



Hammerson

DUNDRUM TOWN CENTRE

DUBLIN

WHERE MORE
HAPPENS

DUNDRUM
TOWN CENTRE



DUNDRUM TOWN CENTRE IS IRELAND'S PREMIER RETAIL AND LEISURE DESTINATION



Dundrum is located in the affluent southern Dublin catchment, it is anchored by **Harvey Nichols**, **House of Fraser**, **M&S** and **Penneys** and provides **120 shops**, **45 restaurants**, a **12-screen cinema** as well as **3,400 car park spaces**.

The centre is well positioned to capture the strong retail spend in Ireland.

Dundrum is the largest shopping centre in Ireland and the country's third largest retail venue after Dublin City and Cork City.

NUMBER ONE

RANKED SHOPPING CENTRE IN IRELAND

Source: VENUESCORE
(* VENUESCORE is Javelin Group's proprietary analysis of retailer productivity performance)



ASPIRATIONAL RETAILERS

Dundrum has the most attractive mix of aspirational retailers of any shopping centre in Ireland.

Source: Javelin VENUESCORE



HIGH TRADING DENSITY

UK retailers in Dundrum typically enjoy trading densities 14% higher than their UK portfolio average.

Source: SHOPSCORE analysis



HIGHEST MARKET POSITIONING

Dundrum has the highest market positioning of any retail location in Ireland.

Source: Javelin VENUESCORE

IRELAND

Ireland is one of the top four countries in the world for business

Source: Forbes, 2017



34%

GDP is forecast to increase by 34% in Dublin by 2030, with employment predicted to grow by 20%

The Dublin population has

€13.4m

more disposable income than the national average

7.2%

Ireland's GDP increased by 7.2% in 2017

Sources: Javelin, CBRE, idaireland.com, Dublin City Bid and CSO.ie

1/3

The youngest population in Europe with one third of the population under 25

One of the

fastest

growing economies in the Eurozone



1,033

Total number of overseas companies in Ireland, with:

9/10

Global ICT corporations

9/10

Global pharmaceutical corporations

3/6

Top games companies

Top 10

Online companies

50+

of the world's leading financial services firms

12/15

Global medical device companies

Source: www.idaireland.com

1.2m sq ft

Retail & leisure space

120

Shops

45

Restaurants

12

Screen cinema and a theatre

18m

Footfall

DUNDRUM



KEY

- DUNDUM TOWN CENTRE
- DUNDUM PHASE 2 DEVELOPMENT SITE
- DUBLIN CENTRAL DEVELOPMENT SITE
- ILAC CENTRE
- SWORDS PAVILIONS
- BLANCHARDSTOWN SHOPPING CENTRE
- LIFFEY VALLEY SHOPPING CENTRE
- GRAFTON STREET
- THE SQUARE TALLAGHT
- HENRY STREET
- DUBLIN AIRPORT
- AVIVA STADIUM
- CONNOLLY STATION
- HEUSTON STATION
- LUAS LINES
- LUAS CROSS CITY EXTENSION
- DART LINE
- DUBLIN PORT
- TO BELFAST
- TO DERRY
- TO NAVAN/CAVAN
- TO GALWAY/SLIGO
- TO CORK/LIMERICK/WATERFORD
- TO WICKLOW
- DUN LAOGHAIRE

CATCHMENT

1.6 million

Total resident catchment

Source: Javelin



91%

OF DUNDRUM'S RESIDENTS IN THE PRIMARY CATCHMENT ARE FROM THE TOP 3 ACORN CATEGORIES:

