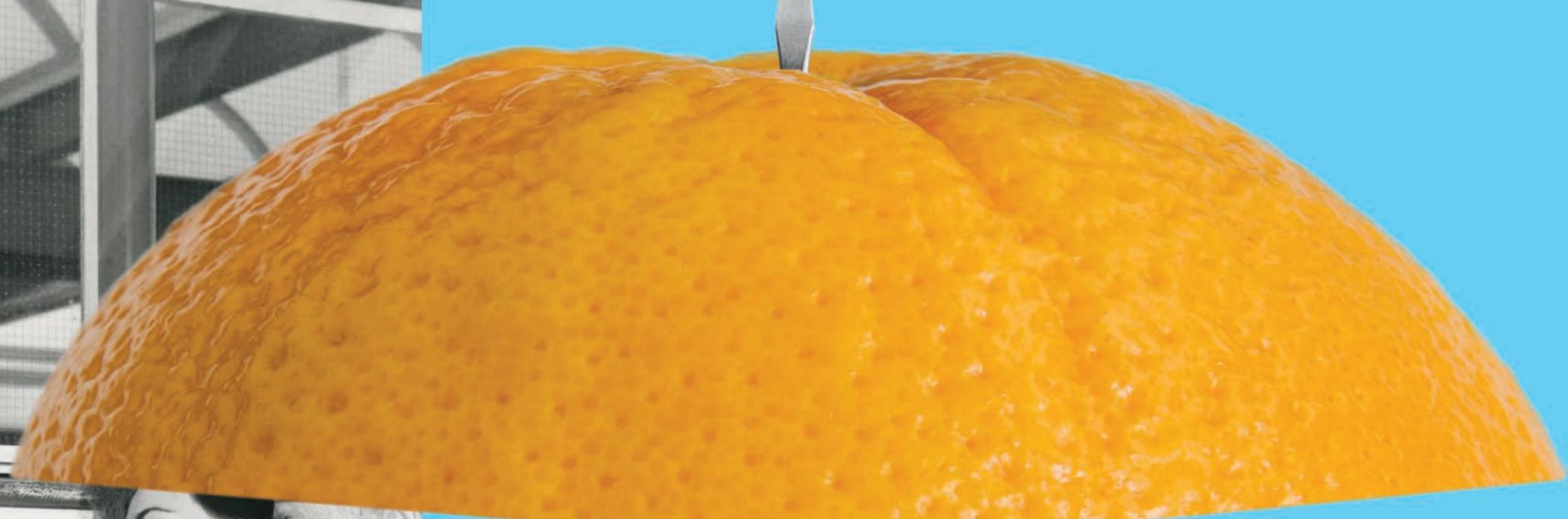


Cloverdale



Cloverdale has been an important part of the community for over 60 years. Originally an open-air shopping plaza, it has become a favourite shopping destination for area residents.



All you need under one roof.

MATTER of FACTS

Cloverdale is a conveniently-located, community-minded "one stop" with heavy emphasis on value- and convenience-based retailers.

Opened:	1957
Location:	250 The East Mall, Toronto, Ontario, Canada
Major Intersection:	Hwy 427 & Dundas Street West
Type:	Enclosed shopping centre
Total GLA:	387,823 sq.ft.
Tenants:	85+
Major Tenants:	Movati Athletic (2019): 70,000 sq.ft. Winners: 41,500 sq.ft. Metro: 40,348 sq.ft. Rexall Drugstore: 14,791 sq.ft. Home Hardware: 13,300 sq.ft. Kitchen Stuff Plus: 12,707 sq.ft. LCBO: 8,334 sq.ft.
Ancillary:	144,987 sq.ft.
Parking Spots:	1,916
Sales:	\$481/sq.ft.

Turns out . . . love *and* Cloverdale, are all you need! It's true . . . Cloverdale offers "convenience" in a way that none of the big guys in the hood can. Of course, we're not just talking about proximity to major highways, the downtown core, transit, etc., we're talking about Cloverdale's overarching convenience- and value-based proposition with heavy emphasis on tenants who offer products and services people need every day for their everyday needs: Metro, LCBO, The Beer Store, Rexall Drugstore, Home Hardware, Bell, Rogers, Petro Canada, Canada Post (in Rexall Drugstore), Scotiabank, Pearle Vision, Movati Athletic, etc., etc. In short, Cloverdale is a convenient "one stop" that allows people to get groceries, pick up their prescription, fill up their gas tank, send a package, make a bank deposit, get their phone fixed, grab a bottle of wine, etc. In other words, this is a special place that enables customers to get things crossed off that "to do" list . . . and quickly, to boot!

