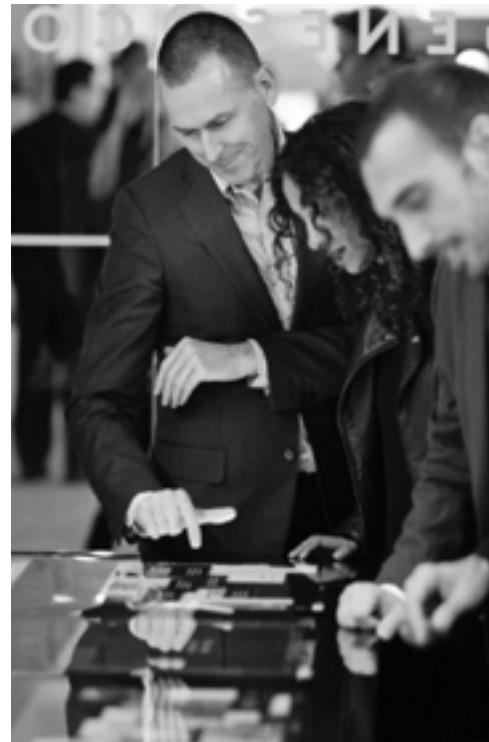


THE WORLD'S OCCASIONS ARE HAPPENING HERE

Sprawling lawns give way to waterfront views as sun-lit concourses lead patrons to open centers. At Westfield World Trade Center, the poetic design of brilliant architecture meets incredible accessibility.

The perfect location for an extensive hosting of events is born.

From embracing NY Fashion Week and major art exhibitions to international sporting events, film, theater and musical performances, there's almost no limit to what could happen at this destination.



THE FUTURE OF FULL-SERVICE LUXURY

Patrons will experience the amenities and services of the same world class standards as those offered at all of Westfield's global landmark luxury destinations.

Hands-free shopping, multi-lingual concierge services, exclusive event ticketing services, and personalized shopping experiences complete with stylists are only the beginning for our guests.

Additionally, Westfield's partnerships with marketing and media firms, as well as on-site location filming will be sure to make it one of the premier locales of NYC.

With state of the art digital components and a wide range of features aimed at catering to one's every need, guests will find their experience at The Oculus elevated, luxurious, and connected. The Oculus simply is the place to be and be seen.



THE ART OF COMMERCE

Uniquely designed storefronts embellish the customer's journey through Westfield World Trade Center, with each presented in a distinctive way. Using architecture and the arts, each serves to be an exhibit unto itself, communicating the brand message in innovative and stimulating ways.

And each brand will be encouraged to incorporate a range of digital media within the design, ensuring a brand image that's not just current - but forward thinking.

Westfield World Trade Center's gallery of brands is yet another groundbreaking innovation that will showcase a new world of digital and artistic creative expression and inspire the millions of visitors who pass through its doors.



THE NEIGHBORHOOD

For the intimate neighborhood of Downtown Manhattan, there exists a rare feeling of community.

Young families stroll its streets while dogs roam grassy parks. Old friends bond in its romantic café scene, and children's laughter can be heard from waterfront playgrounds.

Here, global events like the Tribeca Film Festival and River to River Festival bring a tight-knit population yet closer.

It's as though a familiar suburb nestled in the heart of the world's city.

A VISION OF HUMAN TRIUMPH

There is a place...

Where innovation is born, and wonder reawakened. Built by the dreams of visionaries and the fortitude of a nation, it's where hope, once lost, is born anew.

A place where mankind's will to endure is not just felt, but seen — tasted and heard, through the birth of a global culture. Where art and music and science — the achievements of humanity — will be brought together as one. Manifested by the sheer force of imagination.

It's the destination the world has been waiting for. And one that will forever change the way we see it.

It's the crowning jewel of Manhattan, with all the strength, beauty, and mystery the world's city has ever known. And where a new New York will be born.

There is a place that makes us believe, once more. There is a vision of human triumph.





7 World Trade Center / 250 Greenwich Street
37th Floor / Suite C / New York, NY 10007

www.westfield.com/worldtradecenter

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