

Liberty Two Degrees Malls win 32 Footprint Marketing Awards in 2020

Surpassing its incredible 12 wins in 2019, L2D wins 32 Footprint Marketing Awards across its portfolio in 2020.

17 November 2020 - The co-owned malls of Liberty Two Degrees (L2D), a precinct focused, retail-centred REIT were awarded a considerable number of Footprint Marketing Awards by the South African Council of Shopping Centres (SACSC). The awards recognise exceptional shopping centre marketing, innovation and creative achievements, together with economic success and excellence within the South African property industry. The annual Footprint Marketing Awards which attract hundreds of industry players were held via Zoom on November 16.

Jonathan Sinden, Chief Operating Officer of L2D comments, ***“Our malls are positioned as an experience in and of themselves. We remain focused on continuously improving the quality of our malls and introducing innovative and unique experiences that attract tenants and shoppers to our spaces.***

This is achieved through the strategic implementation of initiatives which are centered around our building blocks of; Smart Spaces, which aims to create smart environments that integrate technology to enhance the customer and retailer experience as a strategic growth area, Good Spaces that are positioned to transform the retail industry in an environmentally sustainable manner, Interactive Spaces that provide an interchange of ideas and experiences within the malls and Safe Spaces which underpin our building blocks with the aim to ensure the mall environments hold the highest standard of safety and security for tenants and shoppers. We are excited about these awards as they prove that we are making great progress against our strategic objectives”.

In total, L2D malls collected 5 Gold Footprint Marketing Awards for its iconic Sandton City, also taking home 8 Silver and 19 Bronze awards across 13 categories respectively for its portfolio. The management of L2D is passionate about operational excellence and staying abreast of trends to cater to the ever-changing needs of customers, making the L2D malls dominant in their precincts. Management look forward to another year of marketing innovation and forward thinking for the benefit of all shoppers and tenants.

Heloise Mgcina, Marketing Executive at L2D comments, ***“We are pleased to have delivered on that requirement and stand very proud of how our malls have performed at this year’s Footprint Marketing Awards which are held in high esteem. We pride ourselves in all our marketing initiatives, which are implemented through Excelerate Brand Management, and have contributed to the recognition of our malls as meaningful contributors to the communities in which they operate”.***

“We congratulate Sam Ntuli Mall for its well-deserved Spectrum Award win, as well as The Foschini Group, for winning the RDDA Spectrum Award for their Sports scene store in Sandton City”, continues Mgcina.

The malls which are positioned as centres of excellence in their respective communities, are co-owned by L2D and Liberty Group Limited (Liberty) and in the case of Sandton City, the centre is also co-owned by Pareto Limited (Pareto).

The total awards received across the portfolio are as follows:

Awards Won:



Gold Footprint Marketing Award

Centre: Sandton City
Campaign: Festive City
Category: C – Sales, Promotions & Events

Centre: Sandton City
Campaign: Festive City
Category: H – Community Relations

Centre: Sandton City
Campaign: Black Coffee Guinness World Records
Category: K – Visual Merchandising

Centre: Sandton City
Campaign: JHB Pride
Category: H – Community Relations

Centre: Sandton City
Campaign: SA Style Awards
Category: H – Community Relations

Silver Footprint Marketing Award

Centre: Eastgate Shopping Centre
Campaign: #BeBeautiful
Category: H – Community Relations

Centre: Eastgate Shopping Centre
Campaign: Motor Show
Category: A – Centre Productivity

Centre: Eastgate Shopping Centre
Campaign: Since 1979
Category: A – Centre Productivity

Centre: Eastgate Shopping Centre
Campaign: Since 1979
Category: J – Category Integration

Centre: Liberty Midlands Mall
Campaign: #LoveLocal
Category: H – Community Relations

Centre: Sandton City
Campaign: Festive City
Category: A – Centre Productivity



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Centre: Sandton City
Campaign: Gamer's Expo
Category: C – Sales, Promotions & Events

Centre: Sandton City
Campaign: JHB Pride
Category: A – Centre Productivity

Bronze Footprint Marketing Award

Centre: Eastgate Shopping Centre
Campaign: #BeBeautiful
Category: L – Digital Marketing

Centre: Eastgate Shopping Centre
Campaign: Aquaponics
Category: H – Community Relations

Centre: Eastgate Shopping Centre
Campaign: Festival of Fun
Category: C – Sales, Promotions & Events

Centre: Eastgate Shopping Centre
Campaign: Since 1979
Category: K – Visual Merchandising

Centre: Liberty Midlands Mall
Campaign: #LoveLocal
Category: C – Sales, Promotions & Events

Centre: Liberty Midlands Mall
Campaign: Art of Fashion
Category: H – Community Relations

Centre: Liberty Midlands Mall
Campaign: Plugged into the Sun
Category: D – Public Relations

