

Caruso

Caruso Brand Partnerships

CAPABILITIES DECK





Caruso delivered record-setting performance in 2025

Our commitment to enriching lives once again translated into record sales and occupancy across the portfolio. Fueled by strong leasing demand, operational excellence and irreplaceable assets, Caruso's portfolio of best-in-class destinations outperformed competitors in foot traffic and visits, demonstrating sustained momentum well ahead of broader market trends.

Unlike most developers, Caruso operates with a long-term, dynastic ownership model. Our vertically integrated platform enables agility, collaboration and innovation across every facet of the business, allowing us to deliver highly curated destinations and experiences across retail, residential, resort, restaurant and private club environments.

99.5% OCCUPANCY ACROSS PORTFOLIO

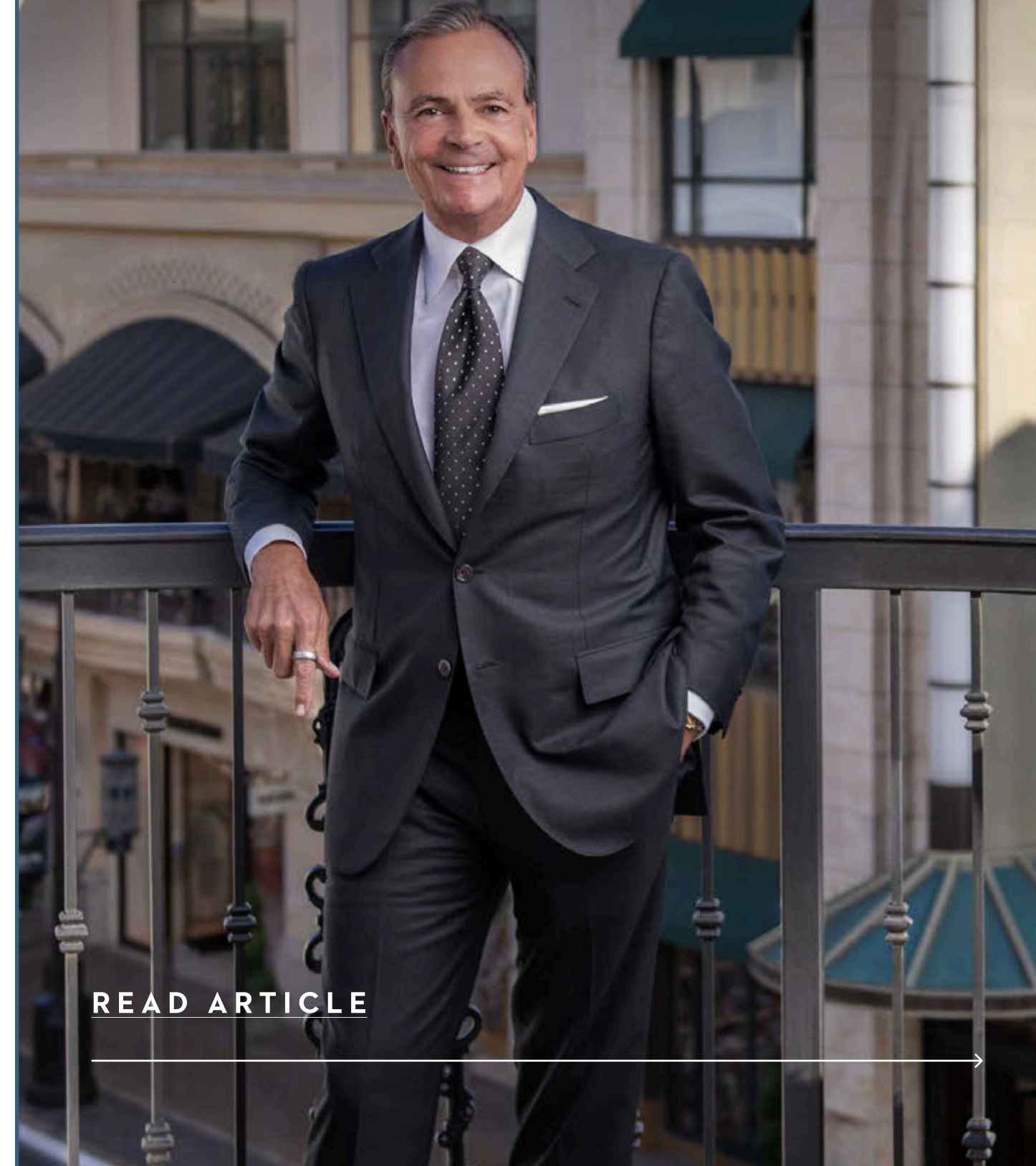
2x MORE FOOT TRAFFIC THAN COMPETITORS

+19% INCREASE IN BRAND ACTIVATIONS

LOS ANGELES BUSINESS JOURNAL

Caruso Tackles Rebuilding Los Angeles

Rick Caruso discusses his strategies for rebuilding parts of Pacific Palisades, where he holds considerable real estate investments.

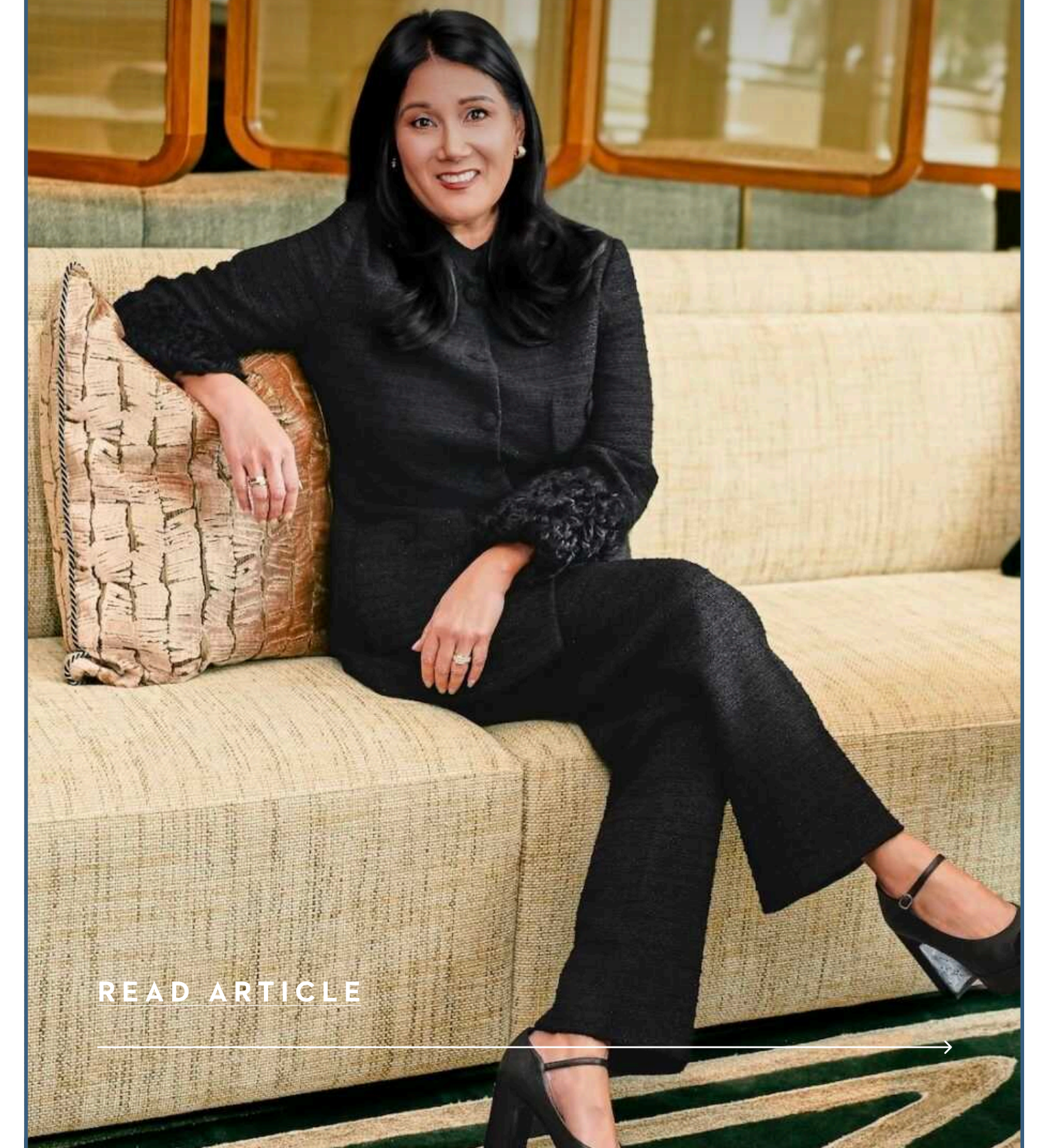


[READ ARTICLE](#)

