Top players Online Reviews

DASHBOARD

◆ Shopping Centres over 7M annual visits & Factory Outlet Centres over 1M annual visits

legend

Satisfied users % of users who gave a valuation of 4 or 5 stars

Negative Opinions % of negative opinons on total opinions carried out from comments

- * % female users
- % foreign language users
- in positive
- m % response rate on total reviews



Google My Business TripAdvisor

Reference period from 30 september 2019 to 30 september 2020



ORIOCENTER TOTAL REVIEWS 7,809 **AVERAGE SCORE 4.49** SATISFIED USERS 90.5% **NEGATIVE OPINIONS** 8.3%

♠ 39% **№** 6.4% **№** 69% **№** 0

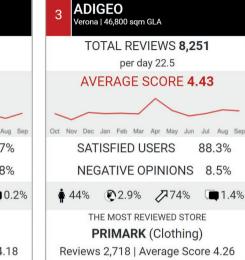
THE MOST REVIEWED STORE

UCI-CINEMAS (Cinema)

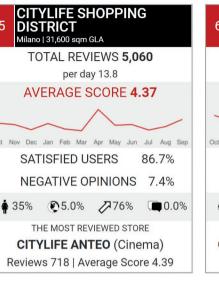
Reviews 1,321 | Average Score 4.30

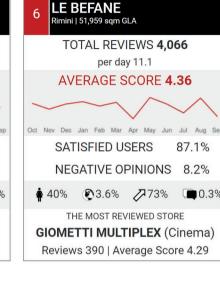
TOTAL REVIEWS 12,804 **AVERAGE SCORE 4.43** SATISFIED USERS 88.7% **NEGATIVE OPINIONS 11.8%** 43% 💽 3.6% 📈 65% 📭 0.2% THE MOST REVIEWED STORE PRIMARK (Clothing) Reviews 6,025 | Average Score 4.18

IL CENTRO

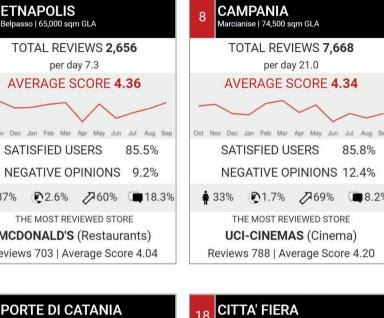


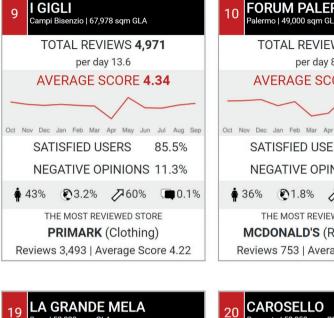
PORTA DI ROMA Roma | 97,000 sqm GLA TOTAL REVIEWS 8,632 **AVERAGE SCORE 4.37** SATISFIED USERS 87.1% **NEGATIVE OPINIONS 11.3%** 🛊 39% 🔞 3.6% 🔑 68% 📭 13.3 THE MOST REVIEWED STORE **IKEA** (Furniture) Reviews 4,286 | Average Score 4.29













ROMAEST

TOTAL REVIEWS 4,935 per day 13.5 **AVERAGE SCORE 4.33**

SATISFIED USERS 86.1% **NEGATIVE OPINIONS 10.6% ♦** 40% **②**2.1% **⊘**65% **□**0.0% UCI-CINEMAS (Cinema)

Reviews 791 | Average Score 3.87

TOTAL REVIEWS 4,847

per day 13.2

AVERAGE SCORE 4.21

SATISFIED USERS 81.4%

NEGATIVE OPINIONS 12.3%

41% 🕲 0.9% 🖊 61% 📭 19.6%

CARREFOUR (Grocery)

Reviews 928 | Average Score 3.94

SHOPVILLE LE GRU



IKEA (Furniture)

Reviews 3,752 | Average Score 4.30

per day 12.9

PRIMARK (Clothing)

