



SCENTRE GROUP

Customer Update

12 October 2020

“We will make a COVID-Safe Santa experience available to all customers. It will reflect the relevant health advice for each region in Australia and New Zealand.”



Phil McAveety
Scentre Group Director
of Customer Experience

“We’re committed to delivering a COVID-Safe, festive and enjoyable experience for our customers this Christmas. Of course, Santa will be a big part of Christmas at Westfield but in a different way to reflect health advice as the community would expect,” says Scentre Group Director of Customer Experience, Phil McAveety.

“2020 has reinforced the importance of community and the role Westfield Living Centres play in our customers’ daily lives.

“We have followed health advice and remained open every day throughout the pandemic to deliver essential and valued services to our customers.

“Our customers have told us that Christmas will take on an even greater significance this year.

“They’re most looking forward to spending time with family and friends, enjoying decorations and the festive atmosphere and giving and receiving gifts.

“We’ll bring to life the magic customers expect of us, whilst prioritising the wellbeing of our customers, retail partners and our employees.

“That means reimagining some of our much-loved Westfield traditions whilst also introducing new experiences.

“We know young families are already counting down to the arrival of Santa. Online bookings and contactless payments will be critical to our delivery of Santa, Sensitive Santa and Pet Photography.

“We’ve redesigned the Santa photo so families are sitting at a safe distance from Santa, with more decorations and props to make it fun and memorable.

“Due to the impact of COVID-19, the vast majority of customers also expect their in-store Christmas shopping behaviours will change. Many have said they will start shopping earlier, make use of extended trading hours and take advantage of sales events, discounts and offers.

“The festive season is a time where we provide more opportunities for our retailers to connect with their customers.

“Black Friday will take on a new format at Westfield this year. Close to three quarters of customers said they intend to take advantage of the sales event, whilst an even split said they expect to purchase in store versus online.

“The continued convergence of physical store networks and digital engagement with brands means online and in-store will play an equal role in the customer research and purchase journey.

“Importantly, customers have also reinforced the value of shopping at their local Westfield centre; identifying try-before-you-buy and having access to a variety of brands, products and offers in the one place as two key reasons they intend to shop with us.

“It’s really pleasing to see customer confidence continuing to build as we adapt to a COVID-safe normal within our Westfield Living Centres.

“After what has been a difficult year for many, we feel encouraged by the attitudes expressed by our customers and are looking forward to making Christmas magical at Westfield with every visit.”

Through our recent Westfield iQ survey, customers have told us:

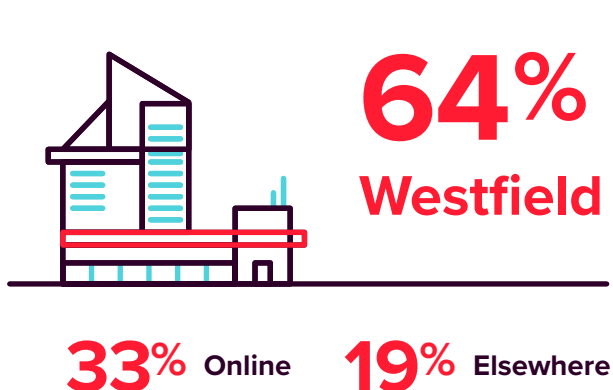
Christmas will take on even greater importance to families this year



The top 5 things they're most looking forward to include



Westfield is first choice for Christmas shopping



Physical retail is as important as online for Black Friday 2020



Source: We conduct regular customer research through our Westfield iQ platform, which has over 13,500 members across Australia and New Zealand. This initiative is part of our customer engagement strategy to listen and respond to what our customers want.