HWY 427



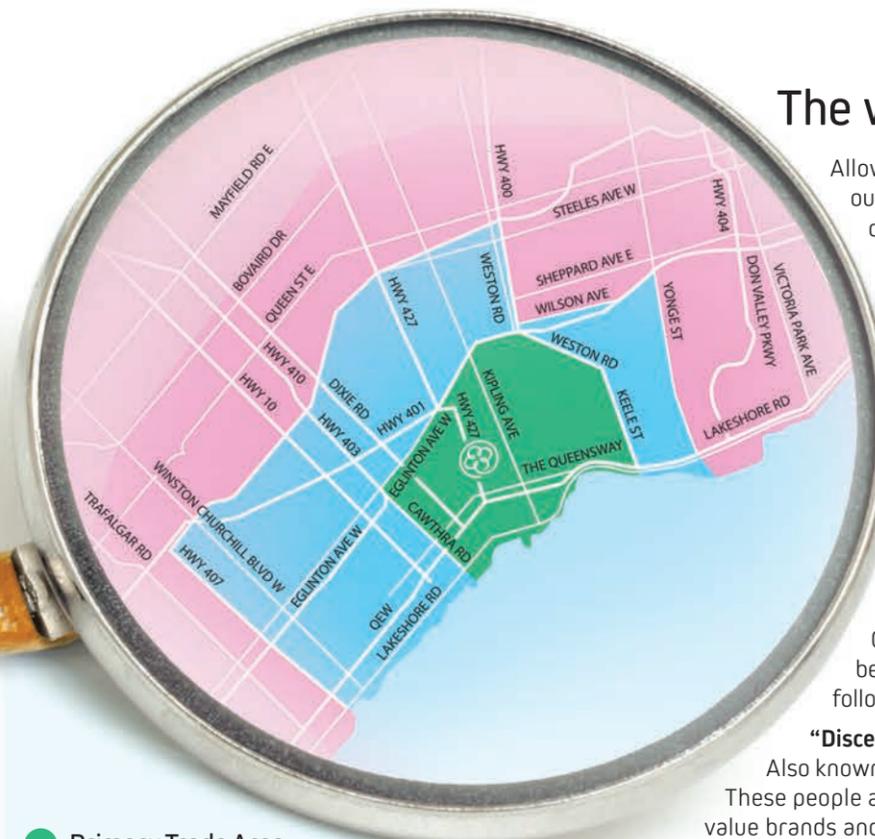
In the right place.

DUNDAS STREET WEST

You know what they say: location, location, location! Conveniently located at the corner of Highway 427 and Dundas, in a very well-established area in the west end of Toronto, Cloverdale is the community shopping centre of choice for the surrounding affluent neighbourhoods including the very prestigious Kingsway and Islington Village. Highly visible from Highway 427, Cloverdale is only 15 minutes from the downtown core via the Gardiner Expressway (not to mention, is in close proximity to Highway 401, the Queen Elizabeth Way, Pearson International Airport, Kipling subway station and GO transit). It is also surrounded by offices, schools and major retail hubs.

Cloverdale is surrounded by a densely populated residential area: 229,262 residents within a 5km radius with an avg hhi of \$105,157/a (BTW, by 2019 that figure is projected to jump to \$135,364/a; by 2024, it's predicted to leap to \$154,178/a).

Daily traffic count: 60,450 (Dundas); 17,621 (The East Mall); 356,700 (exposure from Hwy 427).



- Primary Trade Area**
Represents approx. 72% of shoppers
North: Hwy 403 & Hwy 401
South: Lake Ontario
East: Ossington Avenue (The west end, also Weston Road)
West: Mavis Road
- Secondary Trade Area**
Represents approx. 13% of shoppers
North: Hwy 401 & Hwy 407
South: Lake Ontario
East: Yonge Street
West: Hwy 407
- Tertiary Trade Area**
Represents approx. 7% of shoppers
North: Major Mackenzie Drive & Hwy 7
South: Lake Ontario
East: Victoria Park Avenue/Hwy 404
West: Regional Road 25/Bronte Road

The who's who.

Allow us to let you in on a few of our trade secrets: Three-quarters of Cloverdale's shoppers come from the Primary Trade Area (the area bounded by Mavis Road, Hwy 403/401, Ossington Avenue/Weston Road and Lake Ontario). The average age of the vast majority of our shoppers is 48, with 45% of our shoppers being between the ages of 45 to 64. Female shoppers comprise 72% of the customer base.