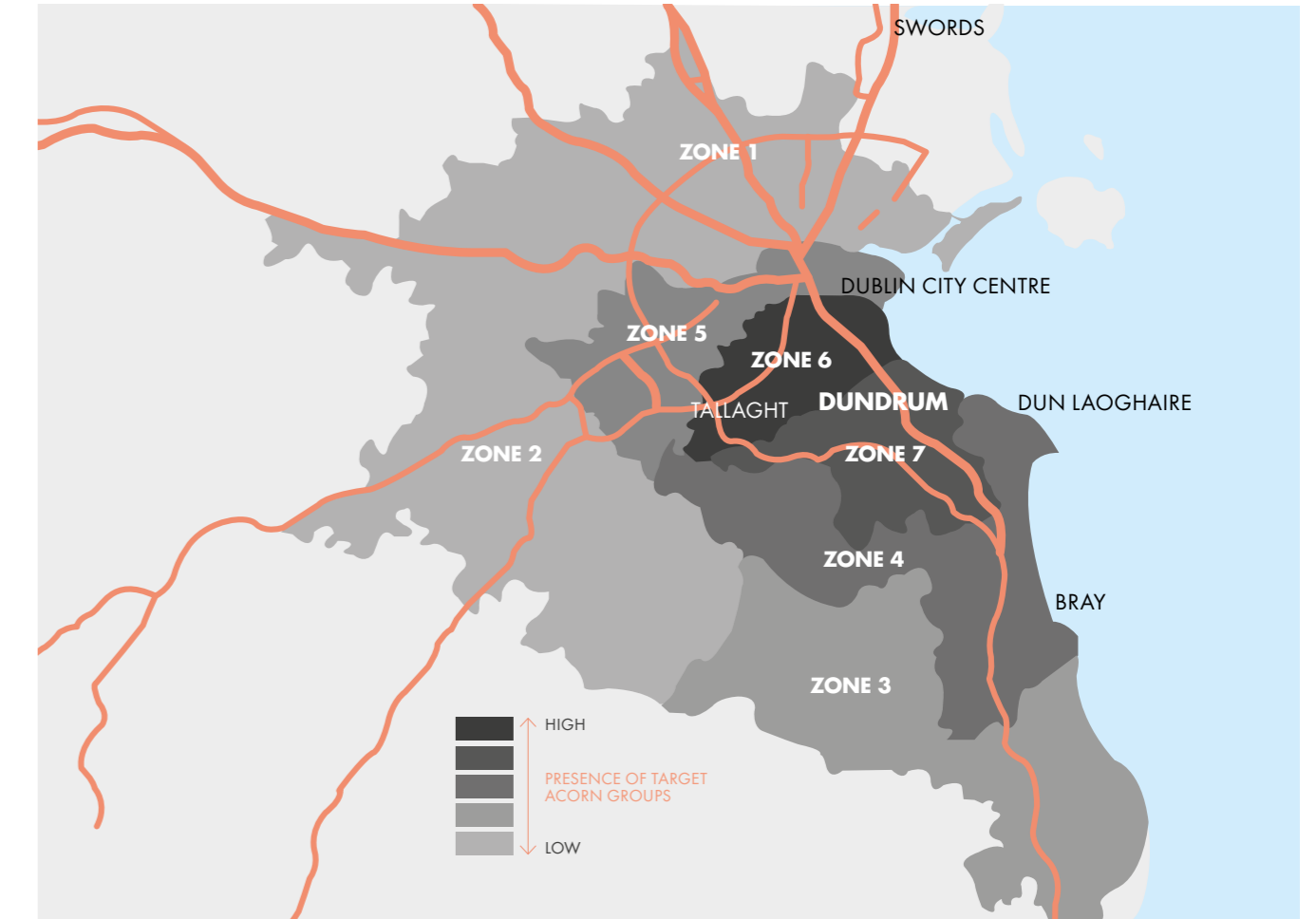
- 42% WEALTHY ACHIEVERS
- 16% PROSPEROUS PROFESSIONALS
- 33% URBAN SINGLES & SHARERS

404,000

Primary catchment



HIGH PRESENCE OF DUNDRUM'S TARGET ACORN GROUPS BETWEEN DUNDRUM & CENTRAL DUBLIN



Source: Javelin

SHOPPER PROFILE

Strong visit frequency with an average of

52

Visits per year

€159

Average total spend

94mins

Average dwell time

One of the highest in the Hammerson portfolio

Sources: Millward Associates and Javelin



15%
18 - 24

21%
25 - 34

18%
35 - 44

70%
FEMALE

DUNDRUM SHOPPER PROFILE

30%
MALE

17%
45 - 54

16%
55 - 64

13%
65+

ANCHOR STORES

M&S

HARVEY NICHOLS

PENNEYS
PRIMARK®

next

HOUSE OF FRASER



PREMIUM STORES

MICHAEL KORS

RITUALS...

BOSS HUGO BOSS HOBBS LONDON

HOUSE OF FRASER

BT2 L.K. BENNETT LONDON

HARVEY NICHOLS

GANT® WEIR & SONS

TOMMY HILFIGER



HIGH STREET STORES

RIVER ISLAND H&M schuh

GAP ZARA Timberland

JACK & JONES® fat face ALDO

Bershka OASIS Massimo Dutti

OFFICE JD PULL&BEAR

Superdry. Monsoon Sniggle.

MOSS BROS. GameStop



DINING & LEISURE



FALLON & BYRNE (COMING 2019) COOKES RESTAURANT



wagamama.

FIVE GUYS BURGERS and FRIES



Jamie's ITALIAN



HOTEL Chocolat.

