15 December 2004

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The Manager
Company Announcements Office
Australian Stock Exchange Limited
Level 4, Exchange Centre
20 Bridge Street
SYDNEY NSW 2000

Dear Sir/Madam

WESTFIELD GROUP (ASX:WDC)
INVESTOR PRESENTATION – AUSTRALIAN & NEW ZEALAND OPERATIONS

A presentation regarding the above is attached.

Yours faithfully
WESTFIELD GROUP

Simon Tuxen
Company Secretary

Investor Presentation

Australia and New Zealand Operations

15 December 2004

Welcome

- **Domenic Panaccio, Deputy CFO**

Introduction

- Steven Lowy, Managing Director

Global Structure

Frank Lowy
Executive Chairman

Peter Lowy / Steven Lowy
Managing Directors

UK

Michael Gutman
COO

United States

Richard Green
Vice Chairman – Operations

Ken Wong
President

Dimitri Vazelakis
Co-COO

John Schroder
Co-COO

Australia & NZ

Robert Jordan
COO

Corporate Affairs

Technology

Human Resources

Finance

Peter Allen
Group CFO

Mark Stefanek
CFO-US

Mark Bloom
Deputy CFO

Domenic Panaccio
Deputy CFO

Elliott Rusanow
Director Finance UK

Legal

Simon Tuxen
Group General Counsel & Company Secretary

Peter Schwartz
General Counsel – US

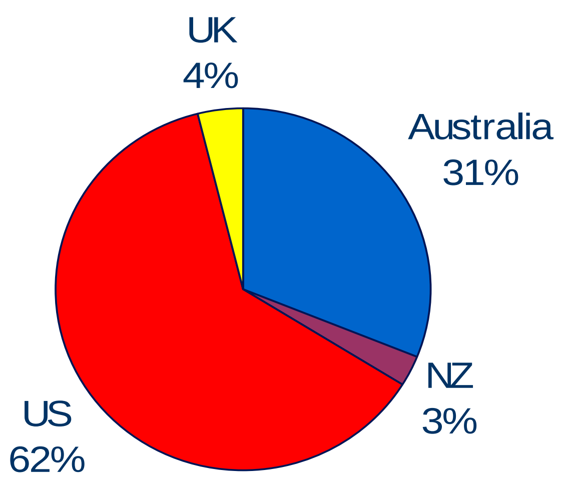
Tim Walsh
General Counsel – Australia and NZ

Agenda

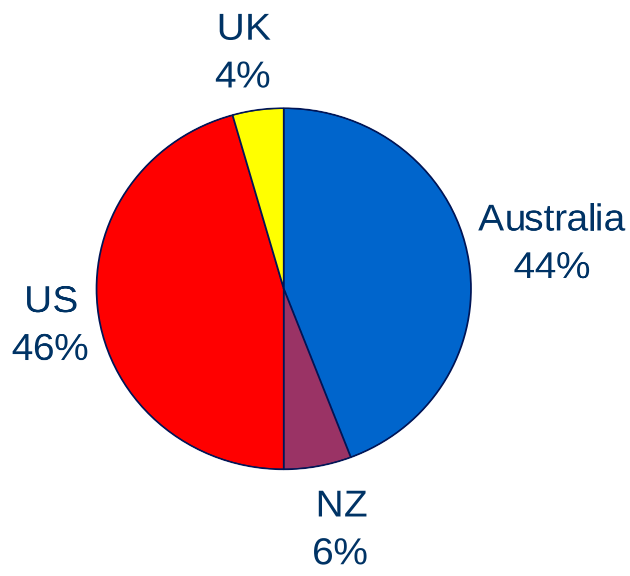
- Introduction – Robert Jordan
- Bondi Junction Development – Robert Jordan
- Australian Operations
  - Leasing – Peter Leslie
  - Management – Ian Cornell and Marketing – Michelle Vanzella
  - Projects – Greg Miles
- New Zealand Operations – John Widdup
- Close and Questions
- Centre Walk
- Dinner

Australia in the Global Business*

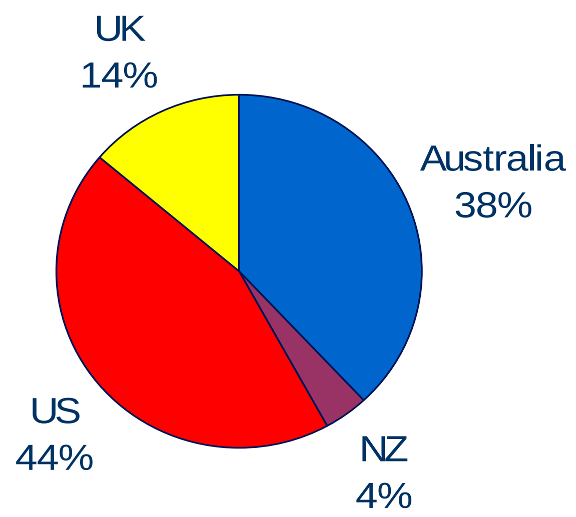
Gross Lettable Area



Retail Outlets



Asset Value



** Post Chelsfield portfolio acquisition*

Gross Lettable Area includes some department store pads in the US not owned by Westfield Group, the value of which is not included in asset value.

Structure Chart

- **Robert Jordan** – COO – Australia & New Zealand
  - **Division Directors**
    - Peter Leslie – Leasing
    - Ian Cornell – Management
      - Michelle Vanzella – Marketing
    - Greg Miles – Development
    - John Widdup – New Zealand
    - Wayne Marr – Design
    - Bob Merkenhof – Construction
    - Bondi Project
    - Information Technology
    - Human Resources
    - Research
    - Planning & Co-ordination

Overview of Portfolio

		2004	2001	%Change
No. of Centres	Aus	40	30	34%
	NZ	11	11	0%
Area (m2)	Aus	3.1m	2.1m	48%
	NZ	0.3m	0.2m	24%
Retail Outlets	Aus	9,000	6,400	41%
	NZ	1,200	1,100	9%
Total Sales	Aus	$14.90bn	$8.29bn	80%
	NZ	$ 1.60bn	$1.35bn	19%
Shopping Centre Value		$13.5bn	$8.4bn	61%
Net Property Income		$843.6m*	$551.3m	53%

** 12 months to 30 June 2004*

Acquisitions and Disposals – Last 3 Years

Acquisitions ($m): 16 Properties – A$3.4bn

Newmarket (Auckland)	NZ193.0	Whitford City – 50% (Perth)	192.5
Sydney Central Plaza (Sydney)	401.0	West Lakes – 50% (Adelaide)	122.5
Bay City – 50% (Geelong)	72.0	Plenty Valley – 50% (Victoria)	19.0
AMP Shopping Centre Trust (ART)	1,900.0	Skygarden (Sydney CBD)	151.0*
Belconnen – 50% (Canberra)	230.0	Imperial Arcade (Sydney CBD)	90.0*

Disposals ($m): 6 Properties A$0.9bn

Toombul (Brisbane)		Arndale (Adelaide)	60.0
Galleria (Perth)	724.0	The Pines (Melbourne)	116.0
Colonnades (Adelaide)		Johnsonville (Wellington)	NZ13.0

** Reported together with Centrepoint*

Developments – Last 3 Years

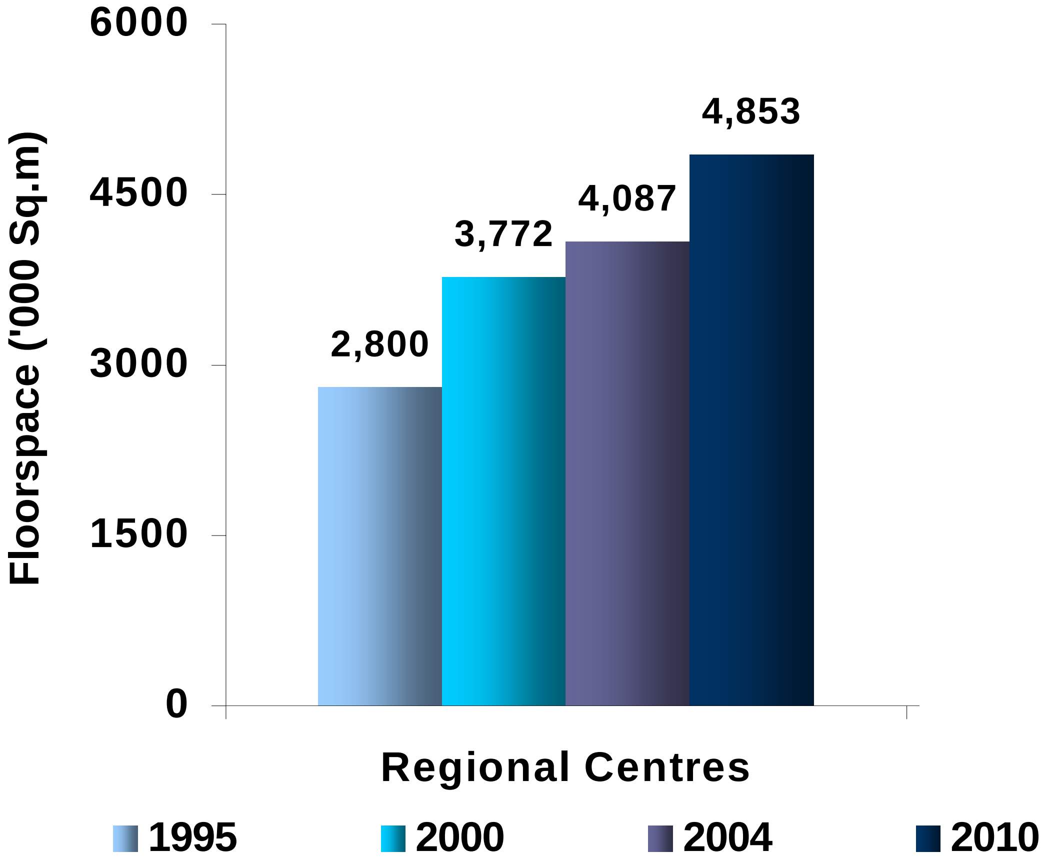
Completed Developments : 8 Properties – A$1.5 bn

Bondi Junction (Sydney)	750	North Lakes (Brisbane)	89
Riccarton (Christchurch)	NZ94	St Lukes (Auckland)	NZ59
Mt Gravatt (Brisbane)	20	Fountain Gate (Melbourne)	30
The Pines (Melbourne)	46	Hornsby (Sydney)	360

Future Developments:

- 6 properties under construction
- 3 developments to start in 2005
- Pipeline approximately $2 billion

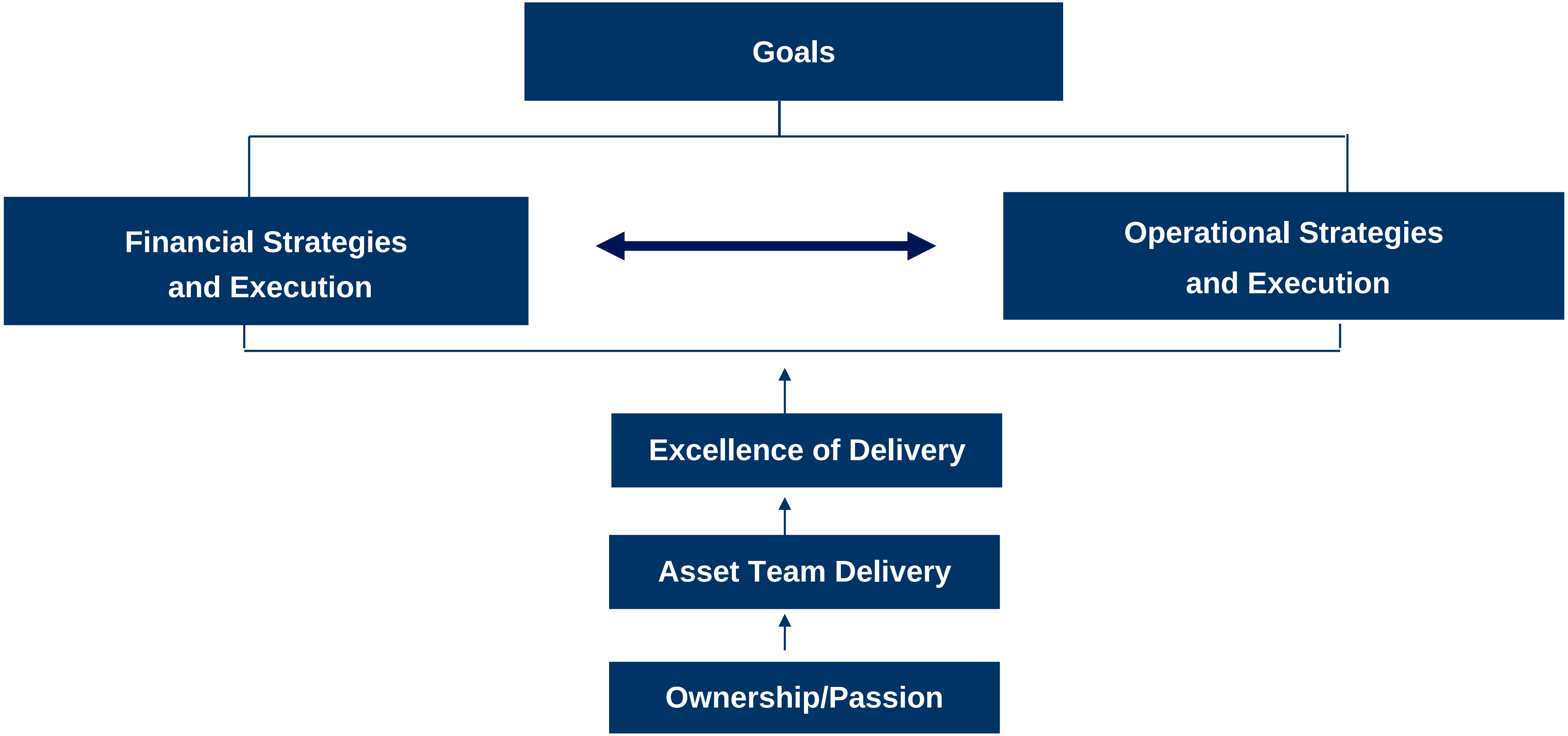
Urbis JHD - Regional Centres Floorspace



Source: UrbisJHD

Specialty Sales Growth

Our Operating Platform



Operating Strategy

- **Intensive management focus**
  - Intensive management style and culture
  - Experienced and proven executive team
- **Vertical Integration**
  - Property management, marketing and leasing
  - Property development, design and construction
  - Asset team approach
- **Leverage economies of scope and scale**
- **Branded shopping centres**

The Development of Westfield Bondi Junction


Westfield
NO LEFT TURN

Outline

1. Westfield Bondi Junction – at a glance
2. The Planning Process – Land and Authorities
3. What We Forecast – What We Delivered
4. Market Research
5. Operations – Product Development
6. Design
7. Tenancy Mix
8. Customer Service
9. Marketing
10. Performance to date

Bondi Junction at a glance …

	Before	Upon Completion
Lettable Area sqm	63,900	104,900
No of retailers	126	370
Major sqm		
- David Jones	17,449	19,000
- Grace Bros	26,051	17,900
- Woolworths	2,990	3,750
- Target	-	5,200
- Coles	-	4,850
- Greater Union	-	4,600
Specialties (sqm)	9,924	37,179
Car Park Spaces	1,675	3,500

Last independent valuation December 2000 - retail

Bondi Junction Redevelopment

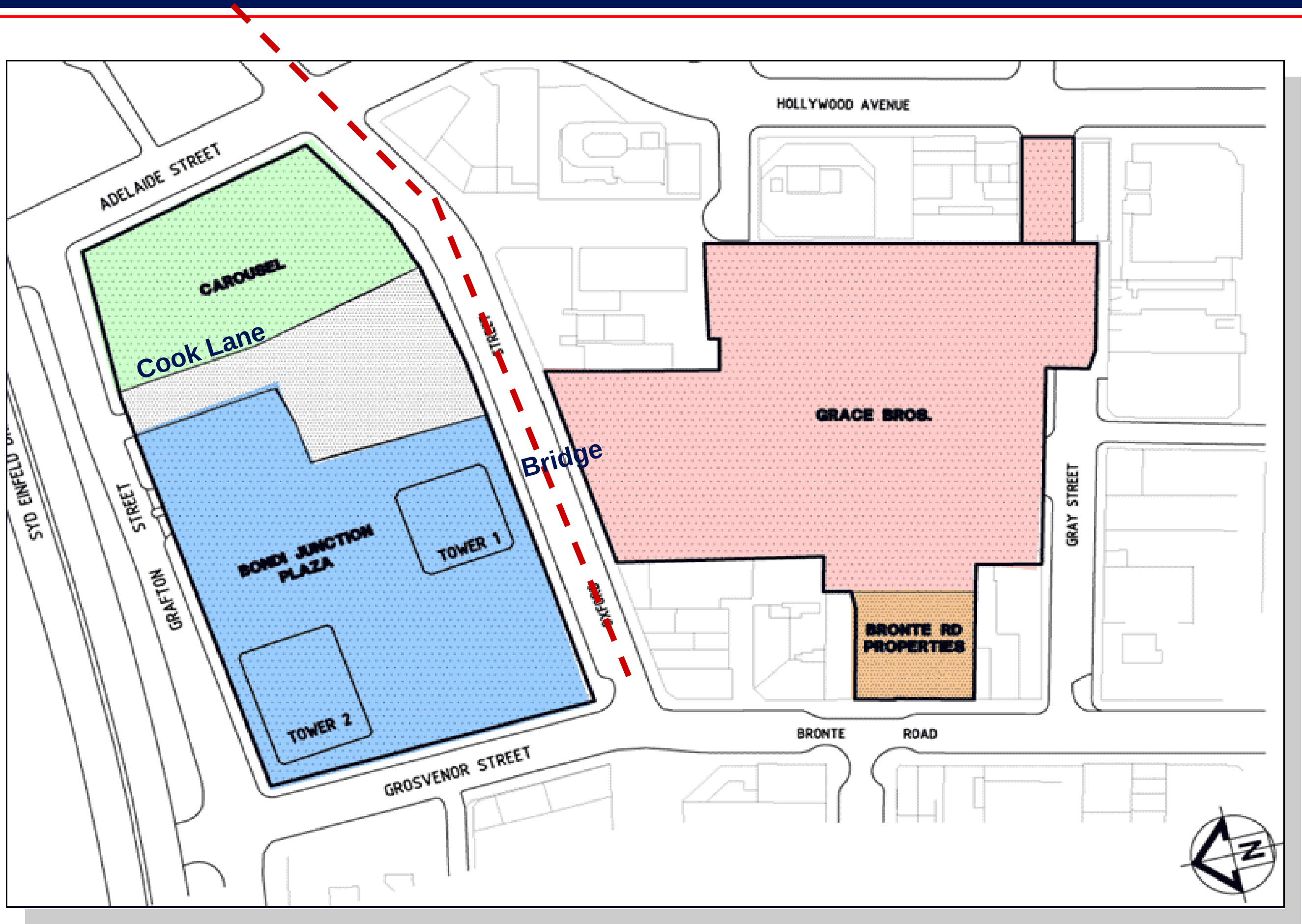
Westfield

Before

Now

Land and Authorities

Land and Authorities



Land

Westfield

Original Built **1972**

1982 Bondi Junction Plaza owned 100% by - AMP

WFT/AMP Joint Venture BJP **1994**

1996 - Grace Bros site sold by AMP into WFT/AMP JV

Carousel Centre acquired by JV from MEPC **1998**

1999 - Airspace/ sub stratum Lease Oxford St signed by JV
- Completion of Bronte Rd acquisitions

Cook Lane acquired by JV **2000**

2001 - WFT acquires AMP 50% interest in JV

Authorities

Westfield

Dec - 1996
DA Application lodged

1997 - July
Application called in by Minister

May - 1998
DA Approved

1999 - July
DA Application Lodged For Carousel

Dec - 1999
DA Approved for Carousel

2000 - April
DA Lodged for Composite Development

Dec - 2000
DA Conditionally approved

2002 - April
Commenced Construction

Development Goals and Strategies

Westfield

- Maximise ROI for Investors and Retailers
- Best product to suit the catchment

Financial Strategies

Drive short and long term growth

Maximise:
- income
- cash flow
- rental growth

↔

Operational Strategies

Provide a centre of excellence to match the high expectation of a wealthy catchment

