



SIMON⁺™

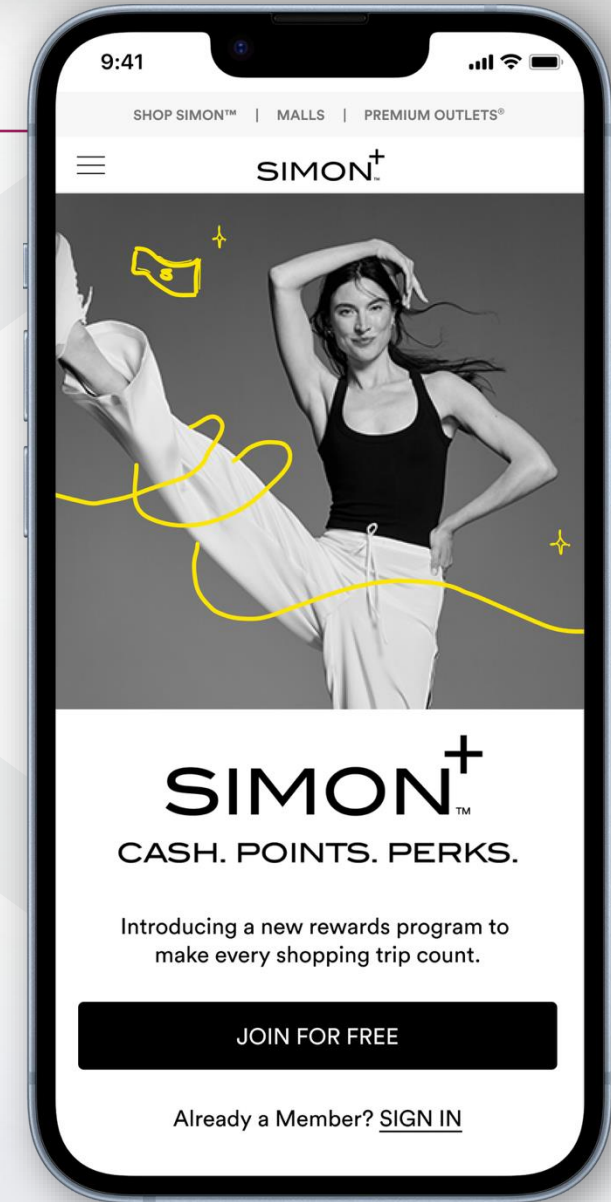
SIMON+ LOYALTY PROGRAM

Simon+ replaces the VIP Shopper Club and Mall Insider program and will now offer discounts, points and cashback.

Customers **join for free**, and members will;

- Enjoy **discounts** from retailers within Simon centers as well as surprise and delight perks, including birthday offers, beauty samples, complimentary treats, free valet parking and special event access.
- Earn **points** for purchases at Simon centers or on ShopSimon.com and points will unlock retailer targeted rewards or ShopSimon credits.
- Earn **cash-back** rewards for in-store purchases at retailers within Simon centers or for shopping online through retailer links.

Simon+ blends the physical and digital shopping experience, empowering members to maximize rewards while enjoying exclusive benefits.

