



## POWER BACK WITH A POP-UP **AT TANGER OUTLETS**

Sell through excess inventory and start your post-pandemic business recovery with a pop-up shop at Tanger Outlets

# SURVIVE & THRIVE

LET'S COME  
BACK  
TOGETHER!

As the world is starting to recover from COVID-19 and its impact on retail, Tanger is here to help with solutions to help get your business back on track.

We're offering short-term pop-up spaces to help you sell through inventory that may have accumulated during the pandemic slowdown. Shoppers are always looking for new experiences and they've made pop-ups a powerful retail trend. A pop-up store is an ideal extension of your brand that puts your product in front of thousands of Tanger Outlets shoppers. Plus, the "here today, gone tomorrow" concept creates a sense of urgency that drives sales.



## OUR POP-UP PROGRAM AT A GLANCE

- There's no minimum term
- All you pay is a flat monthly gross rent plus utilities
- You get a space that is ready to move into
- Marketing strategy to get your brand and store to target customers—**no charge to you!**



*Tanger has nearly 40 years of experience in the outlet business. Let us help you navigate this turbulent time and get your brand and business back on track. Our pop-up program gives you a low-risk opportunity to clear through product that's costing you space and resources.*



IN THE PAST TWO YEARS, POP-UP STORES HAVE EVOLVED FROM THEIR MARKETING ROOTS INTO A KEY DRIVER OF SALES AND LOCATION TESTING FOR BIG AND SMALL RETAILERS ALIKE. —**BLOOMBERG.COM**



**DKNY**

STUART  
WEITZMAN

**KARL**  
KARL LAGERFELD

joie

rag & bone  
NEW YORK

# THE TANGER **VISION**

**THE FIRST CHOICE WITH** SHOPPERS / RETAILERS / INVESTORS / PARTNERS / OUR COMMUNITIES / EMPLOYEES

*“In good times people love a bargain, and in tough times, people need a bargain.”*  
—Steven B. Tanger

# — WHY OUTLETS?

## THE VALUE PROPOSITION

### FOR RETAILERS

#### One of the most profitable channels

- Lower cost of occupancy
- Higher margins
- Lower customer acquisition and logistics costs

#### Important component of the omni-channel retail strategy & support

- Direct touchpoint with the consumer
- Maintain integrity of the brand through control of product placement and pricing

### FOR CONSUMERS

- Consistent value for quality merchandise from sought-after brands
- Social, experiential shopping experience
- Tactile interaction with the products prior to making a purchase
- Instant gratification. Buy and enjoy the same day

TANGER OUTLETS IS A **TRUSTED TENANT PARTNER** WITH A PROVEN HISTORY OF DEVELOPING, MARKETING AND OPERATING SUCCESSFUL OUTLET CENTERS.

■ **OUTLETS ARE ONE OF THE MOST PROFITABLE DISTRIBUTION CHANNELS FOR RETAILERS.**

With a tenant occupancy cost ratio of 10.0% for 2019, Tanger continues to have a lower average cost of occupancy than any of the public mall REITs.

■ **OUTLETS PROVIDE RETAILERS A DIRECT TOUCH-POINT TO THE CONSUMER** and allow our tenants to maintain brand integrity through control of product placement and pricing. Retailers tell us that, in the outlet business, their margins are higher and their customer acquisition and logistics costs are lower.

■ **RETAILERS MAINTAIN THE ABILITY TO CONTROL PRICE POINT** and brand image in the outlet space.

■ **THE OUTLET INDUSTRY IS UNDERBUILT IN THE US.** With less than 200 centers comprising approximately 70 million square feet of leasable space, the outlet industry represents less than 1% of total retail.

■ **OUR OUTLET CENTERS ARE EASIER TO RECONFIGURE GIVEN THE SMALLER SIZE OF ASSETS,** standard bay depths and lack of large anchor boxes that can be very costly to redevelop than other retail formats





# A PIONEER & INDUSTRY LEADER **IT'S THE TANGER DIFFERENCE**

PERFECTLY POSITIONED TO CREATE VALUE



*As a premier owner of outlet centers, we are different than traditional malls and other retail formats because of our value proposition for retailers, a favorable supply dynamic and the flexibility of our real estate. We provide a winning combination of branded merchandise variety, consistent value and social experience.*

## PREMIER OWNERS OF OUTLET CENTERS

- Well-located outlet centers across the U.S. and Canada
- Superior outlet experience and deep tenant relationships
- Solid performance through active center and portfolio management

## TARGETED FOCUS & EXPERIENCE

- Only public pure play outlet REIT
- Nearly 40 years of experience in the industry
- Established reputation as an outlet industry leader among tenants and shoppers