Los Angeles MAGAZINE

Caruso CEO Corinne Verdery Named in L.A. Woman List

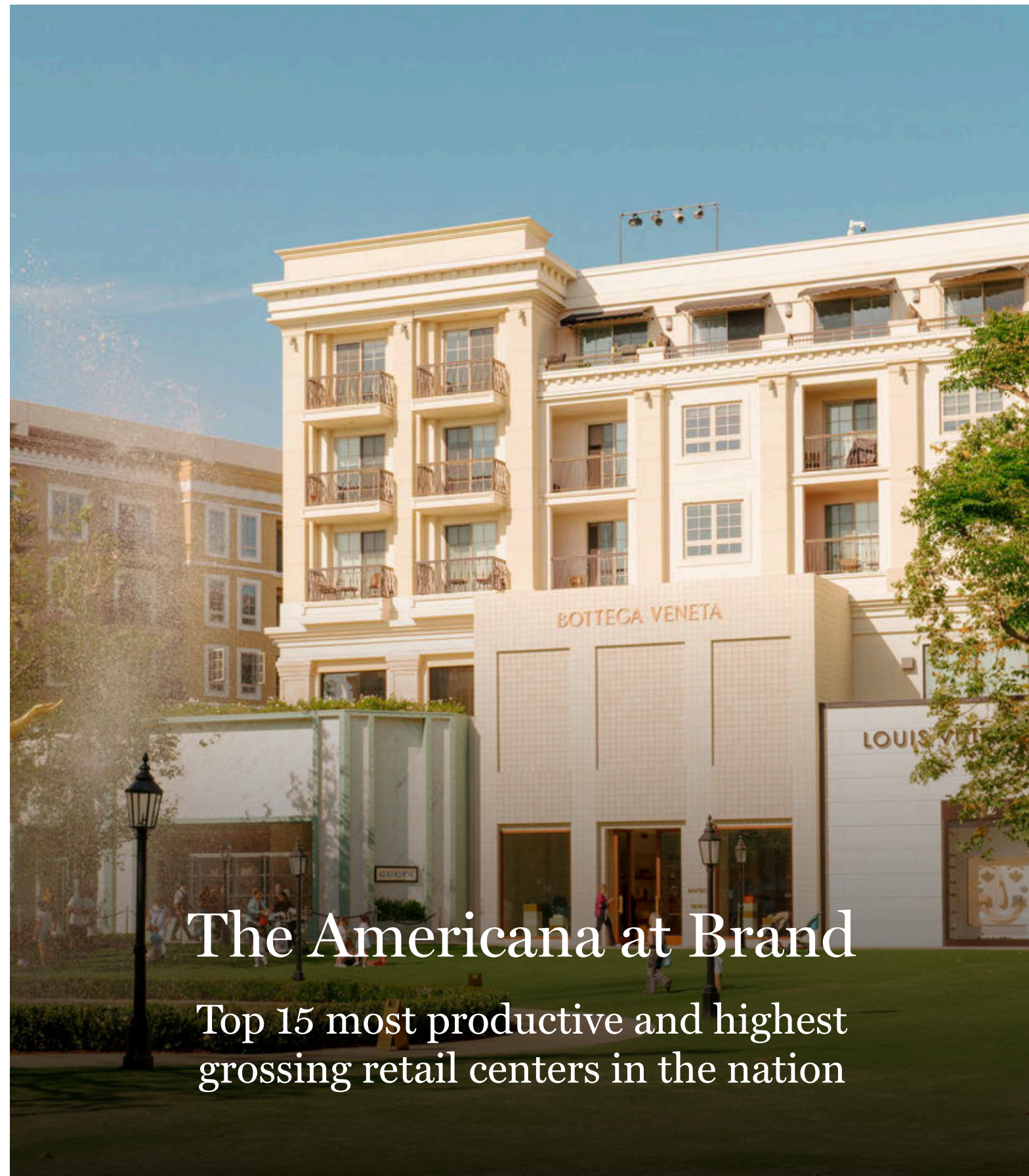
These 28 female leaders are making an indelible mark on the city in entertainment, hospitality, politics, philanthropy and more.



[READ ARTICLE](#)

One Platform for Partnerships Across Caruso's \$1B+ Real Estate Portfolio

350+ RETAIL TENANTS | 50M+ ANNUAL VISITORS | 3 TOP RANKED PROPERTIES



The Americana at Brand

Top 15 most productive and highest grossing retail centers in the nation



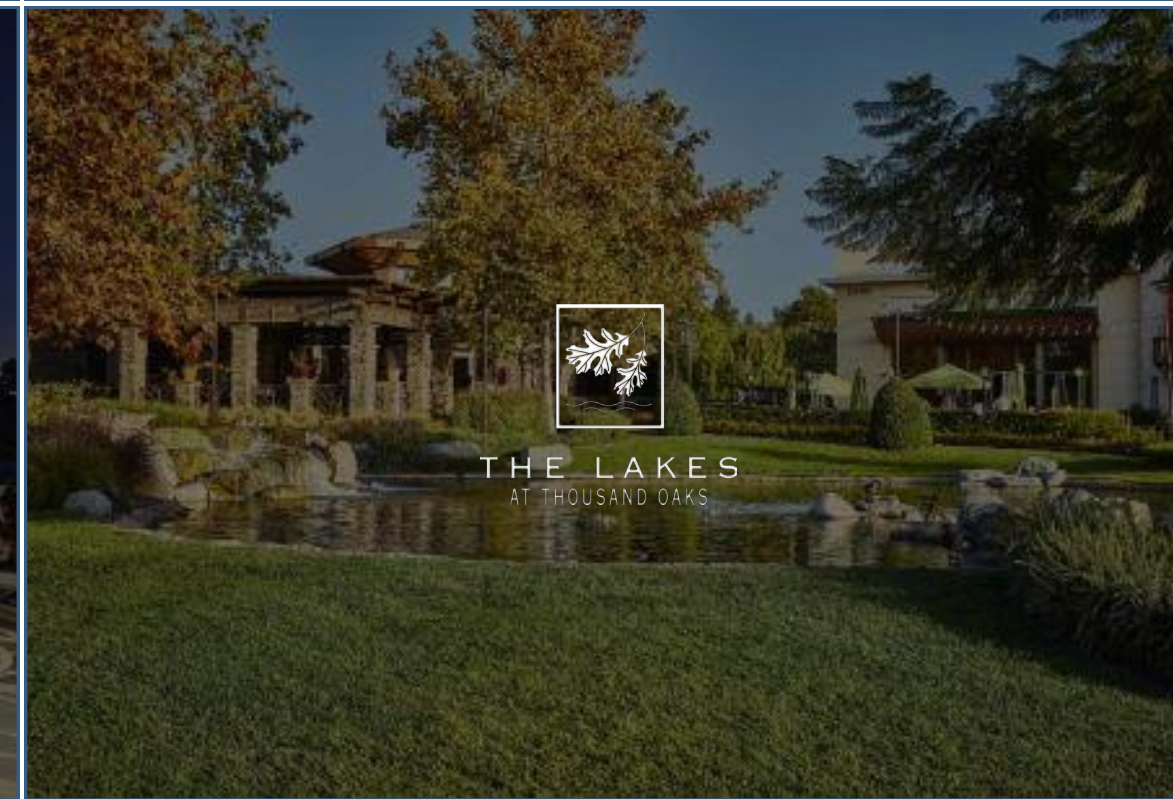
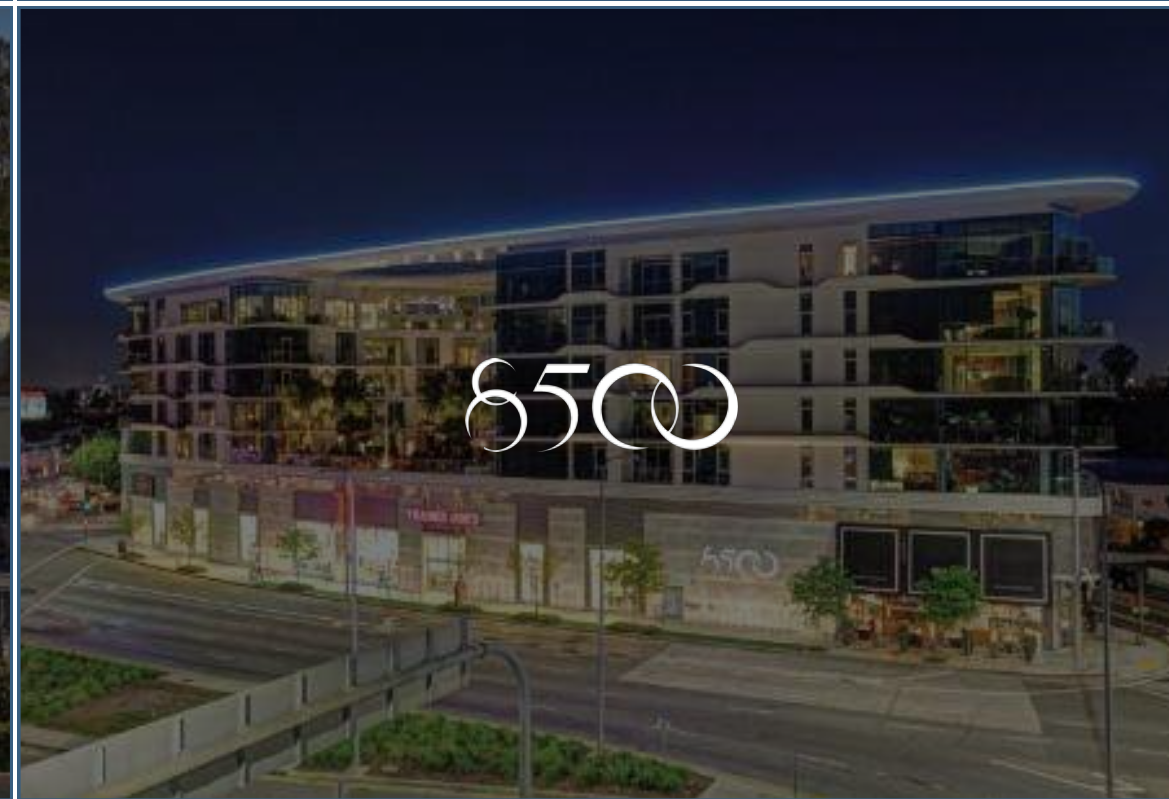
The Grove