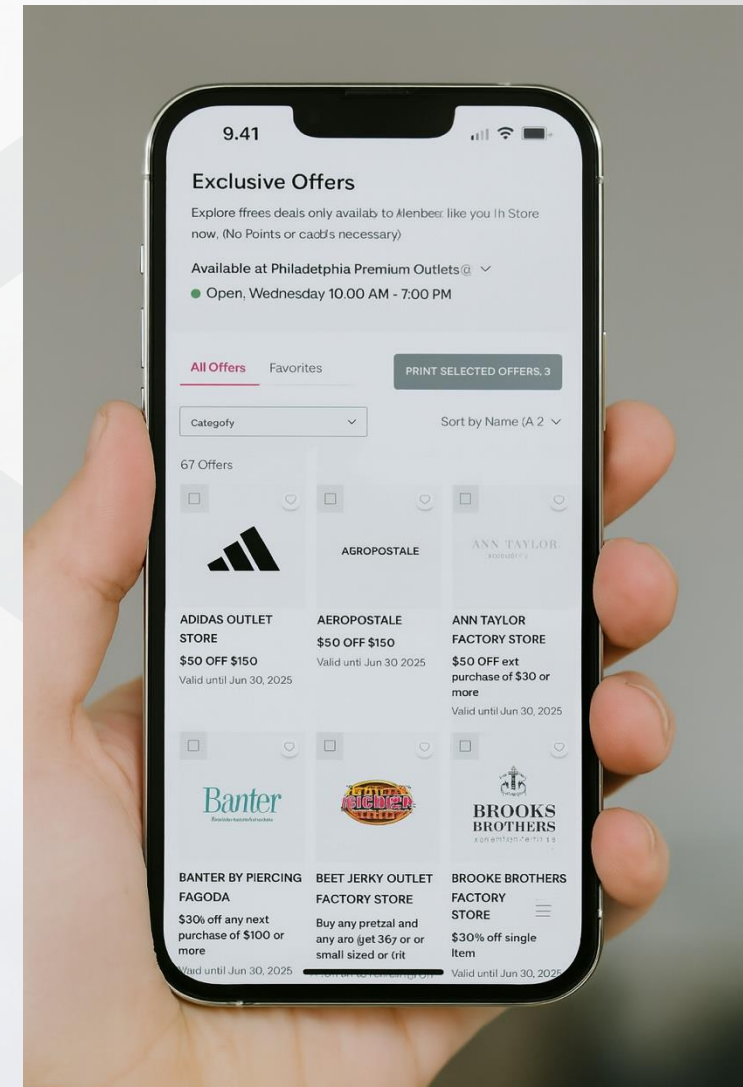


EXCLUSIVE OFFERS

Simon+ members will continue to receive exclusive retailer discounts within Simon centers, just as they have through VIP Shopper and Mall Insider programs.

Retailer offers will seamlessly transition to Simon+, with the option to extend to additional platforms and centers for even greater reach.

Action: Provide a discount or offer to Simon+ members. Must be valid for one year.



MEMBERS-ONLY TARGETED REWARDS

Simon+ members can earn points on any purchase at a Simon center by using a linked credit card or scanning receipts. Members can redeem points for retailer-targeted rewards or ShopSimon credits. Simon+ members can unlock rewards starting at 500 points. (\$500 spent within the Simon ecosystem.)

Unlike standard discounts, these exclusive rewards are only available to Simon+ members who have earned points and choose to redeem them for a reward from your store. This drives both loyalty and new customer acquisition by connecting you with high-intent shoppers actively exploring where to spend their points.

Retailers have flexibility to customize reward structures by offering a complimentary item (e.g., free kids' meal, coffee, dessert etc.) or a special offer in \$10 increments (e.g., \$10 off \$50, \$20 off \$100 etc.) Total offer must be equivalent to or better than a 20% off discount and valid for one year.

Action: Provide a targeted reward to Simon+ members that is valid for one year.



CASH-BACK REWARDS VIA CARD-LINKED OFFERS

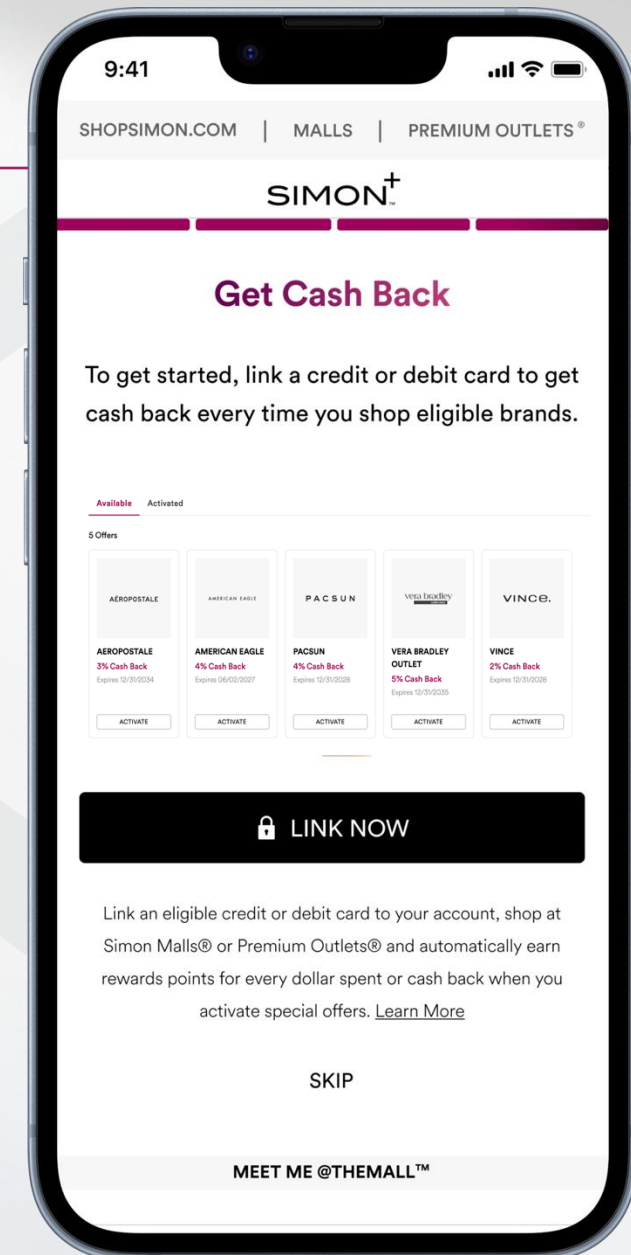
Card-Linked Offers (CLOs) provide the perfect opportunity to drive traffic and sales directly to your store. By offering cash-back rewards through Simon+, retailers can attract high-intent shoppers and increase conversions.

Simon+ members link any credit card and activate offers in advance, ensuring that when they visit the mall, they're primed to choose your store to unlock rewards.

CLOs are highly efficient and performance-based, meaning retailers only pay when a sale is made.

