



Primaris Announces Opening of Simons at the Halifax Shopping Centre

Toronto, Ontario, March 21, 2024 – Primaris Real Estate Investment Trust (“Primaris” or “the Trust”) (TSX: PMZ.UN) announced today the opening of the 56,200 square foot Simons, at the Halifax Shopping Centre in Halifax, Nova Scotia.

"We are very pleased to announce the opening of Simons, a Quebec-based fashion retailer, as part of the \$52 million redevelopment at the Halifax Shopping Centre," said Patrick Sullivan, President and Chief Operating Officer. "Simons is an excellent addition to our merchandise mix and brings a unique offering to the Halifax market."

"We are thrilled to be opening our first store in Atlantic Canada at the Halifax Shopping Centre," said Bernard Leblanc, President and Chief Executive Officer of Simons. "Halifax is one of Canada's fastest growing cities, and we believe the customer base in this market appreciates both local and international design as well as sustainable fashion. In addition to offering the market the most sought-after styles, our investment in this market has created approximately 150 jobs."

In addition to the 56,200 square foot Simons, the \$52 million redevelopment of the former Sears space includes a 38,500 square foot Winners and a 15,000 square foot Pet Smart, which are now open. The 13,000 square foot Dollarama is expected to open by the end of this month. The redevelopment provides shoppers with an additional entrance to the site, incorporating a modern aesthetic including a three-level glazed atrium, providing additional natural light.

Halifax Shopping Centre, Atlantic Canada's leading enclosed shopping centre in the high growth market of Halifax, Nova Scotia, was acquired by Primaris on November 30, 2023. The mall is comprised of 562,000 square feet with a committed occupancy of 96.2%. Other large format tenants include Sport Chek and Zara, with unique to market commercial retail unit tenants including Apple, Aritzia, Michael Kors, Victoria's Secret, Browns, and Nespresso, and other notable tenants include Sephora and Lululemon.

To learn more about the Halifax Shopping Centre:

Website: www.halifaxshoppingcentre.com

Facebook: Halifax Shopping Centre

Instagram: @shophsc

X: @shopHSC

About Primaris Real Estate Investment Trust

Primaris is Canada's only enclosed shopping centre focused REIT, with ownership interests primarily in leading enclosed shopping centres located in growing mid-sized markets. The current portfolio totals 12.5 million square feet valued at approximately \$3.8 billion at Primaris' share. Economies of scale are achieved through its fully internal, vertically integrated, full-service national management platform. Primaris is very well-capitalized and is exceptionally well positioned to take advantage of market opportunities at an extraordinary moment in the evolution of the Canadian retail property landscape.

For more information:

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