

Memorandum

To	All Retailers
From	Macquarie Centre Management Team
Date	Monday 15 April 2019
Subject	2019 AMP Capital Mystery Shopping Program

Dear Retailers

At Macquarie Centre, we are commissioning a Mystery Shopping research program to identify opportunities that will help centre management and our retailers to continue to improve the environment and experience we offer our customers. The research will be conducted between 22 April and 31 May.

The aim of this program is to understand the end to end journey within our centre from the customers' point of view. We will receive insights around centre touchpoints, our people and the experience within each retail store, with the aim of informing the areas of opportunity for the centre and our retailers.

Specific information for retailers:

- The outcome is to gain an understanding of customer experience at a store level (not individual team members) and throughout the common mall areas
- The program measures a customer's journey: Welcome, Engagement, Close, Farewell
- The program will also obtain a Net Promoter Score (NPS) rating which is a global performance measure of customer likelihood to recommend or return to an organisation
- National retailers have also been notified of the Mystery Shopping program
- No action required from retailers, please encourage your teams to be on top form.

Once this research has been completed, we will share the results for your store with your store manager and/or the owner. Results for each store are treated confidentially and won't be shared with other retailers.

We are excited to commission this piece of research that will provide us both, with valuable insights to assist in delivering the best customer experience possible at Macquarie Centre.

Should you wish to opt out of receiving the research feedback or if you have any questions on the program more generally, please contact the Macquarie Centre Management office (02) 9887 0800.

Kind regards,

Natalie Douglas | Centre Manager