Action: Provide an in-store cash back offer to Simon+ members

If a retailer already has an in-store cash-back offer through a network like Rakuten, Simon+ can amplify its reach by integrating it into the program. If not, Simon can facilitate introductions to similar providers, making it easy to get started with a performance-driven offer.



SURPRISE AND DELIGHT PERKS

Ad-hoc “Surprise and Delight” perks will help attract new customers. By offering small but meaningful rewards, retailers can stand out to shoppers as they explore Simon centers.

These perks can be customized to fit your business, whether national or local, with the flexibility to set quantities and adjust based on redemption trends. Examples of impactful perks include:

- A gift for members celebrating their birthday
- Free sample during promotional events
- A free kids' meal with the purchase of an adult entrée
- A complimentary beverage with a minimum spend
- A gift with purchase
- Access to exclusive in-store events

Action: Provide a ‘Surprise and Delight’ perk aligned with your business goals.



ATTRACT HIGH-SPENDING INTERNATIONAL TOURISTS

International tourists are a high-spending audience with limited time in market. Since earning points may not be relevant to them, Simon+ will offer a tailored experience focused on immediate incentives.

Retailers can drive quick conversion with tourist-specific offers such as:

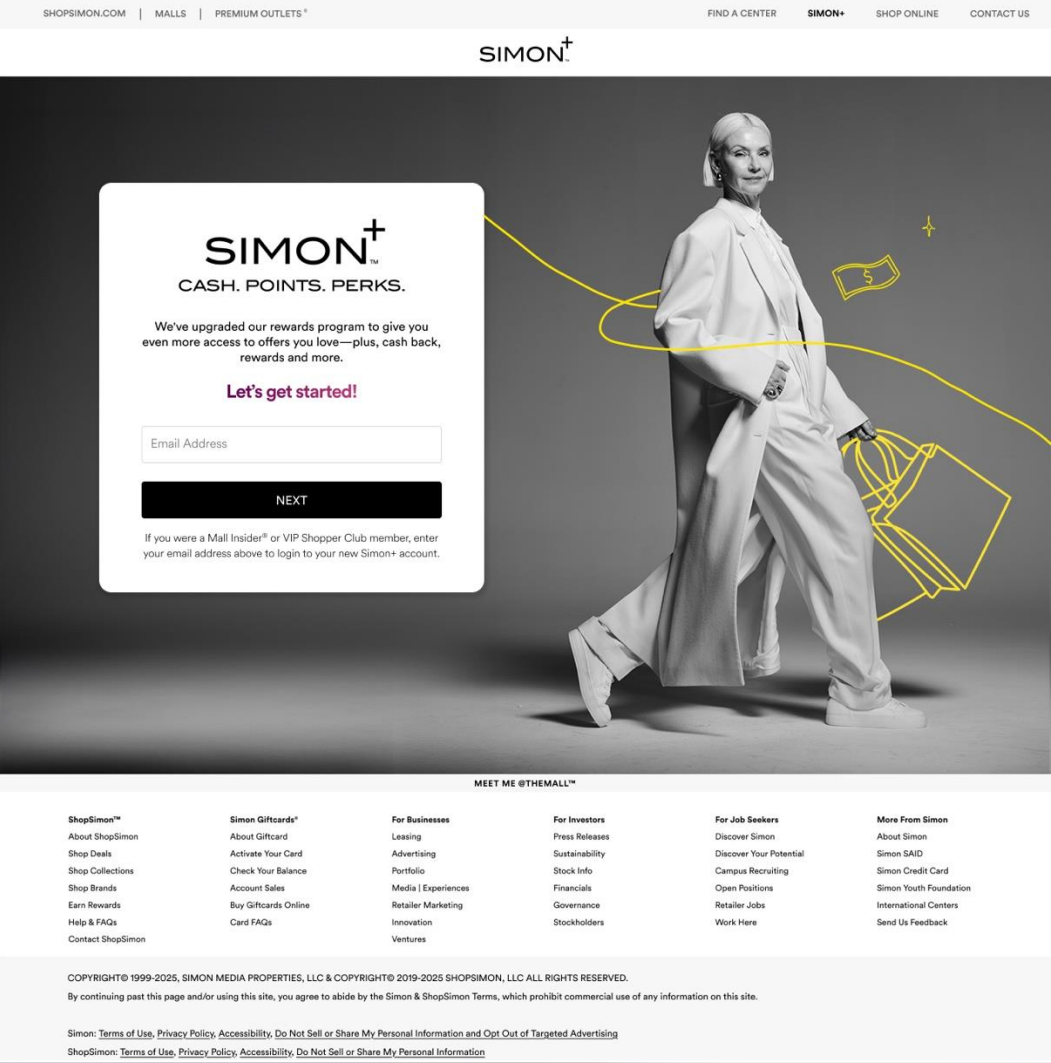
- Exclusive Discounts (e.g., 15% off with passport)
- Limited-Time Deals (e.g., “10% off this weekend for international visitors”)
- Bundled Offers (e.g., “Buy two, get one 50% off”)

These promotions will only be visible to international visitors, creating urgency and helping your store stand out during their short stay.

