



WESTFIELD
retail solutions

Collaboration is the Competitive Advantage

Mike Blandina, CTO

ShopTalk 2017

Westfield Corporation and Scentre Group

\$40B

COMBINED
MARKET
CAP

80

PROPERTIES IN
4 COUNTRIES

~ 1 BILLION

ANNUAL
CUSTOMER
VISITS

>\$60B

TOTAL
ASSET
VALUE

\$30B

ANNUAL
RETAIL
SALES

For 10+ years, Westfield has worked to face the changing tides



2005 - 2010

Westfield Shifts Focus

to top-tier properties and starts divesting lower-tier centres



2012

Westfield Labs Formed

to create digital product foundations



2014

Westfield Adjusts Board Composition

to introduce technology and retail expertise



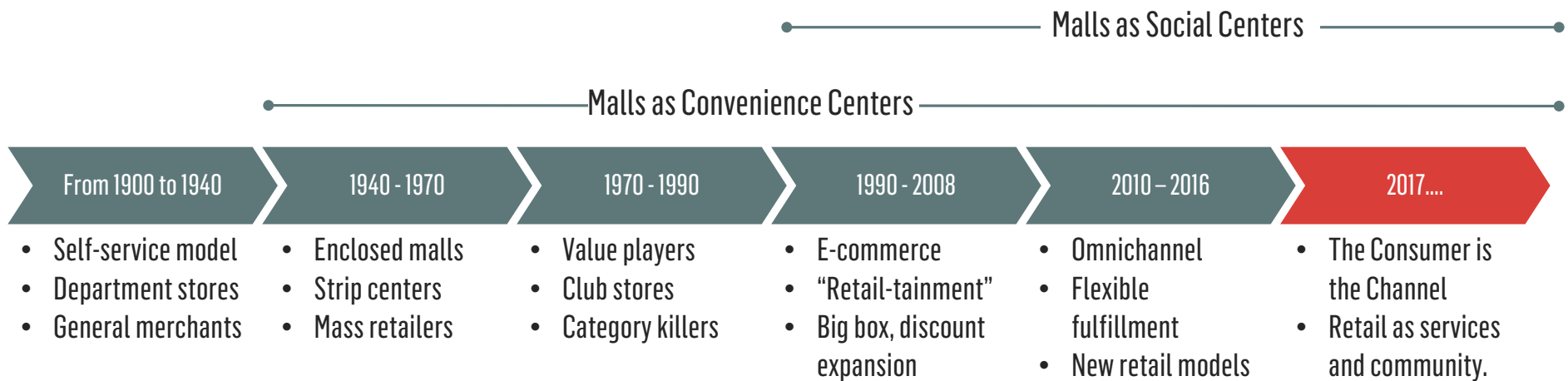
2016

Westfield Retail Solutions Formed

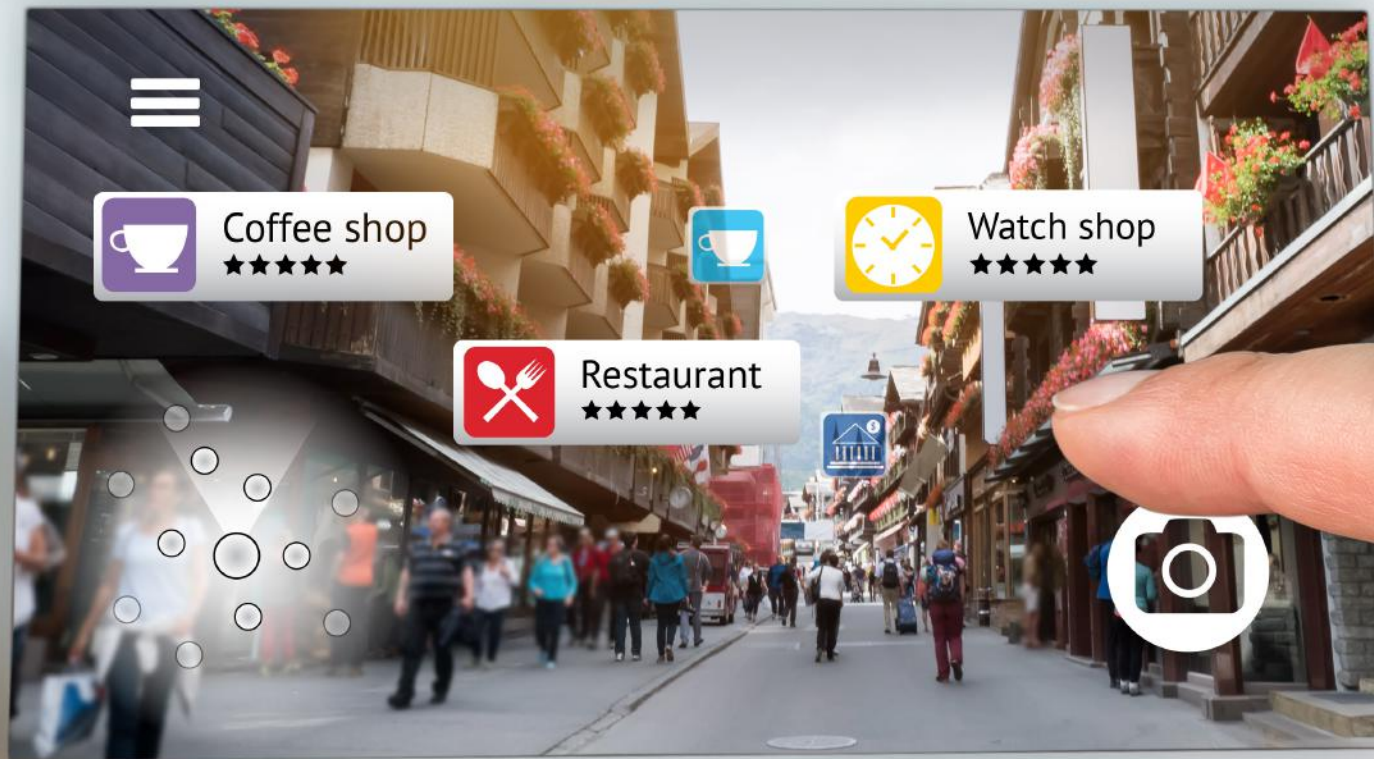
to build data-driven networks between venues, retailers, and content

The pace of change is increasing exponentially

US Retail Industry Evolution...



OmniChannel is Dead — The Consumer is the Channel



Building the Retail Operating System

Consumers — Improve consumer commerce experiences

Brands — Improve brand and product awareness, availability and relevancy

Venues — Improve consumer experience within venues

Retailers — Delight consumers with convenience and insight in stores

Social — Seamless online and physical interactions – the consumer is the channel



Win as a team or die as Individuals

- No single retailer has ubiquitous reach/scale
- Solving for the user experience retailer by retailer creates disparate solutions
- Consumers wants consistent, valuable, experiences EVERYWHERE



WRS + YOU
The Retail OS

An aerial photograph of a modern cityscape. In the foreground, there is a large, open public square with a grid of green lawns and paved walkways. A train with a red and white livery is visible on a bridge or elevated track that spans across the square. The background is filled with a dense cluster of modern, multi-story buildings with various architectural styles, including glass facades and curved structures. The sky is clear and bright.

Big Trends – 2017 & Beyond

- Data, Data, Data
- Conversational Commerce
- Consumer is the Channel
- Augmented Reality
- Endless Aisle
- Collaborate Now