



SCENTRE GROUP

Customer Update

25 August 2020

Retail stores open

As at 31 July 2020

93%

Australia

100%

New Zealand



Customer visits compared to previous year

As at 31 July 2020

84%

Australia

128%

New Zealand
including Westfield Newmarket
(the redeveloped centre reopened in late 2019)



Open for business with COVID Safe protocols and a forward thinking mindset is setting us apart



Phil McAveety
Scentre Group Director
of Customer Experience

“Our focus on COVID Safe protocols to support the health and wellbeing of our customers, retail partners and people, whilst maintaining business continuity and forward-thinking ideas has set us apart in the current environment,” says Scentre Group Director of Customer Experience, Phil McAveety.

“Outside Melbourne and Auckland, the vast majority of stores across our portfolio are open and trading.

“At the end of July, approximately 93% of retail stores across Australian Westfield Living Centres (excluding Victoria) were open with 100% open across New Zealand. Visits returned to 84% of what it was at about this time last year.

“Our team has maintained momentum and demonstrated agility in how they’ve balanced immediate needs of our customers whilst looking forward.

“Over the six months to 30 June 2020, we have taken the opportunity to accelerate the development of new products and programs for our customers that take advantage of a hybrid physical and digital offering – including piloting our Westfield Direct online marketplace and rolling out our Westfield Plus Membership program.

“We’ve also seen large volumes of customer visits to our digital platforms which demonstrates how customers interact with us to inform their customer journey.

“We have stayed close to our customers and they are telling us that they are adjusting to living and working with COVID Safe protocols.

“Our customers have told us they feel reassured by safety and hygiene measures in our centres and they are comfortable to visit their local Westfield Living Centre. The best indication of that comfort level is that as restrictions ease, we see an immediate increase in visits.

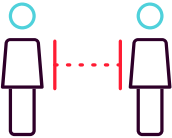
“It reinforces our belief in the basic human truth that we are social beings. We will always gravitate to physical destinations to gather, connect and socialise. People want to be out and about living real experiences in great locations including our Westfield Living Centres which are central hubs for their communities.

“Customers have been patient when they’ve visited our centres and incorporated physical distancing into their everyday habits. Operationally, we have supported their efforts by stepping up our focus on cleanliness and hygiene. We know these measures will be here to stay for some time.”

Westfield customers assured by in-centre safety and hygiene measures



Scentre Group today released its latest Westfield iQ customer research confirming 74% of Westfield customers feel reassured by safety and hygiene measures at their local Westfield Living Centre. This was the highest rating amongst a list of other public enclosed spaces.

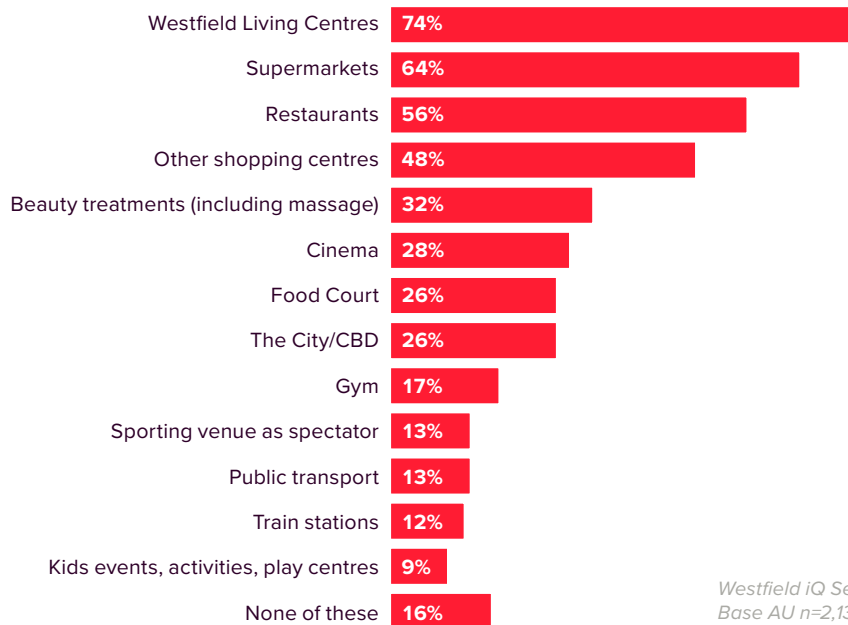


Westfield customers have rapidly adapted their behaviour to meet the health and government advice, exercising patience when visiting their local Westfield Living Centre and incorporating physical distancing and hand hygiene practices into their everyday habits.



Customers have returned to their local Westfield Living Centres almost immediately after restrictions are lifted, indicating the key role Westfield centres play in the day-to-day life of each local community.

Which of the following places do you currently feel safe visiting?



Westfield iQ Sentiment Study July 2020 |
Base AU n=2,137 NZ n= 358

Footnote

¹ More than 11000 of our customers choose to take part in regular research on our Westfield iQ platform. This initiative is part of our customer engagement strategy to listen and respond to what our customers want.