



Simon+ is a loyalty and rewards program that offers cash back, points, and perks for shopping at Simon's 200+ Malls® and Premium Outlets® across the U.S., as well as online at **ShopSimon.com**.™



Built for today's modern shopper, Simon+ bridges the gap between physical and digital retail, delivering a seamless and high-touch experience that shoppers love—and retailers can leverage.

#### PROGRAM HIGHLIGHTS FOR SHOPPERS

- Free to join.
- Members gain access to always-on exclusive offers and discounts from participating retailers as well as opportunities to earn cash back both in-store and online.
- Members earn points for purchases made at Simon centers and online at **ShopSimon.com**.
- Points unlock rewards and curated perks from Simon retailers and brand partners.

#### WHAT MAKES SIMON+ VALUABLE FOR RETAILERS

- **Customer Acquisition:** Simon+ brings new shoppers into your ecosystem through exclusive offers and targeted rewards.
- **Sales Growth:** Members are motivated to spend more and convert at higher rates, driving measurable lift.
- **Incremental Visits:** The program encourages repeat traffic and deeper engagement with participating stores.
- **Cross-Shopping:** Simon+ promotes discovery across categories, increasing exposure to new customers.
- **Omnichannel Impact:** Benefits extend both in-store and online, driving traffic and sales opportunities across your brand's channels.
- **Performance Insights:** Retailers will receive customized, high-level data and engagement metrics to help evaluate performance and inform future marketing strategies.

#### WHY RETAILERS SHOULD PROVIDE EXCLUSIVE OFFERS

- **High-Intent Reach:** Exclusive Simon+ offers are seen by members who have opted in, are actively shopping, and are motivated to convert now—not passive browsers.
- **Immediate Action:** A compelling offer drives urgency and trips today, not “someday,” turning consideration into an in-store visit or purchase.
- **Brand Preference:** Shoppers who redeem an exclusive offer are more likely to choose your brand first (and return), creating durable loyalty at your Simon locations.
- **Low Lift, High Return:** You control the offer and the redemption rules; we amplify it to members at scale across Simon's 200+ Malls® and Premium Outlets®.

#### WHY RETAILERS SHOULD PROVIDE REWARDS THROUGH SIMON+

- **Qualified Audience:** Simon+ rewards are unlocked only after members spend \$500+ within a Simon center, ensuring your offer reaches proven, high-value shoppers who are actively engaged and ready to convert.
- **Customer Motivation:** Rewards feel earned—not given—creating a sense of achievement that drives repeat visits, stronger emotional connection, and brand loyalty.
- **Visibility:** Retailers who provide rewards gain additional visibility within the Simon+ platform, featured as part of a curated set of rewards available only to members.
- **Incremental Traffic:** Reward redemption drives incremental visits and cross-shopping behavior, exposing your brand to new customers across categories.

## HOW OFFERS AND REWARDS SHOULD DIFFER

While both offers and rewards create value for Simon+ members, they serve distinct purposes and should be structured differently to deliver maximum impact and clarity.

**Offers** are designed to drive immediate action and acquisition. They can be expressed as a percentage discount (e.g., 20% off a full-priced item) or a dollar-off promotion (e.g., \$15 off \$75), and are available to all Simon+ members. Offers will run year-round and should feel exclusive but easily redeemable.

**Rewards**, on the other hand, are earned after members reach a spending milestone (e.g., \$500+ in purchases) and should deliver a stronger sense of value and achievement. To maintain consistency and member understanding, all rewards must:

- Have a minimum value of \$10 for every \$500 spend. Reward can be a free gift/item or a \$10+ off offer.
- Be expressed in \$10 increments (e.g., \$10, \$20, \$30, etc.) if applicable, versus a percentage discount.

Rewards should feel special and substantial—something a member is proud to unlock while offers provide everyday reasons to visit and shop.

FEATURE	SIMON+ OFFERS	SIMON+ REWARDS
How Shoppers Access It	Available to all Simon+ members as part of ongoing exclusive deals.	Unlocked after members earn points through qualifying spend (\$500+ in purchases).
Objective	Drive immediate trips, trial, and conversion from a broad member base.	Deepen engagement and loyalty among proven, high-value shoppers.
Audience	All Simon+ members, including new and prospective customers.	High-intent, repeat shoppers who are already spending at Simon centers or <b>ShopSimon.com</b> .
Retailer Benefit	Offers generate urgency, visibility, and acquisition of new customers.	Rewards feel “earned,” creating emotional connection and repeat visits.
Timing	Always-on	Distributed after milestone spend or event trigger.

## 2026 SIMON+ MARKETING OVERVIEW

In 2026, Simon+ will be heavily supported through a comprehensive, always-on marketing program designed to drive **awareness, acquisition, and engagement** across all Simon channels. The program will be visible everywhere shoppers interact with Simon—from digital platforms to physical centers—creating powerful opportunities for participating retailers.

Simon+ will be integrated into Simon’s national brand and seasonal campaigns, keeping the program top-of-mind all year long. Retailers will benefit from exposure during high-traffic shopping moments such as Sale Weekends, National Outlet Shopping Day, Back-to-School, and Holiday, when Simon+ will be featured prominently in digital, social, and in-center marketing.

## MARKETING VISIBILITY WILL SPAN:

- On-Mall Presence
- Seasonal Activations
- Social Promotion
- Email, SMS, & Push
- Public Relations

Retailers who participate in Simon+ will be featured in seasonal storytelling, center-level programming, and member communications, gaining exposure when shopper attention is highest.

## OTHER WAYS RETAILERS CAN PARTICIPATE

- Contribute a branded item for in-mall activations.
- Activate in-store card-linked offers (CLO) at Simon locations.