

1010data Unique Capability

1010DATA SHOPPING CENTER INSIGHTS FOR CMBS

MEASURE CMBS MALL SALES INTRA-QUARTER WITH CONSUMER TRANSACTION DATA

Use actual spending data—no surveys or satellites required

Unique to 1010data, **Shopping Center Insights for CMBS** maps the retail transactions of millions of consumers to corresponding malls. This alternative data set provides unprecedented visibility into mall revenues amid accelerating ecommerce channel growth.

ACCESS ACCURATE DATA

View actual sales transaction data that is far more accurate than surveys and foot traffic

BENCHMARK CMBS DEALS

Measure sales aggregated by deal, competitive set, individual mall, state, county, MSA, city, and mall's share of city spend

FIND SALES DRIVERS

Pinpoint store categories that most impact mall performance such as anchor vs. non-anchor and retail vs. restaurant

METRICS TRACKED

- ◆ Sales (intra-quarter & reported)
- ◆ Transaction frequency
- ◆ Unique shopper count
- ◆ Tenant count
- ◆ Mall's share of total city spend

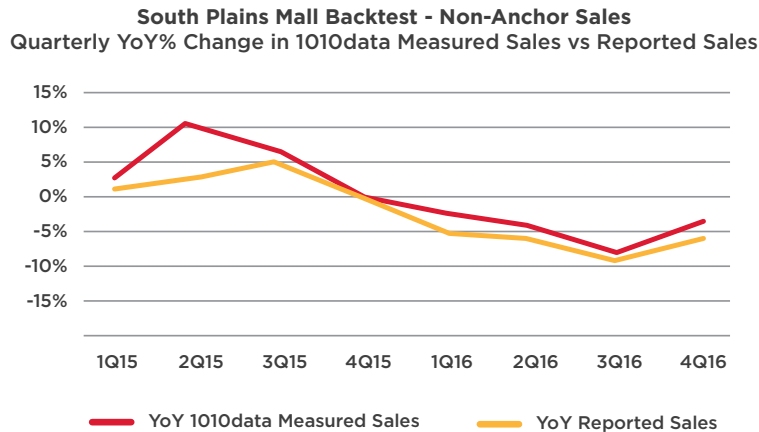
AGGREGATE PERFORMANCE BY

- ◆ CMBS deal, issuer, or vintage
- ◆ Geography by state, county, MSA, and city
- ◆ Store categories (anchor, junior anchors, non-anchors, and food)

USE CASES

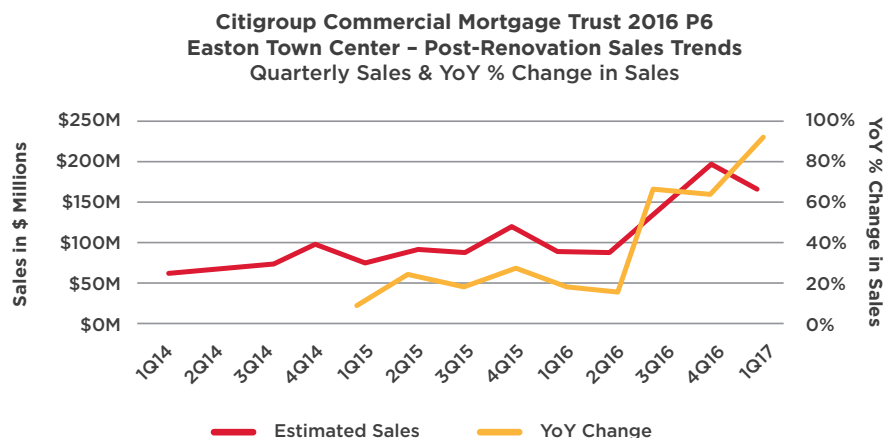
ACCESS THE RIGHT DATA VERIFIED BY BACKTESTS

1010data backtests accurately to reported sales, giving CMBS investors reliable indicators intra-quarter.



IDENTIFY INTRA-QUARTER SALES IMPACT OF EVENTS SUCH AS CAPITAL IMPROVEMENTS AND STORE OPENINGS

In late 2015, a mall whose mortgage is contained in Citigroup Commercial Mortgage Trust 2016 P6 (Easton Town Center in Columbus, OH) completed a 500,000 sq ft expansion, gained several new tenants, and existing tenant Macy’s also renovated its 200,000 sq ft lease into a prototype store, which opened in June 2016. The new tenants and improvements collectively drove over 90% growth in quarterly YoY sales by 1Q17.



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