

SHOPPING MALL MANAGEMENT, OPERATIONS & ASSET DEVELOPMENT

Managing Established Destinations. Enhancing
Performance. Creating Sustainable Value.

COMMERCIAL DESTINATIONS PLATFORM

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OUR COMMERCIAL DESTINATIONS PLATFORM

A specialized sector of
CMG Investment Holding

Professional management,
operation, optimization and
development of established
shopping malls and commercial
destinations.

**ESTABLISHED ASSETS /
PROFESSIONAL EXECUTION**



THE CORE OBJECTIVE

**MAXIMIZE THE PERFORMANCE
AND LONG-TERM VALUE OF
EXISTING COMMERCIAL ASSETS.**

Focused on operating assets already open, active and serving their markets.

AN EXISTING OPERATING FOUNDATION

9

OPERATIONAL SHOPPING MALLS

- RETAIL F&B
ENTERTAINMENT
- SERVICES CUSTOMERS
TENANTS
- COMMERCIAL ACTIVITY



FROM ASSET PROTECTION TO VALUE CREATION

01

**PROTECT
THE ASSET**

02

**IMPROVE
OPERATIONS**

03

**INCREASE
TRAFFIC**

04

**STRENGTHEN
TENANTS**

05

**GROW
REVENUE**

06

**ENHANCE
ASSET VALUE**

An integrated sequence that converts disciplined management into durable value.

INTEGRATED MANAGEMENT CAPABILITIES



01

MALL MANAGEMENT & OPERATIONS

One connected commercial ecosystem.

02

LEASING & TENANT RELATIONS

One connected commercial ecosystem.

03

MARKETING & CUSTOMER EXPERIENCE

One connected commercial ecosystem.

04

ASSET OPTIMIZATION, REVENUE MANAGEMENT & TECHNOLOGY

One connected commercial ecosystem.

MALL MANAGEMENT & DAILY OPERATIONS

01

MANAGE

Customer service, vendors
and tenant support

02

COORDINATE

Cleaning, maintenance,
parking, security and safety

03

MONITOR

Inspections, emergency
response and service quality

SAFE • CLEAN • EFFICIENT • ATTRACTIVE • CUSTOMER-FOCUSED

LEASING & TENANT PERFORMANCE

THE RIGHT MIX MAKES THE DESTINATION.

Tenant relations • Lease administration •
Occupancy management

Performance monitoring • Commercial
reviews

Anchor strategy • Category balance • F&B
mix



BUILDING A BALANCED DESTINATION

FRAGMENTED

Isolated offers
Uneven category mix
Short, single-purpose visits

BALANCED

Strong brands + attractive concepts
Essential services + dining
Entertainment + leisure

MORE TRAFFIC → LONGER VISITS → STRONGER TENANT PERFORMANCE

CUSTOMER EXPERIENCE & DESTINATION DEVELOPMENT



- **SHOP**
- **DINE**
- **ENTERTAIN**
- **SOCIALIZE**
- **RELAX**
- **DISCOVER**

Guest services, feedback, digital engagement, family activities and loyalty — amplified through seasonal activations, events and community engagement.

MARKETING & COMMERCIAL ACTIVATION



AWARENESS

TRAFFIC

ENGAGEMENT

CONVERSION

LOYALTY

Branding • Digital • Content • PR • Paid
media • Influencers • Partnerships

MEASURING CUSTOMER AND TENANT IMPACT

01

**INCREASE
FOOTFALL**

A measurable
destination outcome.

02

**INCREASE
DWELL TIME**

A measurable
destination outcome.

03

**INCREASE
REPEAT VISITS**

A measurable
destination outcome.

04

**IMPROVE CUSTOMER
SATISFACTION**

A measurable
destination outcome.

05

**SUPPORT
TENANT SALES**

A measurable
destination outcome.

A BETTER JOURNEY CREATES A STRONGER COMMERCIAL ECOSYSTEM.

REVENUE & ASSET OPTIMIZATION

01 RENTAL REVENUE Performance lens	02 OCCUPANCY Performance lens	03 TENANT PERFORMANCE Performance lens	04 FOOTFALL Performance lens
05 REVENUE / SQM Performance lens	06 MARKETING ROI Performance lens	07 OPERATING COSTS Performance lens	08 ANCILLARY REVENUE Performance lens

ASSET UTILIZATION → INFORMED COMMERCIAL DECISIONS

UNLOCKING ADDITIONAL ASSET VALUE

01

REPOSITION

Refresh market relevance and optimize tenant mix.

02

ACTIVATE

Create new revenue streams and commercial moments.

03

IMPROVE

Advance operations and identify redevelopment opportunities.

INCREASE COMMERCIAL PRODUCTIVITY / BUILD LONG-TERM VALUE

TECHNOLOGY-ENABLED MANAGEMENT

REAL-TIME ANALYTICS
CUSTOMER INSIGHTS
PERFORMANCE MONITORING



CRM & LOYALTY
DIGITAL WAYFINDING
CUSTOMER ENGAGEMENT

SMART PARKING • OPERATIONAL DASHBOARDS • DATA-DRIVEN DECISIONS

A SCALABLE PLATFORM FOR GROWTH



CENTRAL MANAGEMENT + STANDARDIZED PROCEDURES + PROFESSIONAL TEAMS
TECHNOLOGY + KPIs + CONTINUOUS IMPROVEMENT

WHY CIRCLE MOON PLAZA

01

EXISTING EXPERIENCE

9 operational shopping malls

02

INTEGRATED MANAGEMENT

One connected commercial ecosystem

03

PERFORMANCE-DRIVEN

Customer-centric and asset-focused

04

TECHNOLOGY-ENABLED

Scalable across assets and markets

**CUSTOMERS EXPERIENCE MORE. TENANTS PERFORM BETTER.
ASSETS CREATE GREATER VALUE. INVESTORS ACHIEVE SUSTAINABLE GROWTH.**

Managing Established Destinations. Enhancing Performance. Creating Sustainable Value.



Thank you