Drive:
- design
- tenancy mix
- customer service

Excellence of Delivery

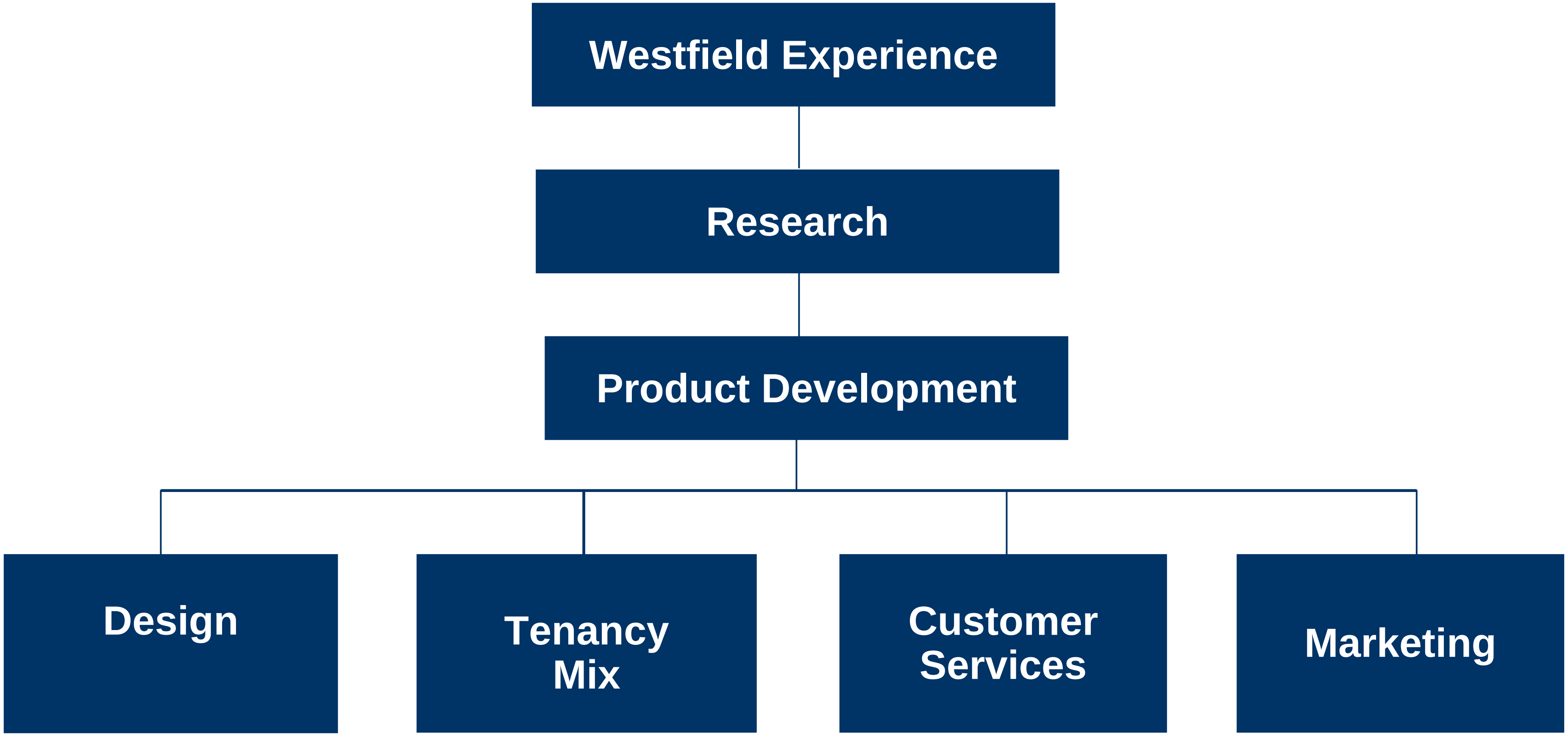
Asset Team

Ownership/Passion

Financials - What We Delivered

	FORECAST	ACHIEVED
Total Development Cost	$895m	$963m
Retail Development Cost	$680m	$750m
Completed Yield	7.50%- 7.75%	7.6%
Turnover	$550m +	$650m +
Total Valuation – approx.	$1.0bn	$1.2bn

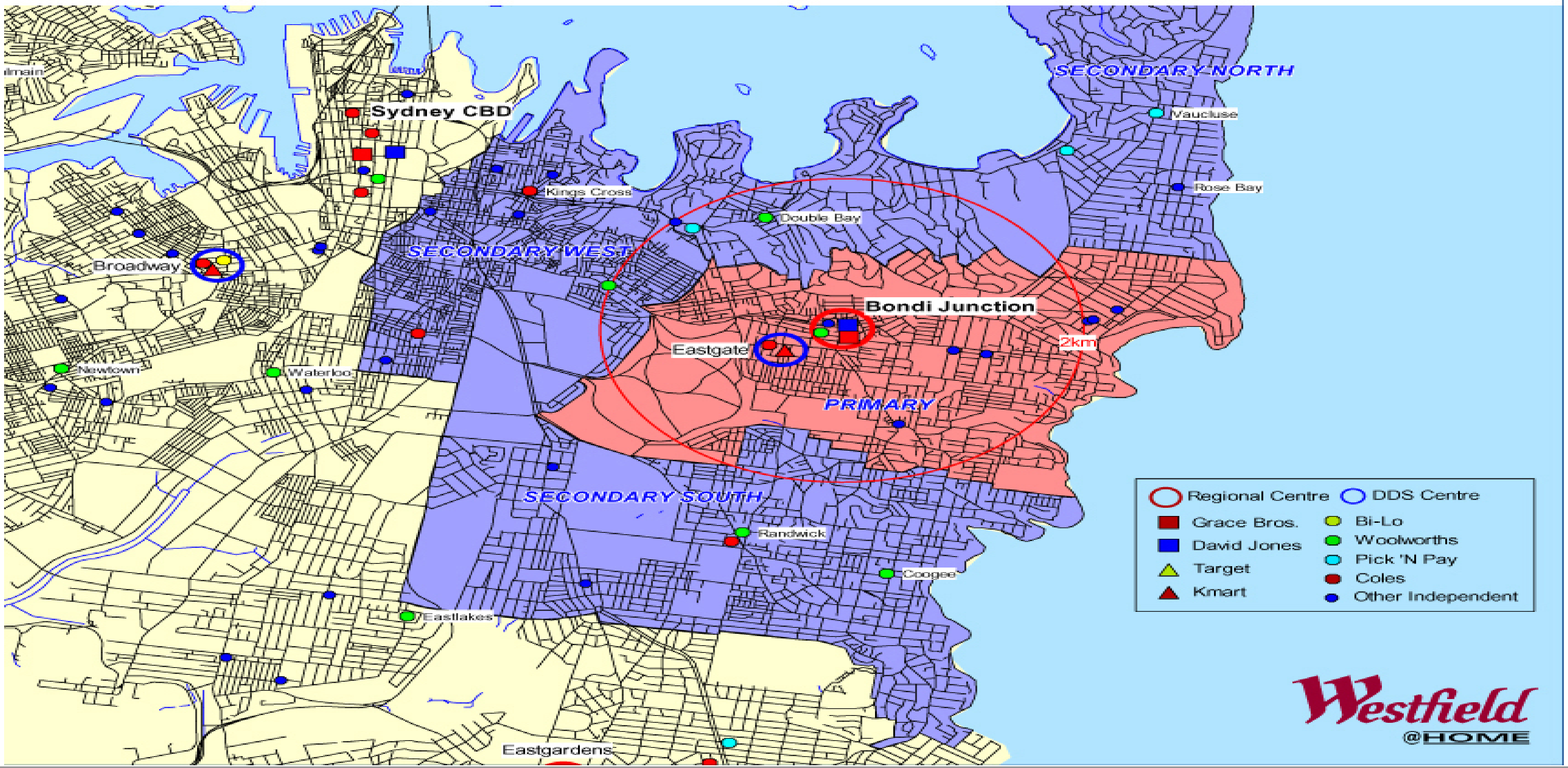
Operational Strategy
- Product Development



Research

- Detailed Economic Assessment of Trade Area (Urbis JHD)
  - Population, Retail Spend, Projected Market Share
- In-depth Consumer Analysis (Mosaic Segmentation, Roy Morgan)
  - Market Segmentation, Focus Group Studies & other Qualitative Secondary Data
- Traditional Traffic & Turnover Forecasts
- Additional Westfield Brand Tracking Ongoing Study (AMR Interactive)

Research – Competition and Demographics



Trade Area and Demographics Comparison

	Bondi	Parramatta	Miranda
Main Trade Area Population 2005	264,500	335,000	220,570
Population Growth	0.8%	0.7%	0.8%
Retail Spend $A*	3.1 b	2.7 b	2.1 b
MTA Market Share	8.0%**	12.9%	20.1%
Beyond MTA Market Share	19.0%**	28.9%	23.7%
Average per Capita Income $A p.a*	34,810	21,607	27,285
% above Sydney Average	39.5%	(13.4%)	9.3%

*Future dollars (2005) ** Based on the existing centre configuration

Source: Jebb Holland Dimasi

Key Findings

- **Quantitative Research** *(Urbis JHD)*
  - Income per capita in MTA is 46% above Sydney average
  - Single/couple households make up 63.5% of the MTA's retail spending market verses 45.6% Sydney average
  - Retail spending per capita is 39.5%above Sydney average
- **Qualitative – Consumer Analysis Research** *(Mosaic Research & Roy Morgan)*
  - 'Thirty something' professionals, limited weekday shopping opportunities
  - High disposable income, aspire to luxury lifestyle
  - 43% classify themselves as "big spenders"
  - 80% agree "quality more important than price"
  - Approx 40% more likely to pay for personal services such as housekeeping, dog walker, than Sydney average
  - Did not perceive Westfield to be a relevant shopping destination

The Product - Design

- Matching product to demographics
  - Mall finishes
- Externalising the building
- Creating different and unique spaces
- Pedestrian friendly
- Light
- Shop Design


Westfield
NO
LEFT
TURN


KOOKAÏ

Precinct Objectives: Street Frontage

level 4 street entry

- Theatrical
- Dynamic
- Sensitive to the architecture

Key Retailer: Esprit

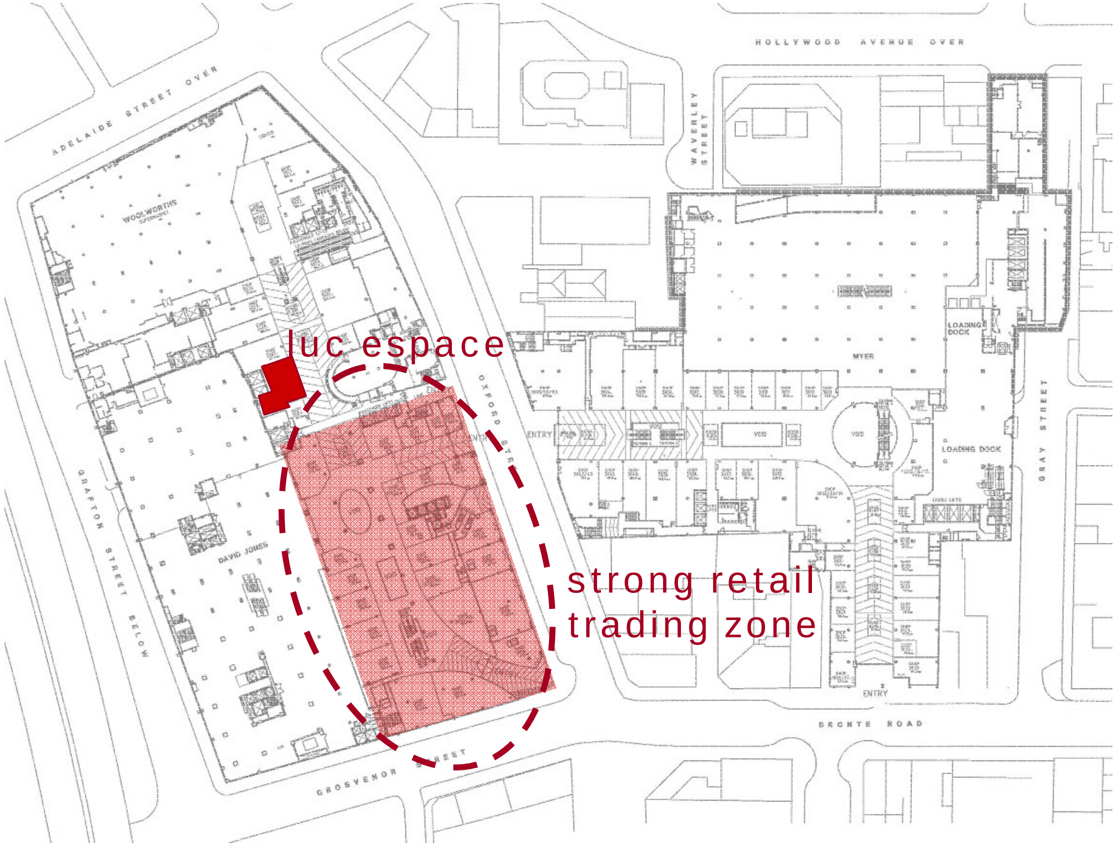
esprit : concept

esprit : realisation

Key Retailer: Borders

Borders

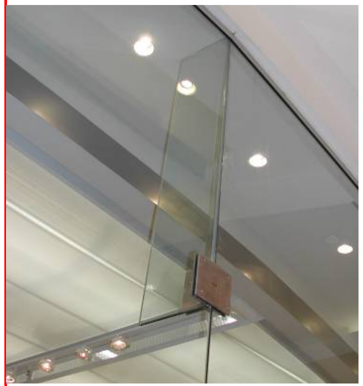
Precinct Objectives: Fashion Upper



level three

- Mall Ambience
- ‘Transparent’ and ‘seamless’ full height glass shop fronts
- Visual merchandising focus
- Utilisation of sophisticated polished materials
- Quality Detailing

Precinct Outcomes: Fashion Upper



‘transparent’ and ‘seamless’ full height glass shop fronts

Key Retailer: Fashion Upper

Westfield

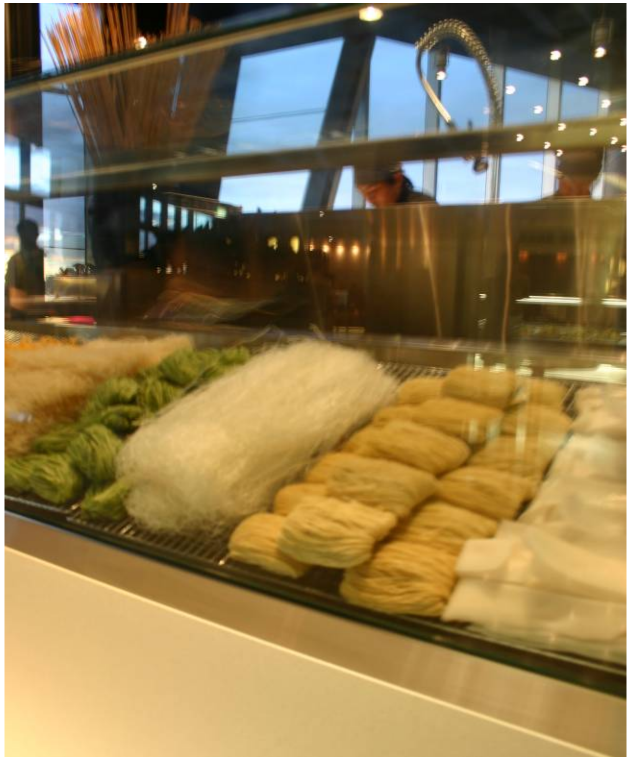
Spencer and Rutherford: merchandising

Key Retailer: Fashion Upper



point of difference: facade

Key Retailer: Harbour Room



Point of difference: product presentation

The Product - Tenancy Mix

- Matching demographic profile and customer aspirations
- Strong national and international tenancy mix
  - 80 new retailers to Westfield
  - 25 new retailers to Shopping Centres
  - 4 new to Australia
- Provide a unique offer
- Provide well –anchored malls with Mini-Majors
- Leased to a defined ‘Precinct Plan’

National & International Mix

Westfield

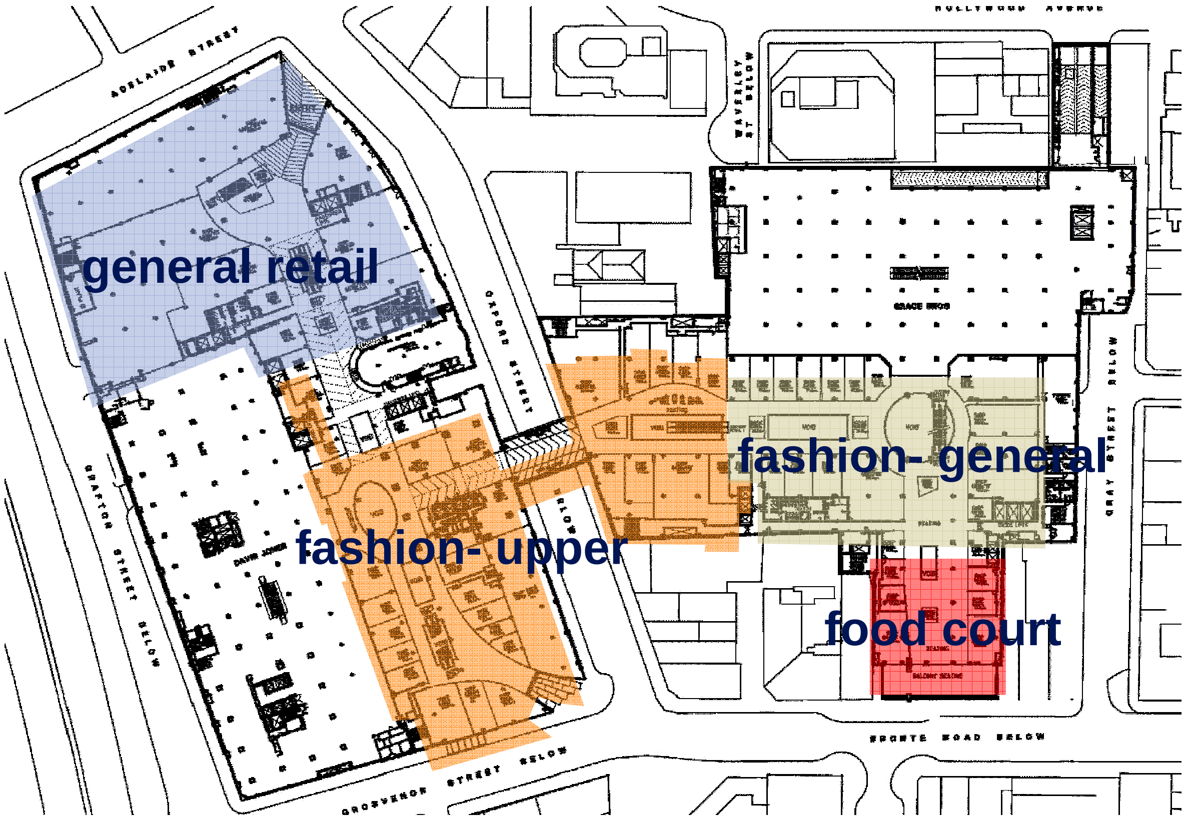
- Alannah Hill
- Aveda
- Amarni Exchange
- Bracewell
- Calibre
- FCUK
- Marcs
- Mecca Cosmetica
- Oroton
- Wayne Cooper
- Zimmermann
- Morrissey
- Max & Co
- Scoop
- Bally
- Comme Ci, Comme Ca
- Escada Sport
- Versace Collection
- Joh Bailey
- Leona Edmiston
- L'Occitane
- Karen Millen
- Polo Ralph Lauren
- Bettina Liano
- Christiansen Copenhagen
- Evelyn Miles
- Georg Jensen
- Max Mara

Quality Tenants with Quality Fitouts

Leasing Precinct Plans

- **Level 1 –**
  - General Retail
  - Food market
- **Level 2 –**
  - Youth
  - General Retail
- **Level 3 –**
  - Fashion – Upper
  - Fashion – General
- **Level 4 –**
  - Fashion – Upper
  - Fashion – General
  - General Retail
  - Food Court
- **Level 5 –**
  - Harbour Room
  - General Retail
  - Kids
  - Homewares
- **Level 6 –**
  - Entertainment & Lifestyle Precinct