MAO CAFE ★ BAR



FRESHLY CHOPPED the healthy food company

THE PORT HOUSE

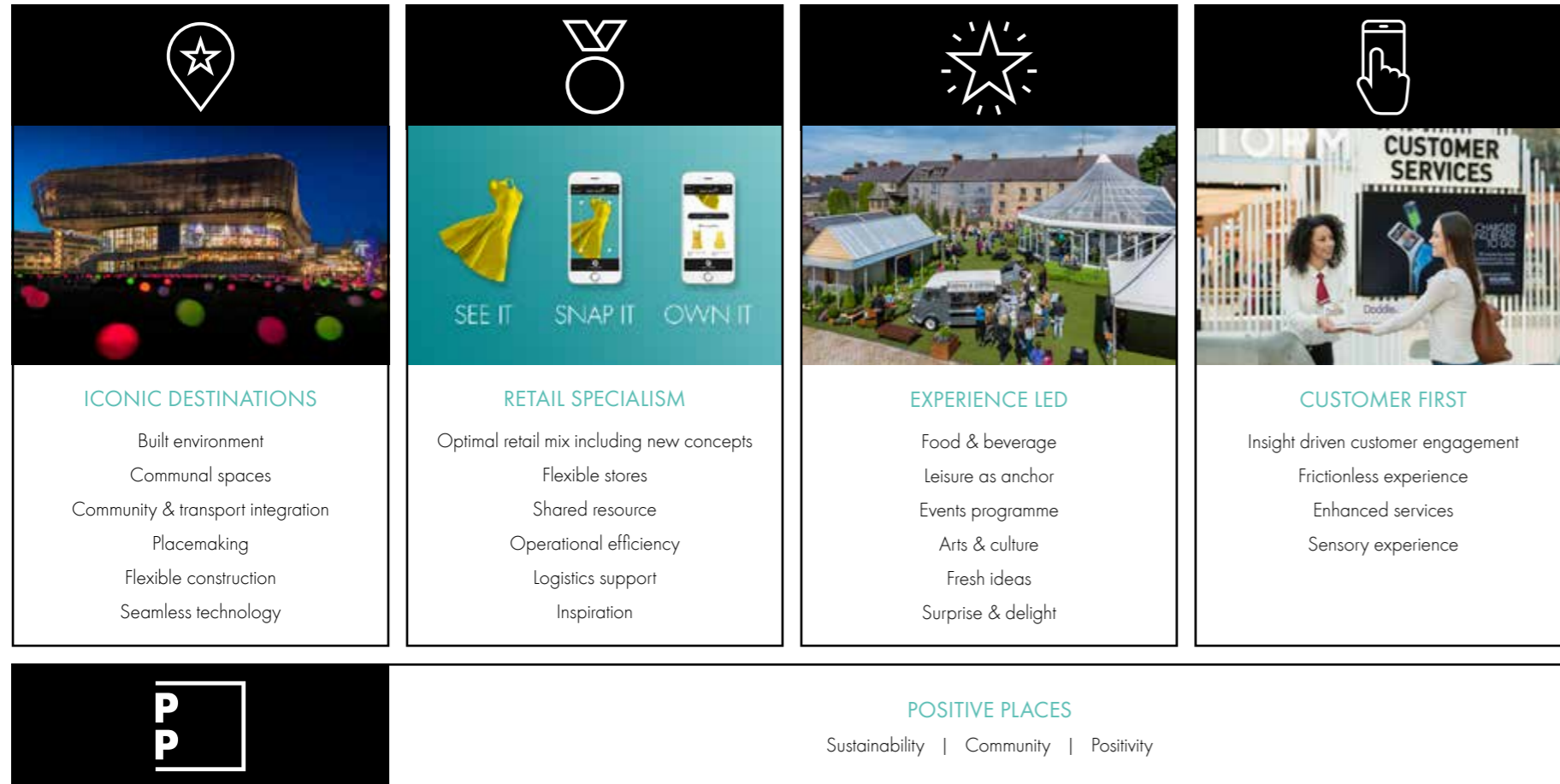


RAINFOREST ADVENTURE GOLF



THE HAMMERSON PRODUCT EXPERIENCE FRAMEWORK

WE CREATE DESIRABILITY



EVENTS AT DUNDRUM TOWN CENTRE



The Dundrum Garden of Pure Imagination, by Diarmuid Gavin



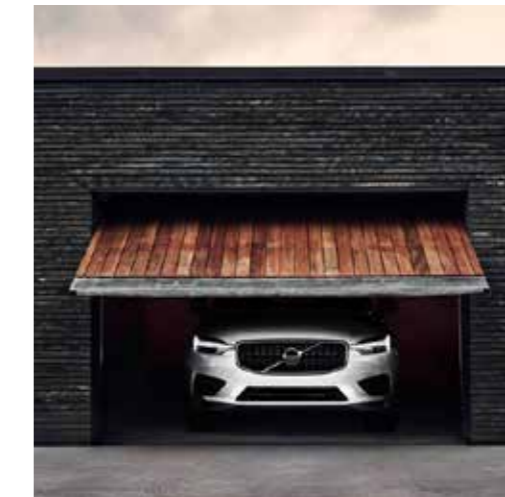
Dundrum Safari



Diarmuid Gavin's pop-up plant store



POCO by Pippa pop-up store



Volvo pop-up store



Your5 fashion & beauty event

PLACEMAKING
THAT CREATES