2nd most productive and highest grossing retail center in the nation



Rosewood Miramar Beach

1 of 15 hotels in the world to receive a Forbes Triple Five-Star Rating





VILLAGE AT MOORPARK

THE LAKES AT THOUSAND OAKS

THE PROMENADE AT WESTLAKE

ENCINO MARKETPLACE

THE MASONIC TEMPLE

THE AMERICANA AT BRAND

252 S BRAND

LUXURY APARTMENTS

COLORADO & CENTRAL

VENTURA

THOUSAND OAKS

WESTLAKE VILLAGE

AGOURA HILLS

HIDDEN HILLS

CALABASAS

ENCINO

BEL AIR

BEVERLY HILLS

WEST HOLLYWOOD

GLENDALE

SAN VICENTE RETAIL

333 LA CIENEGA

THE GROVE

PACIFIC PALISADES

PALISADES VILLAGE

8500 BURTON WAY

MALIBU

BRENTWOOD

SANTA MONICA

LOS ANGELES

MARINA DEL REY

WATERSIDE AT MARINA DEL REY

MONTECITO

ROSEWOOD MIRAMAR BEACH

MANHATTAN BEACH

Caruso

Endless Possibilities When You Partner with Caruso

350+ BRANDABLE ASSETS

300+ ACTIVATIONS HOSTED ANNUALLY

6+ ANNUAL PARTNERS



Our properties are uniquely positioned to deliver unmatched scale, reach, and *creative freedom*.



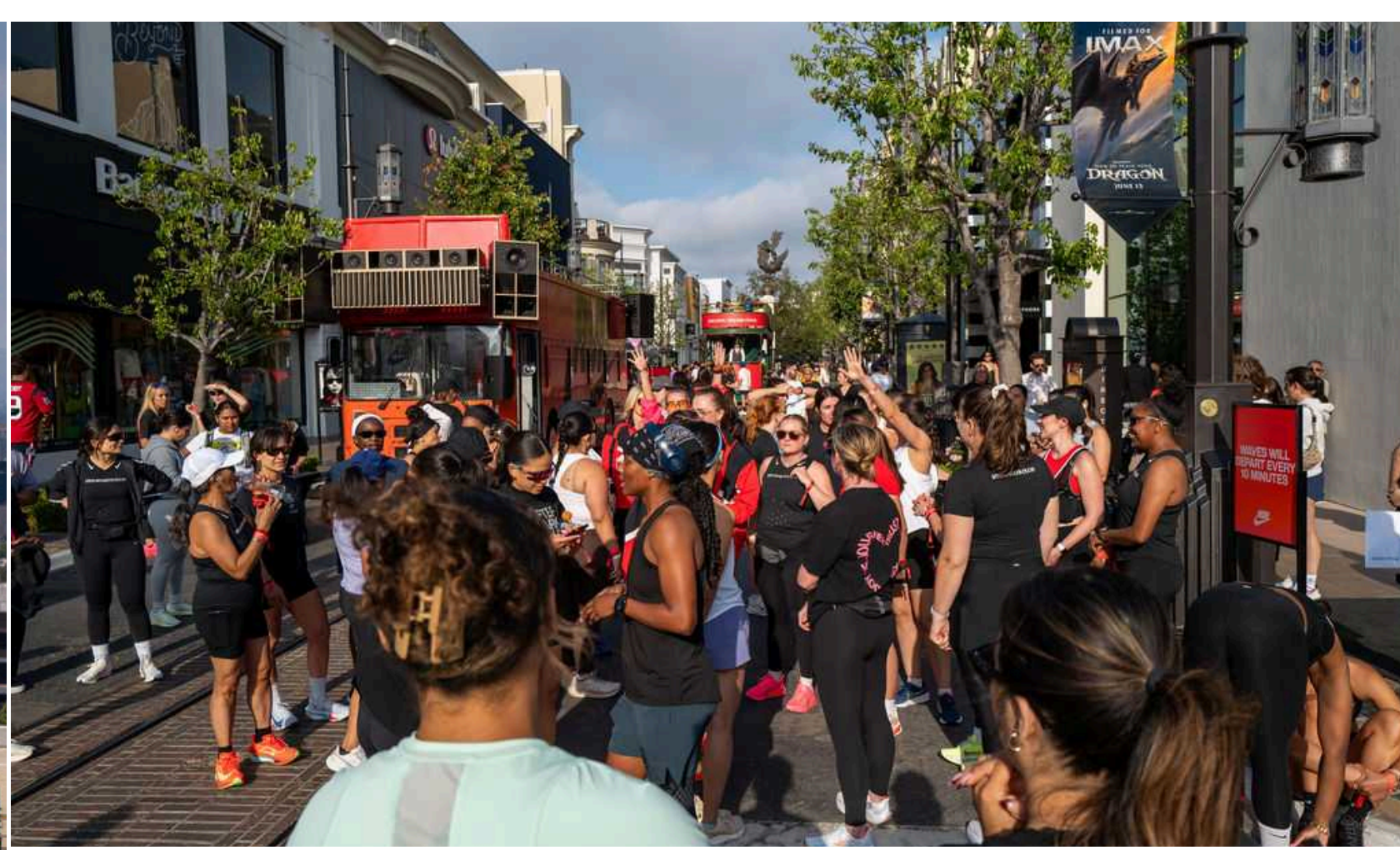
Our portfolio features 350+ digital screens and unique, brandable assets generating 7M+ impressions *per month*.



Dedicated pop-up spaces at two of the highest performing retail centers *in the country*.



CASE STUDY



[CLICK HERE TO WATCH RECAP](#)

"Earlier this month, our NIKE L.A. door at **The Grove** was home base for a highly successful global After Dark run series..."

...the day before the race, we captured our best sales day at The Grove in 3 years."

-Elliott Hill, Nike CEO



CASE STUDY



CASE STUDY



CASE STUDY



ARMANI beauty

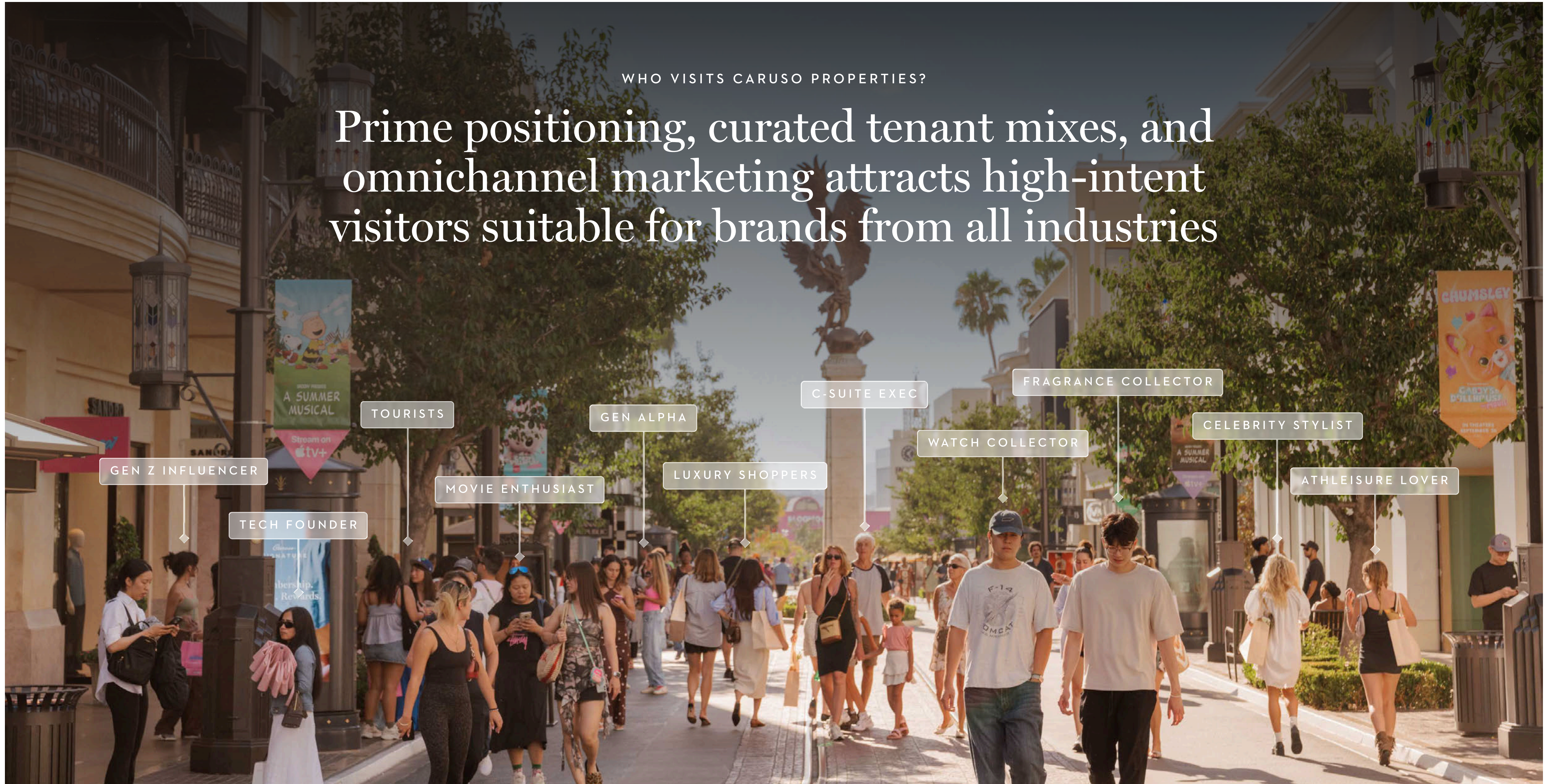


CASE STUDY



WHO VISITS CARUSO PROPERTIES?

