



SMALL SHOPS AND JUNIOR BOX MEAN BIG OPPORTUNITIES AT TANGER PROPERTIES

Build your business and continue growing your established brand at Tanger properties, a proven partner in your retail success.



SPECIALTY
GOODS AND
SERVICES ARE
**SOMETHING
SPECIAL
AT TANGER**

Give your small business, midsize store or junior anchor a larger customer base when you open a store at Tanger Outlets.

Each of our centers draws millions of shoppers per year and our shoppers are always looking for something special.

Count on Tanger Centers as a trusted business partner. We'll help you get started with the perfect space, then help support your business with our advertising, marketing, social media posts and customer research. We're here to help you turn your business into something big!

*Open for business!
You bring your specialty,
we'll take care of making the
customer experience exceptional.*



— MAXIMIZE YOUR MARKET WITH TANGER

Tanger Centers 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.





— A TRUSTED
INDUSTRY LEADER
**IT'S THE TANGER
DIFFERENCE**

BEST BRANDS, BEST PRICE AND BEST EXPERIENCE.®

At Tanger Outlets, we are focused on making our retail partners successful, year after year and focusing on our customers is our main priority. Each shopper visit is important to our success, and we want to deliver the right products, the best brand name and designer stores, and superior properties each and every day. We want to always gain the loyalty of our shoppers and introduce new generations to the Tanger Outlet experience—creating a place where happiness happens. Our commitment to our partners' ongoing growth and success is a reflection of how we do business—always focused on the best interests and longstanding relationships with partners and shoppers.



PARTNER WITH THE BEST.

WHY TANGER OUTLETS?

- _01 TANGER OUTLETS ARE LOCATED IN HIGH-VOLUME AREAS.**
With 39 locations across the U.S. and Canada, our centers are located near major population areas and tourist destinations to reach the most consumers in highly desirable markets.
- _02 IN ADDITION TO STRONG LOCAL POPULATIONS, TANGER CENTERS PULL VISITORS DAILY FROM A 60-MILE RADIUS.**
This gives our partners an opportunity to draw from the entire market area in addition to the typical local radius.
- _03 72% OF THE U.S. POPULATION LIVES NEAR TANGER.**
The visitor profile is predominantly women and families with a well over average household income.
- _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 drives sales.
- _06 WE HAVE A FOCUS ON VALUE AND EXPERIENCE.**
Our focus is on the development, acquisition, ownership, marketing, operations and management of our outlet centers as a complete destination.
- _07 WE ARE VISIONARY AND SO ARE YOU.**
We've built a strong reputation over our nearly 40 years of experience. We know outlets. We know retail. We can offer you the vision that will cultivate your future success.

TANGER

BY THE NUMBERS

Tanger properties are the premier owner of 39 well-located shopping centers across the U.S. and Canada. We offer superior retail experiences and deep tenant relationships that continue to drive solid performance.

	<p>~40</p> <p>Years as the Leading Value Oriented Retail Developer</p>	<p>39</p> <p>Centers</p>	<p>181M+</p> <p>Shoppers Visit Tanger Properties Yearly</p>	<p>20</p> <p>U.S. States & Canada</p>	<p>\$395</p> <p>Average Tenant Sales per Square Foot</p>
	<p>97%</p> <p>Occupancy (Higher than any mall REIT)</p>				
<p>10%</p> <p>Tenant Occupancy Cost Ratio (Lower than any mall REIT)</p>	<p>14.3M</p> <p>Square Feet</p> <p>58%</p> <p>Of SF is Located in Tourism Destinations</p>				

SHOPPER SNAPSHOT

MEET YOUR TANGER SHOPPER—SOON TO BE YOUR NEW LOYAL CUSTOMER.



75%
Females

\$91,837
Average Household Income

66%
A Targeted and Engaged Consumer

3
Average Visit Party Size

6.6
Trips per Year

⁽¹⁾ Source: third party research findings, Per Shopping party

\$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**
Average Shopping Expenditure

 **63%**
Higher Spend than Non-club Members

 **\$3,240**
Annual Spend by Club Member
(\$271 Average Spend x 12 Annual Visits)
\$1,993 for Non-club Member

DRAW A CROWD TO YOUR BUSINESS

LET US HELP YOU GROW
(AND MARKET) YOUR BRAND.

*It's more than just the numbers.
It's the touch and feel delivery
that surpasses the impressions
and engages the customer on the
spot, in real time with real results.*

*We've built an omni-channel
marketing program to expand
your customer base and drive
sales to your door.*



OMNI-CHANNEL RETAIL STRATEGY AND SUPPORT

IMPRESSIONS. BRANDING. TOUCH. TALK. SHOP.



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



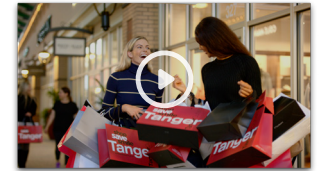
On-Property
Campaigns & Events



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

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

UNITED STATES

CANADA

- 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
- 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
- 29**
- 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

- 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

-  **TOURISM DESTINATIONS**
-  **TOP 50 MSA ^{(1) (2)}**
-  **SUBURBAN MARKETS**

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

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



TANGER
CORPORATE
HEADQUARTERS
Greensboro, NC

HAPPY HAPPENS HERE!

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

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

Tanger[®]Outlets
Leasing.TangerOutlet.com

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