

# SCENTRE GROUP

## Customer Update

Scentre Group has released a series of insights from its Westfield iQ1 customer research platform exploring customer sentiment and what people are most looking forward to as they safely resume day-to-day activities and in-store experiences.

28 May 2020

Retail stores

**80%**  
Australia

**93%**  
New Zealand



May customer visitation

Week ending 24 May 2020

**80%**  
of previous year



## Consumers feeling more optimistic and returning to experiences and shopping in person

**Australian and New Zealand consumers are feeling more optimistic and have an appetite to safely return to activities, experiences and shopping in person.** Customer visitation has steadily increased across all Westfield Living Centres throughout May, co-inciding with more retailers re-opening stores and government restrictions gradually easing.

Approximately 80% of stores are open across Australian Westfield Living Centres and 93% of stores are open across New Zealand Westfield Living Centres.

Customer visitation at the week ending 24 May 2020 has returned to 80% of what it had been in May the year prior.

Consumer sentiment from Westfield customers through our Westfield iQ1 research platform is encouraging and reflective of our desire as social beings to engage with friends and family and experience products and services in person.

Customers feel reassured by the overt and practical safety and hygiene measures in centres which includes signage, public announcements, availability of hand sanitiser and more frequent cleaning in-centre. This is consistent with our operational procedures which have been [communicated to customers](#) and our support for the [Retail Recovery Protocols](#) which were announced on 1 May.

### According to Scentre Group's Director of Customer Experience, Phil McAveety:

"Our latest customer research supports what we have witnessed in our centres over the past three weekends in May - more customers feel more confident to visit their local Westfield Living Centre, plus they have more reasons to visit with a diverse range of retailers re-opening.

Customers have told us they feel reassured by the visible and practical safety measures in place at our centres.

Unsurprisingly, when asked to nominate the top three things they want to do when more restrictions ease, customers have told us it is going out for a meal, spending time with loved ones and going out shopping. Top three purchases customers want to make in person are winter fashion, homewares and shoes.

Customers know physical distancing will be with us for some time. They are prepared to queue and adjust as the economic recovery starts to take place because they value the convenience and interaction of an in-store experience at their local Westfield Living Centre.

We thank our customers for their efforts to practice physical distancing and ask for their continued patience when they visit our centres."



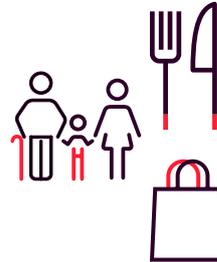
Scentre Group's Director of Customer Experience, Phil McAveety

## Key insights from recent Westfield iQ research<sup>2</sup>



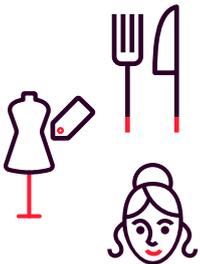
### Cleanliness

Cleanliness / hygiene and caution will characterise customer behaviour for some time.



### Top 3

Going out for a meal, spending time with loved ones and going out shopping are the top 3 things customers want to do when more restrictions ease.



### Customers

are most keen to eat out, shop for winter fashion and visit a hairdresser.



### Beauty

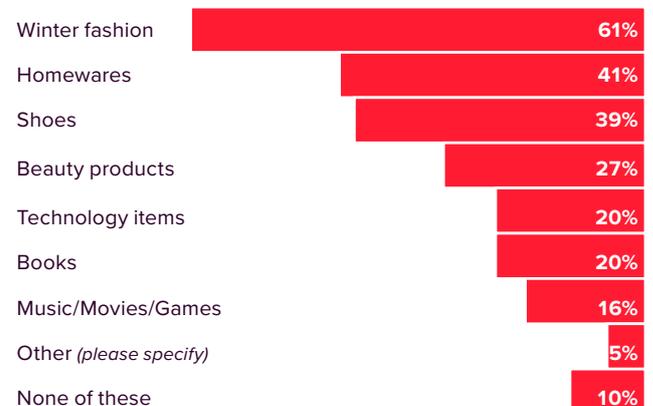
First planned beauty treatments are haircut/colour followed by manicure/pedicure and then a massage.

### Customers are most looking forward to:\*



\*3-4 activities selected on average.  
Source: Westfield iQ

### First planned in person purchases:\*



\*2 categories selected on average.  
Source: Westfield iQ

### Footnote

<sup>1</sup> More than 11,000 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.

<sup>2</sup> Between 5-7 May 2020, 1,732 Westfield iQ members across Australia and New Zealand participated in an online survey asking about activities they are most looking forward to doing in person when more restrictions ease.