Prime positioning, curated tenant mixes, and omnichannel marketing attracts high-intent visitors suitable for brands from all industries



GEN Z INFLUENCER

TECH FOUNDER

TOURISTS

MOVIE ENTHUSIAST

GEN ALPHA

LUXURY SHOPPERS

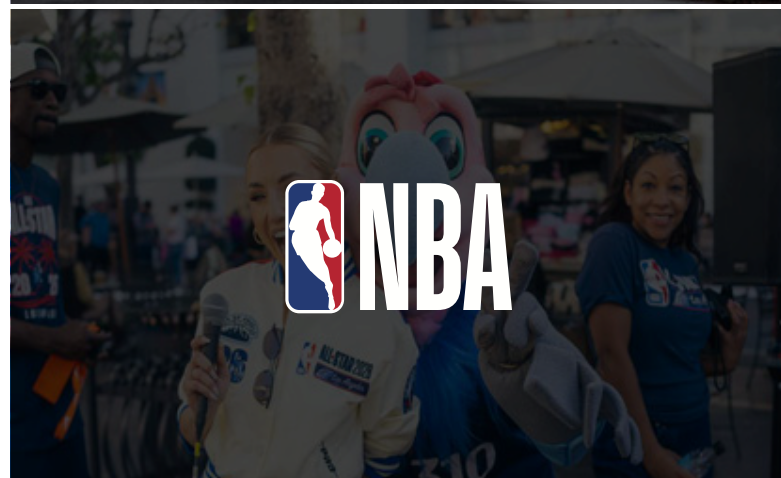
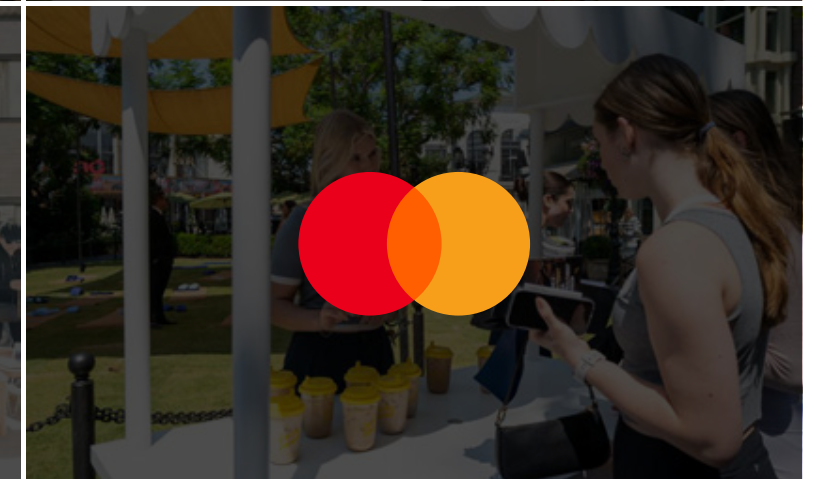
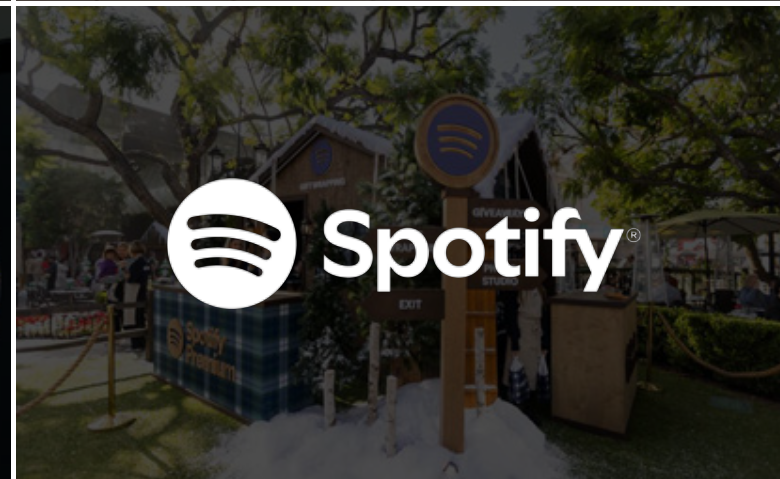
C-SUITE EXEC

WATCH COLLECTOR

FRAGRANCE COLLECTOR

CELEBRITY STYLIST

ATHLEISURE LOVER





Win California, With Caruso.

350+ ACTIVATABLE ASSETS | 50M+ ANNUAL VISITORS | 1k+ PARTNERSHIPS EXECUTED

ASSETS

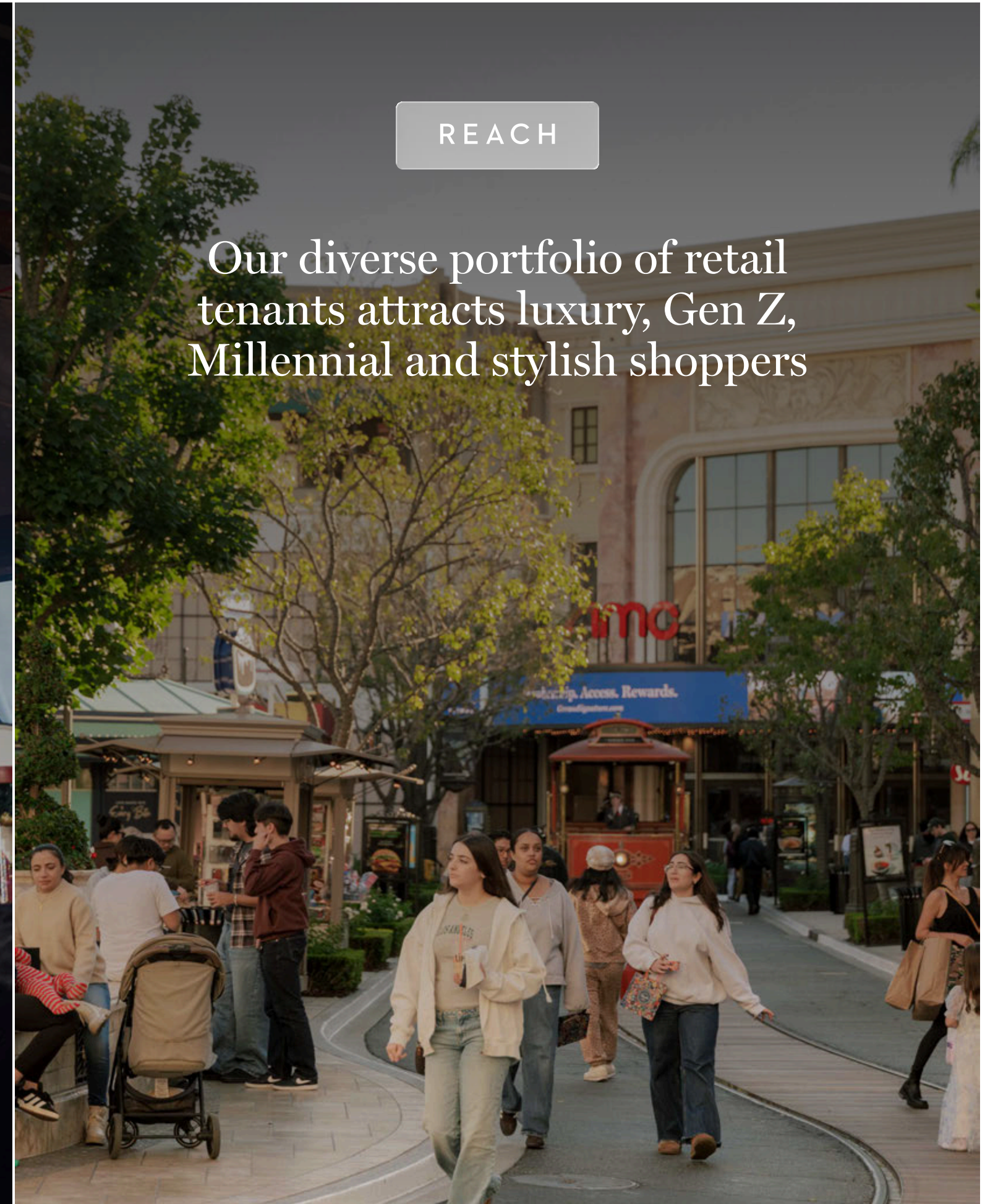
Our properties are fully monetizable ecosystems where every touchpoint is an opportunity

EXPERTISE

Our full-service team delivers seamless, end-to-end turnkey execution at any scale

REACH

Our diverse portfolio of retail tenants attracts luxury, Gen Z, Millennial and stylish shoppers



Caruso



Thank You
bp@caruso.com

Watch our sizzle reel by clicking [here](#)

SEE APPENDIX FOR MORE INFORMATION



Property Overview

The Grove offers world-class retail, restaurants, entertainment together in one beautiful destination. An L.A. favorite, it's a gathering place where friends and family come together to shop, dine and unwind, while enjoying a taste of the good life.

