

## **Taubman Asia Wins Silver Award at 2018 ICSC China Shopping Center & Retailer Awards**

*CityOn.Xi'an is the only project in China's non-tier-one cities to win the Emerging Technology award*

Shanghai, April 20, 2018 – Taubman Asia proudly announced that its project CityOn.Xi'an Shopping Center won a silver award at the 2018 ICSC China Shopping Center & Retailer Awards in the Emerging Technology category, the only project located in a non-tier-one city to be honored in this category. The awards recognize industry practitioners in the region for outstanding achievements in the design, development and marketing of retail properties focusing on their vision, innovation and creativity. The awards ceremony took place in Shanghai today.





CityOn.Xi'an teamed up with leading mobile platforms Didi Chuxing, SF Express and Mobike to launch an "Intelligent Community 2.0" campaign between June and November 2017. The campaign involved sales and point redemption promotions for consumers, parcel drop-off and pick-up services, interactive guides and transport links to CityOn.Xi'an. The range of offers and services on the mobile platforms encouraged nearby residents and office workers to visit the shopping center, thereby increasing footfall and boosting sales volumes at the offline retail outlets.

Peter Sharp, President of Taubman Asia, said, "We are thrilled to be honored with a silver award at the industry's most prestigious awards organized by ICSC. Receiving this recognition is a great encouragement and motivation for us at Taubman, and we will continue to introduce new technologies to retail experiences and consumer services for people in China."

CityOn.Xi'an Shopping Center opened on April 28, 2016 and is jointly developed by Taubman Asia, a subsidiary of U.S. mall operator Taubman Centers, Inc. and Wangfujing Group, the leading department store group in China. Benefiting from Taubman's 60 plus years in managing international shopping centers and Wangfujing Group's deep understanding of the domestic retail market, CityOn.Xi'an Shopping Center provides a high quality one-stop shopping destination with innovative retail solutions, comprehensive customer-focused facilities, such as family nursing rooms, as well as excellent overall customer services. The center is enjoyed by a wide range of lifestyle seekers and has become a model shopping

destination in Xi'an and the northwestern region of China.

CityOn.Zhengzhou Shopping Center has also enjoyed success at the ICSC awards. This year, it was shortlisted as a finalist in the Marketing category for China's first community-oriented mini theatre. Launching in 2017, it won a gold award at the ICSC Asia Pacific Shopping Center Awards in the Marketing category in the Grand Opening, Expansion and Renovations category.

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 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. ICSC's flagship conference in China gathers more than 300 retail real estate industry leaders from around the world to share their insights and opportunities.

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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](http://taubmanasia.com).

### **About Wangfujing Group Co.,Ltd**

Founded in 1955 on China's busiest commercial street in Beijing, Wangfujing Group Co., Ltd has an established history of over 60 years.

As China has transformed into a market-oriented economy, Wangfujing Group Co., Ltd has evolved from being the first store of the "new China" to the top department store in the country, leading the development of the retail industry and enjoying a strong reputation at home and overseas. As it continues its commitment to its original mission, the Group is recognized as the industry leader and is dedicated to transforming its traditional department store business into a modern retail group.

# Taubman Asia

The Group's current sales network spans seven major economic zones in China, operating 46 large-scale retail stores in 28 cities and covering various retail formats including department stores, shopping malls and outlets. The Group's network has a total operating area of approximately 2 million square meters.

## **Contacts:**

### **Taubman Asia**

Zoe Zhang  
Manager  
Public Relations & Marketing (China)  
+86 21 6288 1662 \* 6797  
[zzhang@taubman.com](mailto:zzhang@taubman.com)

Karen Lee  
Director  
Public Relations & Marketing (China)  
+86 21 6288 1662 \* 6659  
[Klee@taubman.com](mailto:Klee@taubman.com)