

intu Merry Hill  
Creating a new vision for retail



# Our facts

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Top 20



Super Regional  
Shopping Centre

1.4m  
sq ft



10,000  
free car parking spaces



77%  
female shoppers



21.2m  
annual footfall



46  
customer visits per annum



123  
minutes dwell time



£10  
average spend on  
food and beverages

£106



average retail spend



## Our vision for intu Merry Hill

intu Merry Hill is a hugely successful retail and leisure destination. Our investment plans will attract a mix of the strongest national and international brands, offering a truly seamless all day visit for the whole family.





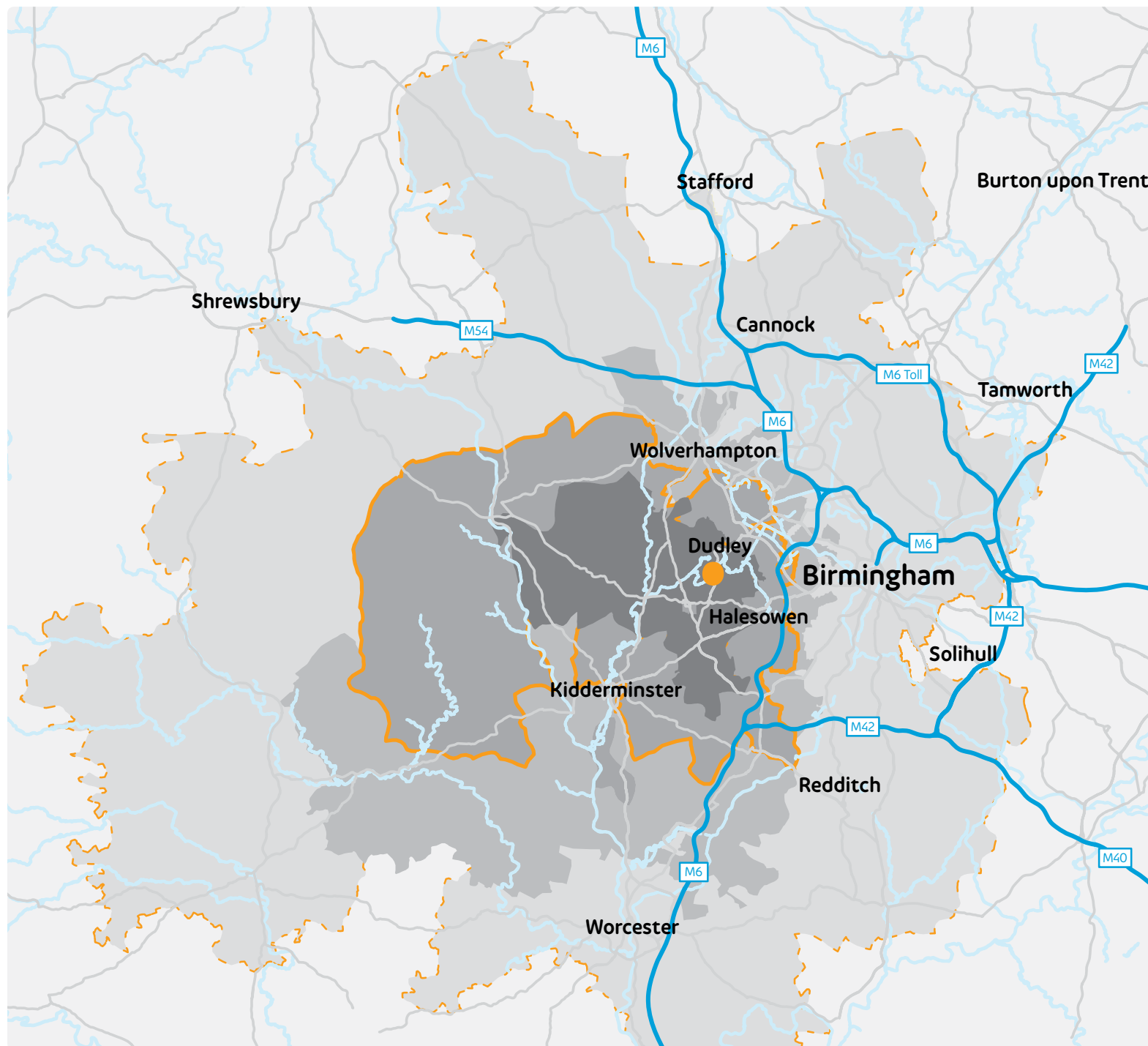
into Merry Hill is a hugely successful  
retail and leisure destination



# intu Merry Hill catchment area

- Key**
- intu Merry Hill
  - Core catchment
  - - - Total catchment

- Catchment area**
- Primary
  - Secondary
  - Tertiary
  - Quaternary



## Our numbers

3,300,000 catchment population within 20 minute drivetime with Total Comparison Goods spend of £6,900,000.

Of the £6,900,000 Total Comparison Goods spend, £1,075,000 (25%) comes from Affluent Achievers.

Affluent Achievers on average visit into Merry Hill 41 times per year compared to a Shopper Dimensions average of 30 times per year.



## Our retailers





214 retail and  
catering units





You'll find yourself in good company with retailers such as:

Debenhams, H&M, Topshop, River Island, Smiggle, Pandora, Kiko, Superdry, Office, Schuh, Footasylum, Smiggle, Boux Avenue, Next, River Island, Primark, Jessops, JD Sports, New Look, New Look Men, Boots, Clarks, Superdrug, Beaverbrooks, Diffusion, Office, M&S, TK Maxx, Hotel Chocolat, Starbucks, Costa, Pizza Express, Nandos and Ed's Easy Diner.