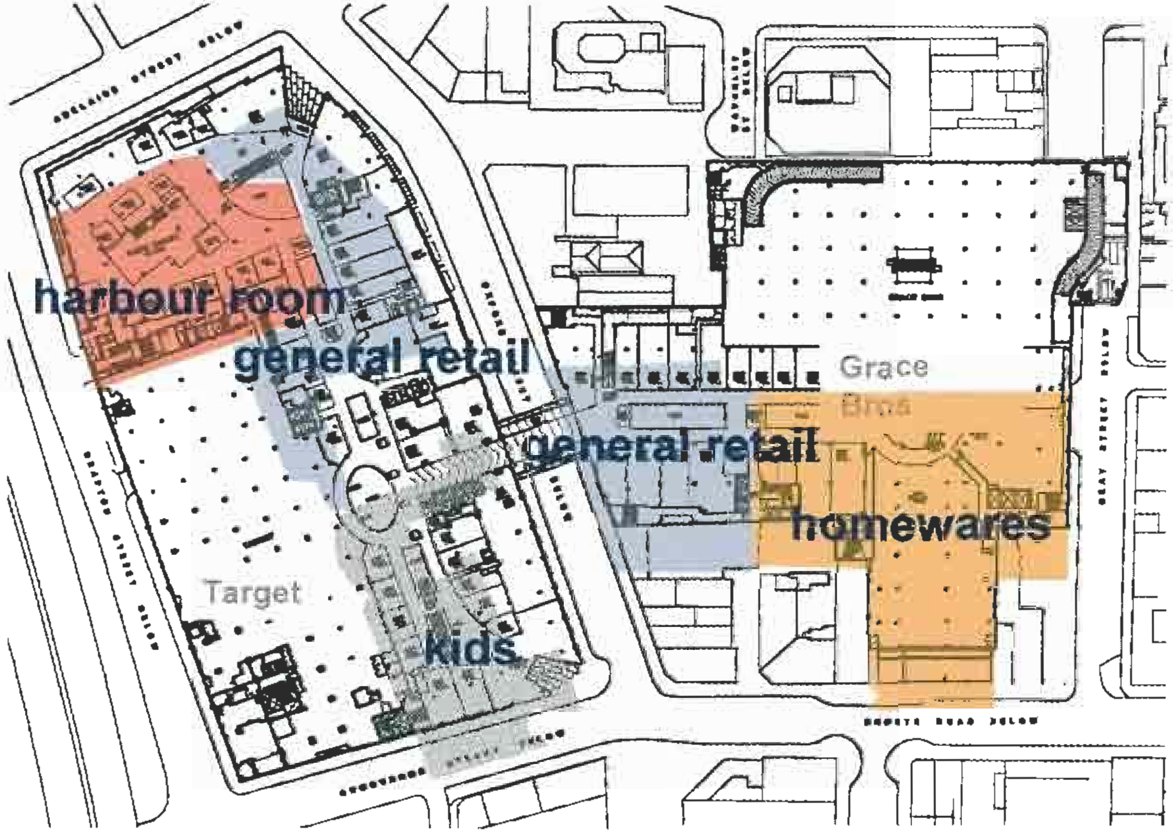
Precinct Plan – Level 4



- level four

Precinct Plan – Level 5

Westfield



- level five

The Product - Customer Services

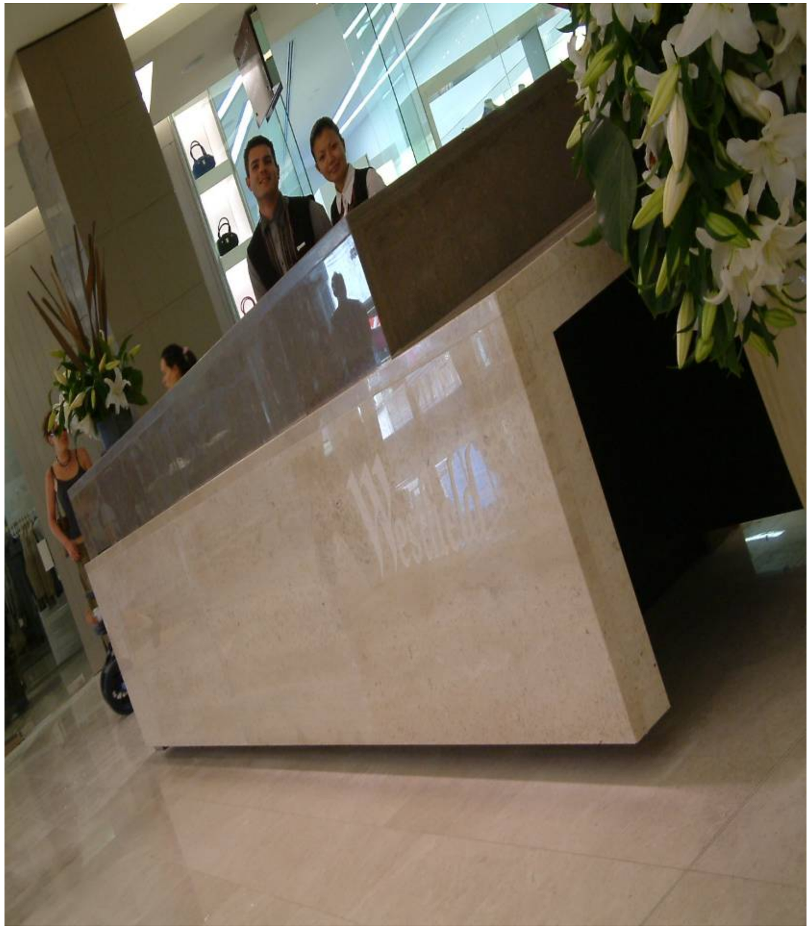
- Development of the “Black Label” concept of service – *attention to detail*
  - Lift the customer’s perception of shopping centres
  - Integrate services into the total customer shopping experience
  - Provide extended trading hours
  - Add services that provide ‘quality’ and ‘human face’ to Westfield
  - Create world class standard of finishes for all amenities

Harbour Room – Cuisine on 5

- Made to order food preparation
- Food & Beverage Supervisor as extension concierge services
- Introduction of branded crockery, stainless cutlery, glassware
- Conducting detailed audit on operations relating to centralised cleaning
- Operation after hours

Customer Service in Action

- Recruitment & Selection Process
- Concierge Software
- Valet Parking – Zone A, P4
- Handsfree Shopping
- Value added services
- Uniforms
- Service Desks



“Handsfree” Shopping

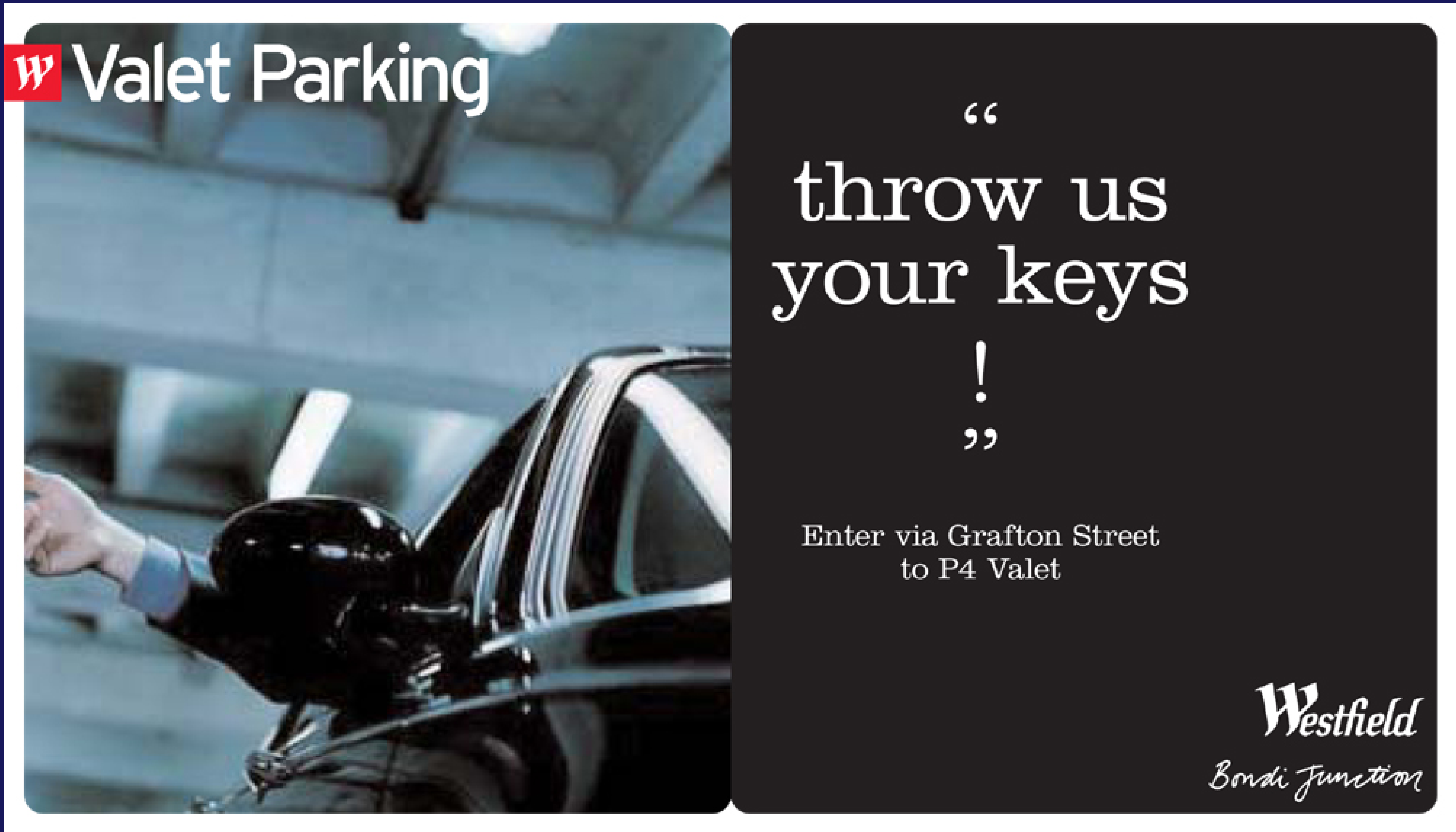
- Check – in & customer profile entered
- Fee -$12
- Service offered on Levels 3 & 4
- Customer leaves the purchase with Retailer following payment
- Retailer presses ‘Handsfree monitor’ button to alert porter to collect
- Retailer secures purchase in carry bag

"all you need to carry!"

WBJ's unique Handsfree Shopping™ service. Book now at Concierge.

Valet Parking - Bondi Junction style!

- Dedicated Valet Parking suite P4 – 109 bays
- Introductory Fee - $10
- Electronic buzzer system to improve car retrieval times
- Car care services
- Cloak room
- Home delivery


Valet Parking
“ throw us your keys ! ”
Enter via Grafton Street
to P4 Valet
Westfield
Bondi Junction

Electronic Directories

- Integrated static & electronic directory solution
- Industry first & user friendly
- Two sided unit, approx 500mm wide; approx 2m high
- Launch of software tracking which maps path to store, services in Centre
- Two versions – quickest route, lift option
- Static signage highlighting all retail levels
- Ability to obtain further market intelligence about our retailer demand

you're
on
level
3

David Jones
Harbour Room
Cinema
Adelaide Street
Restrooms
4

Mall Media - Arena

- Arena – New Centre Court
- Proposed use of space
  - Volkswagen, Mercedes Benz, BMW
  - Estee Lauder
- Black Label Strategy
  - Only corporate level booking
- Eye Corp
  - Installation of first scrolling units in Australia
- Car Park Advertising
  - Located in prime, high $ locations
  - Brand sponsorship of Valet parking eg BMW
- Vending – quality machines

ESTĒE LAUDER


MYER
true star
TOMMY HILFIGER
MYER
MYER
MYER
MYER

The Product - Marketing

- Intensive research
- 'Black Label' – leasing marketing strategy
- Extensive PR campaigns throughout development
- Co-ordinated TV, outdoor and cinema strategy
- Major tenant contribution
- 'Brand tracking'
- ROI focussed

Research: MOSAIC

Trade Area	Primary	Secondary North	Secondary South	Secondary West	Total TA
A Leading Lifestyles	**41%**	**85%**	**23%**	**1%**	**31%**
B Rewarding Faculties	0%	0%	0%	0%	0%
C Family Room	0%	0%	0%	0%	0%
D Fashionably Wired	**58%**	**15%**	**69%**	**90%**	**63%**
E Cultural and Informed	1%	0%	3%	0%	1%
F Domestic Appliance	0%	0%	2%	0%	0%
G Subsistence Existence	0%	0%	3%	8%	3%
H Eurasian Dreams	0%	0%	0%	0%	0%
I Community Challenge	0%	0%	0%	0%	0%
J Shades of Grey	0%	0%	0%	1%	0%
K Town and Country	0%	0%	0%	0%	0%

Research: Urbis JHD

Above average per capita spend compared to Westfield average across all categories especially

Food Retailing +20%
(Fish +36%)
(Groceries +22%)
(Pharmaceuticals +41%)
(Take Home Liquor +52%)

Food Catering +59%
(Cafes/Restaurants +88%)

Apparel +49%
(Jewellery +60%)

Homewares/Household +40%
(Home Decoration +85%)
(Computer Hardware/Software (+76%)

Leisure/General +32%
(Books +62%)
(Recreational Equipment +49%)

Personal Services +38%
(Laundry & Cleaning +135%)

Consumer PR Coverage

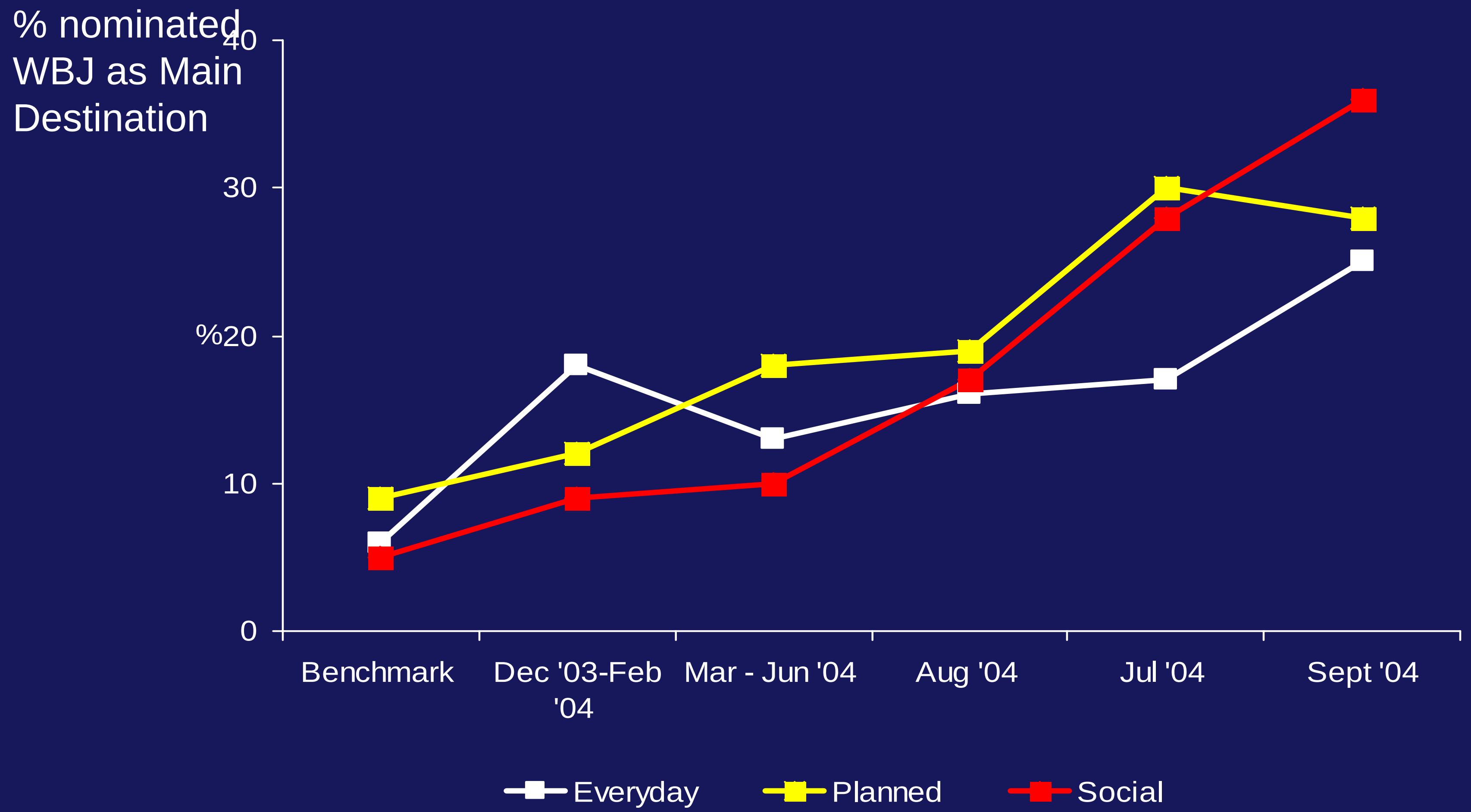
- UK Financial Times
- Harper's Bazaar
- Vogue
- Marie Claire
- The Sydney Magazine
- SMH – Good Living
- The Sunday Telegraph
- The Sun-Herald
- The Australian
- Vogue Entertaining & Travel
- Platinum Magazine

‘Black Label’ Philosophy

Post Opening Research: Results

- Financial Objectives
  - Traffic up 20% average 2 months pre and post with over 18% beyond Trade Area
  - Traffic volume surpassed all Super Regional Averages in October
  - Web Traffic Number 1 in Portfolio as at October
  - Turnover MAT tracking over objective of $600M
  - Spend per Visit growth 8% over 3 months pre and post
- Strategic Brand Objectives
  - Exceptionally high Advertising Awareness and Brand Recall
  - Extremely positive movement in Brand Awareness, Empathy, Preference, Usage, Recommendation and ultimately Spend per Visit

Main Destination by Occasion: All people



Recap – Where we are now

- Trading strong since opening of each stage
- Product is second to none – World Class

*"The international brands crowding the entrances will no doubt pull in the locals but it's the food court that's likely to have rival companies boarding Sydney-bound flights to witness **what Westfield has done…it has raised the bar for both design and diversity**".*

Tyler Brule (Founder of Wallpaper* magazine)
UK Financial Times -27th March 2004


Westfield
Westfield

Leasing - Australia

Peter Leslie

Director - Leasing

Performance

	12 months	Last 2 Years
■ Occupancy	>99.5%	99.5%
■ Lease Deals		
• Total	1,874	3,615
• Deals per week	36	35

Leasing Goals & Strategies

Leasing Goals

Maximise rental income with cash flow focus

Financial Strategies

- Pre Leasing
- Virtual Vacancy
- Lost Rent
- Shop Openings

Maximise product quality to drive sales growth

Operational Strategies

- Tenancy Mix / RTRL
- Trends
- Precincts
- Shop Upgrades
- Centre Upgrades

Strong Leasing Performance - Increased Financial Focus

FINANCE

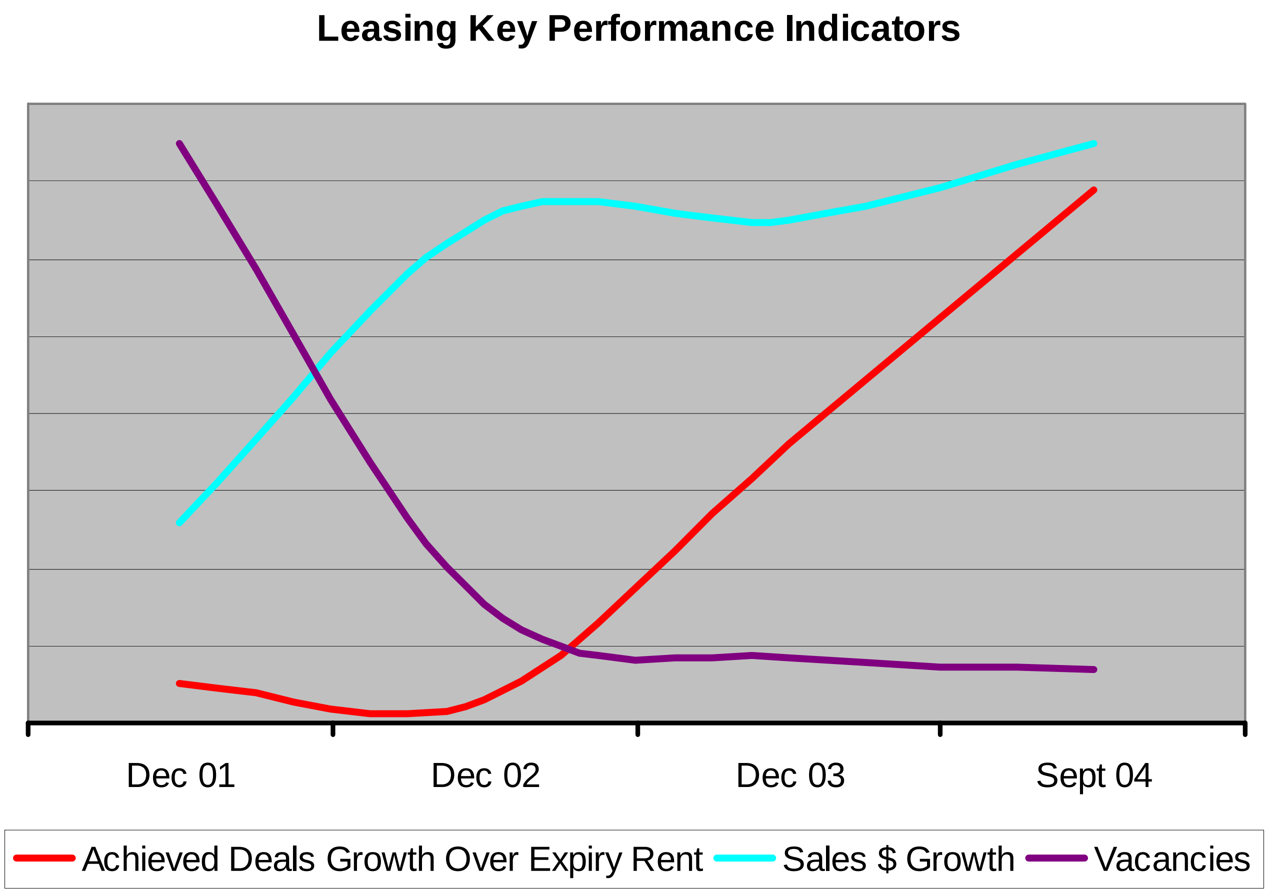
- Actively minimise vacancy levels
  - Pre-leasing
  - Identify virtual vacancies
- Significant pre-leasing of new projects and minimise lost rent on development affected tenancies
- More rigorous financial forecasting and performance measures