2nd IN SALES PSF NATIONWIDE

1M+ RESIDENTS IN ONE MILE

\$125k MEDIAN HHI OF GUESTS

90% OF GUESTS PURCHASE

92+ ZIP CODES PULLED

2x AVG. DWELL TIME

250k+ DIGITAL FOLLOWERS



THEGROVELA.COM



THEGROVELA

GUCCI

NIKE FLAGSHIP

SEPHORA

ALO

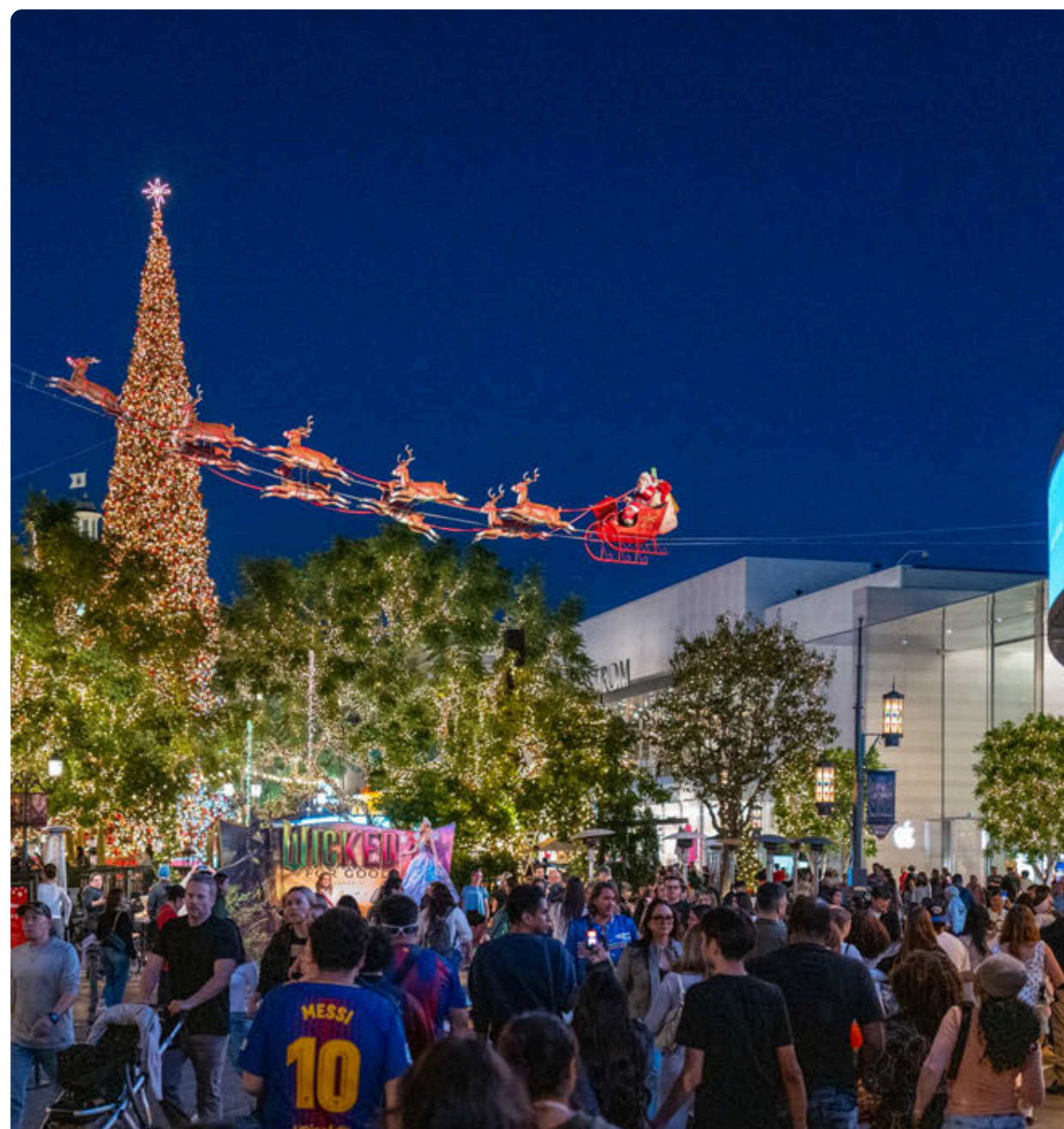
LULULEMON

ARITZIA

DAVID YURMAN

NORDSTROM

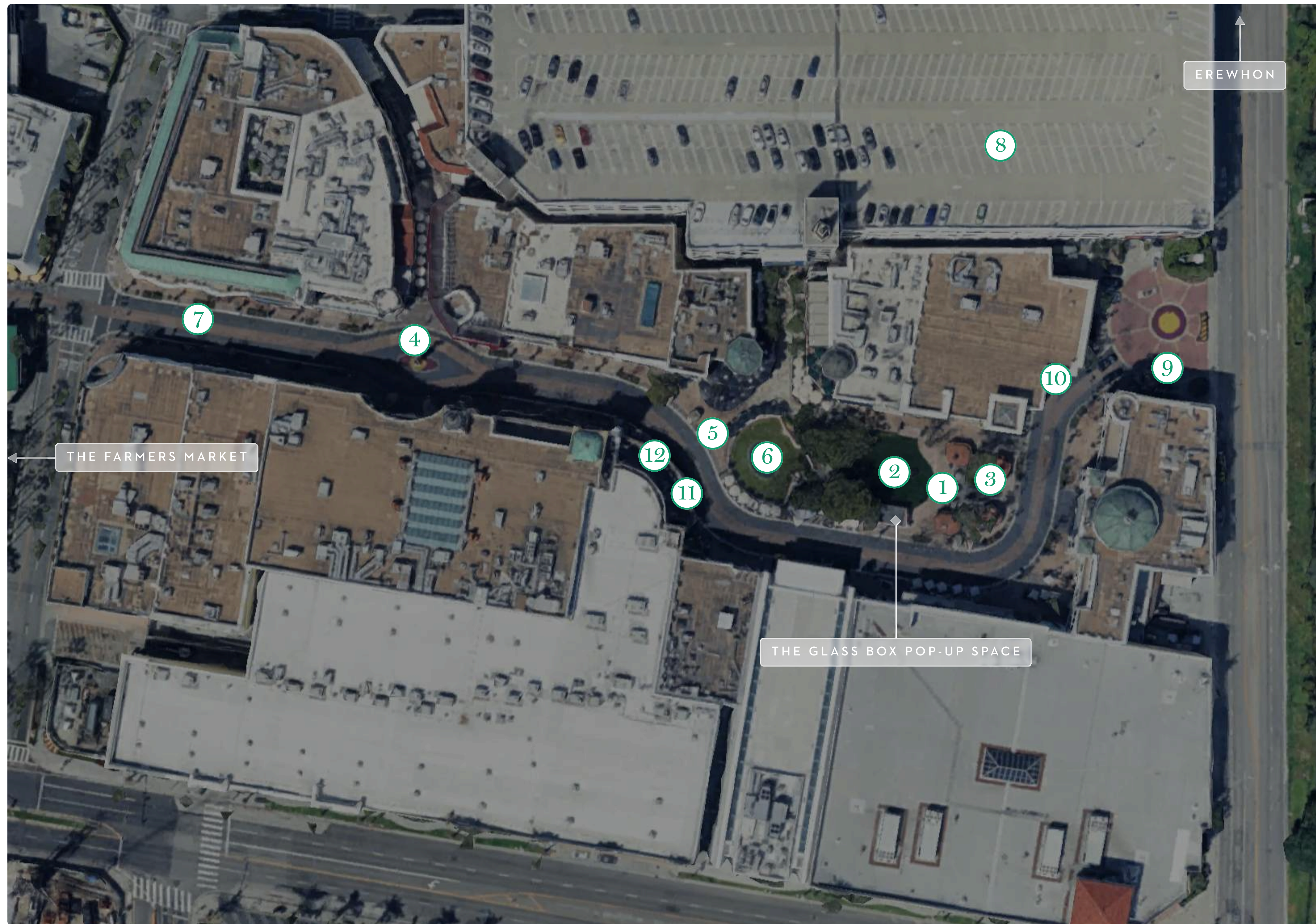
LA LA LAND KIND CAFE





Footprints & Assets

- 1 The Park & The Courtyard
~5,700 SF
- 2 The Park
~3,000 SF
- 3 The Courtyard
~2,700 SF
- 4 The Statue
~600 SF
- 5 In Front of The Fountain
~500 SF
- 6 Inside The Fountain
~500 SF
- 7 First Street
~600 SF
- 8 Level 8
~150,000 SF
- 9 Circle Valet
~1,500 SF
- 10 Trolley Takeover
N/A
- 11 Under The Marquee
~3,000 SF
- 12 Above The Marquee
N/A

