



WS



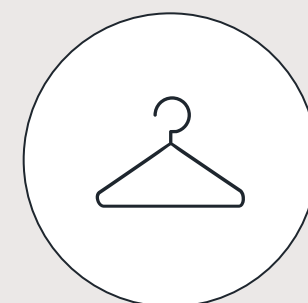
EVERY DAY OUR SUCCESS IS
MEASURED BY THE STRENGTH
OF OUR MERCHANTS AND THE
HAPPINESS OF OUR GUESTS.

We create places where
people want to be.



“WS sets
the standard
for modern
placemaking
in retail.”

— APPLE



By the numbers

AMONG THE TOP FIVE
PRIVATE, RETAIL-FIRST
DEVELOPERS IN THE US

100+ PROPERTIES
IN ELEVEN STATES

20+ MILLION SQUARE FEET
UNDER MANAGEMENT

5+ MILLION SQUARE FEET
UNDER DEVELOPMENT

VERTICALLY INTEGRATED
TO SUPPORT LONG-TERM
VALUE CREATION



Best in class.

A mix defined by quality and discovery, WS models every property around the marriage of national success stories, like Apple, Amazon, Sephora and Whole Foods Market and smaller independents that breathe charm and newness into our centers.

This combination results in unique places and spaces that feel like a natural extension of the communities they serve.

EVERLANE	BONOBOS	L.L.Bean
AWAY	ZIMMERMANN	MiniLuxe
MEJURI	La COLOMBE	VINCE.
HERMÈS PARIS	Outdoor Voices	WHOLE FOODS MARKET
SOULCYCLE	PELOTON	Theory
WARBY PARKER		amazon books
Alice and Olivia	MEAT MARKET	Apple





Local tastemakers.

Finding the right small and locally owned businesses – ones that will connect with and thrive in the community – is essential to creating welcoming, vibrant properties. We use our expert knowledge of the communities we serve to seek out shops and dining concepts that will resonate with the consumer, and to support these local businesses' ongoing development.

TAIYAKI NYC

HYDE HOUSE



Sant Ambroëus

THE GRAND



the university book store



Relationships
that last.

SOULCYCLE

SEPHORA

sweetgreen

BONOBOS

 **PELOTON**

**SHAKE
SHACK** 



**WILLIAMS
SONOMA**
CALIFORNIA



120 retailers

HAVE AT LEAST

3 locations

ACROSS THE WS PORTFOLIO



Our approach.

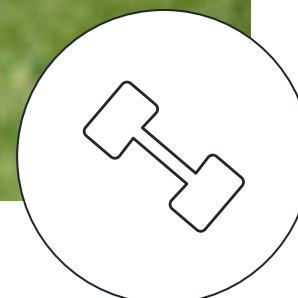
WS actively manages our real estate to drive tenant performance and enhance customer experiences. We make places where people come to shop, dine, entertain, exercise, work, socialize and engage with their local community.

PLACEMAKING

RETAIL INCUBATION

BRAND PARTNERSHIPS

MARKETING





Helping new concepts and emerging brands thrive.

WS Development's Retail Incubation program leverages our team's expertise to help develop emerging brands through thoughtfully conceptualized limited engagements.

- Retailers benefit from our deep experience in experiential retail, merchandising, marketing and public relations.
- Custom strategies for best-in-class brands and up-and-coming businesses allow them to test the market through pop-up projects our properties.
- Consumer analysis and staff education create exceptional guest experiences that drive sales.



Invested in our partners' success.

Our owner operator position means that we are continuously investing and evolving the experience of our properties. From architecture and landscape design to event programming and community engagement led by a dedicated on-site marketing staff, we create gravity within the markets that we serve.

THE WS DIFFERENCE

1,300+

FREE EVENTS HOSTED BY WS
ANNUALLY ACROSS THE PORTFOLIO





A footprint well beyond your four walls.

WS’s Brand Partnership division is devoted to helping you realize the maximum benefit in growing your community and engagement in market. Through activation, partnership and media, we’ve seen great success in amplifying our retailers position while adding to the guest experience.

100+ HIGH-PROFILE BRAND ACTIVATIONS COMPLETED
ACROSS THE WS PORTFOLIO *(OVER THE LAST 5 YEARS)*

WS HAS PARTNERED WITH GLOBAL BRANDS SUCH AS **AMAZON,**
REEBOK, CAPITAL ONE, NICKELODEON AND **DELTA**

\$50K+ DONATED BACK TO LOCAL COMMUNITIES
THROUGH WS BRAND PARTNERSHIP INITIATIVES
(IN 2018/2019)

Our digital communities are as strong as our IRL ones.

WS is a leader in creative, commerce-driving content. On average, our social followings are 5X greater than that of our strongest competitors in any given market. Our communities are your communities on Day 1.

@SEAPORTBOS

organic
Instagram
reach is

9.7x

GREATER THAN
the competition

@HYDEPARKVILLAGE

51K+

**INSTAGRAM
FOLLOWERS**



Our properties



WS owns and operates over 100 properties across the country, including locations in:

<u>CONNECTICUT</u>	<u>MA (CONTINUED)</u>
Canton, CT	Mansfield, MA
East Windsor, CT	Millbury, MA
Lisbon, CT	Natick, MA
Wallingford, CT	Seekonk, MA
Waterford, CT	Stoneham, MA
	Wareham, MA
	West Peabody, MA
<u>MAINE</u>	
Augusta, ME	
Biddeford, ME	
Brunswick, ME	
Ellsworth, ME	
Freeport, ME	
Lewiston, ME	
South Portland, ME	
Westbrook, ME	
<u>MASSACHUSETTS</u>	
Bellingham, MA	
Beverly, MA	
Chelmsford, MA	
Hadley, MA	
Hyannis, MA	
Hyde Park, MA	
Lenox, MA	
	<u>NEW HAMPSHIRE</u>
	Amherst, NH
	Epping, NH
	Gilford, NH
	Nashua, NH
	North Hampton, NH
	Salem, NH
	West Lebanon, NH
	Windham, NH
	<u>PENNSYLVANIA</u>
	Wilkes Barre, PA
	<u>RHODE ISLAND</u>
	Smithfield, RI
	<i>...and more</i>



With more than 20 million square feet of existing space and an additional five million under development, WS is one of the largest privately-owned retail development firms in the country.

Headquartered in Chestnut Hill, Massachusetts, WS leads the industry with a **creative, innovative, and deliberate** approach to development. Since 1990, WS has continued to solidify its reputation for success by owning, designing, developing, leasing, marketing and operating over 100 properties.



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