



FACT SHEET

BCC FashioniCITY Rewards Club

October 21, 2015

bccfashionicity.com

The FashioniCITY Rewards Club by Bramalea City Centre (BCC), is an exclusive loyalty program for people who love to shop! It's free to join and members are rewarded every time they visit the shopping centre.

- To differentiate Bramalea City Centre from its competitors, and to encourage shopper loyalty, BCC launched their FashioniCITY Rewards Club in 2012 - the first of its kind in Canada.
- FashioniCITY, a fully-integrated and interactive mall-wide loyalty program, offers both instant perks and long-term participation incentives for shoppers who regularly visit BCC.
- The new loyalty program allows FashioniCITY members to collect virtual GEMS through participation in the rewards club, such as visits, event attendance, surveys and more. As members collect more GEMS, bigger rewards are unlocked.
- The established rewards club is being incorporated into the BCC App, enhancing the member experience by automating many of the interactions that build their profile including mall visits, event check-ins and photo receipt submission using their phone's built-in camera.
 - Previously these interactions were facilitated with barcoded member cards, primarily via visits to an in-mall kiosk or Guest Services (these participation methods are still available to members who don't have Android or iOS devices).
- Shoppers can join FashioniCITY online, on the BCC App or at Bramalea City Centre with Guest Services.
- The loyalty program helps BCC better understand its customers and uncovers opportunities to enhance their in-mall shopping experience.

ABOUT BRAMALEA CITY CENTRE

Bramalea City Centre is the largest shopping centre in the City of Brampton, and the 4th largest in Ontario. The newly expanded, two-level shopping centre offers 1.5 million square feet of retail shopping space, showcasing a tenant mix of over 350 stores and services including Forever 21, BCBGMAXAZRIA, Aritzia, Charming Charlie, Browns Shoes and Pandora. For more information, visit bramaleacitycentre.com.

ABOUT MORGUARD CORPORATION

Morguard Corporation is a major North American real estate and property management company. It has extensive retail, office, industrial and residential holdings owned directly and through its investment in Morguard REIT and Morguard North American Residential REIT. Morguard also provides real estate management services to institutional and other investors. Morguard's owned and managed portfolio of assets is valued at more than \$19 billion. For more information, please visit Morguard.com.

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