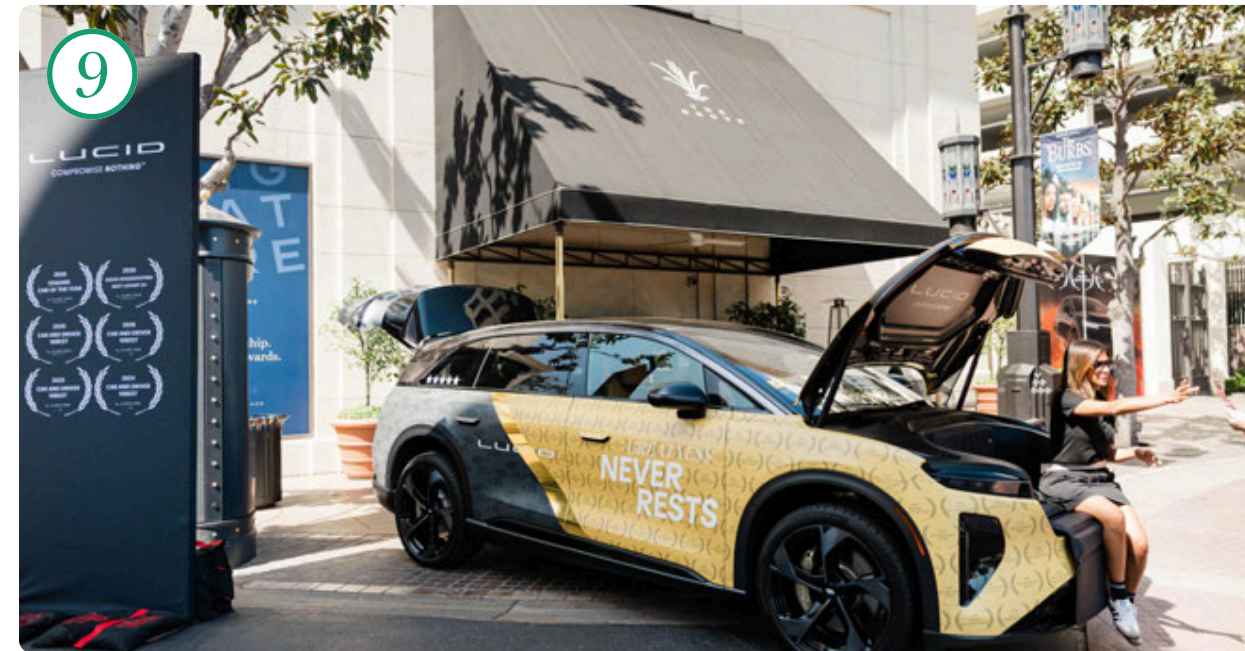
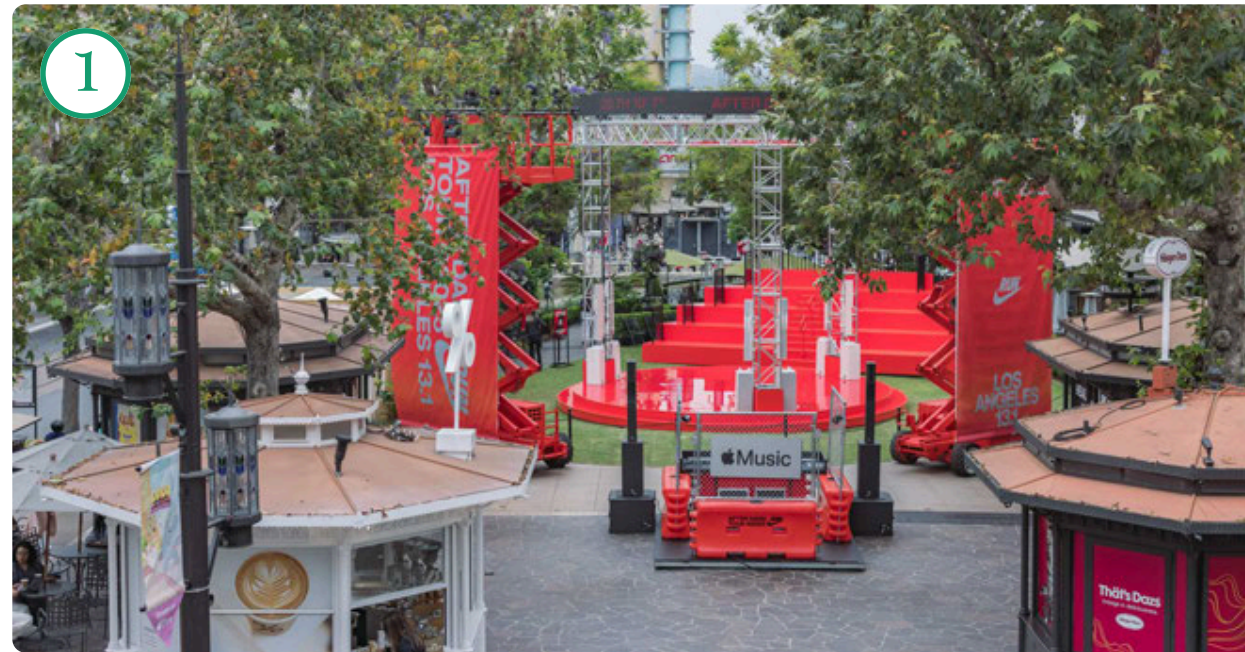




Photos & Inspiration

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LANEIGE MAJE SOGNO TOSCANO EDIKTED BANANA REPUBLIC RALPH LAUREN BARNES & NOBLE EDIKTED COACH NEW BALANCE





Property Overview

The Americana at Brand is one of the 15 most-productive and highest-grossing centers in the world, bringing together living, shopping and entertainment to create a luxury and upscale urban environment with classic American charm.

T-15 IN SALES PSF NATIONWIDE

2M+ RESIDENTS IN TEN MILES

\$125k MEDIAN HHI OF GUESTS

30% VISIT TWICE PER WEEK

118+ ZIP CODES PULLED

2x AVG. DWELL TIME

100k+ DIGITAL FOLLOWERS



AMERICANATBRAND.COM



AMERICANABRAND

ROLEX

CARTIER

TIFFANY & CO.