KIKO  
MILANO

NEW  
LOOK

OFFICE

H&M



極度乾燥(しなさい)  
Superdry.



PRIMARK

next

PANDORA



M&S

TOPSHOP

DEBENHAMS

Clarks

RIVER ISLAND

HOTEL  
Chocolat.

## The success stories

Pandora opened in 2015 and was the first store to turnover in excess of **£100,000** in one day.

Topshop upsized in 2016 and has a **16,700 sq ft flagship 2-level store**.

JD Sports are upsizing to a new 28,000 sq ft store, their **largest store** globally outside Oxford Street.

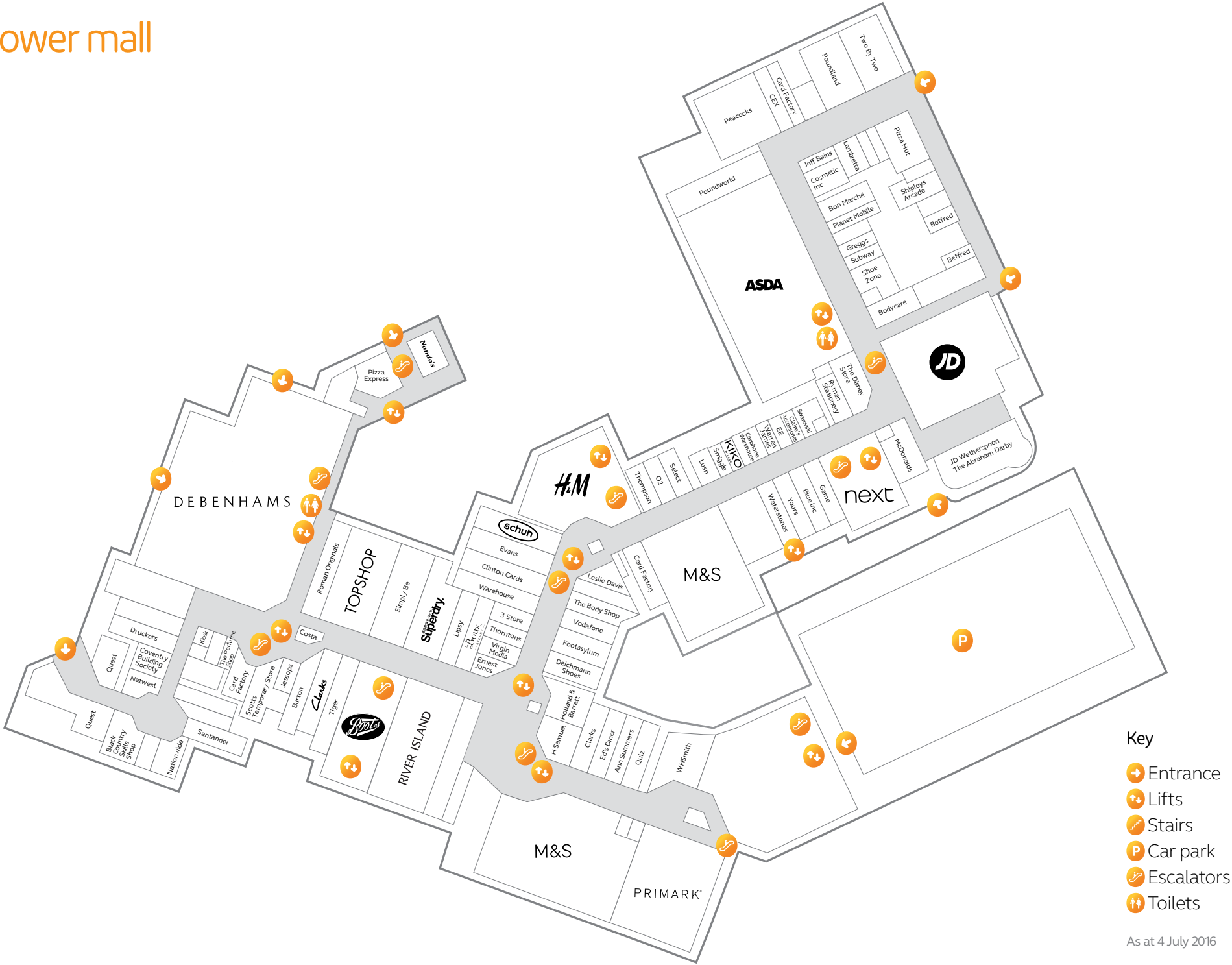
River Island are **upsizing to a new 21,500 sq ft 2-level flagship store**, due to open in 2017.

Coming soon...

Moss Bros, Five Guys, Wagamamas and Virgin Holidays.



Lower mall



# Upper mall



- Key
- Entrance
  - Lifts
  - Stairs
  - Car park
  - Escalators
  - Toilets



# The intu difference

We're passionate about providing customers with compelling shopping experiences, helping our retailers flourish. Creating a mix of retail and leisure that today and tomorrow's customers want, we aim to attract people, more often, for longer.



24m

visits to [intu.co.uk](http://intu.co.uk)  
per annum

2m

database of customer  
digital interactions

£600m

UK development pipeline  
over the next 3 years

350

affiliate retailers

96%

occupancy

400m

customer visits a year



9 of the UK's top 20  
shopping centres providing  
over 21m sq ft of retail,  
catering and leisure space



Unrivalled connectivity via  
free wifi, free mobile charging  
and multi channel shopping  
experience [intu.co.uk](http://intu.co.uk)



Customer events  
and experiences

We're committed to retailers  
and investing in our shopping  
centres throughout the UK





“Our aim is to put a smile on the face of our customers. We want them to be happier when they leave our centres than when they walked through the door. Happy shoppers mean happy retailers”

David Fischel, intu chief executive



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