Cloverdale's customers can best be described as falling within the following segmentation categories:

"Discerning Sophisticates":

Also known as wealthy families with kids. These people are discerning consumers who value brands and novelty.

"Urban Trendsetters":

Also known as urban singles and couples. These people value personal creativity and enjoy an ecological lifestyle.

"Starter Families":

Also known as suburban ethnic younger families. These people find joy in consumption, need status recognition and care about price.

"Urban Traditionalists":

Also known as urban ethnic families with children. These people value physical beauty and care about status recognition as well as brand genuineness.

Come again.

Because Cloverdale is reliably there every day to help service one's everyday needs (and has been for over 60 years), customers keep coming back again and again. In fact, research shows that Cloverdale is used for utility shopping by many in the PTA with two-thirds visiting weekly.

- 66% of shoppers within PTA shop here weekly
- 6.3 shopper visits/mos
- \$72 avg spend per customer
- 1 hr 20 mins avg length of customer visit

What do we see in the future?

Lots.



“Conveniently located”, we say? Let us count the construction cranes as proof that others share our sentiment! Cloverdale is situated right smack dab in the middle of a flurry of condo developments. Six new condo projects are under development in the area right now with proposals in for another 26 projects. Together this represents an influx of almost 20,000 units and approximately 30,000

new neighbours. Fuelling that growth is that 30- to 45-year-old demographic (you know the ones: young professionals, high disposal incomes, with and without kids, people who prize “experiences”). From a marketing perspective, we’re very focused on cultivating that new customer as well as of course, maintaining those customers (50+) who’ve been shopping with us since day one.

The “Elite Professionals” (20.68% 1km radius; 14.75% 3 km radius; 13.08% 5km radius) have an avg hhi of \$128,156 and live in relatively new houses valued at \$764,985.

Daytime Population: 102,037 residents live within a 3km radius, of which 59.2% or 60,406 is “working” population. 41,631 is “at home” population.

Average household size is 2.9 people.



Time for some fresh make-up.

When one door closes, another one opens! In our case, Target’s departure from the Canadian marketplace has given us the opportunity to remove and redevelop the 110,000 sq.ft. building at Cloverdale. Movati Athletic, a welcoming mid-to high-tier full fitness and lifestyle facility, will move to a new freestanding 2-level, 70,000 sq.ft. building and the balance of the 40,000 sq.ft. will be redeveloped to accommodate new tenants including a number of food-related tenants as part of a new marketplace concept. Along with these new additions, the plan is to also renovate the existing mall as well as improve the property’s position in the local market as the place to go

for not only value, but for convenience with a capital “C”. Total investment of over \$35 million for the redevelopment has been planned with estimated completion slated for Q4-2018 or Q1-2019. Additionally (and back to the yummy part!), recognizing that people in the neighbourhood need more food “every day as part of their everyday needs” than we currently offer, we’re focused on bringing them a marketplace concept where they can find the butcher, the baker and the candy maker all in one place. We envision more restaurants, street food-style vendors, specialized food purveyors and more.



How a day plays out.

- ✓ Pick out a new red lipstick at Rexall Drugstore (little Johnny used on bathroom wall!)
- ✓ Treat myself to some designer fashion (for less!) at Winners
- ✓ Pick up ingredients for tonight's dinner at Metro (pizza night!)
- ✓ Drop off clothes (spilled milk!) at Stitch It
- ✓ Pick up a cake for little Johnny's class bake sale at Hot Oven Bakery (fake it 'til you bake it!)
- ✓ Get another key made at Home Hardware
- ✓ Pick up prescription at the Pharmacy at Rexall Drugstore
- ✓ Send package at the Canada Post in Rexall Drugstore
- ✓ Get phone fixed (at any number of the telecomm tenants)
- ✓ Get a mani-pedi at Cloverdale Nails
- ✓ Pick up a bottle of rosé at the LCBO and some craft beer at The Beer Store
- ✓ Renew driver's license, license plate sticker and health card at Service Ontario
- ✓ Make a bank deposit at Scotiabank
- ✓ Get new glasses at Pearle Vision
- ✓ Fill up gas tank at Petro Canada
- ✓ Take shoebox full of receipts to H&R Block

ALL YOU NEED
(Cloverdale Mall)

For more information,
contact our leasing team member: Dev Hubraj
1.866.681.2715, dhubraj@bentallkenedy.com

*Sales Representative


Cloverdale
All you need.