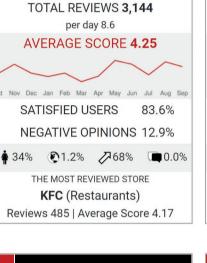
FIORDALISO



CENTRO CASAMASSIMA

TOTAL REVIEWS 3,161





LA CARTIERA



TOTAL REVIEWS 4,911

per day 13.4

AVERAGE SCORE 4.30

NEGATIVE OPINIONS 9.2%

33% 🕲 2.3% 🖊 66% 📭 1.8%

THE MOST REVIEWED STORE

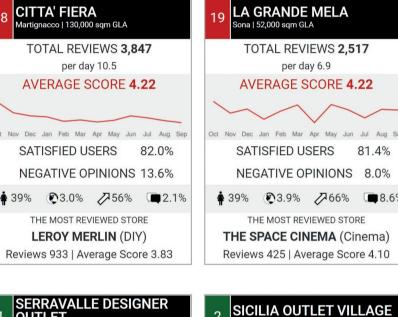
NIKE (Sport)

Reviews 569 | Average Score 3.95

SHOPINN BRUGNATO

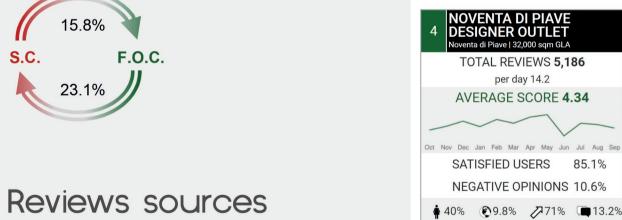
SATISFIED USERS



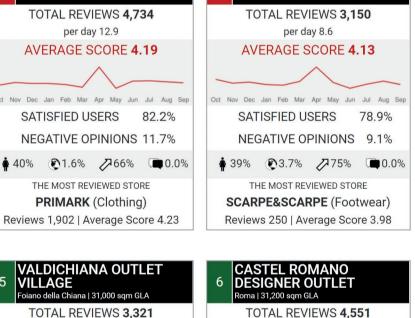




Shared Users % of users who gave a review both to a shopping center and a factory outlet center

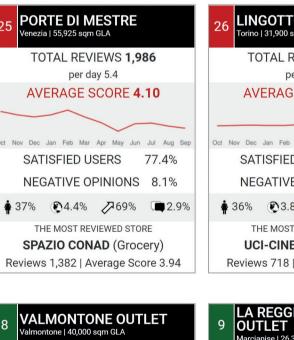


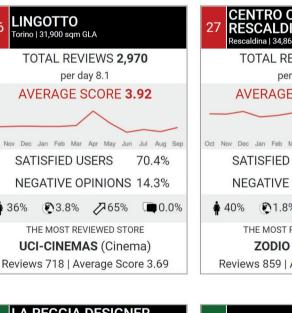




FIUMARA

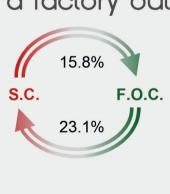






NTRO COMMERCIALE SCALDINA aldina 34,864 sqm GLA	1 SERRAVALLE DESIGNER OUTLET Serravalle Scrivia 51,500 sqm GLA
OTAL REVIEWS 2,697 per day 7.4	TOTAL REVIEWS 6,255 per day 17.1
VERAGE SCORE 3.91	AVERAGE SCORE 4.44
ATISFIED USERS 71.2% EGATIVE OPINIONS 14.6%	Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug SATISFIED USERS 88.8% NEGATIVE OPINIONS 8.6%
② 1.8% ⊘ 51% □ 1.3%	♦ 39% ⑤ 9.4% ⊘ 64% □ 2.
THE MOST REVIEWED STORE ZODIO (Furniture) ews 859 Average Score 4.26	THE MOST REVIEWED STORE NIKE (Sport) Reviews 342 Average Score 4.05
DENZA VII I ACE	SCALO MILANO OUTLET

