

Pop Up Retail Space

CHERRYBROOK VILLAGE

POP UP

Retail Space Solutions

Mirvac's Pop Up Space division provides local and national clients with a platform to bring their outside the box retail ideas to life.

Pop Up Space

Give your concept a boost by occupying space in our busiest thoroughfares or inline stores. The beauty of this platform is the flexibility in the space and the term, whether you're looking to trade for 1 week or 6 months, we can tailor a solution for you. Pop Up spaces can be utilised for a variety of means including selling products, launching brands, experiential marketing and generating leads.

Advertising Space

Retail advertising is an evolving and flexible advertising platform which captures the public in a key 'buying frame of mind'. Advertising Space available within our centres include large format atrium banners, a variety of digital and static signs as well as floor, door and lift decals.

Centre Facts

Centre Type: Neighbourhood

Classification

Total GLA: 9,592 sqm

Major Tenants: Woolworths

Mini Majors: Martelli's Fruit Market

Specialties: 57

Car Parks: 441 spaces

Centre M.A.T.: \$124.6 Million p.a.

As at October 2018.

Centre Profile

Cherrybrook Village is a single level neighbourhood shopping centre anchored by Woolworths and mini major Martelli's Fruit Market. The Centre also houses 57 speciality retailers and includes an externally located café/restaurant precinct and wide range of services. The Centre has an enviable reputation for premium retailers, particularly within the food categories.

Location

Situated 25km North West of the Sydney CBD, Cherrybrook Village is very much a local community shopping centre. Located in one of Sydney's most sought after suburbs, Cherrybrook Village has long been a destination for lovers of fine food and boutique shopping.

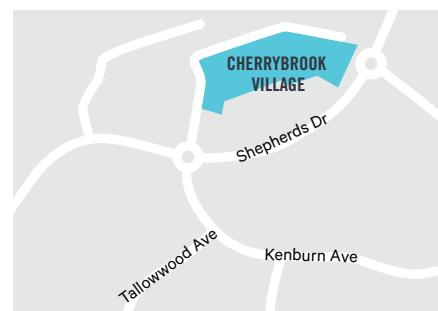
Cherrybrook has transport facilities in close proximity including bus ways and the soon to be completed Norwest Rail link.

Customer Profile

- Female shoppers: 76%
- Average age of our customers: 41 yrs
- High proportion are employed in professional/managerial roles
- High percentage of home owners
- Household income is exceptionally high at \$136,300 p.a.

Trade Area

The main trade area is estimated at 62,668 persons including 19,260 residents within the primary sectors. The area is characterised by an affluent population, demonstrated by the high average spend per visit of \$53.70 the Centre enjoys. The Centre's performance reflects the strong appeal Cherrybrook Village has within this market.





Site Number	Site 1	Site 2	Site 3	Site 6	Site 7	Site 10	Site 11
Size	36m x 2.0m	36m x 2.0m	36m x 2.0m	34m x 2.3m	2m x 1m	2m x 4m	2m x 4m
Tables	5	5	5	4	1	3	3
Power	Yes	Yes	Yes	Yes	No	No	Yes
Internet	Yes	No	No	Yes	No	Yes	Yes

Pop Up Contacts

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About Mirvac

Mirvac is a leading real estate group listed on the Australian Stock Exchange with activities across the investment and development spectrum. Established in 1972, Mirvac has more than 40 years of experience in the real estate industry and has an unmatched reputation for delivering quality products and services across all of its businesses.

For more information about Mirvac and its portfolio of shopping centres across Australia please contact:

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