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PRIMARY TRADE AREA

TRADE AREA DISTRIBUTION

- PRIMARY TRADE AREA (65% CATCHMENT)
- SECONDARY TRADE AREA (85% CATCHMENT)
- 24 MINUTE DRIVE TIME (65% CATCHMENT)
- 9 MILE RING (63% CATCHMENT)
- CITY LIMITS
- CUSTOMER SAMPLES

Source: Catalyst Commercial, 2016
### RETAIL DEMAND

<table>
<thead>
<tr>
<th>Category</th>
<th>Current SQFT Demand</th>
<th>Current SQFT Supply</th>
<th>Retail Gap (Leakage)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DEPARTMENT STORES</strong></td>
<td>679,322</td>
<td>358,684</td>
<td>320,638</td>
</tr>
<tr>
<td><strong>OTHER GENERAL MERCHANDISE</strong></td>
<td>353,134</td>
<td>37,130</td>
<td>316,004</td>
</tr>
<tr>
<td><strong>LIMITED-SERVICE RESTAURANTS</strong></td>
<td>185,980</td>
<td>102,232</td>
<td>83,748</td>
</tr>
<tr>
<td><strong>FULL-SERVICE RESTAURANTS</strong></td>
<td>164,965</td>
<td>94,028</td>
<td>70,937</td>
</tr>
<tr>
<td><strong>SPECIALTY FOOD STORES</strong></td>
<td>102,952</td>
<td>46,747</td>
<td>56,205</td>
</tr>
</tbody>
</table>

Source: Esri, 2019
2019 CONSUMER DEMOGRAPHICS

GENERATIONAL DISTRIBUTION

<table>
<thead>
<tr>
<th>Generation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silent Generation</td>
<td>8%</td>
</tr>
<tr>
<td>Baby Boomer</td>
<td>22%</td>
</tr>
<tr>
<td>Generation X</td>
<td>26%</td>
</tr>
<tr>
<td>Millennials</td>
<td>26%</td>
</tr>
<tr>
<td>Generation Z</td>
<td>18%</td>
</tr>
</tbody>
</table>

GEORGETOWN PTA POPULATION: 127,298
CITY POPULATION: 74,180

MEDIAN HOUSEHOLD INCOME (PTA): $78,567
MEDIAN HOME VALUE (PTA): $279,277

Source: Esri, 2019
TRAFFIC COUNTS

24 Hour ADT
- I-35 at Private Rd. 917: 61,678
- SH 195 at Airport Rd.: 13,805
- I-35 at SH 195: 79,898
- Williams at Del Webb Blvd.: 9,911
- Williams Dr. at Woodlake: 13,891
- W. University Ave. at CR 265: 17,971
- D B Wood Rd. at CR 265: 11,324
- W. 12th St. at Rock St.: 14,484
- S. Austin Ave. at 9th St.: 12,669
- Leander Rd. at Railroad Ave.: 13,985
- S. Austin Ave. at W. 21st St.: 9,911
- I-35 Leander Rd.: 13,943
- SH 130 Toll at SH 29: 12,963
- E. 12th St. at Summercrest Dr.: 15,351
- SH 130 Svc Road at CR 152: 9,395

Source: Catalyst Commercial, 2016
MAJOR RETAIL NODES

1. 130 & University
2. The Triangle
3. Longhorn Junction
4. NWC Lakeway & I-35
5. The Rivery
6. Williams Drive Corridor
7. Ronald Reagan & Williams Dr. Intersection
8. Downtown
9. Wolf Ranch Town Center
10. Wolf Lakes Village
11. Wolf Crossing

Source: Catalyst Commercial, 2016
130 & University

POTENTIAL MERCHANDISING TARGETS

GROCERY STORE
CONVENIENCE RETAIL
DESTINATION ENTERTAINMENT
RESTAURANT

MAJOR RETAIL NODE #1
The Triangle

POTENTIAL MERCHANDISING TARGETS

REGIONAL RETAIL
INDUSTRIAL
FLEX/OFFICE
CORPORATE CAMPUS

MAJOR RETAIL NODE #2
Ronald Reagan & Williams Drive Intersection

POTENTIAL MERCHANDISING TARGETS

GROCERY
RESTAURANT
NEIGHBORHOOD RETAIL
MIXED USE OFFICE/RETAIL

MAJOR RETAIL NODE #7
Longhorn Junction

MAJOR RETAIL NODE #3

POTENTIAL MERCHANDISING TARGETS

REGIONAL ANCHORS
ENTERTAINMENT
RESTAURANT
MIXED-USE
NWC of Lakeway & I-35

ACTIVE

POTENTIAL MERCHANDISING TARGETS

BIG BOX RETAIL
ENTERTAINMENT
REGIONAL RETAIL
RESTAURANT

MAJOR RETAIL NODE #4
The Rivery

POTENTIAL MERCHANDISING TARGETS

LIFESTYLE RETAIL
DESTINATION RESTAURANTS
ENTERTAINMENT
INLINE RETAIL

MAJOR RETAIL NODE #5
Wolf Lakes Village

POTENTIAL MERCHANDISING TARGETS

MAJOR ANCHOR
MEDICAL
CORPORATE OFFICE
LIFESTYLE RETAIL
DESTINATION RESTAURANTS
MIXED-USE
ENTERTAINMENT

MAJOR RETAIL NODE #10
Williams Drive

MAJOR RETAIL NODE #6

IN-FILL

POTENTIAL MERCHANDISING TARGETS

MIXED-USE RETAIL
RESTAURANT
OFFICE
IN-FILL RESIDENTIAL
Wolf Ranch

POTENTIAL MERCHANDISING TARGETS

NATIONAL RETAIL
RESTAURANT
BIG BOX RETAIL
JUNIOR ANCHOR

MAJOR RETAIL NODE #9
Wolf Crossing

IN-FILL

POTENTIAL MERCHANDISING TARGETS

GROCERY STORE
NEIGHBORHOOD RETAIL
RESTAURANT
HOSPITALITY

MAJOR RETAIL NODE #11