

Brixmor Property Group

ICSC Download

May 2025



Brixmor Presenters



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Brixmor Update

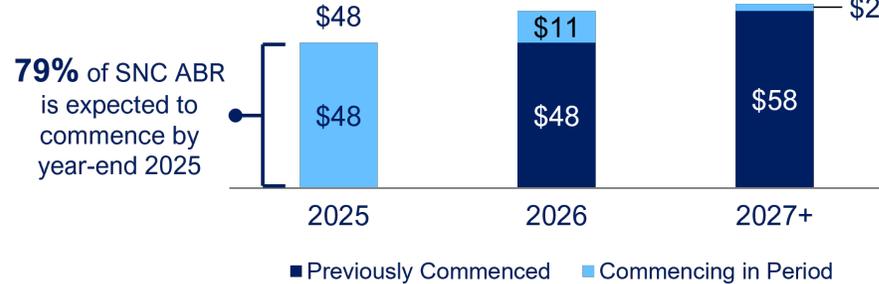
Traffic Remains Elevated

- Traffic trends remain positive
 - In April, BRX total traffic up ~8% y/y and continues to rank at the top of the peer group (+~6%) and above the broader retail industry (+~5%)

Tailwinds From Executed Leasing

- \$60M of ABR from 3M SF of signed but not yet commenced leases (SNC), at a blended rate of \$20.62 PSF, 15% above portfolio average

Expected Timing of Leases SNC (\$M)



Capitalizing On Disruption

- In the current supply constrained environment, retailer disruption creates a **significant opportunity**
- Brixmor's portfolio transformation, national tenant partnerships and proven ability to quickly re-lease space deliver outperformance
- Recently recaptured bankruptcy space is **~75% resolved** at **spreads over 40%** (as of May 8, 2025)

Retailer Disruption

BIG LOTS! **JOANN** **PartyCity**



2025 ICSC Recap

- Very constructive tone with core categories continuing to execute robust store opening plans

- Commitments extend through 2025 and into 2026 / 2027

- Strong grocer demand across traditional, specialty, and large format footprints



- Established retailers looking to add incremental locations with new prototypes



- Robust restaurant demand



- Competition driving healthy spreads and present multiple opportunities to upgrade tenancy

- Retailers focused on direct deals with landlords on recently recaptured space

Conference Takeaways

- ✓ ~25,000 attendees including ~3,000 retailers
- ✓ Brixmor team conducted ~700 meetings in two days, average meetings per attendee up 5% y/y

Representative Retailer Meetings



BRX Leasing Demand Remains Elevated

Growing With Core Retailers

Purposefully leasing to better tenants at better rents to deliver premium top line growth and improve overall tenant credit profile



Notable Grocer Leases Executed

~81% of ABR is from grocery-anchored centers
 ~\$710 PSF average grocer sales
 (as of 3/31/2025)



New To Portfolio Retailers

Expanding tenant base with thriving and new to portfolio retailers



Lifestyle Tenants Generating Incremental and Relevant Demand

- The growing influx and expansion of lifestyle tenants, including dining, to open-air is a vibrant source of incremental and relevant demand
 - Drives rent profile of overall center
- Daily traffic, visibility, and convenience of open-air shopping centers hold increasing appeal for lifestyle tenants