Vacancy Control

STRATEGIES

- Vacancy focus and status
- Pre-leasing of risks within mix strategy
- Leasing & centre management aligned
- Increased rental tension and demand
- Top 100 forward “buying order”
- New business relationships

Strategy in Action



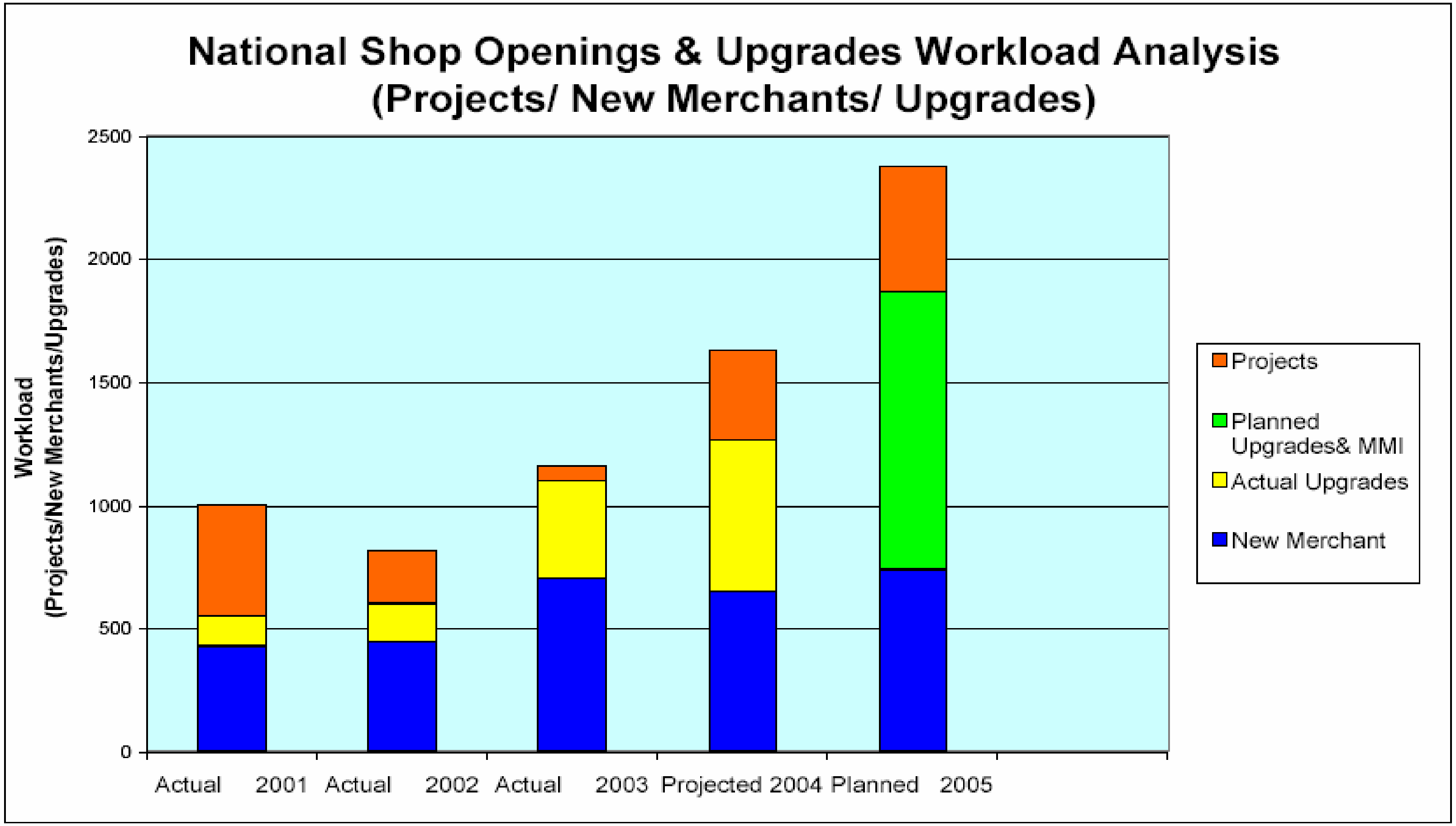
Leasing & Shop Opening Integration

Westfield

STRATEGIES

- Reduce change-over time
- Standardise procedures
- Plan for appropriate level of resourcing
- More rigorous KPI's to measure efficiency

Leasing & Shop Opening Integration



Strong Leasing Performance - Product Improvement

Westfield

PRODUCT

- Critically analyse and actively managed tenancy mix
  - Research – Market and retail trends
  - RTRL strategy implemented
  - Precinct strategy implemented
- Improved centre ambience
  - Shop upgrades
  - Centre upgrades
- Assist new retailers in obtaining critical mass across the Westfield portfolio

Tenancy Mix

Steps to refresh from 2001 - 2004

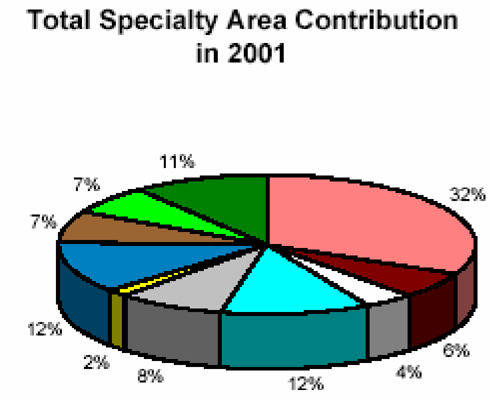
- Standardised precinct planning
- Intense remixing/new merchant activity
- RTRL – Retailer/Customer aligned
- 3 year leasing business plan

Tenancy Mix

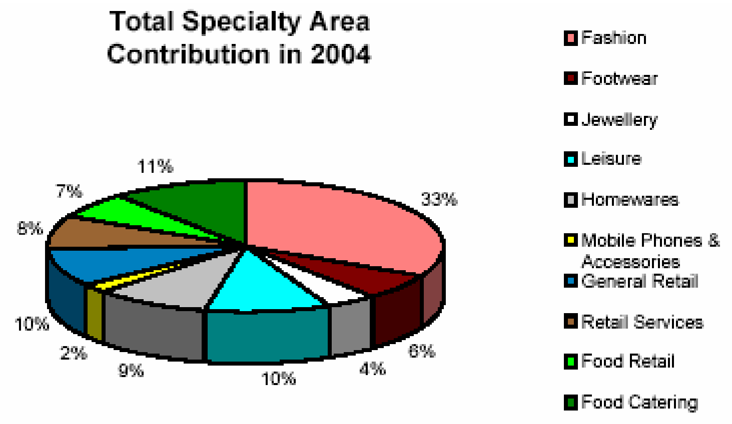
Steps to refresh from 2001 - 2004

- GAP Analysis
  - Kit of parts per precinct
  - Fine category segmentation
  - Points of difference
  - Stopping points
  - Brand Alignment
- Stability of Leasing Staff
- Focus on shop upgrades

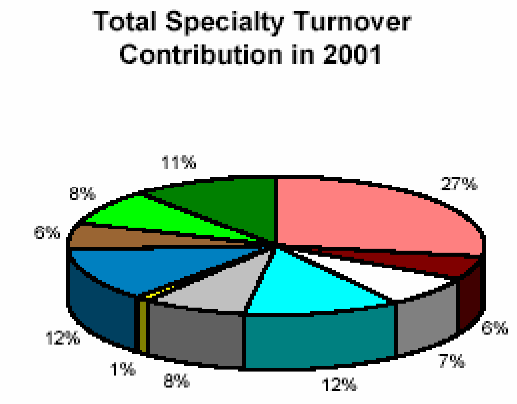
Tenancy Mix



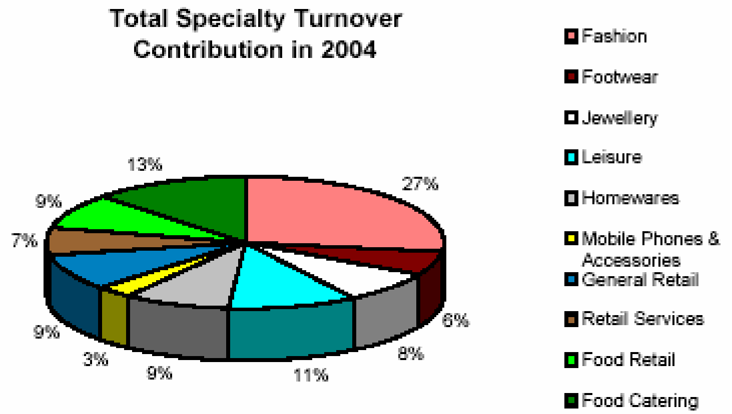
Total Specialty Area Contribution in 2001
32%
6%
4%
12%
8%
2%
12%
7%
7%
11%



Total Specialty Area Contribution in 2004
33%
6%
4%
10%
9%
2%
10%
8%
7%
11%
Fashion
Footwear
Jewellery
Leisure
Homewares
Mobile Phones & Accessories
General Retail
Retail Services
Food Retail
Food Catering

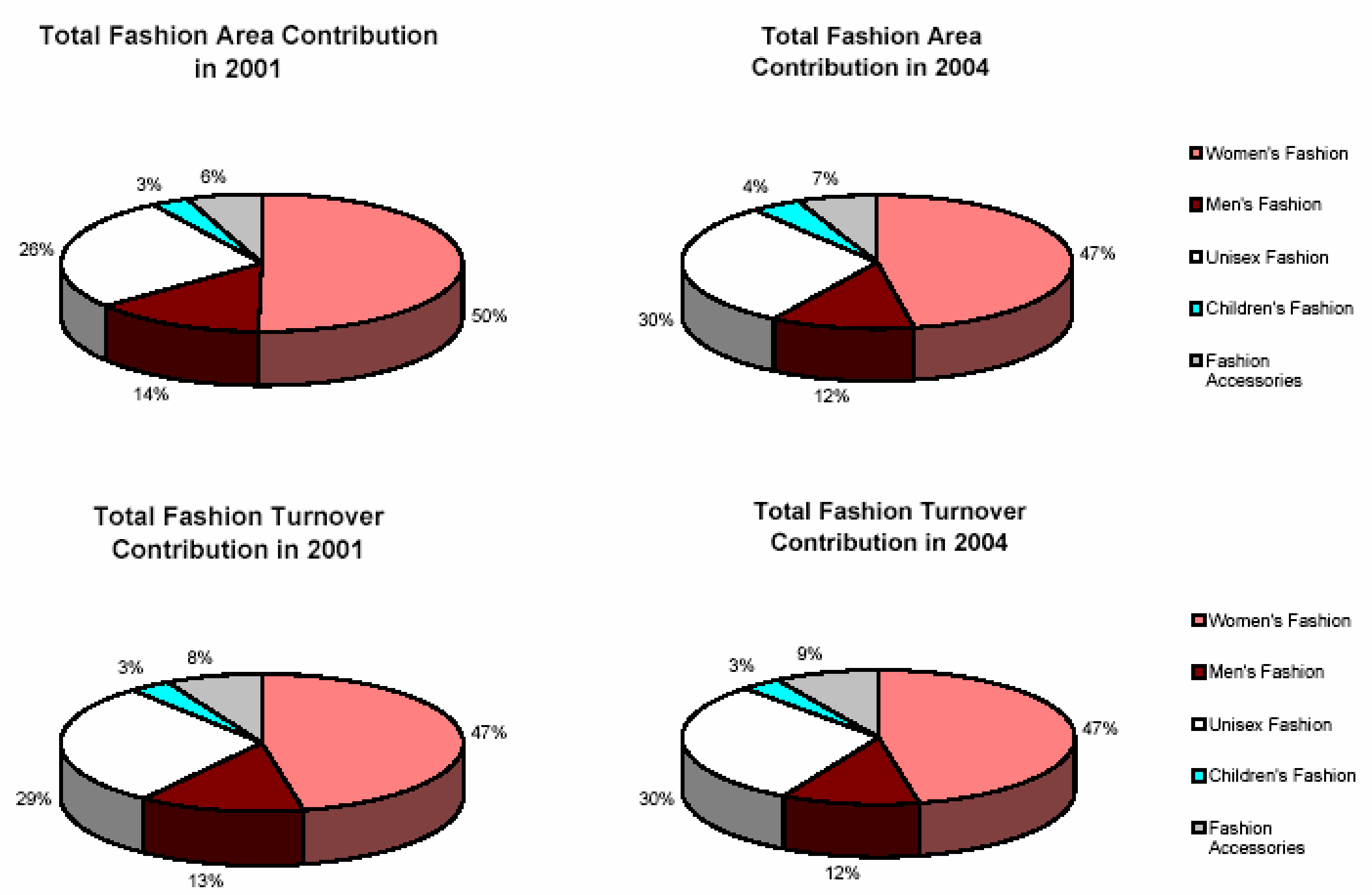


Total Specialty Turnover Contribution in 2001
27%
6%
7%
12%
8%
1%
12%
6%
8%
11%



Total Specialty Turnover Contribution in 2004
27%
6%
8%
11%
9%
3%
9%
7%
9%
13%
Fashion
Footwear
Jewellery
Leisure
Homewares
Mobile Phones & Accessories
General Retail
Retail Services
Food Retail
Food Catering

Tenancy Mix


Total Fashion Area Contribution in 2001
3%
6%
26%
50%
14%
Total Fashion Area Contribution in 2004
4%
7%
47%
30%
12%
Women's Fashion
Men's Fashion
Unisex Fashion
Children's Fashion
Fashion Accessories
Total Fashion Turnover Contribution in 2001
3%
8%
47%
29%
13%
Total Fashion Turnover Contribution in 2004
3%
9%
47%
30%
12%
Women's Fashion
Men's Fashion
Unisex Fashion
Children's Fashion
Fashion Accessories

Conclusion

- Ongoing iterative refinement of Strategy, Process and Analysis
- System is highly scalable for future growth with experienced staff able to proactively manage the process
- Intensive leasing focus on each centre in the portfolio in an asset team approach

Management & Marketing - Australia

Ian Cornell

Director – Management and Marketing

Management Goals & Strategies

Westfield

Management Goals

Maximise operating efficiency and cash flow

Financial Strategies

- Maximise new income opportunities
- Maximise cash flow
  - cost initiatives
  - debtors

Improve the customer experience and market our competitive advantage

Operational Strategies

- Customer service initiatives
- Ambience upgrades
- Retailer relations

Increased Financial Focus

- Current Income Opportunities
  - Mall Merchandising Income – driven by quality clients
  - Brand Alliance - a long term Mall Media platform
  - Corporate Partners
  - Branding Platform
  - Media Billboards
- Future Income Opportunities
  - Digital Screens
- Cost Initiatives

Mall Merchandising Strategy

- Increase corporate revenue
- Increase average revenue per client
- Increase duration of stay
- Upgrade the quality of retailers

Lancome - Attraction Launch

L'Oreal – Beauty Tour

L’Oreal – Beauty Tour

Dell Computers

Foxtel


FOXTEL DIGITAL
SPORTS ACTIVE
SKY NEWS ACTIVE
CONNECT TODAY
FROM AS LOW AS
$55*
half price
COLORADO

Brand Alliance
- Vision & Mandate

To establish Westfield centres as the world's leading integrated Mall Media platform for advertising,sales and marketing programs to consumers within a premier retail environment.

To identify and develop long term, sustainable and commercially viable Mall Media opportunities that generate incremental income, with no capex cost and minimal risk to the Owners.

Brand Alliance
- Mall Media

- Malls deliver “purchase ready” consumers to advertisers in a retail environment
- Mass media can only target “share of mind” via broadcast mediums
- Westfield malls can target demographic sections of the community
- Westfield malls provide retailers with critical mass and geographic diversity from a large portfolio

Brand Alliance
Current Licensee Programme

- Eye Corp : common domain “eyelites”
- Eye Shop : parent rooms “babylites”
- Creatable Media : food court “table tops”
- Claude Group : car park “shop-a-lites”
- Convenience Adv : rest rooms “A4 frames & postcards”
- Branding Platforms

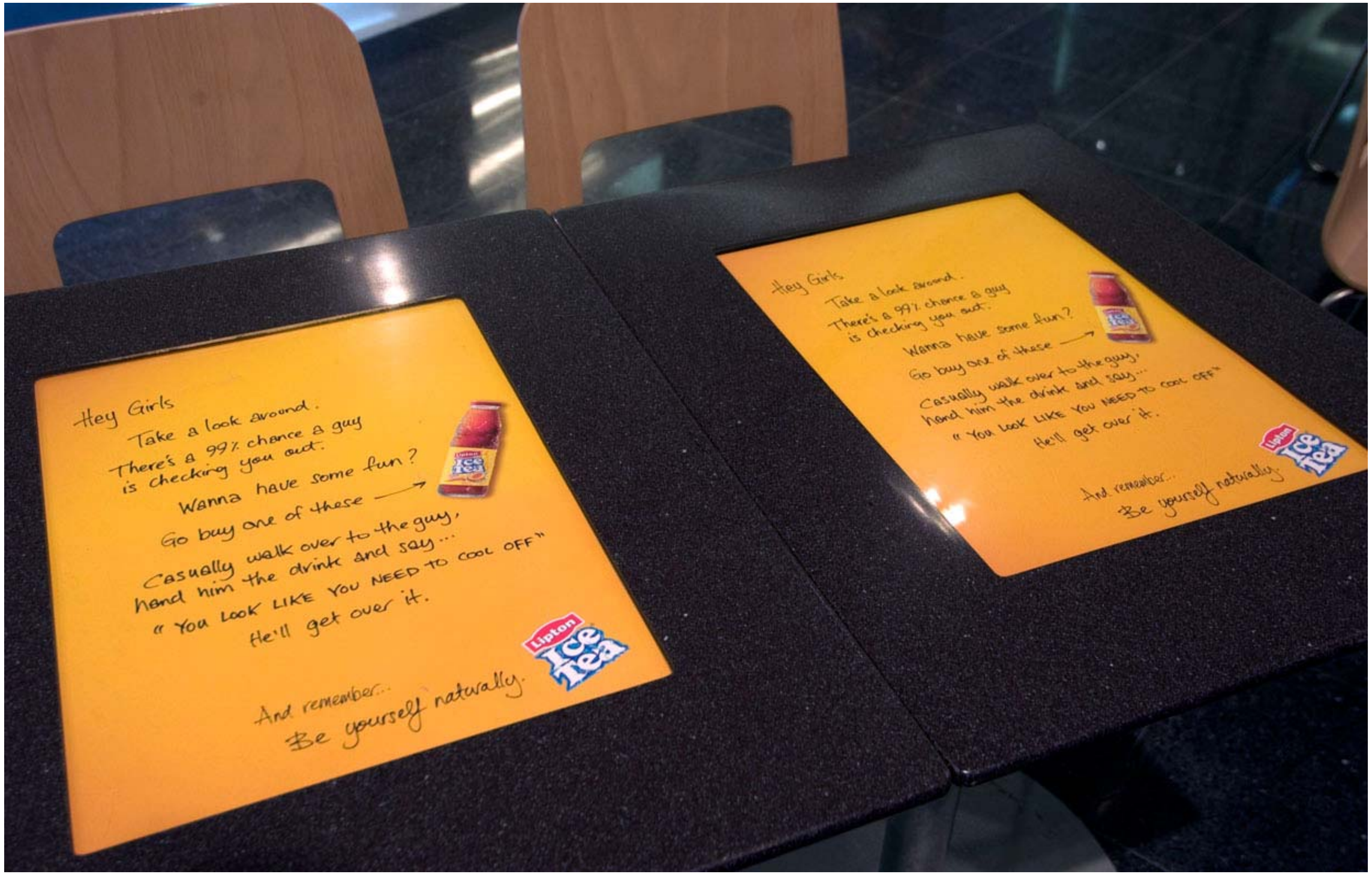
1. Eye Corp ‘eyelites’