GUCCI

BOTTEGA VENETA

LOUIS VUITTON

OMEGA

CHANEL BEAUTY

BREITLING

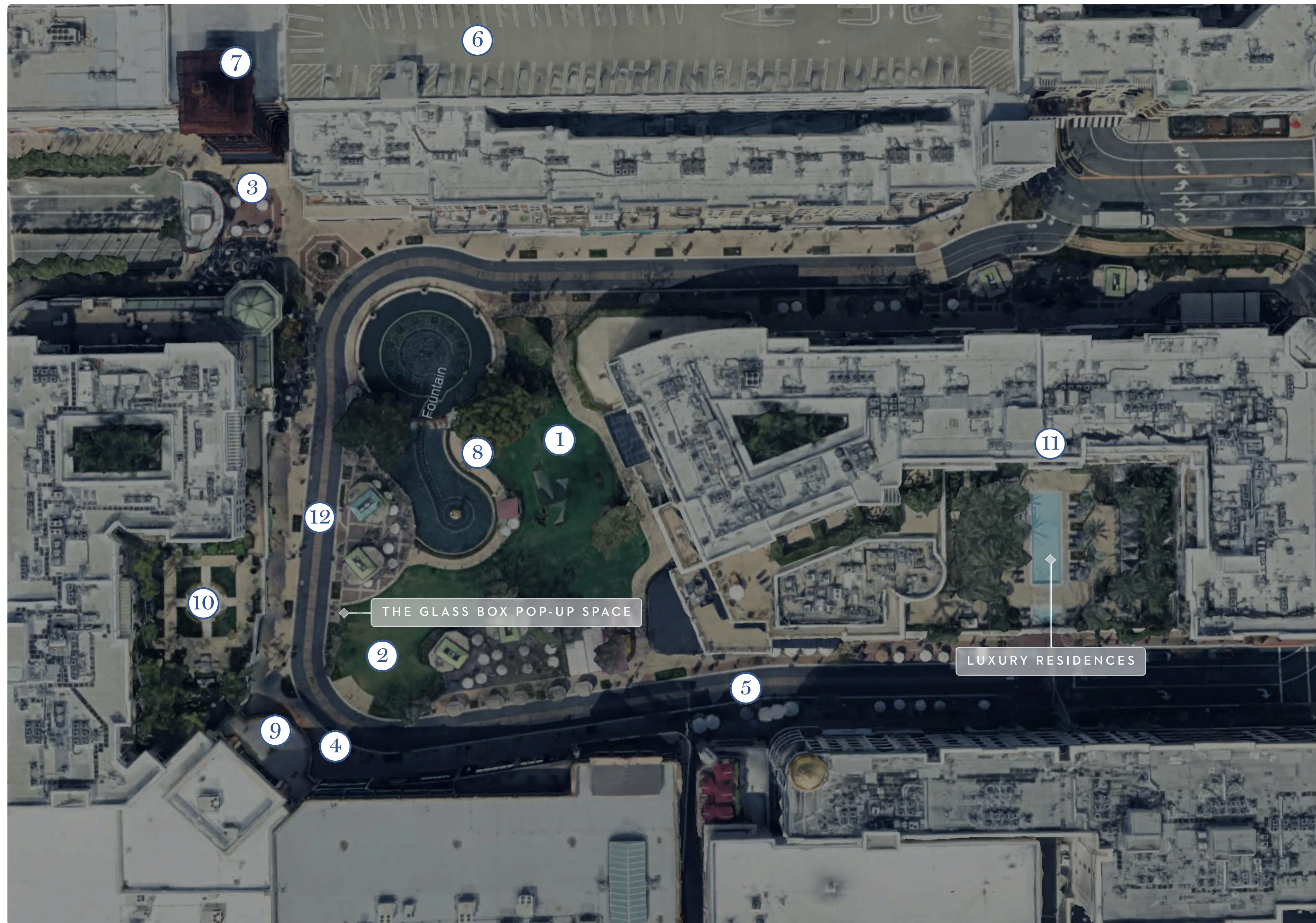
BYREDO





Activation Locations

- 1 The Green (North)
~3,000 SF
- 2 The Green (South)
~3,000 SF
- 3 The Elevator Tower
~500 SF
- 4 Under The Marquee
~2,000 SF
- 5 Caruso Avenue
~2,000 SF
- 6 Level 8
~150,000 SF
- 7 Grand Lobby
~1,500 SF
- 8 The Cobblestone
~200 SF
- 9 Above The Marquee
N/A
- 10 The Gardens (Private)
~3,000 SF
- 11 The Family Room (Private)
~500 SF
- 12 Americana Way
~2,000 SF





Activation Locations

- 1 The Green (North)
~3,000 SF
- 2 The Green (South)
~3,000 SF
- 3 The Elevator Tower
~500 SF
- 4 Under The Marquee
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- 11 The Family Room (Private)
~500 SF
- 12 Americana Way
~2,000 SF

SAINT LAURENT

ARITZIA

BACIO DI LATTE

APPLE

H&M

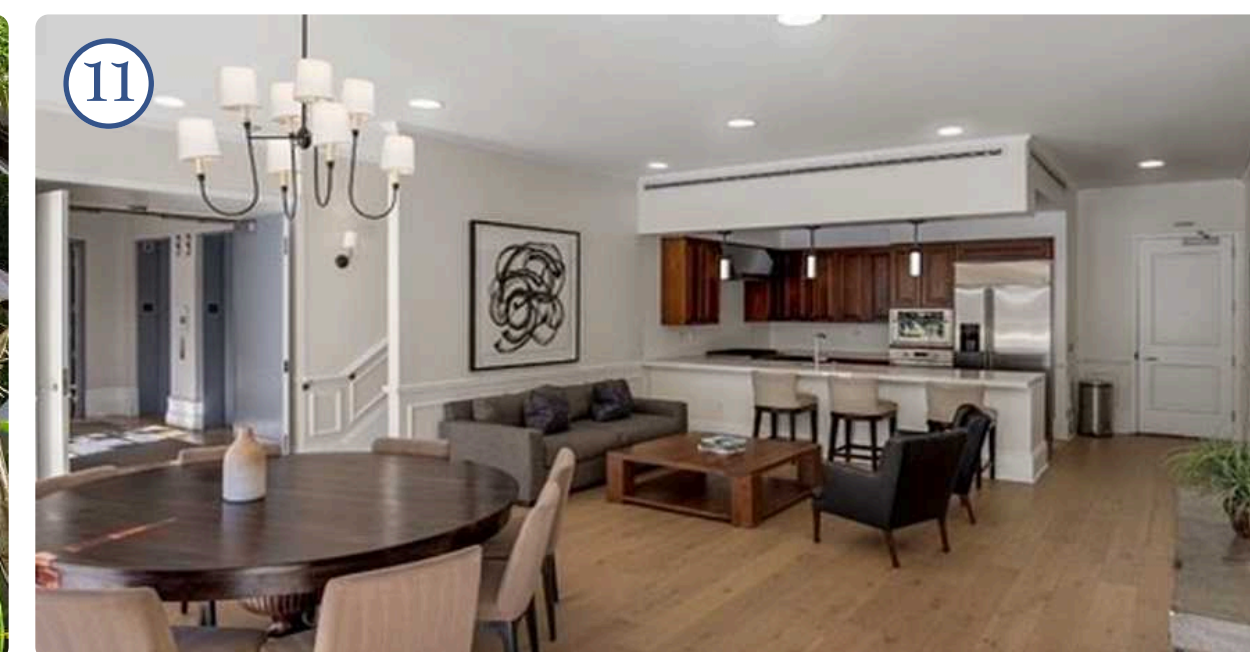
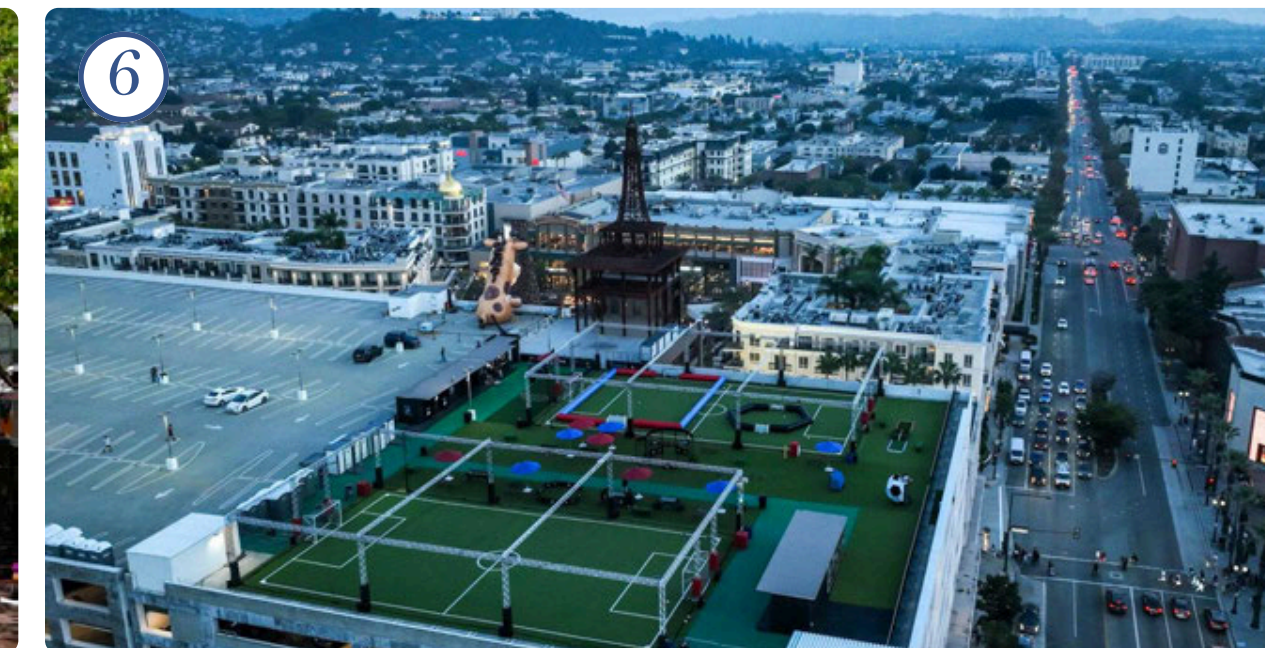
LE PAIN QUOTIDIEN

CONVERSE

BACARI

SKYLINE PITCH

SEPHORA

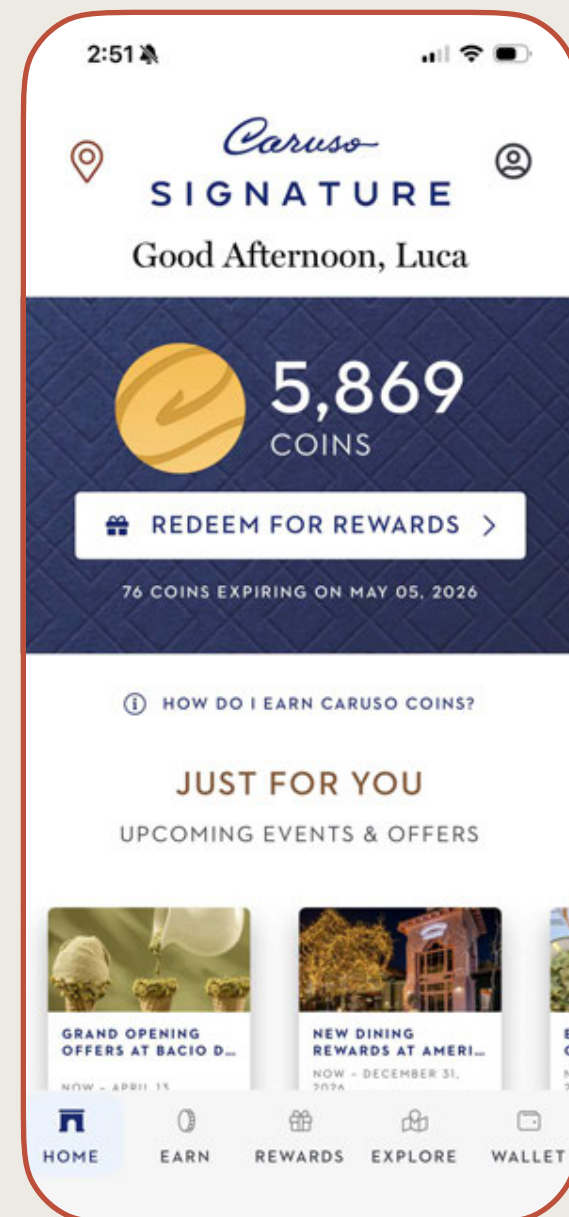


Your Brand, In Front of 80,000+ Loyal Guests: Meet Caruso Signature, Our Loyalty Program

\$363k+ MEDIAN HHI | \$2.8M AVG NET WORTH

Caruso Signature VIPs are a more financially sophisticated and affluent client base with higher incomes, more ambitious net worth goals, and greater existing wealth resources compared to the broader population.