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PARKER

alo


lululemon

FAIR HARBOR


Bath
& Body
Works

free people

 VUORI

THE
CAPITAL®
G · R · I · L · L · E

WILLIAMS
SONOMA

J. CREW

SEPHORA

Tatte
BAKERY & CAFÉ

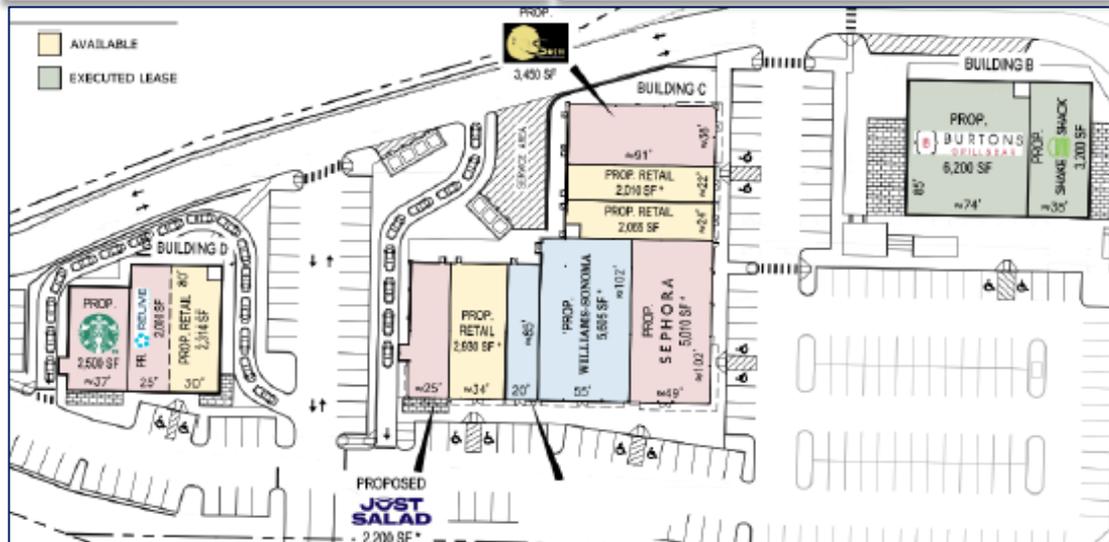
GREAT FOOD • CLASSIC ROCK
Yard House
WORLD'S LARGEST SELECTION OF DRAFT BEER


ATHLETA

Reinvestments Highlighted At ICSC

Barn Plaza (Phase II) Philadelphia, PA

- Demolish former 48K SF freestanding theatre to accommodate construction of three outparcel buildings totaling ~40K SF
- Merchandise mix represents a convergence of elevated retail, service, food and beverage brands, and a high-end grocer

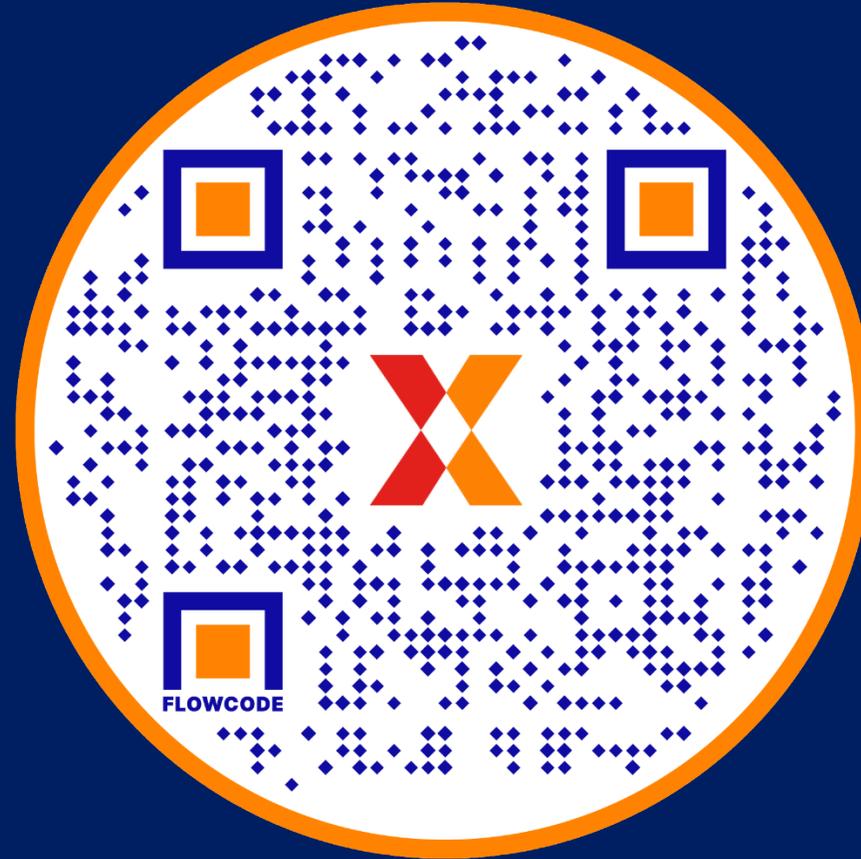


Rockland Plaza New York, NY

- Demolish ~35K SF of underutilized space and construct ~22K SF of new retail space
- Redevelop and remerchandise ~100K SF of retail space



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