# MAKE YOUR BUSINESS MORE PROFITABLE AT TANGER

JUMPSTART YOUR COMEBACK WITH A POP-UP

## THE OUTLET CHANNEL IS A SMART CHOICE

- Advertising, social and direct to home presence—targeted campaigns for your brand, at no cost to you!
- Research and customer insights—know where they live and who they are
- Operational support—let us help you select a space that is ideal for showcasing your unique products! We can customize an environment focused on hands-on experience for your future customers

## MARKETING SUPPORT YOU CAN COUNT ON

- Maintain margins in mainline retail by clearing overstocked product in the outlets
- Maintain fresh product assortments in full price stores to ensure stronger KPI's
- The outlets assure low overhead costs compared to full line malls and a low cost of occupancy



**\_01**

### **72% OF THE US POPULATION LIVES NEAR TANGER.**

With 39 locations across the U.S. and Canada, our centers are located in high-volume areas near major population areas and tourist destinations. The visitor profile is predominantly women and families with an well over average household income.

**\_02**

### **EACH PROPERTY WELCOMES MORE THAN 6 MILLION VISITORS ON AN ANNUAL BASIS.**

Some of the larger centers welcome as many as 12 million visitors annually, which rivals most large sporting arenas and major attractions worldwide.

**\_03**

**TANGER CENTERS PULL VISITORS DAILY FROM A 60-MILE RADIUS.** This gives our partners an opportunity to draw from the entire market area rather than a small, local radius.

**\_04**

### **TANGER TENANT PARTNERSHIPS SPAN DECADES.**

We believe valuable relationships are based on respect, trust and great care, resulting in long-lasting partnerships.

**\_05**

### **OUR OMNI-CHANNELED MARKETING PROGRAM WORKS.**

We've developed a strategic data-driven approach that helps expand the customer base, elevates the Tanger brand and promotes our retailers to drive sales.

# WHEN YOU'RE READY, WE'RE HERE TO HELP

MEET YOUR NEW AUDIENCE WHEN  
IT'S TIME TO REBOOT YOUR BUSINESS.



**75%**

Females

**\$91,837**

Average Household  
Income

**66%**

Millennials & Gen X  
(16-53)

**3**

Average  
Visit Party  
Size

**6.6**

Trips per  
Year

**\$243**

Average Shopping  
Expenditure

**96%**

of Shoppers  
Made a  
Purchase  
While Onsite

**7.6**

Average  
Number of  
Stores Visited  
While Onsite

**129**

Length of Stay at  
Center (minutes)

# TANGER CLUB

An Exclusive VIP Shopper Program  
that rewards members for shopping  
with exclusive offers and gifts  
for spending levels, VIP parking,  
seasonal specials and more!



**1.6 Million**  
Paying Members



**21%**  
YTD Membership  
Growth



**\$104,844**  
Average  
Household Income



**12**  
Shopping Frequency  
Per Year



**\$271<sup>(1)</sup>**  
Average Shopping  
Expenditure



**63%**  
Higher Spend Than  
Non-Club Members



**\$3,240**  
Annual Spend By  
Club Member

*(\$271 Average Spend  
x12 Annual Visits)  
\$1,993 for Non-Club  
Member*

*<sup>(1)</sup> Source: third  
party research  
findings, Per  
Shopping party*



# OMNI-CHANNEL RETAIL STRATEGY AND SUPPORT

IMPRESSIONS. BRANDING. TOUCH. TALK. SHOP.



TangerOutlets.com  
**23 Million Visits/  
Sessions Annually**



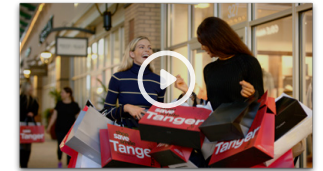
On-Property  
Campaigns & Events



Direct To Home  
**TangerStyle**



Email Campaigns  
**6.9 Million E-database**



Streaming Video  
Content & Television



Text Deals  
**455,304 Subscribers**



Loyalty Program  
**TangerClub**  
**1.6 Million Members**  
(15% YOY increase)