Centre: Liberty Midlands Mall
Campaign: Santa's Grotto
Category: K – Visual Merchandising

Centre: Liberty Promenade
Campaign: Kite Decorating Festival
Category: H – Community Relations

Centre: Liberty Promenade
Campaign: Next Generation Musical Showcase



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Category: D – Public Relations

Centre: Liberty Promenade
Campaign: Next Generation Musical Showcase
Category: H – Community Relations

Centre: Liberty Promenade
Campaign: Tackle, Toss, Triumph
Category: C – Sales, Promotions & Events

Centre: Nelson Mandela Square
Campaign: Latitudes Art Fair
Category: D – Public Relations

Centre: Nelson Mandela Square
Campaign: Rugby World Cup
Category: L – Digital Marketing

Centre: Sandton City
Campaign: Changing Waves
Category: K – Visual Merchandising

Centre: Sandton City
Campaign: Festive City
Category: K – Visual Merchandising

Centre: Sandton City
Campaign: Gamer's Expo
Category: B – Retailer Productivity

Centre: Sandton City
Campaign: Hot FM Teddython
Category: H – Community Relations

Centre: Sandton City
Campaign: The Nutcracker's Winter Circus
Category: E – Advertising

— Ends —

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NOTES TO EDITORS

About Liberty Two Degrees Limited

Liberty Two Degrees (L2D) is a South African precinct-focused, retail-centred REIT, first listed as a Collective Investment Scheme in Property (CISIP) on the Johannesburg Stock Exchange in December 2016. With effect from 1 November 2018, L2D was reconstituted as a corporate REIT to Liberty Two Degrees Limited. This better positions L2D for sustainable growth whilst unlocking shareholder value.

L2D's **purpose** is to continue to create experiential spaces that benefit generations, with a **vision** to be the leading South African, precinct-focused, retail-centred REIT. L2D's purpose and vision guide its strategy and underpin its everyday business activities.

About Liberty Two Degrees' portfolio

L2D has investments in a quality portfolio of iconic assets, these are:

- **Johannesburg:**
 - Sandton City Complex; Eastgate Complex; and Nelson Mandela Square;
 - Sandton Sun Hotel, the InterContinental Sandton Towers and the Garden Court Sandton City;
 - Standard Bank Centre offices; and
 - Melrose Arch precinct
- **Cape Town:** Liberty Promenade Shopping Centre; Century City Offices;
- **KwaZulu-Natal:** Liberty Centre Head Office and Umhlanga Ridge Office Park; Liberty Midlands Mall; John Ross Eco-Junction Estate; and
- **Bloemfontein:** Botshabelo Mall

L2D is focused on continuously improving the quality of its assets, introducing innovative and unique experiences that attract tenants, shoppers and visitors to its malls in order to create sustainable value for stakeholders. L2D aims to create spaces that provide a sense of community and go beyond the ordinary shopping experience.

L2D building blocks

L2D's aim is to create spaces that enable personal, memorable human engagements and seamless interactions between retailers and consumers, continually driving authentic encounters through community-driven engagements and a strong focus on sustainable and ethical practices. This has been articulated through the L2D strategic building blocks, which help futureproof the assets and truly set them apart in the market and sharpen the focus of L2D's efforts and business activities. The L2D building blocks are:



- **Good Spaces:** L2D's shopping malls are ecosystems that provide trading and experiential environments for some of the world's most iconic brands as well as brands in high demand. L2D understands the importance of partnering with its stakeholders to accelerate its positive impact on the natural environment. L2D remains bold in driving its net zero commitments, which is evident at a number of its business operations and sites. L2D continues to reduce carbon emissions, water use and waste generation as it moves towards achieving its net zero sustainability target by 2030. Supportive initiatives have been implemented to achieve this goal.
- **Smart Spaces:** L2D aims to secure and sustain its leading position in the market by remaining at the forefront of innovative design thinking. The creation of smart environments that integrate technology to enhance the customer and retailer experience is a key initiative in this strategic growth area. Through Smart Spaces, L2D aims to accelerate its roadmap to create the seamless interaction between digital and physical retail
- **Interactive Spaces:** Interactive Spaces is about providing an interchange of ideas and experiences within the L2D malls. The emphasis is on interaction, a fast pace, excitement, experience and stimulus, with a vision to create vibrant and diverse spaces with experience at their heart. Interactive Spaces encourages common ownership, placemaking and enjoyment of the physical environments in which L2D operates.
- **Safe Spaces:** L2D's building blocks are all underpinned by Safe Spaces. L2D aims to drive a clearly defined mall strategy that ensures the mall environments hold the highest standard of safety and security for tenants and shoppers. L2D has been affirmed by SAFE Shopping Centres, a Global certification and advisory company, as the first responsible owner in Africa to achieve international certification following a Covid-19 assessment, taking the extra steps to ensure duty of care for tenants and shoppers.



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