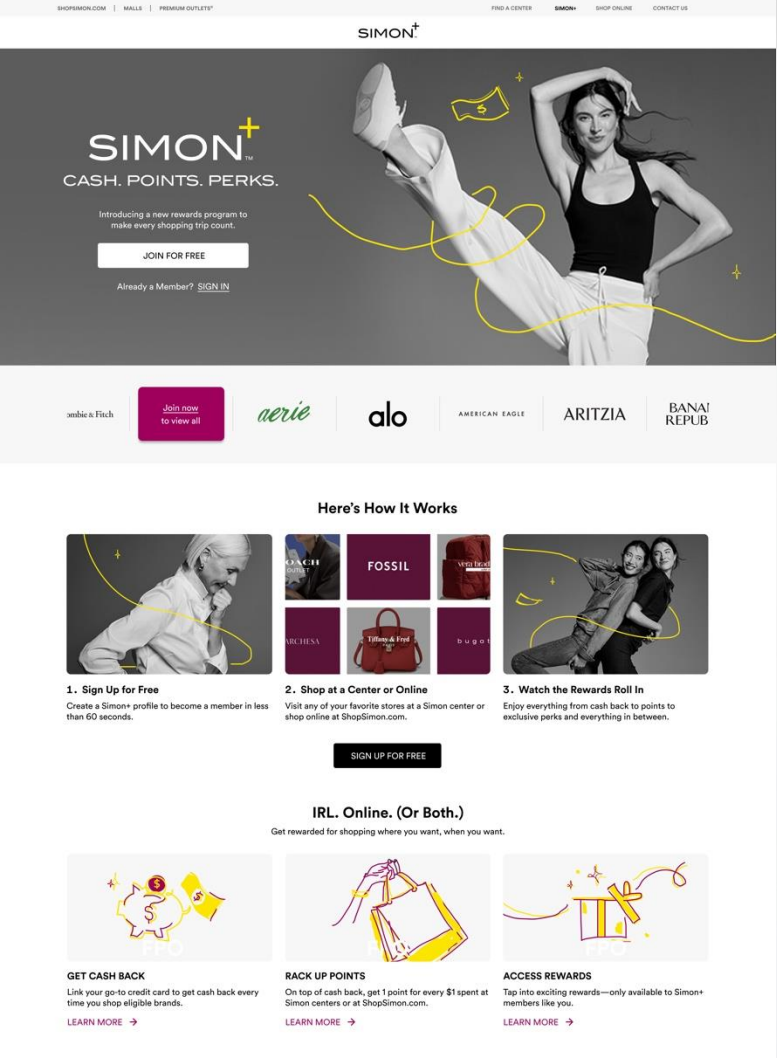
Action: Provide an exclusive, enhanced discount for Simon+ members visiting from outside the U.S. This offer must be more compelling than the standard Simon+ discount and valid for one year.