**Tanger**  
Outlets

**11.5 Million**  
Database Customers



Coupon Book  
& Deals



Social Media  
**3.16 Million**  
Facebook Fans



Tanger Influencers &  
Partnering Influencers

**tanger**  
cares

Philanthropic &  
Environmental Programs



Outdoor & Radio

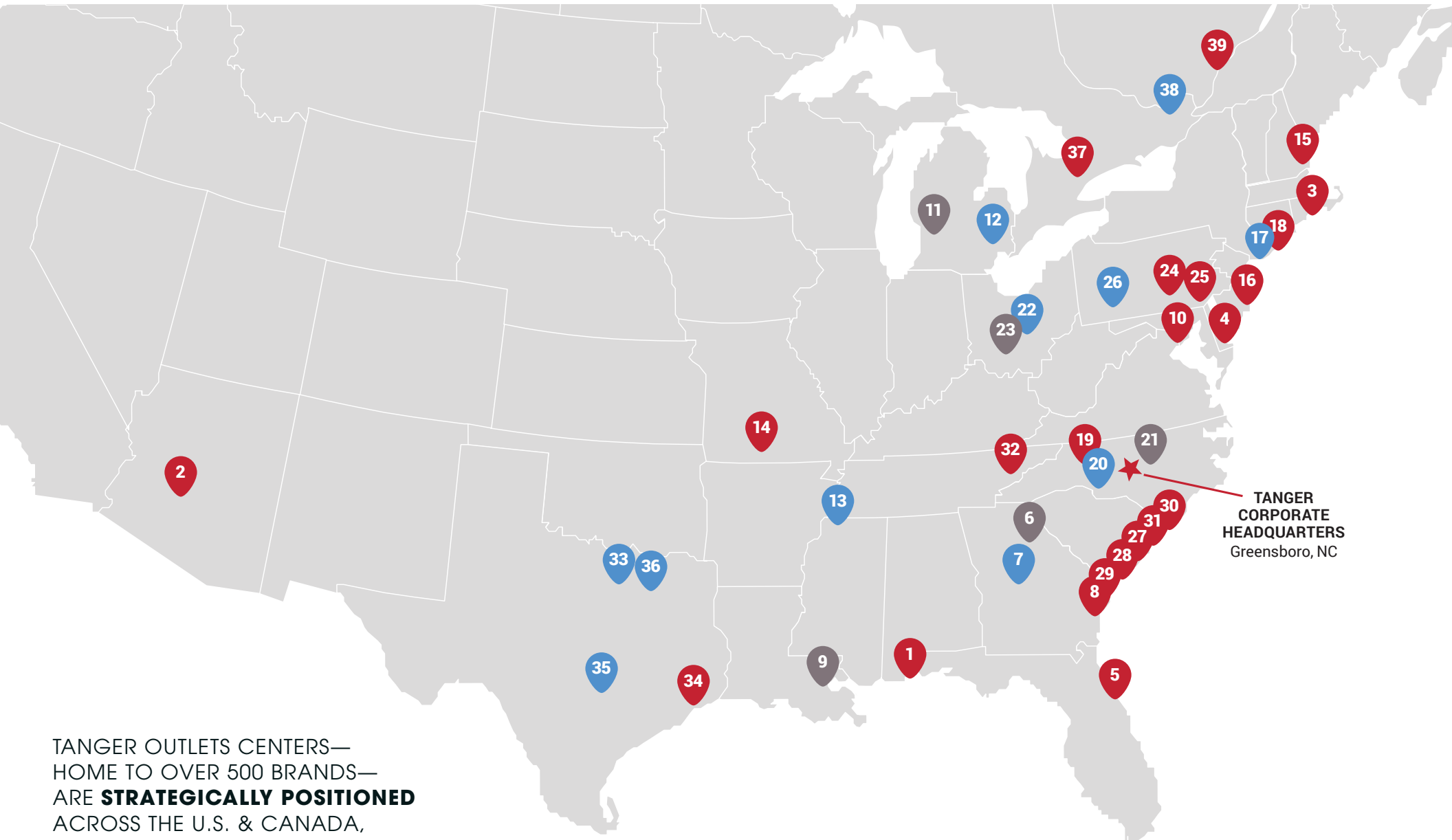


Paid Search &  
Programmatic Display



Tanger App  
**1.9 Million Users**

# MAJOR METROPOLITAN MARKETS & ATTRACTIVE TOURIST DESTINATIONS



TANGER  
CORPORATE  
HEADQUARTERS  
Greensboro, NC

TANGER OUTLETS CENTERS—  
HOME TO OVER 500 BRANDS—  
ARE **STRATEGICALLY POSITIONED**  
ACROSS THE U.S. & CANADA,  
ATTRACTING OVER **181 MILLION**  
LOYAL CUSTOMERS EACH YEAR.