A OUTLET VILLAGE 10 sqm GLA	3 BARBERINO DESIGNER OUTLET Barberino di Mugello 26,700 sqm GLA
L REVIEWS 4,066	TOTAL REVIEWS 4,340
per day 11.1	per day 11.9
AGE SCORE 4.39	AVERAGE SCORE 4.35
\sim	
Feb Mar Apr May Jun Jul Aug Sep	Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug
TED USERS 87.0%	SATISFIED USERS 86.3%
IVE OPINIONS 10.5%	NEGATIVE OPINIONS 8.5%
6.2% \$\square\$66% \qquare\$1.8%	♠ 38% ● 5.0% ⊘ 51% □ 7.8
OST REVIEWED STORE	THE MOST REVIEWED STORE
NIKE (Sport)	ADIDAS (Sport)
, , ,	` ' '
1 Average Score 4.13	Reviews 488 Average Score 3.95



per day 12.4 **AVERAGE SCORE 4.34** SATISFIED USERS 86.2% **NEGATIVE OPINIONS 11.0% †** 39% 🐑 5.8% 🔑 62% 📭 5.7% THE MOST REVIEWED STORE **NIKE** (Sport) **NIKE** (Sport) Reviews 252 | Average Score 4.15 Reviews 506 | Average Score 4.13





10 Fig	IDEN denza 2	IZA VI 4,400 sqn	LLAG 1 GLA	E	
	TOTA	AL REV		3,47	73
		per d	ay 9.5		
	AVEF	RAGES	SCORE	4.	28
~			✓ <u>`</u>	\	_
Oct Nov	Dec Jan	Feb Mar	Apr May	Jun	Jul
5	SATIS	FIED U	SERS		84.
١	1EGA	TIVE O	PINIO	VS	12.
† 39	% (2.9%	2 76	%	
	THE	MOST RE	VIEWED :	STOR	₹E
		NIKE	(Sport)		
Rev	iews 4	165 AV	erage S	Scor	e 3

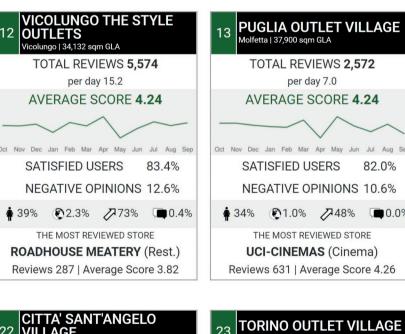
ENZA VILLAGE a 24,400 sqm GLA	11 SCALO MILANO OUTLET & MORE Locate di Triulzi 35,000 sqm GLA
OTAL REVIEWS 3,473	TOTAL REVIEWS 4,820
per day 9.5	per day 13.2
ERAGE SCORE 4.28	AVERAGE SCORE 4.24
\sim	
Jan Feb Mar Apr May Jun Jul Aug Sep	Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug
TISFIED USERS 84.1%	SATISFIED USERS 83.4%
GATIVE OPINIONS 12.3%	NEGATIVE OPINIONS 9.6%
② 2.9% ⊘ 76% □ 1.4%	♠ 39% ② 1.9% ⊘ 65% □ 17.
HE MOST REVIEWED STORE	THE MOST REVIEWED STORE
NIKE (Sport)	NIKE (Sport)
s 465 Average Score 3.92	Reviews 298 Average Score 4.14
ENTO OUTLET VILLAGE	MONDOVICINO OUTLET

	THE TOTAL GOOTILE THE	ALLE TO TOP GOOT IN		
y Jun Jul Aug Sep	Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep	Oct Nov Dec Jan Feb Mar Apr May Jun Ju		
88.8%	SATISFIED USERS 87.0%	SATISFIED USERS 86		
NS 8.6%	NEGATIVE OPINIONS 10.5%	NEGATIVE OPINIONS		
2.5%	† 37% № 6.2% / 66% □ 1.8%	♦ 38% € 5.0% ⊘ 51% (
STORE	THE MOST REVIEWED STORE	THE MOST REVIEWED STORE		
t)	NIKE (Sport)	ADIDAS (Sport)		
Score 4.05	Reviews 61 Average Score 4.13	Reviews 488 Average Score		
OUTLET &	12 VICOLUNGO THE STYLE OUTLETS Vicolungo 34,132 sqm GLA	13 PUGLIA OUTLET VILL Molfetta 37,900 sqm GLA		
4,820	TOTAL REVIEWS 5,574	TOTAL REVIEWS 2,572		
	per day 15.2	per day 7.0		
RE 4.24	AVERAGE SCORE 4.24	AVERAGE SCORE 4.2		
		_ ^		

