



## Media Release

20 March 2013

### **Broadway Shopping Centre Ranks No. 1 Big Gun for 2013**

Mirvac's Broadway Shopping Centre, has ranked number one in Shopping Centre News' ("SCN") Big Guns Awards 2013 for annual turnover per square metre ("MAT/m<sup>2</sup>").

Broadway took out the number one spot in the MAT/m<sup>2</sup> category with \$10,390/m<sup>2</sup>, an increase of 5.7 per cent on the back of a 4.25 per cent increase in MAT (\$412.3 million), and one of only two Big Guns in Australia to beat the \$10,000/m<sup>2</sup> mark.

Since 2009, Broadway has been Australia's second most productive shopping centre measured by MAT/m<sup>2</sup> for a centre over 45,000m<sup>2</sup>. The move to number one follows the successful remixing of the centre during 2012, with Broadway adding the enviable line up of brands including, Apple Store, JB Hi Fi, Nike, Peter Alexander, Politix, Oxford, Lorna Jane, Pandora and T2.

Susan MacDonald, GM Retail for Mirvac said, "It is evident that the results of the remixing, rebranding, and innovative marketing initiatives Broadway has implemented, have delivered consistently strong results in what is constantly referred to as a soft retailing environment.

"We expect Broadway to continue its strong performance in 2013. Comparing December 2012's monthly performance versus December 2011, the centre sales increased by over 13 per cent, and total traffic has increased 2 per cent to sit at 13.7 million annual visits."

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