A LASTING
IMPRESSION

HAMMERSON
ICONIC
DESTINATIONS

Bullring - Birmingham



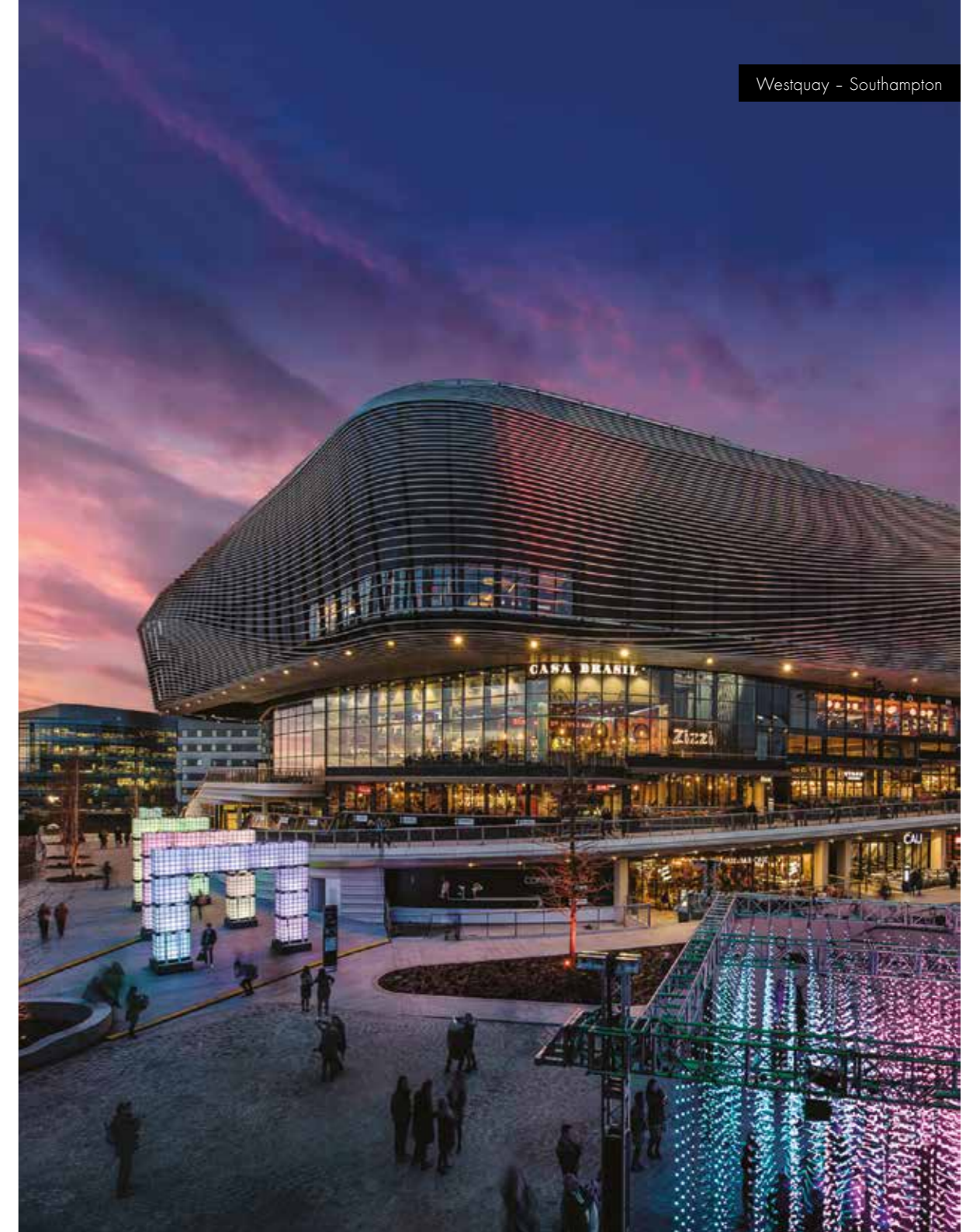
Highcross - Leicester



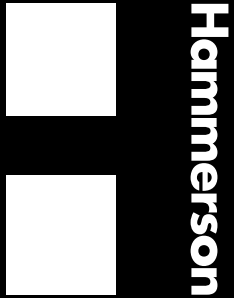
Cabot Circus - Bristol



Victoria Gate - Leeds



Westquay - Southampton



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LINKS

www.dundrum.ie

FLOOR PLANS

<https://completelyretail.co.uk/portfolio/Hammerson/scheme/Dundrum-Town-Centre-Dublin>

DUNDRUM VIEWER

[LEVEL 1](#) [LEVEL 2](#) [LEVEL 3](#) [LEVEL 4](#)