Westfield

2. Eye Shop 'babylites'

# of A3 Units = 250

3. Creatable Media 'table tops'



4. Claude Group 'shop-a-lites'

5. Convenience Advertising

Sydney Central Plaza – Branding Platforms

Media Billboards

Digital Screen Network

Westfield

Increased Financial Focus – Cost Initiatives

- **Economies of Scale**
- **Intensive debtors management**
  - **June ’04 - 0.1%**
- **Individual asset focus**

Strong Management Performance - Product Improvement

Westfield

PRODUCT

- Enhanced customer service initiatives
- Improved ambience in Malls
- Market leading retailer relations programme

Product Experience: Bondi Junction

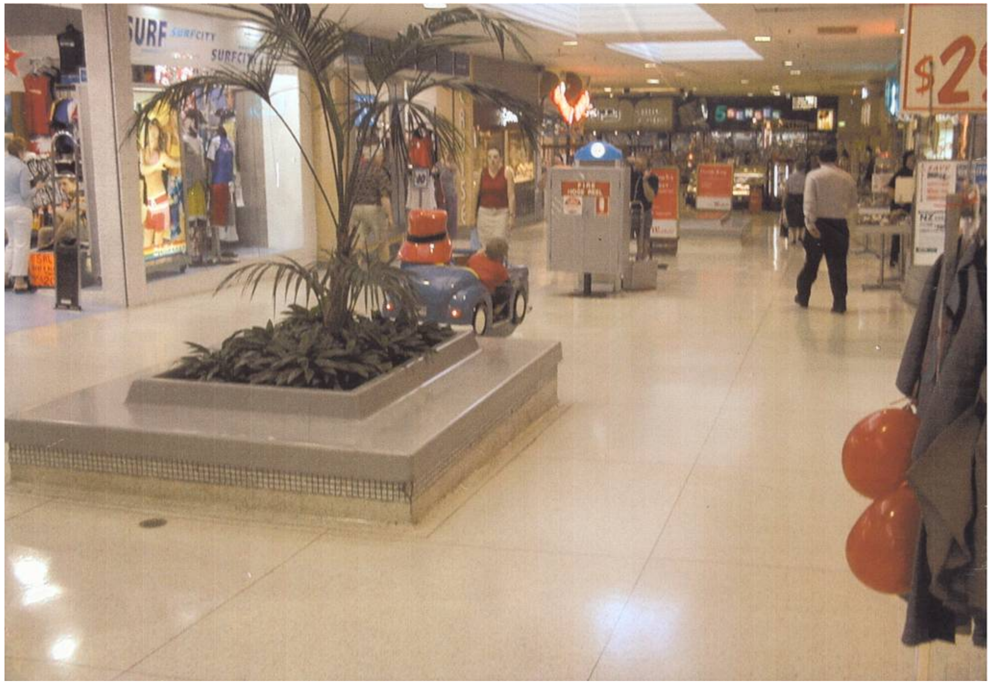
Product Experience - Miranda Design & Upgrade

Before

After

Product Experience - Miranda Design & Upgrade

Product Experience: North Rocks Design & Upgrade



Before

After

Product Experience: North Rocks Design & Upgrade

Before

After

Product Experience: Warrawong Fresh Food Market

Marketing

Michelle Vanzella
General Manager – Marketing

Achievements

- Increased sales growth
- Control of marketing costs
- Integrated national and local marketing plans
- Maximised national & global brand consistency, leverage & coordination
- Marketing spend to drive sales together with Westfield “Brand”
- Enhanced research & measurement processes and comparisons

Integrated Marketing Strategy

Westfield

Marketing Goals

Efficiently Manage Costs & Drive Brand Income

Financial Strategies

COST MANAGEMENT
- National Economies of Scale
- Global Leverage

INCOME GENERATION
- Sponsorship
- Senses Merchandising
- Events
- Program Development

Drive Sales & Develop Brand

Operational Strategies

- Research
- Marketing Strategy: Product, Ambience, Communications
- Measurement

Financial: Manage Costs

- National Economies of Scale:
  - Continuing enhancements in efficiency of Budget, with Marketing Fund contribution growth below CPI
- Global Leverage of Brand
  - International Consumer & Corporate Web Site & Services
  - Brand Design & Development
  - Consistent Measurement & Reporting

Financial: Drive Brand Income

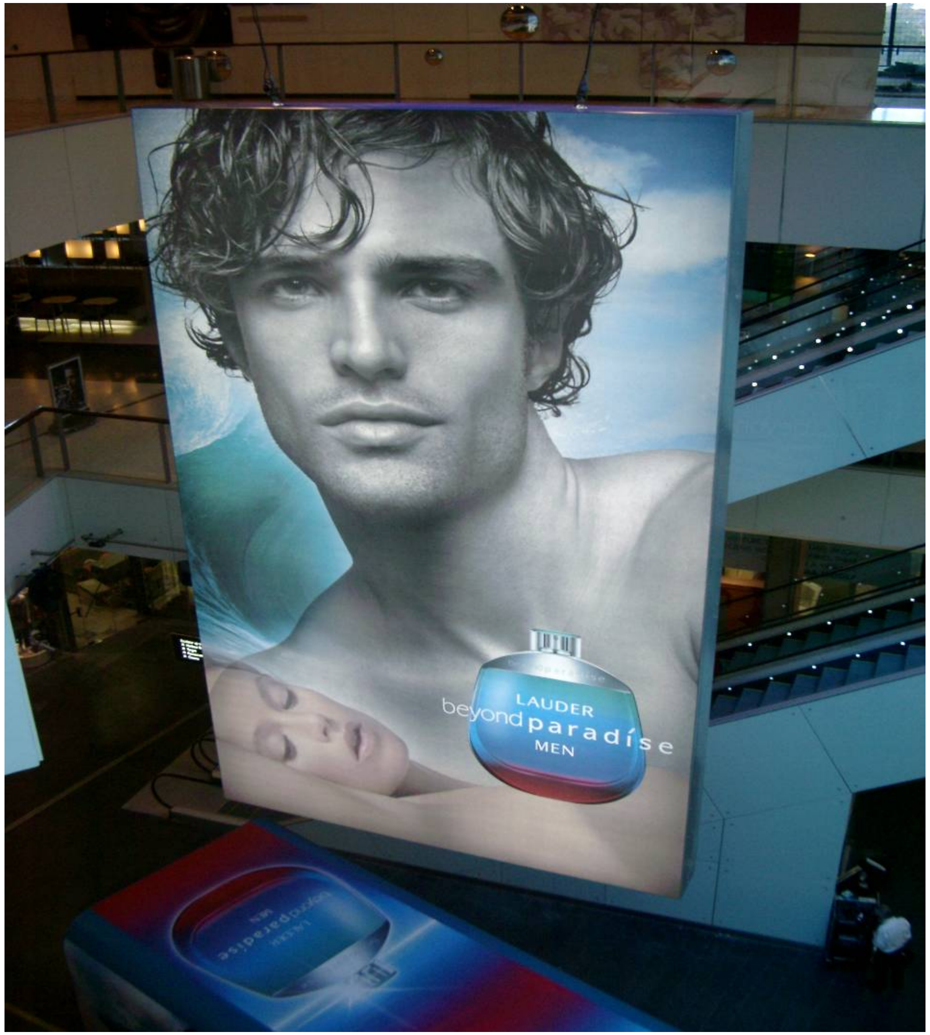
- National Campaign Sponsorship
- Visual & Senses Merchandising
- Events & Entertainment
- Program Development

National Campaign Sponsorship

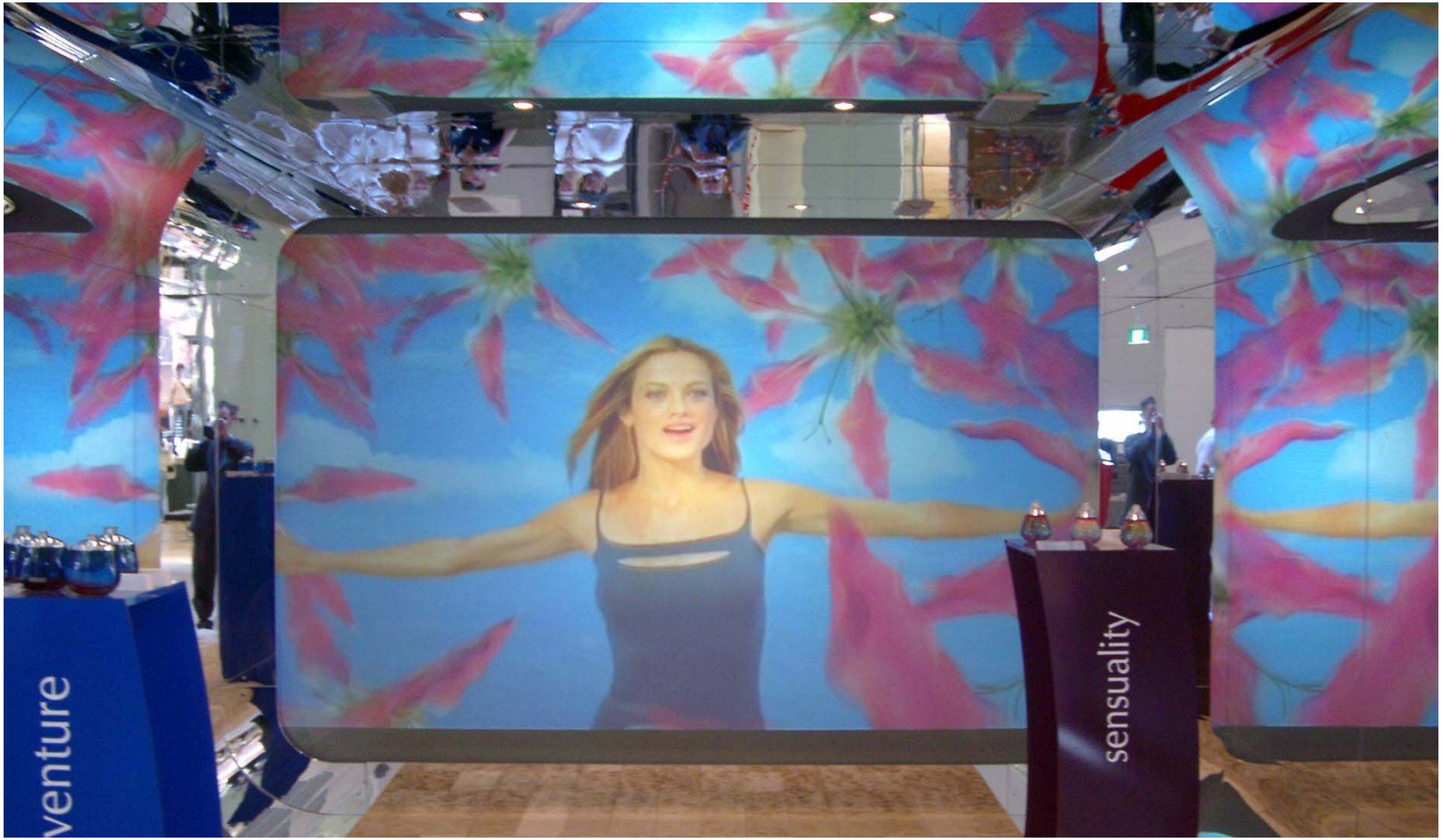
National Campaign Sponsorship

Visual & Senses Merchandising

Visual & Senses Merchandising



Visual & Senses Merchandising



Events & Entertainment

Events & Entertainment

Program Development

- Development of scalable technology platforms to drive campaigns & programs across centres Nationally e.g. Gift Card, and Shop for Your School

Operational: Drive Retailer Sales & Develop Brand Value

Westfield

- Focus
- Research
- Marketing Strategy (examples):
  - Product
  - Ambience
  - Communications
    - Brand Positioning
    - Tactical Campaigns
- Measurement: Financial Results & Brand Value

Focus: Drive Retailer Sales

Retail Sales = No.Shoppers x No.Visits per Shopper x $Spend per Visit

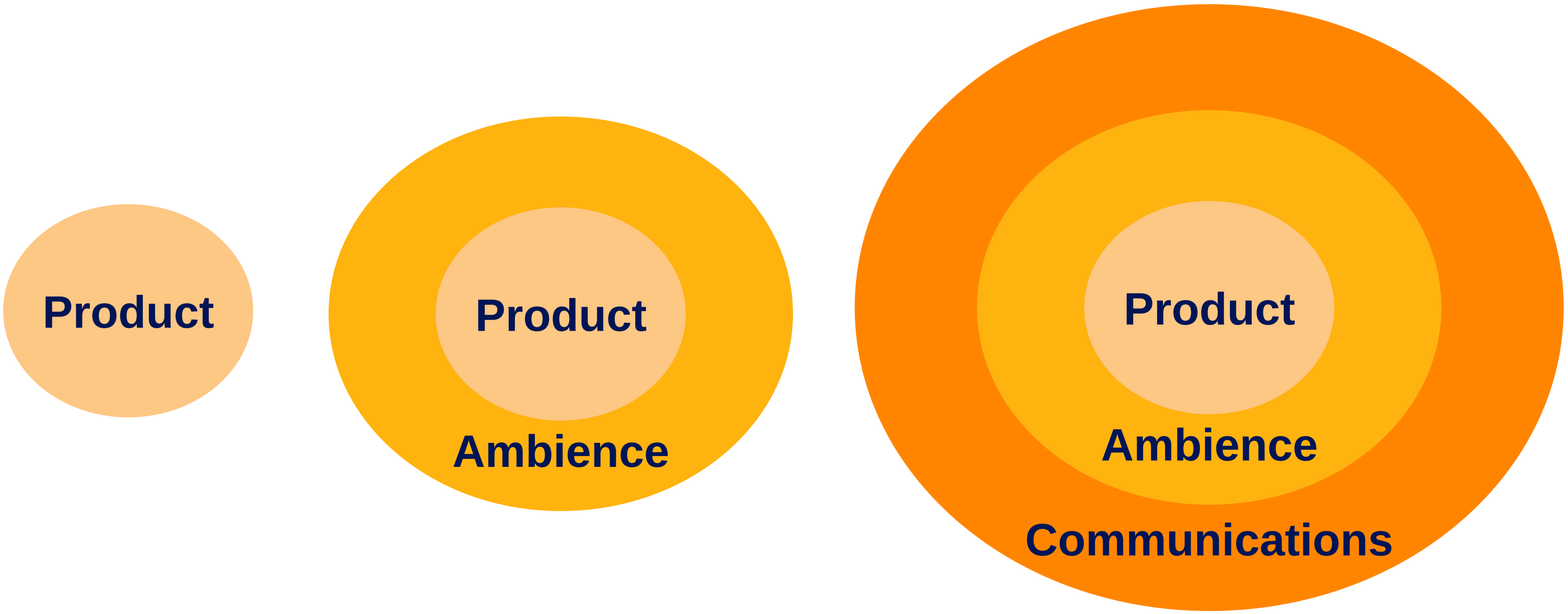
Shopper Acquisition + Shopper Loyalty

Focus: Develop Brand Value

Westfield

Focus on SHOPPER EXPERIENCE to encourage shoppers to

“Stay longer, spend more, come back more often”



Research

Brand Tracking

Describes shoppers in terms of specific behaviour and emotional connection with Westfield, In order to identify the target shopper groups (segments) in terms of population size and $spend

Shopper Segments

Describes shoppers in even more detail:

Who they are (demographics) / How they behave (doergraphics) / What their values are (feelergraphics). Their preferred means of communications (Media Consumption)

Shape Strategies and Specific Actions

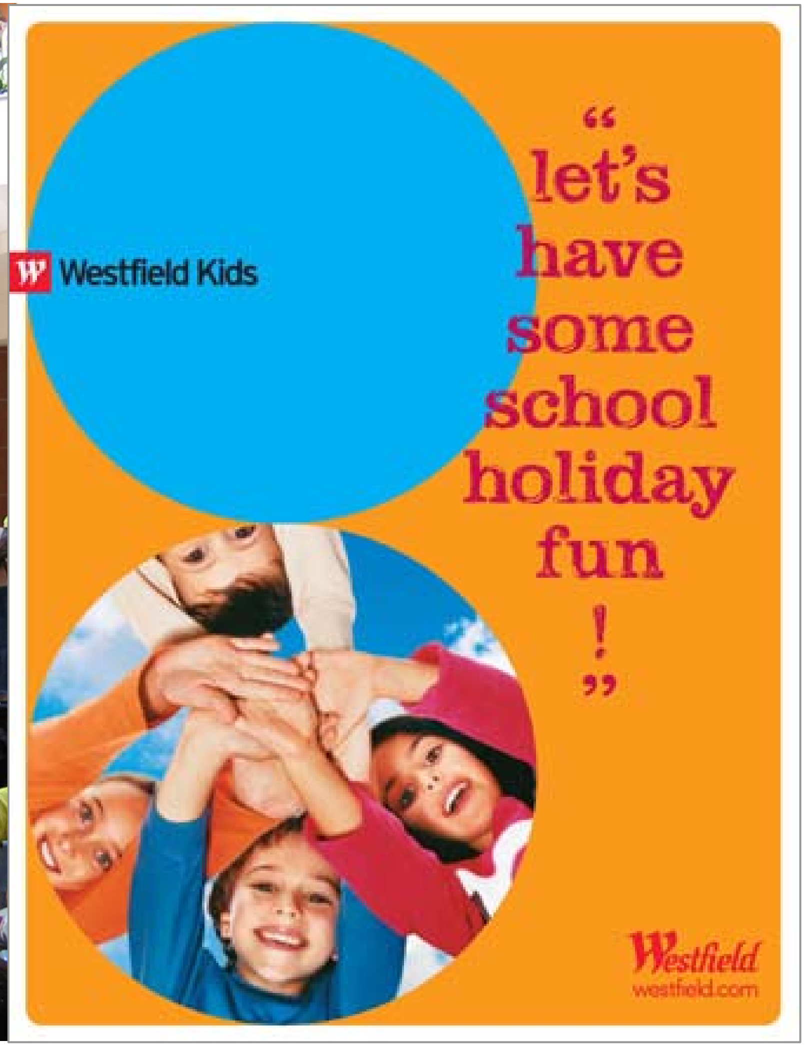
Defined shopper segments will shape our strategies and help develop the specific actions for each centre

Brand Tracking

Provides means of monitoring the impact of our strategies and actions and therefore any necessary changes