Our data suggests these clients have significant discretionary spending capacity and are likely high-value retail consumers with propensity for premium products, luxury services, and investment-oriented purchases rather than basic consumption items.



WHAT WE OFFER

- VIP Email
- Signature App
- Push Notifications
- On-Property
- Social Media
- Data Insights
- Private Shopping
- Point Redemptions

SOME IDEAS

- VIP Giveaways
- Exclusive Events
- Limited Drops
- Early Access
- Skip the Line
- VIP Services
- Spend and Get
- Consultations

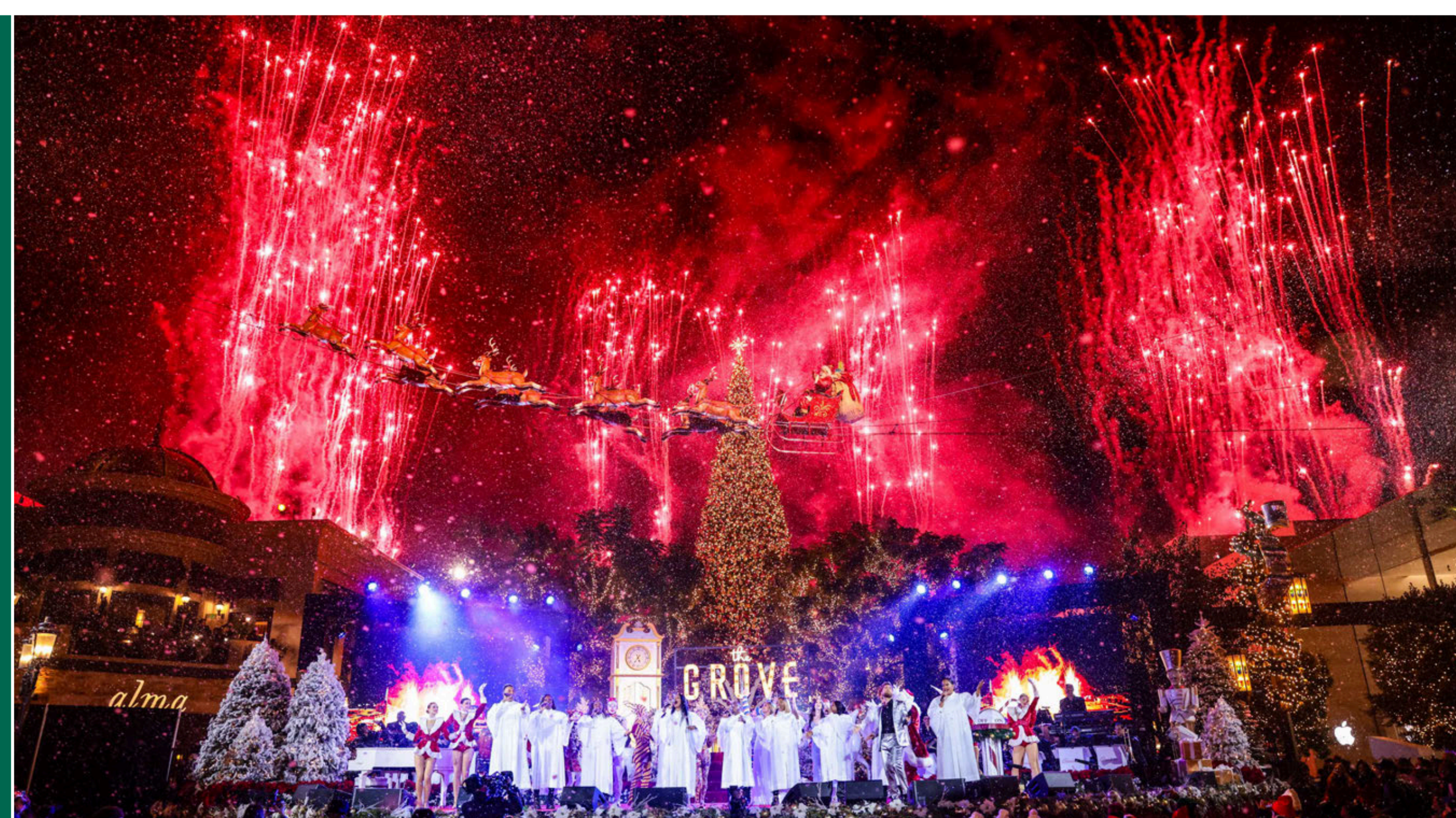


Christmas at The Grove: Our Iconic Annual Tree Lighting Celebration

2B+ MEDIA IMPRESSIONS | 25+ YEARS

Often called the west coast's answer to the Rockefeller Center Tree Lighting in New York City, our annual Tree Lighting Celebration is one of Los Angeles's most anticipated holiday moments. [Watch last year's sizzle here.](#)

From Justin Bieber and Nick Carter to Lance Bass, Loud Luxury, and Cirque du Soleil, the stage has consistently drawn major talent and massive crowds. The 25th edition will be the biggest yet, offering unmatched visibility for presenting partners at a true citywide spectacle.



OFFICIAL BROADCAST PARTNER

FOX 11
LOS ANGELES

PREVIOUS PRESENTING PARTNERS

CHASE

RIVIAN

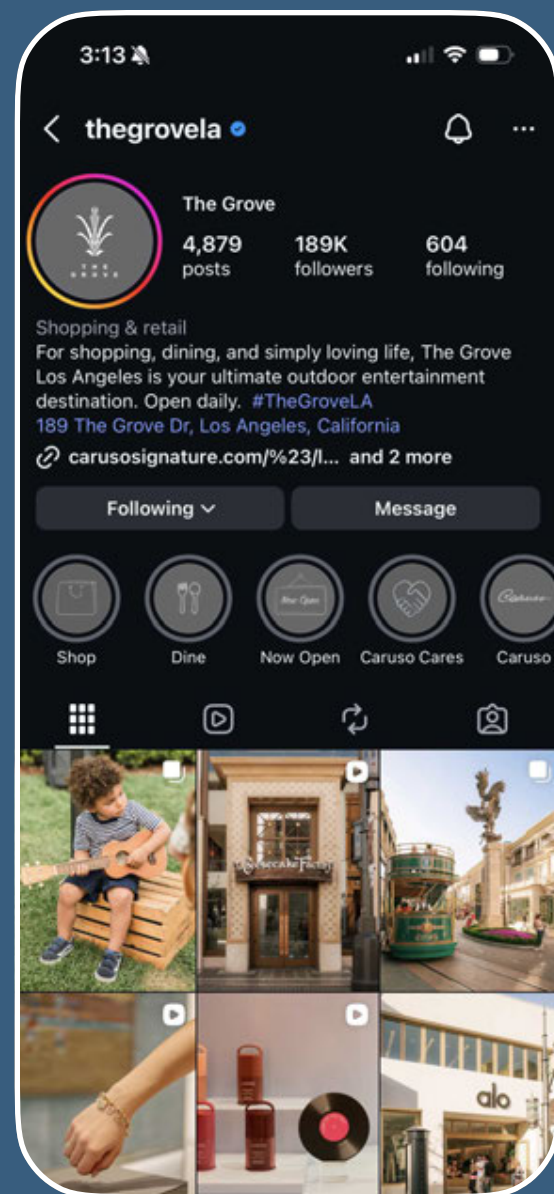
REVOLVE

ACURA

Leverage Our Extensive Digital Audience to Promote your Activation Before and After

1M+ SOCIAL MEDIA FOLLOWERS | 500k+ EMAIL SUBSCRIBERS

Our partners receive access to our extensive digital audience across all major social media platforms, and our highly-engaged mailing list. Our in-house marketing team will work with you to plan and execute an effective campaign to maximize visibility and foot traffic for your activation.



@THEGROVELA

189k+

@AMERICANABRAND

40k+

@ROSEWOODMIRAMARBEACH

155k+

@PALISADESVILLAGE

34k+



@THEGROVELA

165k+

@AMERICANABRAND

55k+

@ROSEWOODMIRAMARBEACH

55k+

@PALISADESVILLAGECA

10k+



@THEGROVELA

166k+

@AMERICANABRAND

13k+

@ROSEWOODMIRAMARBEACH

190k+



Caruso

Caruso
BRAND PARTNERSHIPS