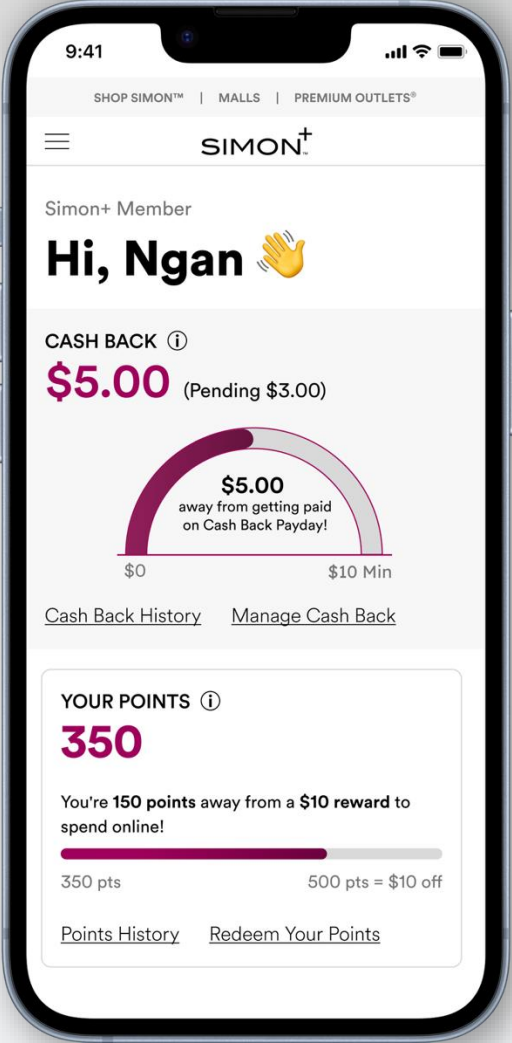
User Experience Mocks



Sign In

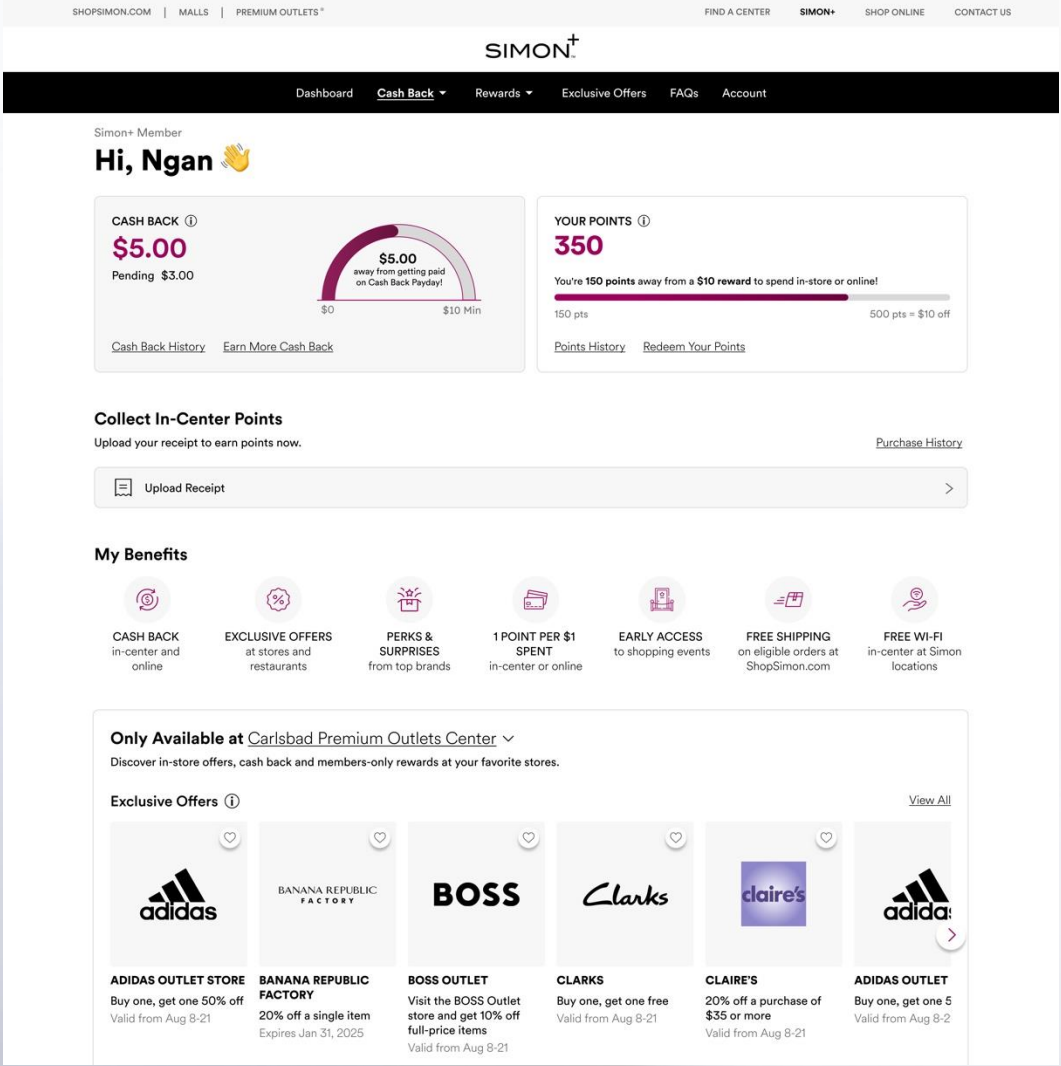


Explainer

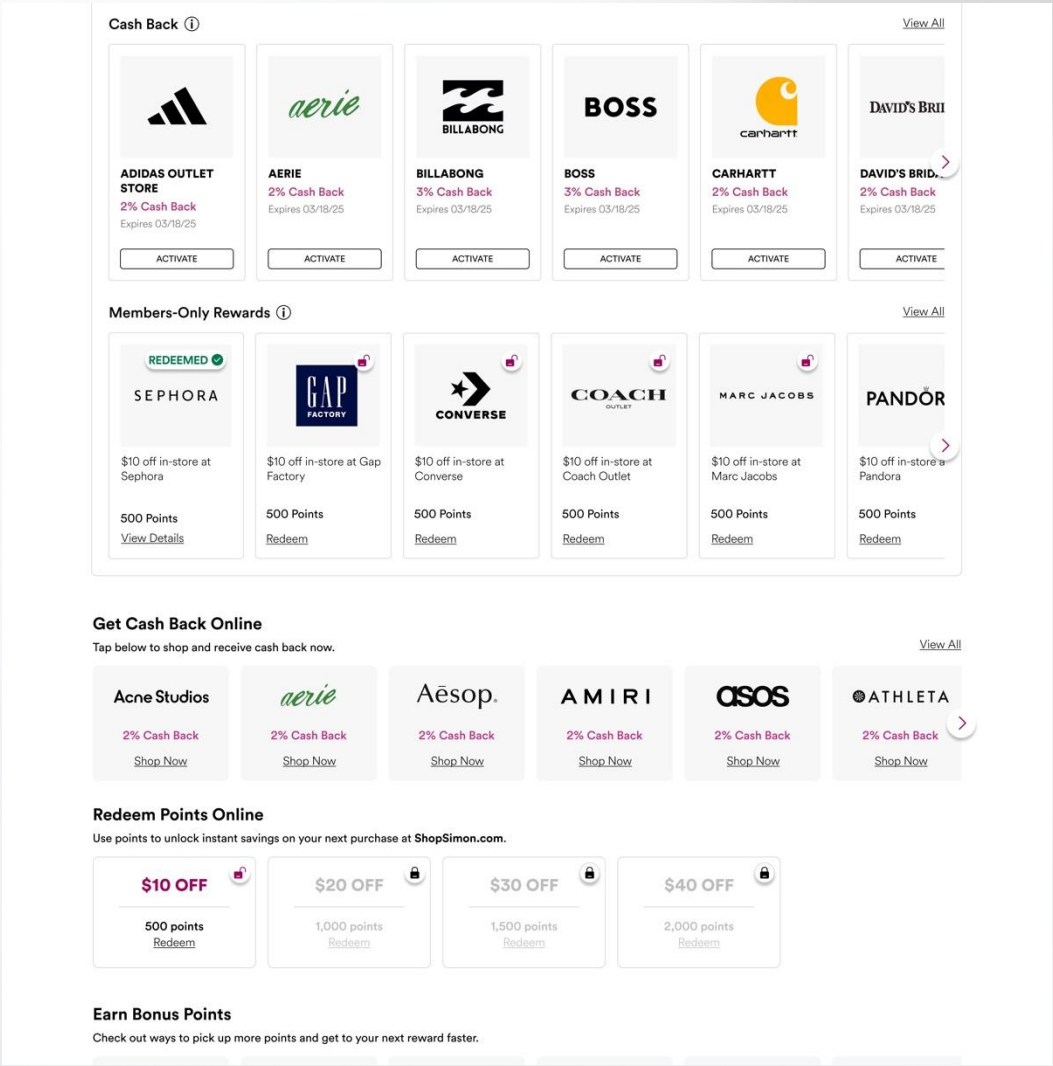


Dashboard

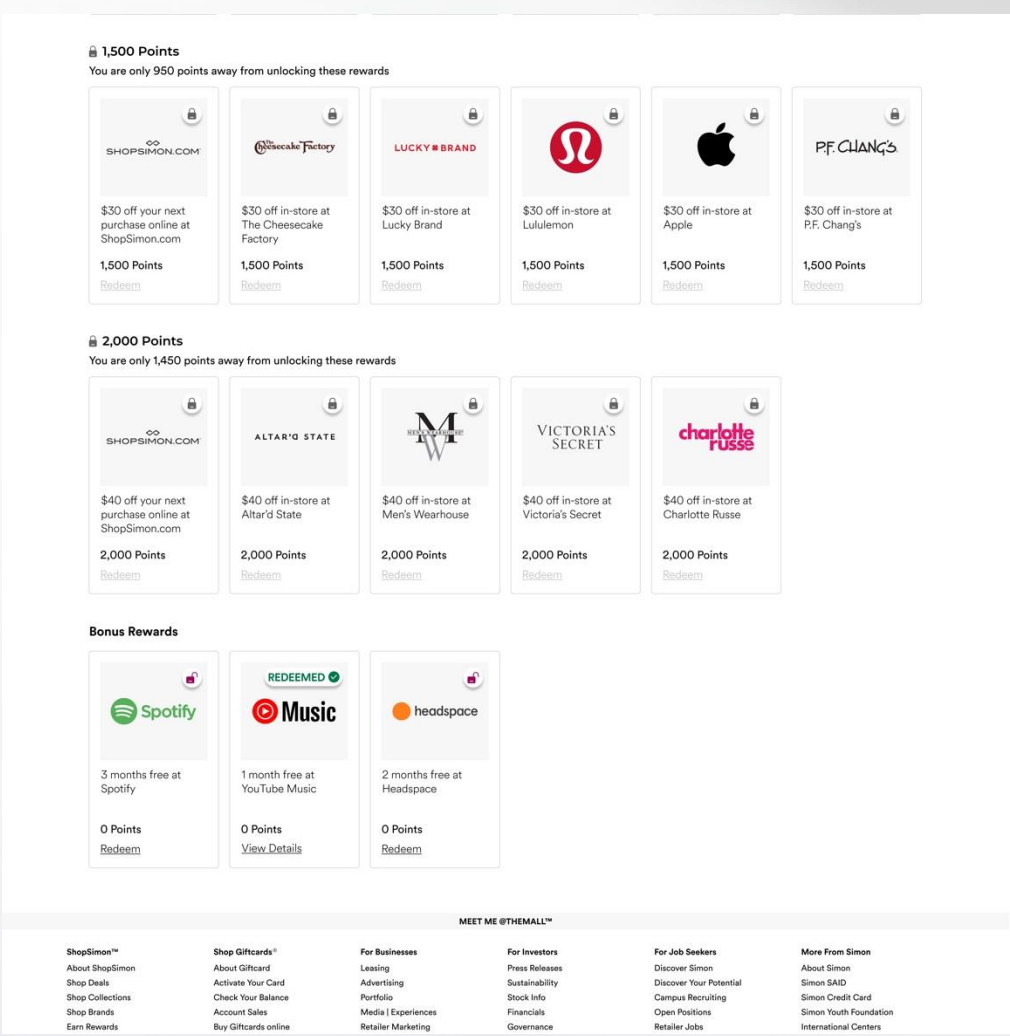
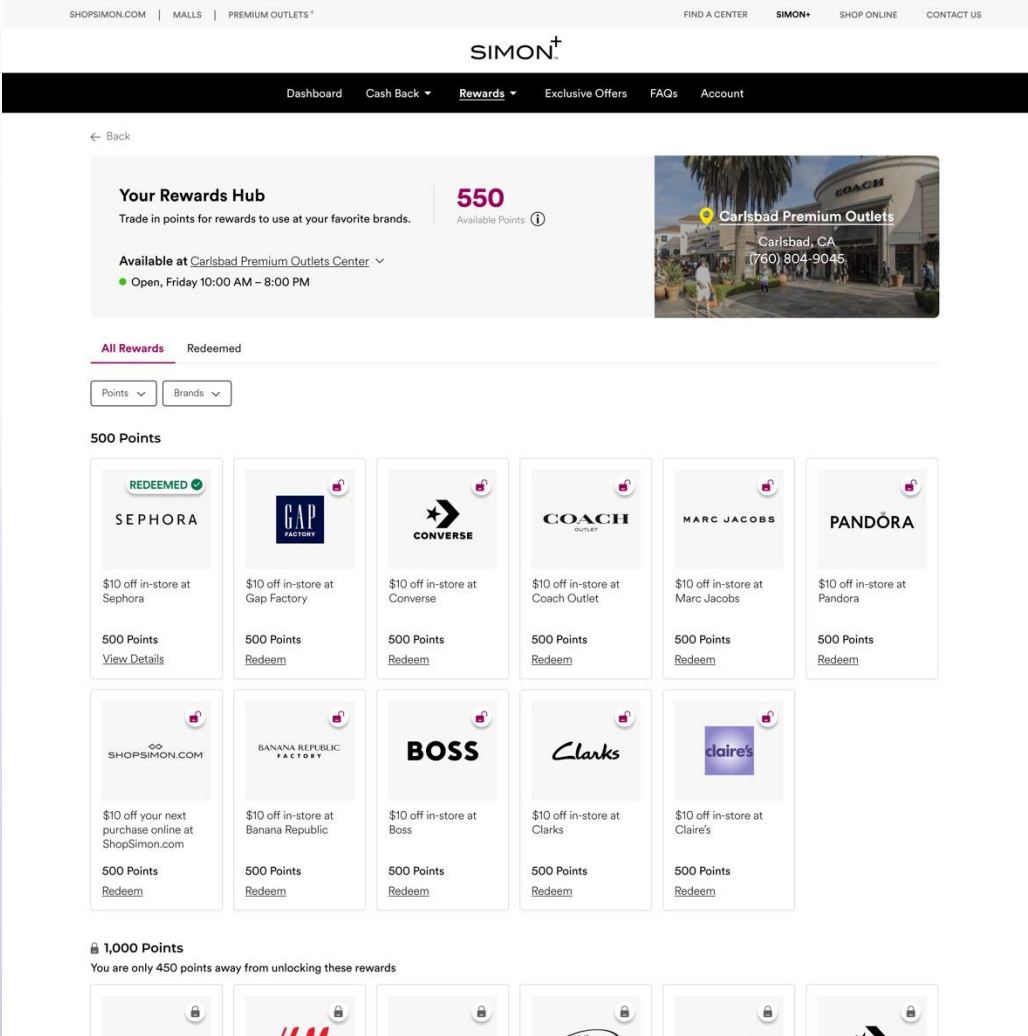
USER EXPERIENCE MOCKS



Dashboard



USER EXPERIENCE MOCKS



CREATIVE EXAMPLES

INTRODUCING
SIMON⁺



**CUE THE
REWARDS**



JOIN FOR FREE
SIMON⁺



CASH BACK
for shopping your
favorite brands

REWARDS
up to \$50 off your
next shopping trip

EXCLUSIVE OFFERS
members-only deals
on the newest arrivals



JOIN FOR FREE
SIMON⁺



**SHOP TODAY.
GET REWARDED.**



SIMON⁺

**THE BEST EXCUSE TO
GO SHOPPING**

Featuring rewards from brands like:

AÉROPOSTALE

AMERICAN EAGLE

crocs[™]

MICHAEL KORS

perfumania

SKECHERS[®]