Product: Kids

Product: Kids



Ambience: Events

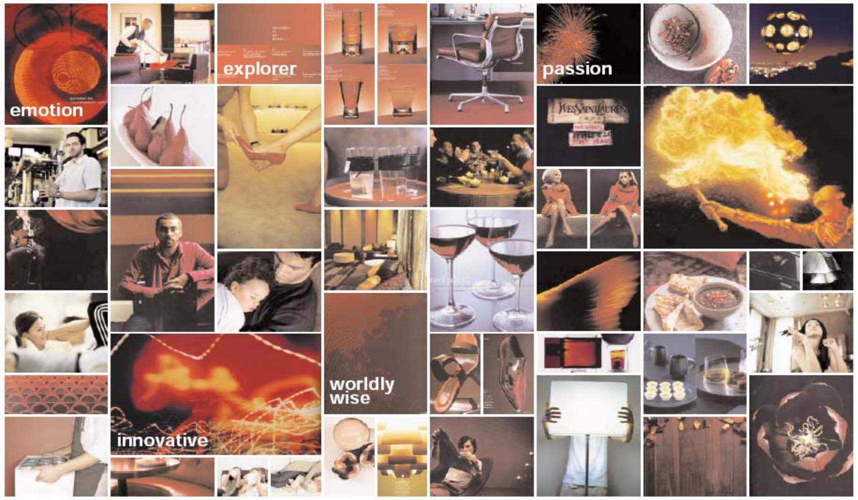
Ambience: Events

Ambience: Senses Merchandising

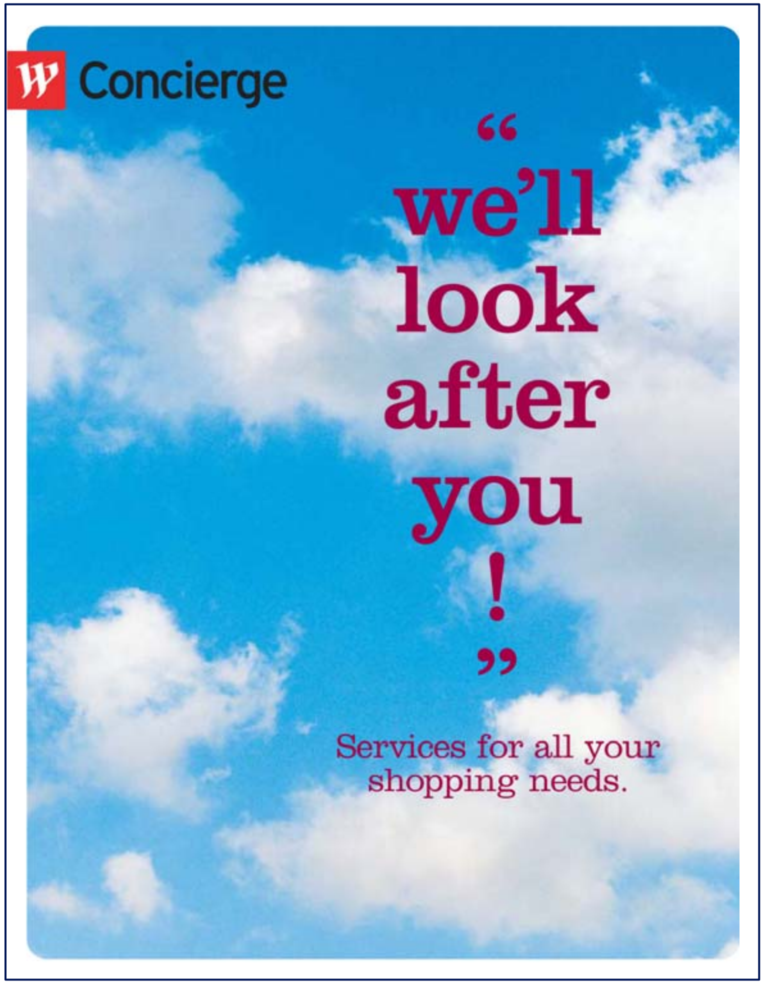
Ambience: Senses Merchandising

Communications

Westfield

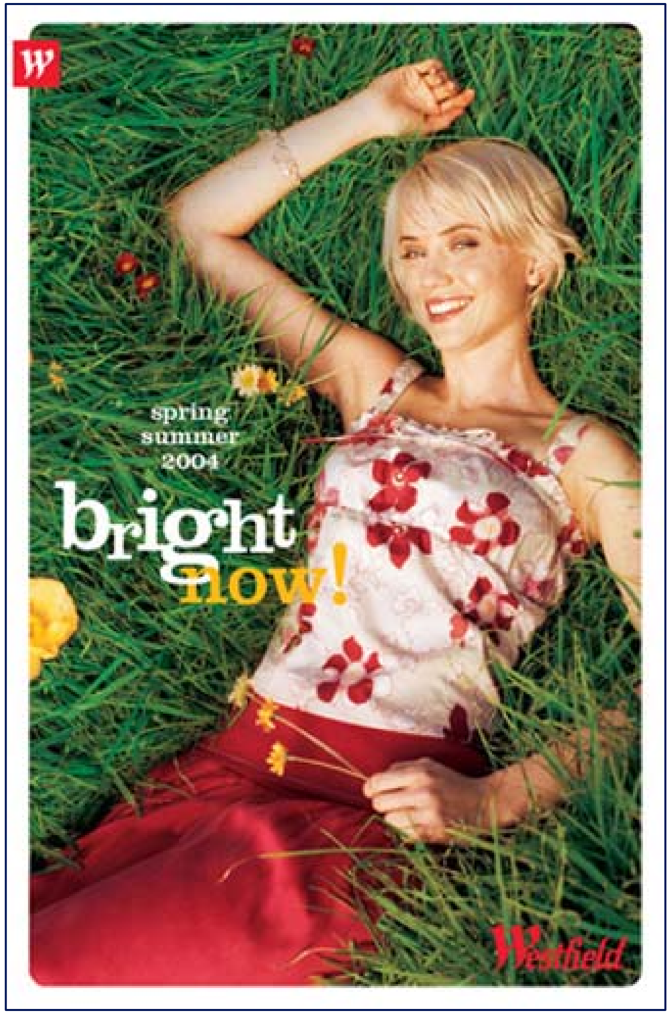


Communications: Brand



Communications: Brand

Communications: Tactical



Measurement: Financial

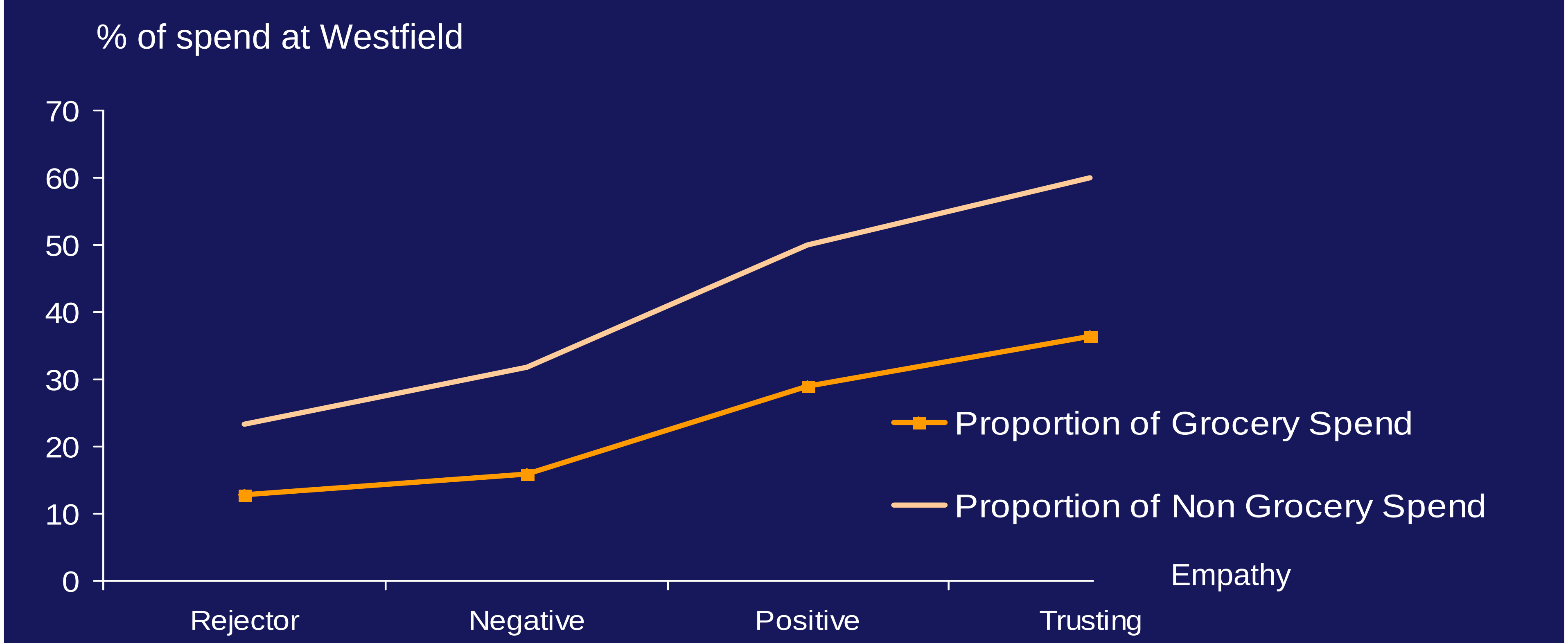
- Traditional Measures:
  - Traffic & Turnover
- Additional Financial Measures:
  - **$ & %PSM Retail Turnover**
  - **Occupancy cost %**
  - **Registered & Incremental turnover**
  - **Return on investment: total & incremental**
  - **New shoppers v. repeat shoppers**
  - **Unique visitors and/or participants %**
  - **Frequency Visit %**
  - **Spend per Visit $**
  - **Individual Share of Wallet**
  - **Time in Centre**
  - **Market Share $ and %**
  - **etc**

Measurement: Brand

Ability to measure and track:

- Brand Awareness
- Brand Empathy
- Brand Preference
- Brand Recommendation
- Brand Usage
- Brand Spend

Measurement: Brand Empathy & Spend



Direct link between brand empathy & sales. Therefore the more successful we are at turning customers into 'Brand Trusting' the higher the return to retailers & ultimately Westfield.

Projects - Australia

Greg Miles
Director – Development & Asset Management

Projects – Goals & Strategies

Westfield

Project Goals

Maximise product quality value and yield

Improve/expand product in line with demand

Financial Strategies

- Create opportunities
- Co-ordinate development, design, construction and leasing to maximise yield and minimise ‘down time’ and targeted design fit

Operational Strategies

- Create opportunities
- Actively manage each asset on a 5 yr plan
- Research and verify demand potential
- Manage anchor store relationship
- Lateral approach

Recently Completed & Current Projects Australia

Completed Projects	Total Cost $ million	Actual Yield[1]	Completed
The Pines (Melbourne)	46	10.40%	Oct '04
Mt Gravatt (Brisbane)	20[2]	8.50%	Nov '04
Bondi Junction (Sydney)	750	7.60%	Final Stage – Dec. '04

Current Major Projects	Estimated Cost $ million	Target Yield[1]	Anticipated Completion
Helensvale (Gold Coast)	180[3]	8.80%	End '05
Innaloo (Perth)*	50	9.10%	Q3 '05
Tuggerah (Sydney)*	100	8.30%	End '05
Parramatta (Sydney)*	90	7.60%	Q2 '06
Mt Druitt (Sydney)	60[3]	8.6%	End '05

[1] Stabilised Income / (Project Cost + Project Profits eliminated in stapled Group)
[2] Westfield share 75% - $15m
[3] Westfield share 50% - $90m
** Projects commenced within the quarter to 30 September 2004*

Future Projects

- Belconnen (ACT)
- Bay City Plaza (VIC)
- Carousel (WA)
- Chermside (QLD)
- Doncaster (VIC)
- Fountain Gate (VIC)
- Kotara (NSW)
- Liverpool (NSW)
- North Lakes – Stage 2(QLD)
- Plenty Valley (VIC)
- Tea Tree Plaza (S.A)
- Sydney CBD (NSW)

Projects – Competitive Advantage

- Experienced and stable team
- Active asset team approach
- Proven track record in delivery and maximising returns
- Strategic asset management of portfolio to continuously enhance asset value and create project opportunities
- Focus on redevelopment and expansion to ensure each centre remains relevant to its community and customers
- Establish major tenant relationships → 205 major retail outlets in Australia
- Vertically integrated designer and builder specializing in retail – seamless alignment with asset objectives
- Integrated functions allow superior control of all aspects of development – costs and income

Project Scope – Creating Value

Project scope determined out of:

- Trading performance/market capacity
- Research – quantitative & qualitative
- Major and mini majors tenant opportunities
- Centre competitive threats
- Design fit to customer profile – Always achieving required returns
- Best outcome at centre level - no other constraints
- Global sharing of concepts/ideas and resources
- Actively managing delivery aspects of projects including programming, staging, costs, product

Major Tenant Relationships

Westfield Managed Centres

Westfield JV Centres

Other

Rank	Centre	Manager	State	GLA m2	David Jones	Myer	Kmart	Big W	Target	Coles	W'worths
1	**Westfield Fountain Gate**	**Westfield**	**VIC**	**143,741**							
2	Knox City	AMP	VIC	143,488							
3	**Westfield Marion**	**Westfield**	**SA**	**134,681**							
4	Chadstone	Gandel	VIC	133,081							
5	**Westfield Southland**	**Westfield**	**VIC**	**131,998**							
6	**Westfield Parramatta**	**Westfield**	**NSW**	**128,141**							
7	Warringah Mall	AMP	NSW	125,506							
8	**Westfield Carindale**	**Westfield**	**QLD**	**113,007**							
9	Highpoint	Highpoint	VIC	112,500							
10	**Westfield Miranda**	**Westfield**	**NSW**	**111,529**							
11	Castle Towers	QIC	NSW	107,424							
12	**Westfield Bondi Junction**	**Westfield**	**NSW**	**106,125**							
13	Erina Fair	Lend Lease	NSW	106,080							
14	Pacific Fair	AMP	QLD	102,152							
15	**Westfield Centrepoint and SCP**	**Westfield**	**NSW**	**100,992**							
16	**Westfield Hornsby**	**Westfield**	**NSW**	**99,454**							
17	Macquarie Centre	AMP	NSW	95,228							
18	**Westfield Tea Tree**	**Westfield**	**SA**	**95,085**							
19	**Westfield Garden City**	**Westfield**	**QLD**	**94,133**							
20	**Westfield Eastgardens**	**Westfield**	**NSW**	**85,068**							
21	Robina Town Centre	QIC	QLD	84,914							
22	Indooroopilly	Gandel	QLD	84,299							
23	**Westfield Carousel**	**Westfield**	**WA**	**81,666**							
24	**Westfield Chermside**	**Westfield**	**QLD**	**78,951**							
25	Eastland	QIC	VIC	78,424							
26	Northland	Gandel	VIC	78,176							
27	**Westfield Chatswood**	**Westfield**	**NSW**	**77,729**							
28	**Westfield Belconnen**	**Westfield**	**ACT**	**76,603**							
29	Centro Galleria	Centro	WA	75,501							
30	Garden City Booragoon	AMP	WA	72,286							

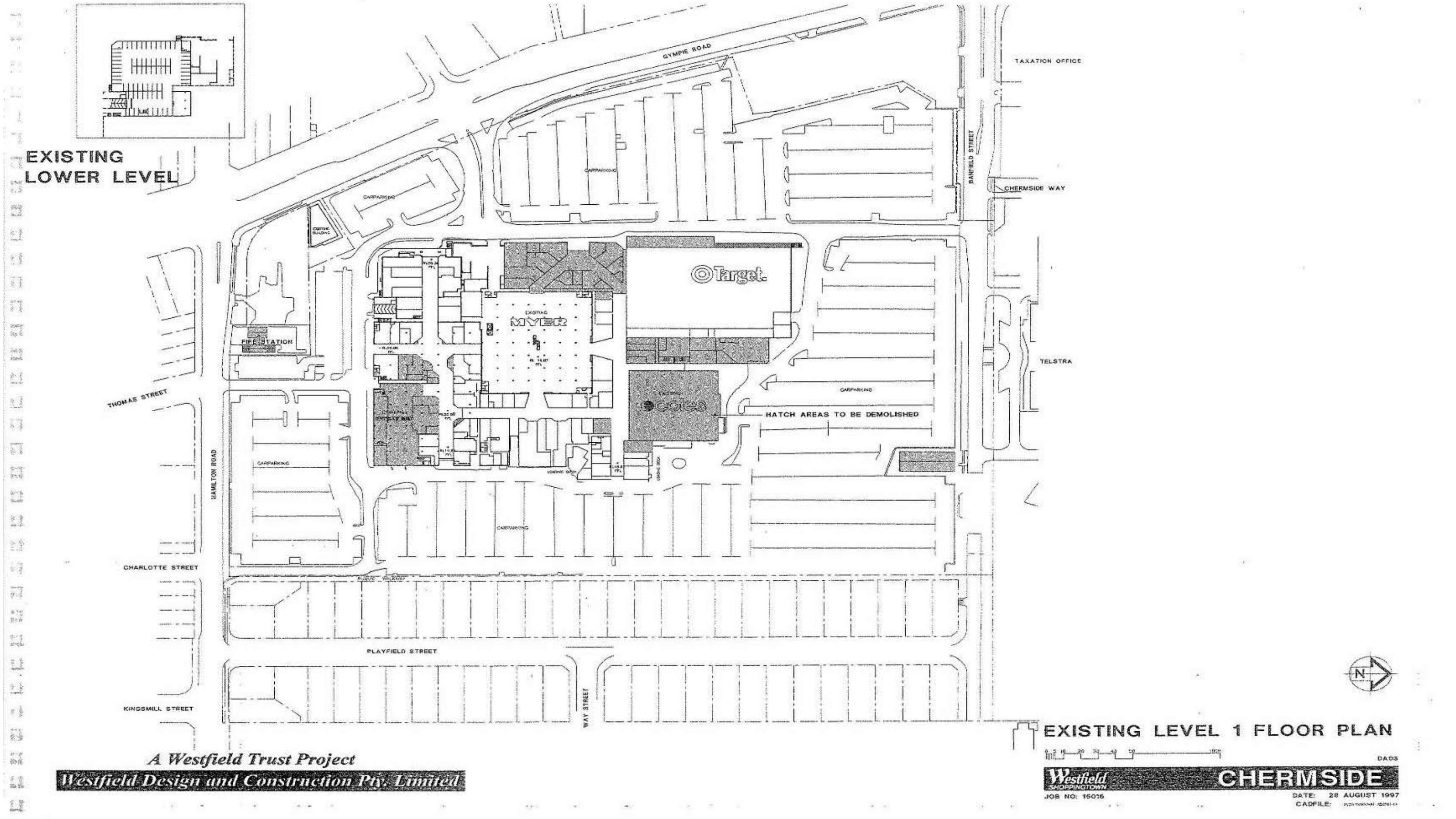
Westfield
Chermside, Queensland

Westfield Chermside, Brisbane, QLD Australia

Background:

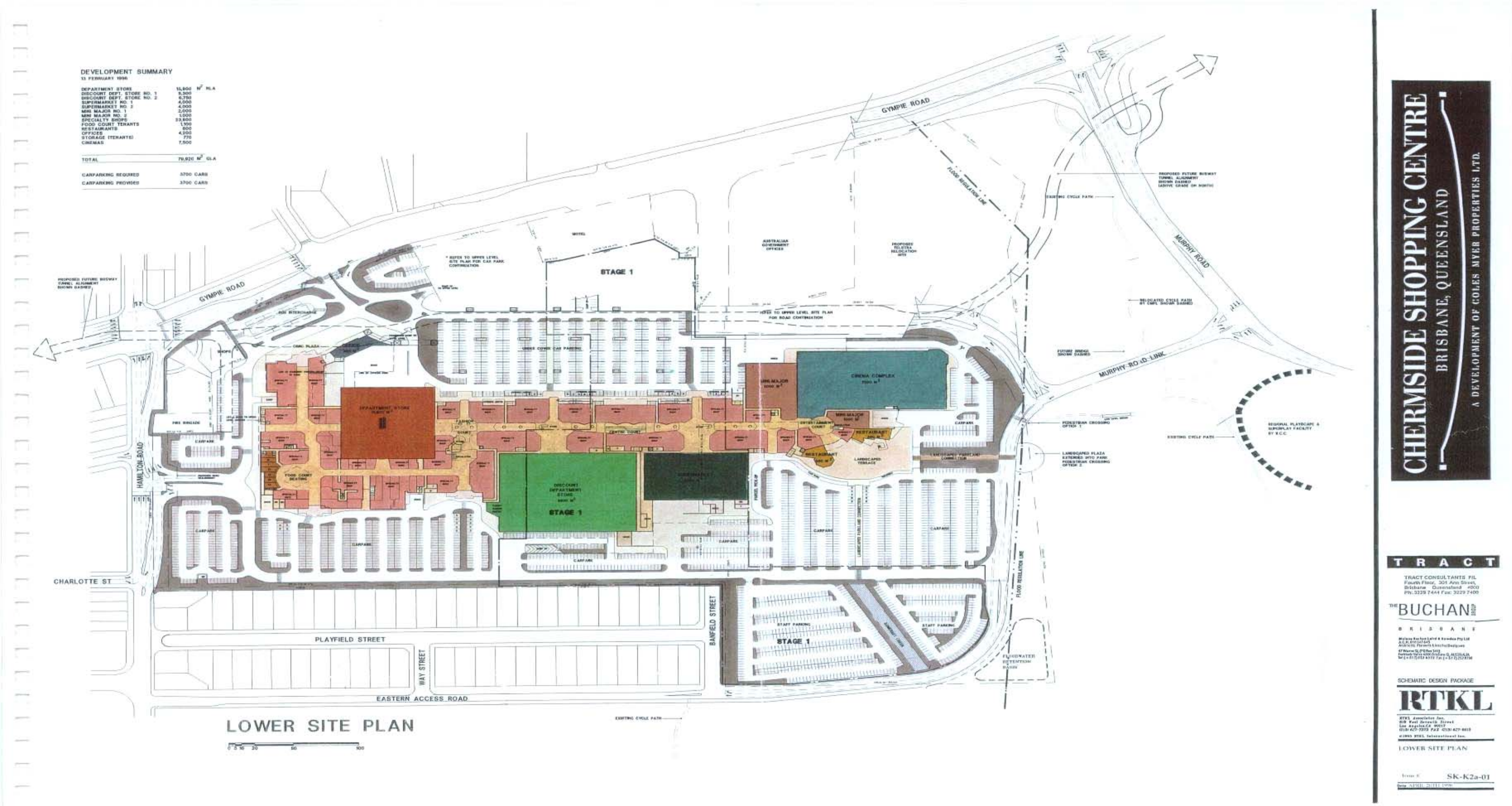
- Previous owner's Scheme inefficient, relied on purchase of additional land and had limited future development.
- Westfield identified a more efficient and intensive scheme that worked on the existing site and facilitated a future stage development

