



COVID-19

RE-OPENING PLAN

Get Ready to Reconnect

We strongly believe the role our properties play within each community will be even more important and valued as society emerges from the current crisis and people once again gather together for connection and commerce.

As vital partners within our properties, we appreciate the challenges you have faced. We are equally committed to the health and wellness of our guests, employees and communities, and look forward to working together to rebuild business for our industry.



Communication

MERCHANTS

Upon notification of a government ordinance allowing shopping centers and/or retail uses to re-open, the local Property Manager will reach out to all local merchant contacts and our Leasing Managers will reach out to corporate merchant contacts to communicate re-opening logistics. These logistics include, but are not limited to opening date, hours of operation, and safety protocols.

Merchants are encouraged to reach out to their corporate or local Macerich contacts with any questions, input or specific needs. Your feedback is essential as we are committed to assisting you with a seamless re-opening.

GUESTS

Macerich properties will warmly welcome our guests back to our centers and stores through a variety of communication channels. “Welcome Back” signage and informative messaging, including adherence to CDC guidelines, will greet guests to provide a sense of safety and cleanliness and express our gratitude.

We will keep our guests apprised of the latest information on our property websites, via email and on various social media channels. As always, partnering with our merchants for shared success remains a top priority. Just as before this crisis, merchants will continue to be provided with a variety of opportunities to amplify messages and promotions through our digital platforms and on-mall activations. Additionally, we have built strong, lasting relationships with our local media outlets, and as we emerge, we will be a platform from which to help shine a positive light on the continued recovery.

We are committed to finding ways to make the shopper experience a bit better each and every day, and strategies will evolve as we are laser-focused on helping our merchants’ businesses recover.



The Plan

OPERATING HOURS

- Upon re-opening, operating hours will be Monday-Saturday 11 AM – 7 PM, Sunday 12 PM – 6 PM. (Local hours may vary.)
- Retailers, restaurants and other businesses with exterior entrances may extend their hours, as local ordinances allow.
- In order to support tenant productivity, we plan to continually analyze shopper traffic and behavior, and will modify hours as necessary.

GUEST EXPERIENCE

As we welcome guests back, we are committed to providing a comfortable, positive shopping experience while adhering to government ordinances.

- We will post signage requiring compliance with all government orders regarding social distancing and personal protective equipment as applicable (masks, gloves, etc.), as well as remind customers of CDC best practices, including hand washing and social distancing.
- Directional signage will be added to entrances where possible to provide appropriate spacing for entering and exiting.
- Hand sanitizing stations will be strategically placed throughout each property in high-traffic, high-touch areas.
- Restrooms will be modified to provide appropriate social distancing between individuals. Queuing will also be implemented where necessary.
- Play areas and certain high-touch amenities will not be available for use until further notice. Signage will be posted informing guests.
- Large event activations will be suspended until further notice.



HEALTH, WELLNESS & CLEANLINESS

Health, wellness and cleanliness are our top priorities. We are following cleaning protocols and using products approved by the CDC, and we are communicating our efforts with on-mall signs to put our employees and customers at ease.

- Intensified, thorough cleaning procedures will continue with a focus on floors, doors, vertical transportation, and other high touch areas.
- Housekeeping personnel will be visible throughout the day, focusing on high touch areas, and outfitted with gloves, masks and high visibility uniforms.
- Health and well-being signage placed in highly trafficked areas will include reminders like 6 feet social distancing, hand washing and to stay home when sick.
- Our employees, vendors and contractors will be required to pre-screen themselves at home prior to coming to our properties. Should they exhibit fever and/or symptoms of COVID-19, they will be required to stay home.
- Where needed, directional signage will be placed in delivery corridors and service courts to maintain appropriate social distancing.

TOUCH-FREE INTERACTIONS

- Signage will highlight touch-free amenities available at our centers.
- Most properties will provide at least one touch-free entrance.
- Most public restrooms will provide touchless options.
- Interactive directories have been reprogrammed and now display a QR code shoppers use to access center directory on their mobile device, a touch-free option.



CURBSIDE PICKUP

- Curbside Pickup will play a role for the immediate future. Various degrees of this program will be implemented at our properties based on demand.
- For centers where there is demand, we will communicate logistics and details with local merchant contacts.
 - Designated Curbside Pickup areas will be clearly marked with signs and participating merchants will be featured on all of our digital and social channels.
 - We will designate at least one central Curbside Pickup area with signage. If merchant demand is high, we may increase the number of designated Curbside Pickup areas.
 - Guests arrive in the designated Curbside Pickup location as communicated by the store when making their purchase. The guest contacts the store as instructed, and their products are delivered by store employees to the identified Curbside Pickup area.

GUEST QUEUING

- Social distancing signage will be placed in front of elevators, escalators and throughout the food court for queuing purposes.
- If the number of customers inside your store is exceeding your ability to maintain appropriate social distancing, consider using a text message queuing service.
- If your company does not already have such a platform, Macerich has partnered with Waitwhile, a virtual queuing solution to help you accommodate shoppers while effectively practicing social distancing. This tool is free for 1 month and at a 10% discount for the following 12 months to help your shoppers practice social distancing with ease. For more details visit www.macerich.com/waitwhile

WE'RE READY

Across the country we will continue to follow updates from local government ordinances pertaining to the re-opening our centers. We will work closely with you to ensure all aspects of this recovery are communicated quickly and completely. We are committed to our mutual success. If you have any questions, please contact the local Property Manager or email us at MacChat@Macerich.com. Stay well!