# UNITED STATES

- 1 Foley, AL**  
Gulf Coast Resort Area  
I-10, Exit 44, Highway 59S
- 2 Phoenix (Glendale), AZ**  
9 miles Northwest of Phoenix  
Loop 101 and Glendale Avenue
- 3 Foxwoods (Mashantucket), CT**  
Foxwoods Resort Casino, 50 miles  
East of Hartford
- 4 Rehoboth Beach, DE**  
Coastal Resort Area  
3 Locations on Delaware's  
Coastal Highway Route 1
- 5 Daytona Beach, FL**  
Coastal Resort Area  
I-95 & LPGA Boulevard
- 6 Commerce, GA**  
Between Atlanta and Greenville, SC  
I-85, Exit 149
- 7 Locust Grove, GA**  
Between Atlanta and Macon  
I-75, Exit 212
- 8 Savannah, GA**  
Southwest Quadrant of I-95  
and Pooler Parkway
- 9 Gonzales, LA**  
Between New Orleans and  
Baton Rouge  
I-10 at Highway 30, Exit 177
- 10 National Harbor, MD**  
8 Miles Southeast of Washington, D.C.  
I-95/495 and I-295
- 11 Grand Rapids, MI**  
Southwest Quadrant of  
US-131 and 84th Street
- 12 Howell, MI**  
Between Lansing and Detroit  
I-96 at M-59, Exit 133
- 13 Memphis (Southaven, MS)**  
Northeast Quadrant of I-69/55  
and Church Road
- 14 Branson, MO**  
Ozark Mtn/Lakes Region Resort Area  
West Highway 76,  
2 miles West of US Highway 65
- 15 Tilton, NH**  
Lakes Region Resort Area  
I-93, Left off Exit 20
- 16 Atlantic City, NJ**  
Coastal Resort Area  
2014 Baltic Avenue
- 17 Deer Park, NY**  
Minutes from Manhattan  
I-495, LIE Exit 52 on Commack  
Road and Grand Boulevard
- 18 Riverhead, NY**  
Long Island Resort Area  
I-495 East, LIE Exits 72 and 73
- 19 Blowing Rock, NC**  
Blue Ridge Mountains Resort Area  
1/2 Mile South of the  
Blue Ridge Parkway  
on US Highway 321
- 20 Charlotte, NC**  
10 Minutes West of Downtown  
Charlotte, I-485, Exit 4  
Tanger/Simon Partnership Project
- 21 Mebane, NC**  
Between Raleigh-Durham and  
Greensboro/Winston-Salem  
I-40/85, Exit 154
- 22 Columbus, OH**  
22 Miles Northeast of Columbus  
I-71 and US 36/R 37
- 23 Jeffersonville, OH**  
Between Cincinnati and Columbus  
I-71, Exit 65

**TOURISM DESTINATIONS**

**TOP 50 MSA <sup>(1)</sup> <sup>(2)</sup>**

**SUBURBAN MARKETS**

<sup>(1)</sup> Excludes centers that are in the Top 50 MSA but categorized as Tourism Destinations above

<sup>(2)</sup> Includes Ottawa, ON center located in a top 5 census metropolitan area as defined by Statistics Canada

- 24 Hershey, PA**  
Hershey Park Resort Area  
Off PA-743/Hershey Park Drive
- 25 Lancaster, PA**  
Amish Country Resort Area  
Route 30 East
- 26 Pittsburgh (Washington), PA**  
20 Minutes South of Pittsburgh  
I-79, Exit 41
- 27 Charleston, SC**  
Coastal Resort Area  
I-26, Exit 213 or 213A
- 28 Hilton Head, SC**  
Hilton Head Island Resort Area  
I-95, SC Exit 8 onto Highway 278  
2 Locations on Highway 278
- 30 Myrtle Beach, SC**  
Myrtle Beach Resort Area  
Highway 17N at Highway 22  
Veterans Highway
- 31 Myrtle Beach, SC**  
Myrtle Beach Resort Area  
Highway 501, 3 Miles West of the  
Intracoastal Waterway
- 32 Sevierville, TN**  
Smoky Mountain Resort Area  
Highway 441/Parkway at  
Traffic Lights #13 and #13.1
- 33 Fort Worth, TX**  
I-35W & SH 114  
North Fort Worth, across from  
the Texas Motor Speedway
- 34 Houston (Texas City), TX**  
I-45, Exit 17 to Holland Road  
5885 Gulf Freeway
- 35 San Marcos, TX**  
Between San Antonio and Austin  
I-35, Exit 200
- 36 Terrell, TX**  
30 Minutes East of Dallas  
I-20 at Highway 34, Exit 501

# CANADA

- 37 Cookstown, ON**  
Toronto and Lake Resort Area  
3311 Simcoe Road 89,  
Highway 400 at Highway 89
- 38 Ottawa, ON**  
Kanata, Highway 417 at  
Hutmar Drive
- 39 Saint-Sauveur, QC**  
37 Miles from Montreal  
Exit 60 off Highway 15 North



# HAPPY HAPPENS HERE!

Tanger Outlets offer both permanent and short-term leasing opportunities. Place your brand amongst some of the best designer brands such as Banana Republic, Coach, Gap Outlet, Nike, Old Navy, Polo Ralph Lauren, Michael Kors, Kate Spade, Tommy Hilfiger and many more.

Partner with us and join the ranks of highly successful retailers!

**Tanger**<sup>®</sup>Outlets  
Leasing.TangerOutlet.com

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