THE MOST REVIEWED STORE

♠ 37% **№** 2.2% **⊘** 38 THE MOST REVIEWED

Reviews 207 | Average S



| Average Score 3.98



NIKE (Sport)

Reviews 67 | Average Score 3.67

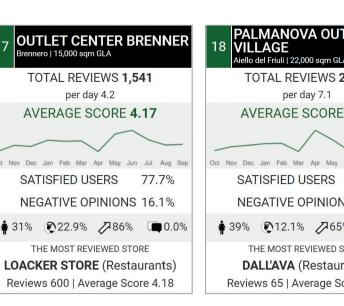
THE MOST REVIEWED STORE

LINDT (Restaurants)

Reviews 303 | Average Score 4.53

CASTEL GUELFO THE STYLE OUTLETS TOTAL REVIEWS 3,115 per day 8.5 **AVERAGE SCORE 4.19** SATISFIED USERS 80.8% **NEGATIVE OPINIONS 12.3%** 39% 🕲 2.0% 🖊 53% 🔳 0.5% THE MOST REVIEWED STORE **NIKE** (Sport) Reviews 177 | Average Score 3.99





Aiello del Friuli 22,000 sqm GLA	Brugnato 22,200 sqm GLA		
TOTAL REVIEWS 2,590	TOTAL REVIEWS 1,439		
per day 7.1	per day 3.9		
AVERAGE SCORE 4.17	AVERAGE SCORE 4.09		
Dec Jan Feb Mar Apr May Jun Jul Aug Sep	Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Se		
SATISFIED USERS 78.3%	SATISFIED USERS 76.1%		
NEGATIVE OPINIONS 15.5%	NEGATIVE OPINIONS 20.1%		
9% 💽 12.1% 🖊 65% 📺 0.0%	♠ 40% № 1.6% ₯ €0.0% № 0.6%		
THE MOST REVIEWED STORE	THE MOST REVIEWED STORE		
DALL'AVA (Restaurants)	NIKE (Sport)		
eviews 65 Average Score 3.98	Reviews 225 Average Score 4.15		

20	CILI Eboli	ENTO OL 23,000 sqm GL	JTLET \	VILLAGE
	TOTAL REVIEWS 1,547			
		per da	y 4.2	
	AV	ERAGE S	CORE 4	1.08
Oct N	ov Dec	Jan Feb Mar	Apr May Ju	n Jul Aug Sep
	SAT	ISFIED US	SERS	75.0%
NEGATIVE OPINIONS 15.3%				
† (34%	2 .9%	₽ 72%	0.0%
THE MOST REVIEWED STORE				
MCDONALD'S (Restaurants)				
Reviews 650 Average Score 3.58				

21 VILI	NDOVICINO OUTLET LAGE vi 24,473 sqm GLA
TC	TAL REVIEWS 1,986
	per day 5.4
AV	ERAGE SCORE 4.06
Oct Nov Dec	Jan Feb Mar Apr May Jun Jul Aug S
	TISFIED USERS 76.1%
NEC	GATIVE OPINIONS 15.3%
† 40%	②2.6% / 74% □ 0.19
TH	HE MOST REVIEWED STORE
I PAR	TENOPEI (Restaurants)
Review	s 550 Average Score 3.95

CITTA' SANT'ANGELO VILLAGE Città Sant'Angelo 25,500 sqm GLA	23 TORINO OUTLET VILLAGE Settimo Torinese 20,000 sqm GLA		
TOTAL REVIEWS 1,270	TOTAL REVIEWS 3,420		
per day 3.5	per day 9.3		
AVERAGE SCORE 4.03	AVERAGE SCORE 4.03		
ov Dec Jan Feb Mar Apr May Jun Jul Aug Sep	Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Se		
SATISFIED USERS 73.8%	SATISFIED USERS 74.9%		
NEGATIVE OPINIONS 12.8%	NEGATIVE OPINIONS 18.1%		
37% ② 2.2% 38%	♦ 40% № 3.7% № 75% № 0.99		
THE MOST REVIEWED STORE	THE MOST REVIEWED STORE		
ADIDAS (Sport)	NIKE (Sport)		
eviews 207 Average Score 3.95	Reviews 240 Average Score 3.98		