

Starfield Hanam Wins Gold ICSC Asia Award at ICSC Award Ceremony

Starfield Hanam wins 2018 ICSC Asia Award in the New Development Category

South Korea, October 25, 2018 – Taubman Asia and Shinsegae Group’s Starfield Hanam Shopping Center has won a gold ICSC Asia award in the New Development Category presented by the International Council of Shopping Centers (ICSC) at the ICSC Award Ceremony. The awards ceremony held during the RECon Asia-Pacific Conference in Kuala Lumpur is one of Asia Pacific’s leading retail real estate conventions. The ICSC Asia award in the New Development category recognizes industry practitioners in the region for the outstanding achievements in the design and development creativity of world-class retail properties.



Starfield Hanam is the first shopping theme park in South Korea featuring the new concept of “Sportainment”, bringing together shopping, leisure activities, and healing all in one spot. The shopping center provides adults, children, and tourists with themed concept areas, Aquafield, an indoor waterpark and spa club, and Sports Monsters, the world’s first ‘sportainment’ theme park.

Nick Travaglini, vice president of Taubman Asia, a speaker at RECon Asia Conference said, “Shopping centers need to provide more than just a venue for shopping. They need to evolve to become a space for communities to be entertained, socialized and connected.”

Taubman Asia

Starfield Hanam opened in September 2016 and was jointly developed by Taubman Asia, a subsidiary of U.S. mall operator Taubman Centers, Inc., and Shinsegae Group, the leading department store group in South Korea. Benefiting from Taubman's 68 years of managing shopping centers and anchored by Shinsegae's understanding of Korea's local retail market, Starfield Hanam is now one of the largest shopping centers in Korea providing unique cultural, lifestyle and entertainment offerings to shoppers.

"We are thrilled to receive this award. Designing an exceptional space was a key aspect of our mission and enables us to provide the best experience for our shoppers, no matter if they are here to shop, to dine, or to relax," said Travaglini. "We will take care of their every need to the best of our standards."



Taubman Asia's other projects - CityOn.Zhengzhou and CityOn.Xi'an - were awarded gold at the 2017 ICSC Asia Pacific Shopping Center Awards in Marketing category for the Grand Opening, Expansion and Renovations Campaigns; and silver at the 2018 ICSC China Shopping Center & Retailer Awards in the Emerging Technology category respectively.

Taubman Asia was established in 2005 and currently employs over 100 staff in five offices in Hong Kong, Seoul, Beijing, Shanghai and Macau. Across the region it

Taubman Asia

jointly develops high-quality malls with strategic partners. The firm is engaged in projects that leverage its strong retail planning, design, leasing and operational capabilities while its partners are responsible for acquiring and entitling the land for development, and leading construction.

Founded in 1957, the International Council of Shopping Centers (ICSC) is the global trade association of the shopping center industry with over 70,000 members in more than 100 countries including shopping mall owners, developers, operators, market experts, investors, leasing companies, retailers, and academic research and government agencies.



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About Starfield Hanam

Starfield Hanam, located in scenic Hanam, South Korea just east of Seoul, is the largest western-style shopping center in the country at nearly 1.7 million square feet. Anchored by Shinsegae department store, the center offers approximately 300 stores, restaurants, and a variety of sports and entertainment venues. Conveniently connected to the Misa road, which is linked to the Greater Seoul freeway network, Starfield offers approximately 6,200 parking spaces and access to bus transportation routes.

About Taubman Asia

Taubman Asia is a subsidiary of U.S. Mall operator Taubman Centers, Inc. (NYSE: TCO) – a leader in the shopping center industry. Taubman Asia is the platform for Taubman Centers' expansion into China and South Korea and focuses on owning, managing, and/or leasing high-quality and sustainable retail real estate projects in Asia



that leverage Taubman's strong retail planning design and operational capabilities, and aims to increase customer satisfaction and enhance brand value. For more information about Taubman Asia, visit taubmanasia.com.

About Shinsegae Group

Shinsegae Group is a retail company group with 33 subsidiary companies and has recorded sales of KRW 20 trillion and the total asset amount of KRW 29 trillion in 2015. Shinsegae Group has been leading the new trends in Korean retail with the first department store, the first discount retailer and the first premium outlet in South Korea. Shinsegae Group has two big businesses, Shinsegae department store and E-mart. Shinsegae department store operates 11 stores and E-mart operates 157 stores in South Korea and 10 stores in China, Vietnam and Mongolia, following the first store in 1993 (as of August 2016).

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High resolution photos in this press release can be downloaded at the following link: <https://edelmanftp.boxcn.net/s/1ysx0f8negg3e2t7nfwbnhlsj69sfxap>

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For more information, please contact:

Alison Wong
Edelman Hong Kong
Tel: (852) 2837 4738
Alison.Wong@edelman.com

Eunice Chan
Edelman Hong Kong
Tel: (852) 3756 8626
Eunice.Chan@edelman.com