VICTORIA'S SECRET



CREATIVE EXAMPLES

ShopSimon™
Rewards is now

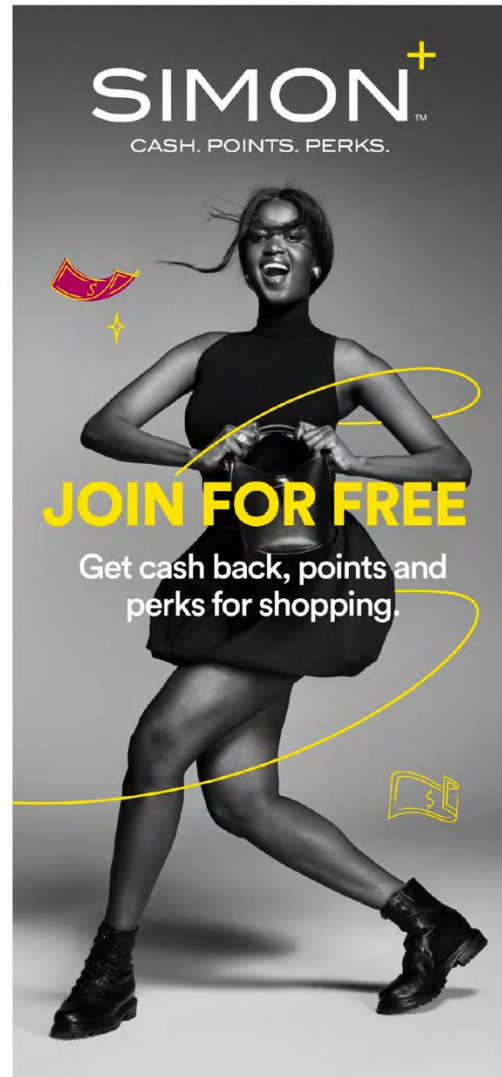
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➔ Sign in to see what's new

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CASH. POINTS. PERKS.



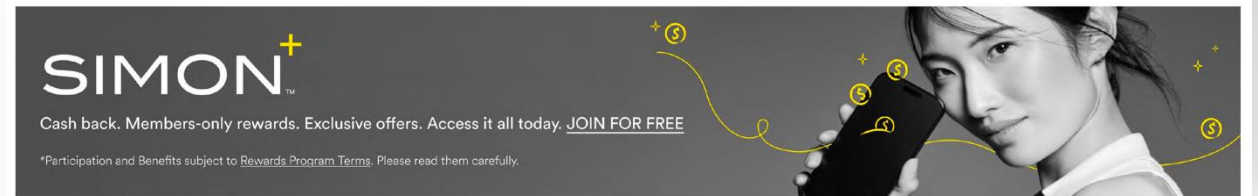
JOIN FOR FREE

Get cash back, points and perks for shopping.

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Cash back. Members-only rewards. Exclusive offers. Access it all today. [JOIN FOR FREE](#)

*Participation and Benefits subject to [Rewards Program Terms](#). Please read them carefully.



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CASH. POINTS. PERKS.



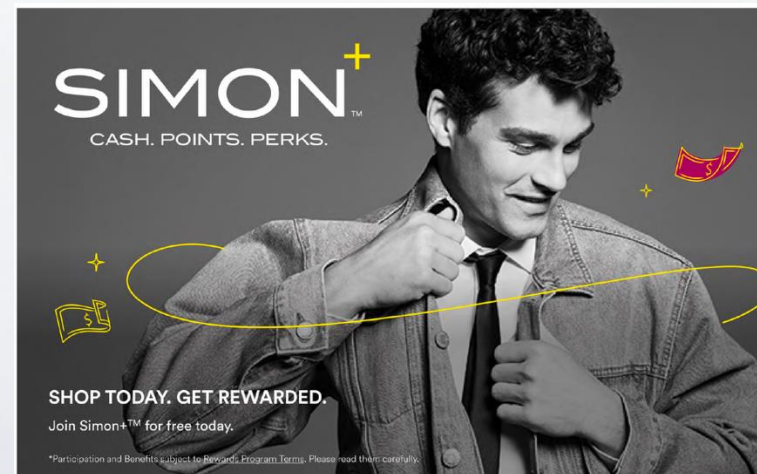
JOIN SIMON+™

Cash back. Rewards. Exclusive offers. Tap into it all—for free.

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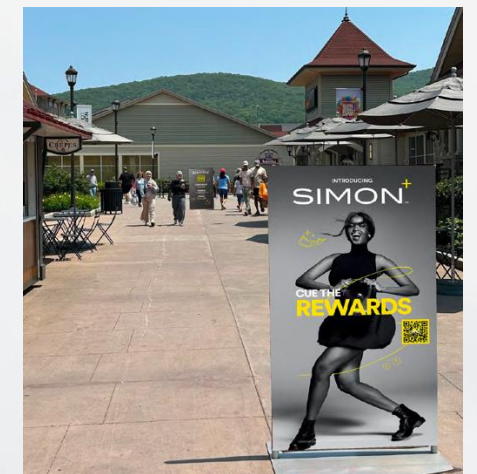
CASH. POINTS. PERKS.



SHOP TODAY. GET REWARDED.

Join Simon+™ for free today.

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INTRODUCING
SIMON⁺

CUE THE
REWARDS

JOIN TODAY