

Taubman Asia Wins Gold in The 2017 ICSC Asia Pacific Shopping Center Awards *CityOn.Zhengzhou Shopping Center the only China project winning the Grand Opening Award*

Bangkok, Thailand, October 24, 2017 – Taubman Asia announced that its new project CityOn.Zhengzhou, co-invested and co-developed with Wangfujing Group, won a Gold at the 2017 ICSC Asia Pacific Shopping Center Awards in the category of “New Developments” under the section of “Grand Opening, Expansion and Renovations”. The Award Ceremony took place in Bangkok recognizing and honoring industry practitioners in the region for outstanding achievements in the design, development and marketing of retail properties in terms of vision, innovation and creativity. CityOn.Zhengzhou, located in the provincial capital of central China’s Henan Province, is the only China project that wins a Grand Opening award.

Opened on March 16, 2017, CityOn.Zhengzhou promises a best-in-class retail destination by creating a landmark in the heart of Zhengdong New District, the new economic and cultural center of Zhengzhou. The six-level, one million square foot shopping center offers a curated mix of domestic, international and lifestyle brands from fast fashion to accessible luxury anchored by a four-level Wangfujing department store.

CityOn.Zhengzhou’s Grand Opening took place during a traditionally off-season period. CityOn launched its creative “CityOn Opening Season” campaign encompassing multichannel online and offline membership recruitment activities, themed promotional events, and innovative partnerships with mobile transportation service platforms Didi Chuxing and OFO, making CityOn.Zhengzhou the talk of the city and one of the most popular meeting places.



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Peter Sharp, President of Taubman Asia, said, “We are thrilled to be honored with a Gold at the industry’s most prestigious award. Receiving this recognition is a great encouragement and motivation, and we will continue our efforts in setting new standards for retail experiences for the people of Zhengzhou and China.”

Founded in 1957, the International Council of Shopping Centers (ICSC) is the global trade association of the shopping center industry with more than 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. Thousands of projects from China, Australia, New Zealand, the Philippines, Singapore, India, Vietnam, Thailand and Hong Kong and Macao, competed for this year’s ICSC Asia Pacific Shopping

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Center Awards. In addition to CityOn.Zhengzhou, Taubman Asia's other China project, CityOn.Xi'an, was also shortlisted as a finalist in the "Public Relations and Events" category for its tremendously popular Little Talent Camp, a kids-oriented occupational experience campaign.

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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.