Westfield
Chermside, Queensland
Original Centre and Land

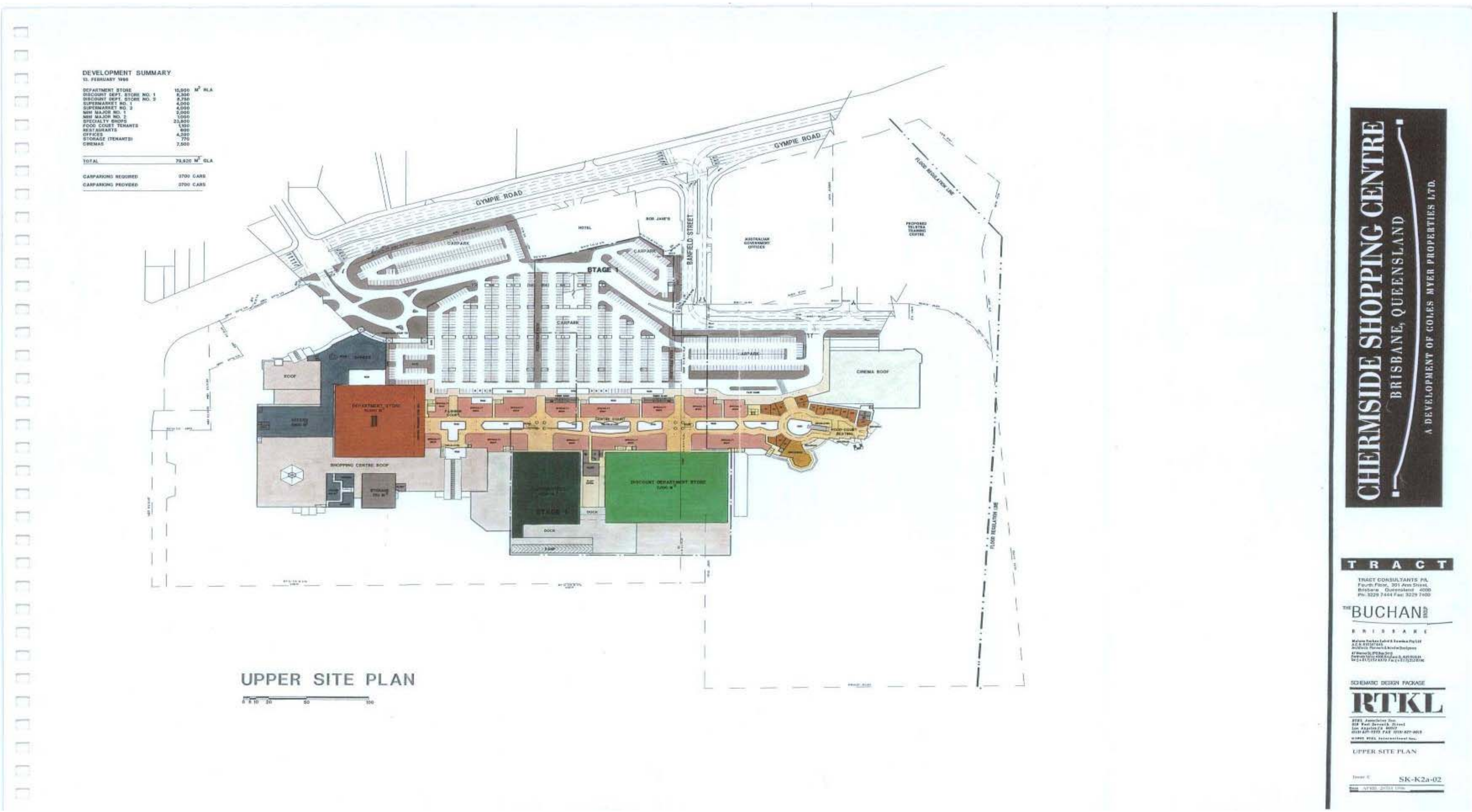


Westfield
Chermside, Queensland
Previous Owners Plans

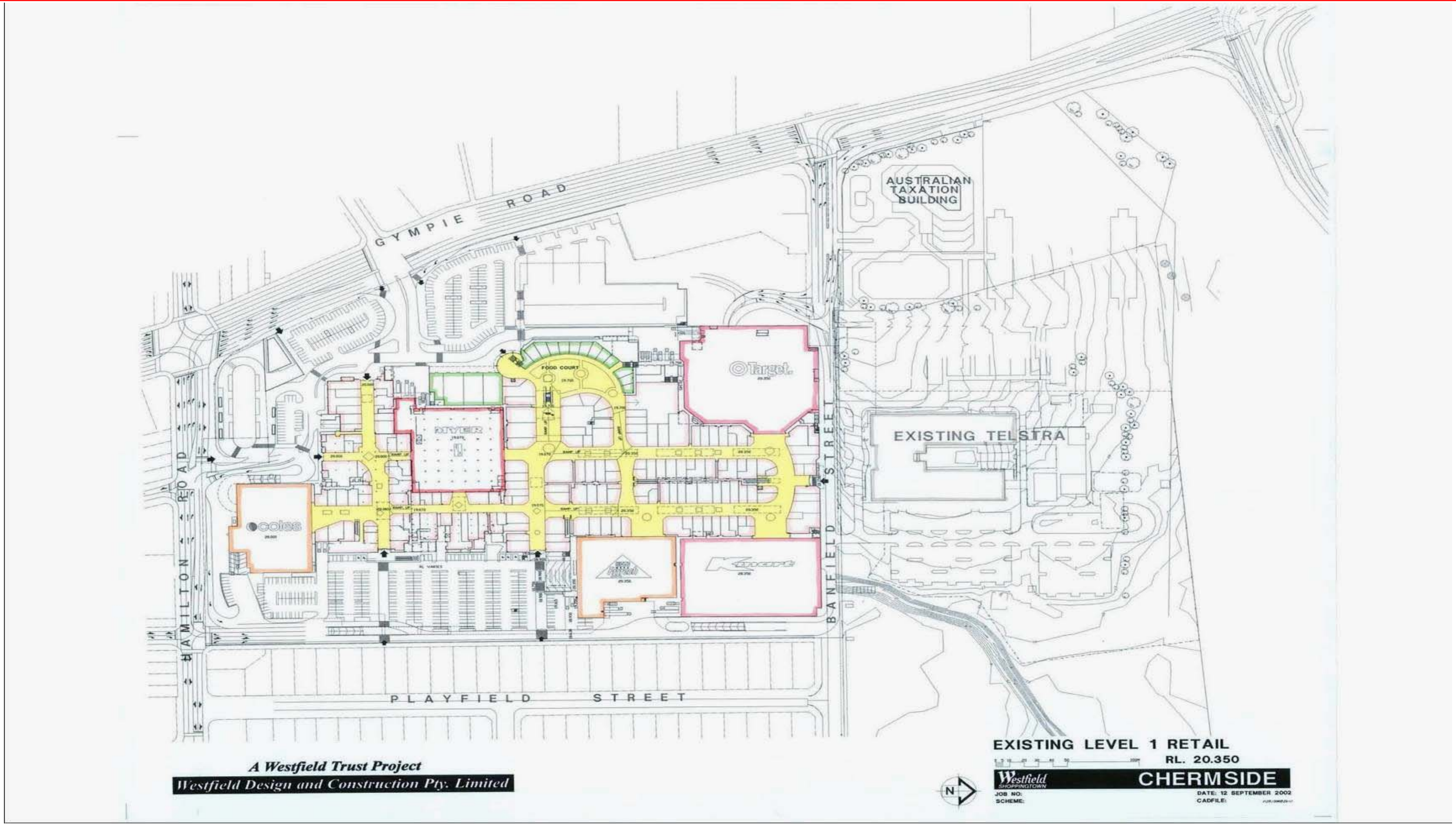
Westfield



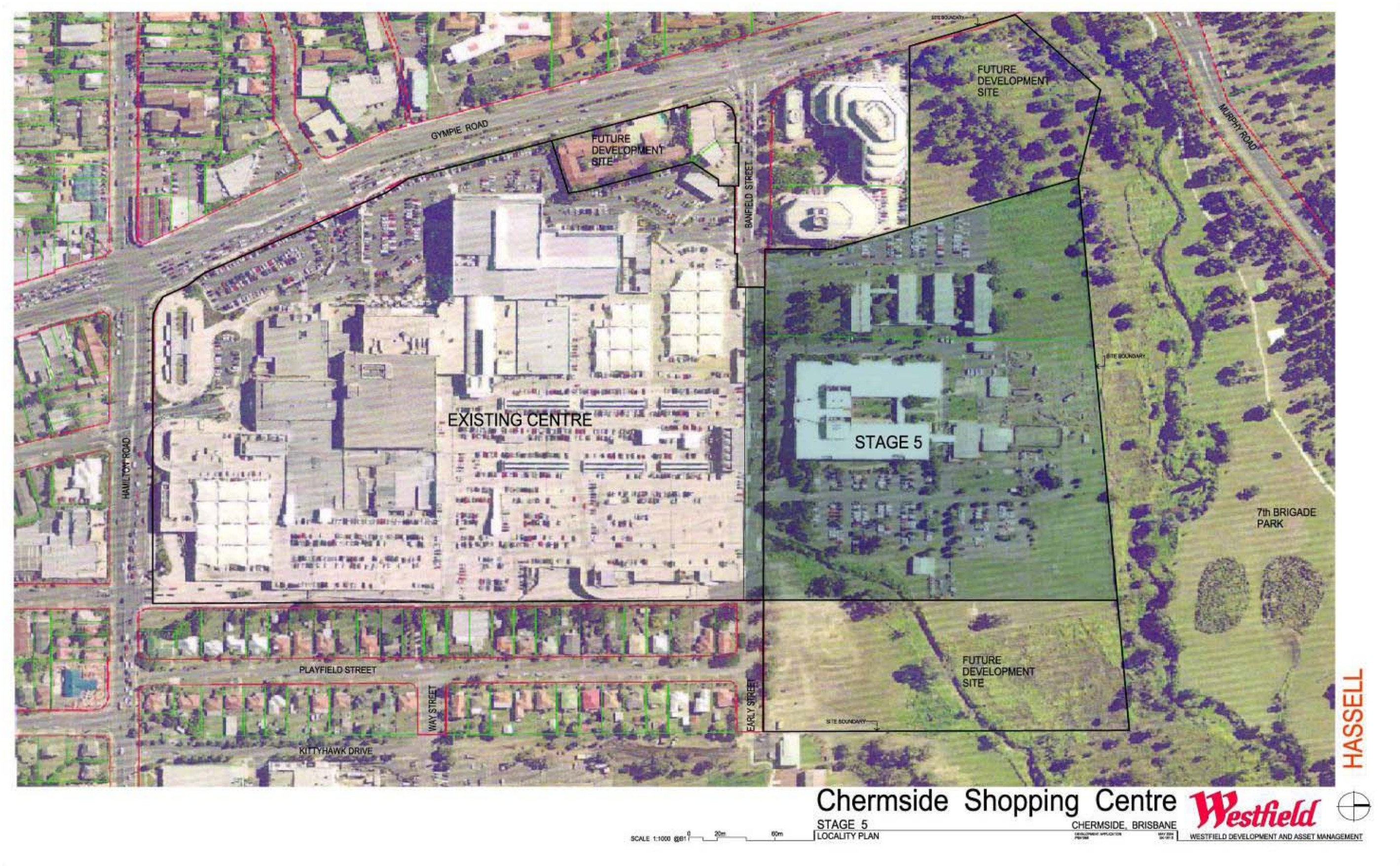
Westfield
Chermside, Queensland
Previous Owners Plans



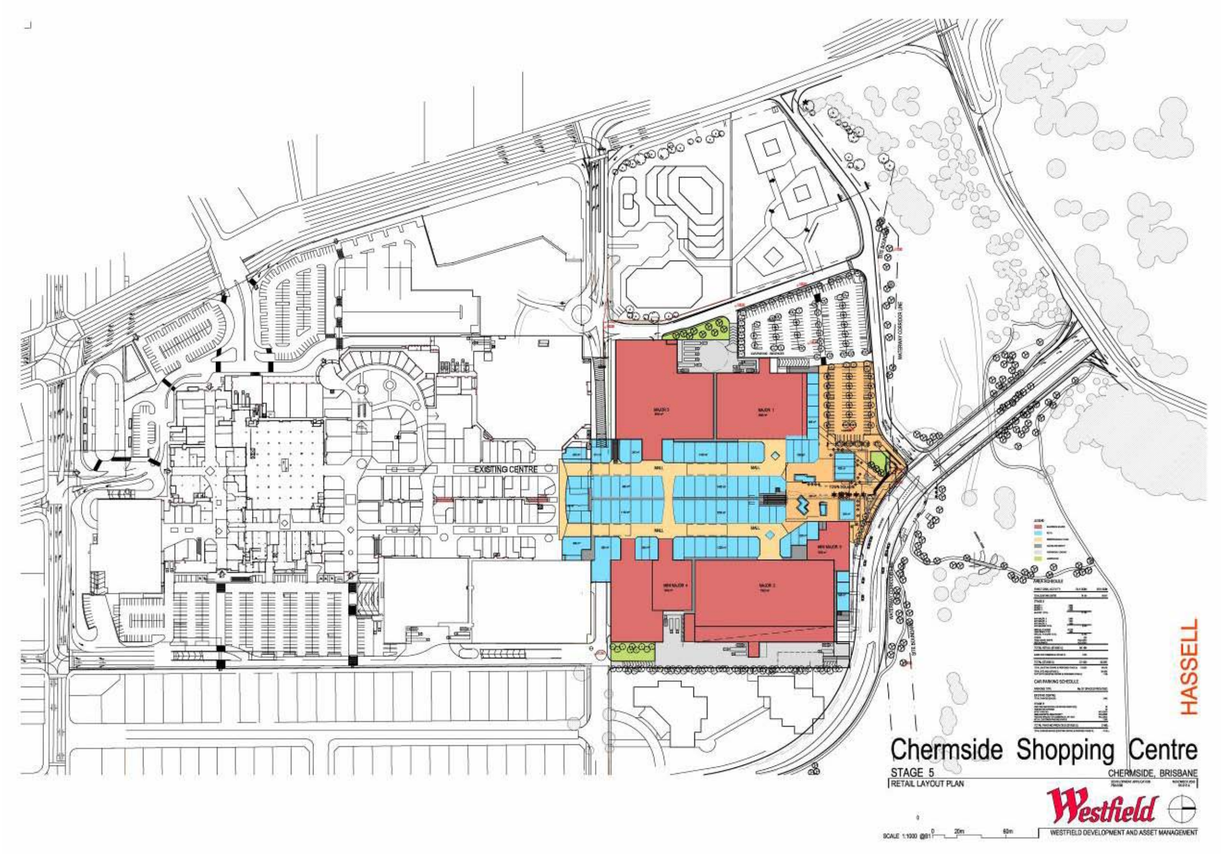
Westfield Chermside, Queensland Current Centre



Westfield
Chermside, Queensland
Next Stage



Westfield Chermside, Queensland Next Stage



Current Centre

Majors: 5

Mini Majors: 1

Specialties: 259

Total GLA Existing 77,500m^2

Expanded Centre

Majors: 7

Mini Majors: 6

Specialties: 359

Total GLA Expanded 112,500m^2

Westfield
Kotara, New South Wales

Westfield Kotara, NSW Australia

Background:

- Acquired by Westfield Sept 2003
- Previous owner had a pending redevelopment
- DA Approved with conditional Agreement for Lease with Hoyts

Westfield
Kotara, New South Wales

ISSUES/OPPORTUNITIES:

- One Discount Department Store
- Strong Retail Performance of Existing Centre
- Strong National Retailer Demand
- Opportunity for first integrated Cinema & Lifestyle precinct in Newcastle
- Vocal Resident Action Group
- Constrained site for expansion
- Poor structural capacity for additional level

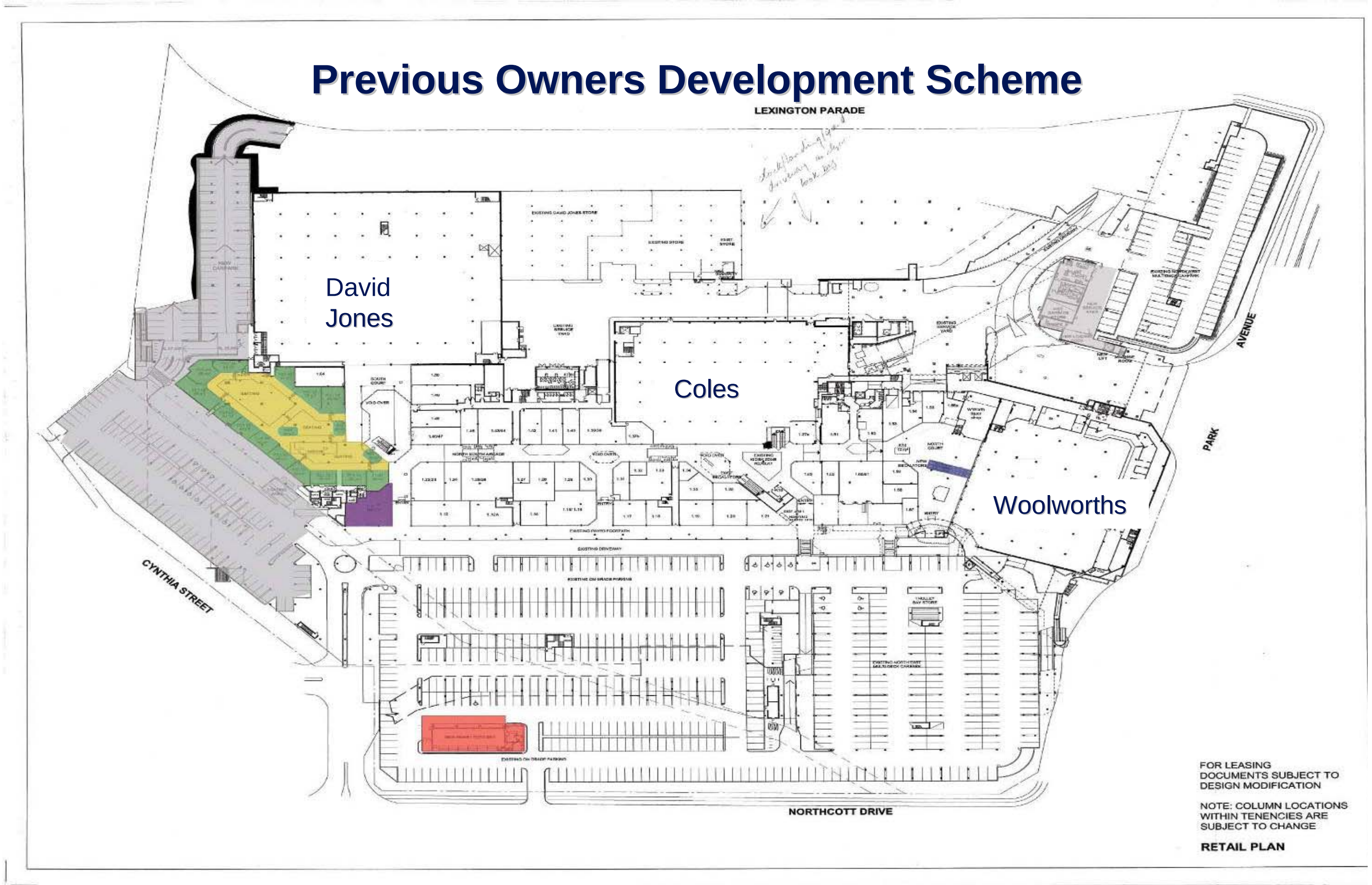
Case Study:
Westfield
Kotara, New South Wales

Westfield

Project Comparison:

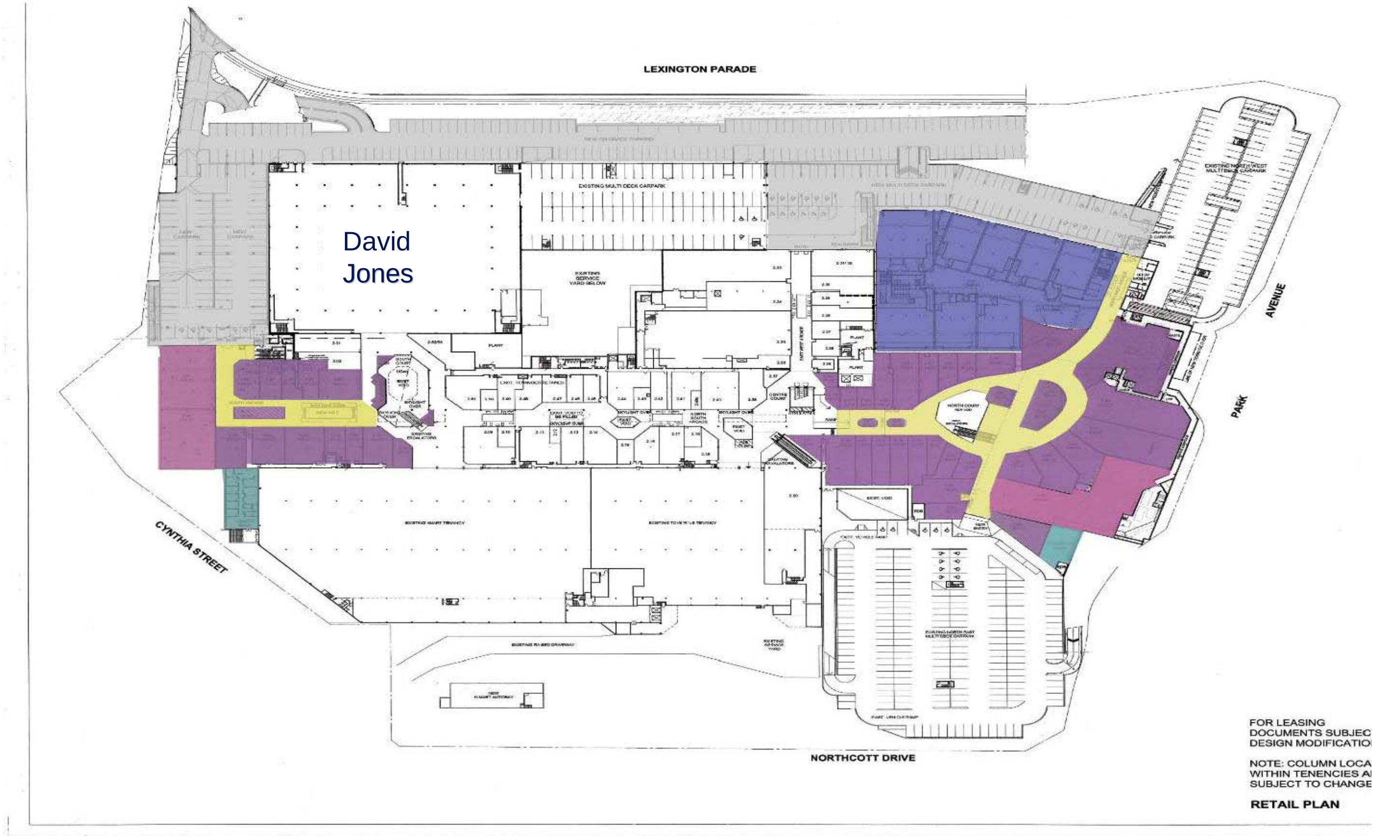
- Previous Owner's Project:
  - Cinemas
  - 28 specialties
  - Poor Yield
  - Poor Development Profit (as Cinema Rentals are low)
- Westfield Project:
  - Additional Discount Department Store
  - Cinemas
  - 78 specialties
  - Additional Food court
  - Stronger Yield
  - Greater Enhanced value

Westfield
Kotara, New South Wales



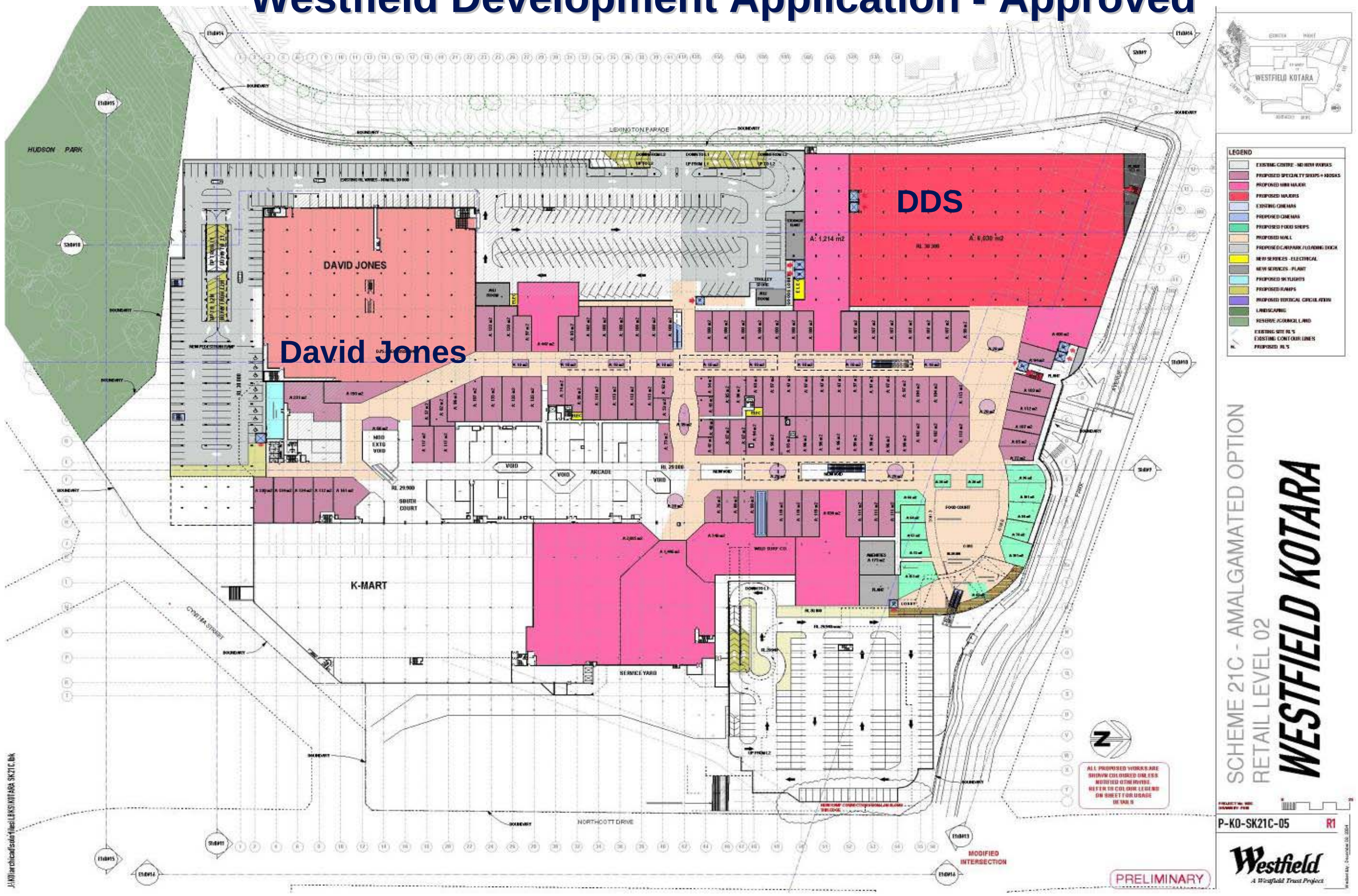
Westfield
Kotara, New South Wales

Previous Development Scheme

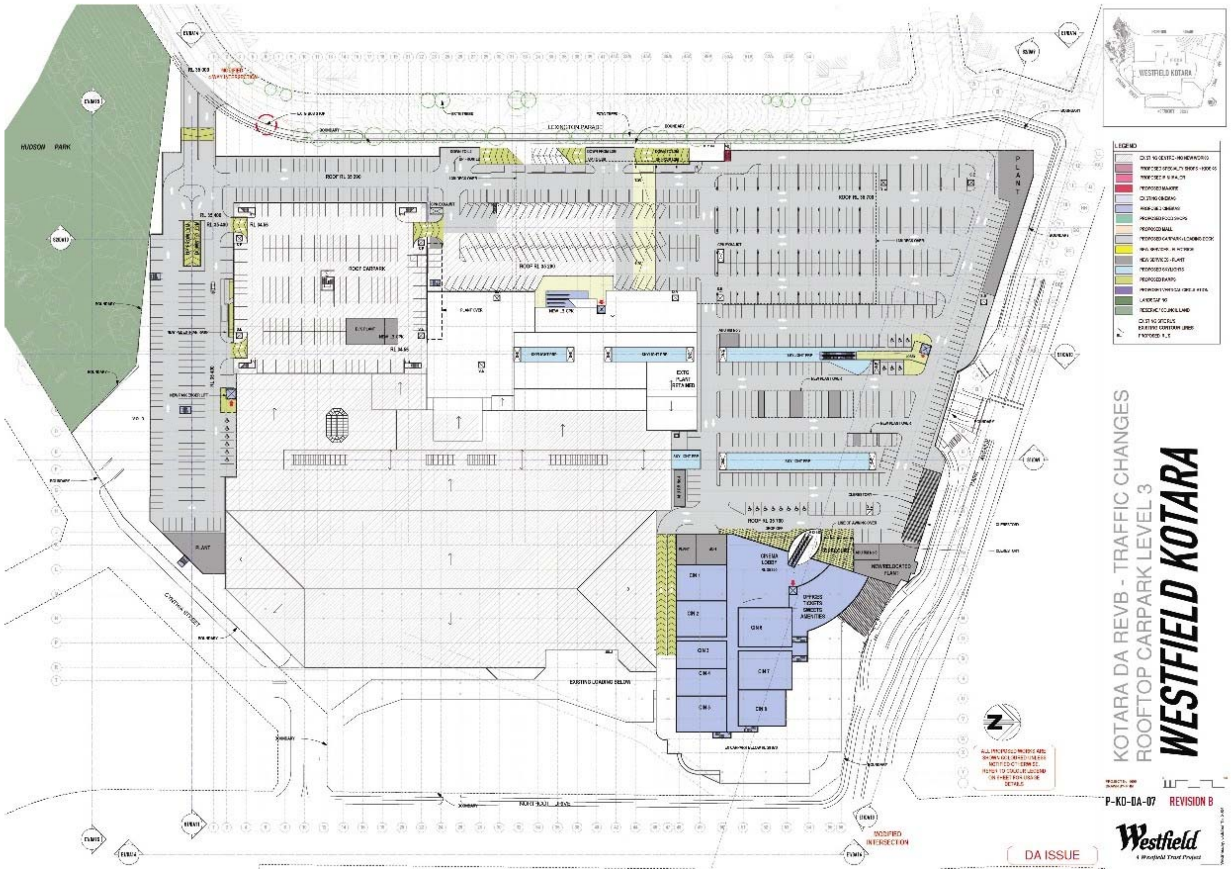


Westfield
Kotara, New South Wales

Westfield Development Application - Approved



Westfield
Kotara, New South Wales



Recently Completed, Current & Future Projects

Helensvale

Parramatta

TUGGERAH

Westfield Northlakes, Queensland

Westfield Northlakes, Queensland

Westfield
Parramatta, NSW

PERSPECTIVE VIEW OF FROM ARYGLE STREET LOOKING TOWARDS CINEMAS

PERSPECTIVE VIEWS

WESTFIELD / PARRAMATTA TRANSPORT INTERCHANGE

Westfield
Parramatta, NSW

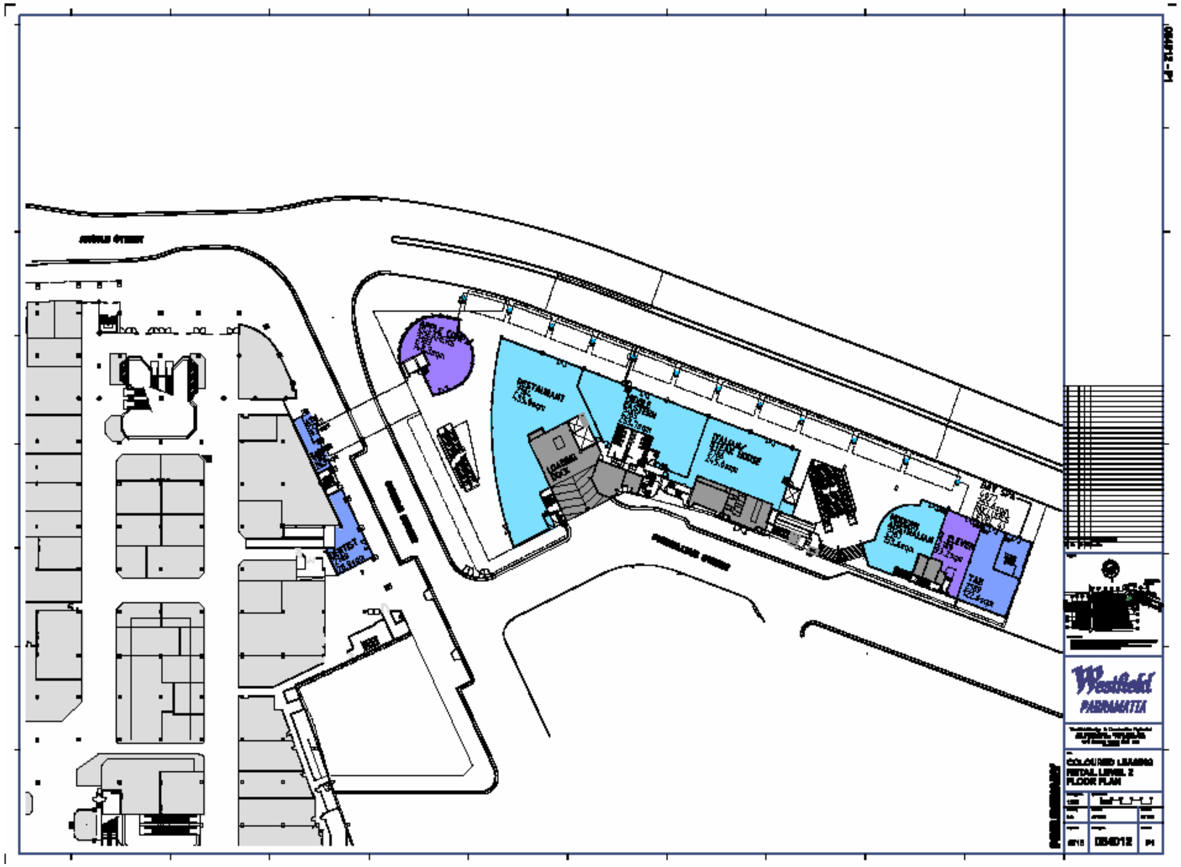
PERSPECTIVE VIEW FROM CHURCH AND ARGYLE STREETS

PERSPECTIVE VIEWS

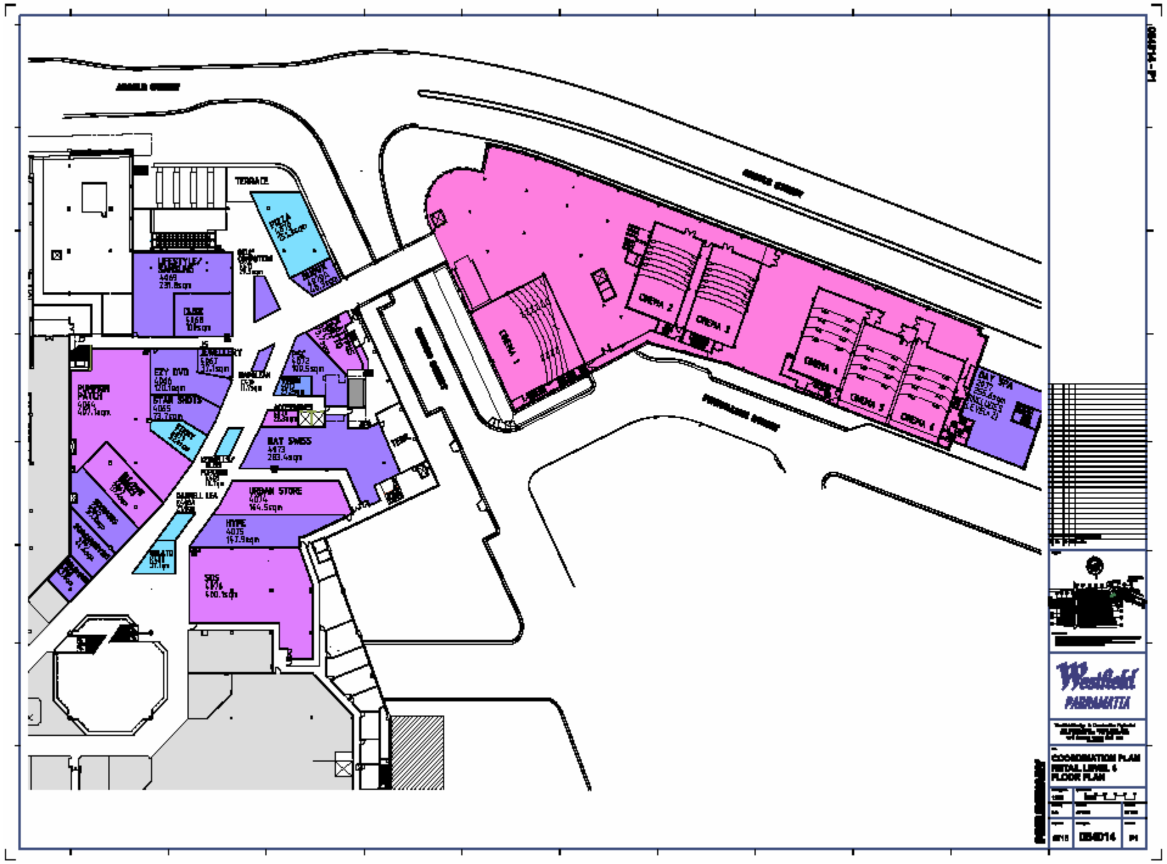
WESTFIELD / PARRAMATTA TRANSPORT INTERCHANGE

Parramatta Level 1 Plan

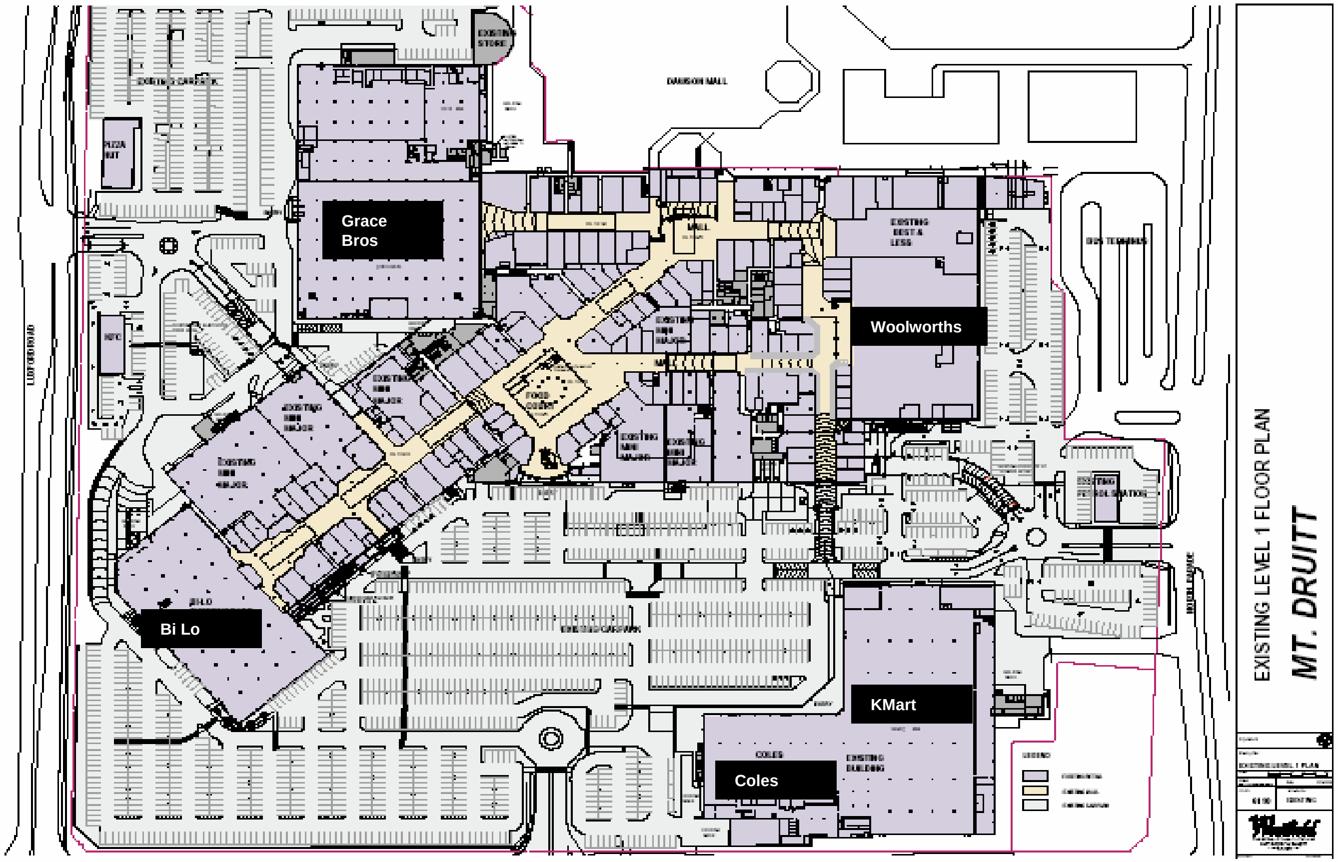
Parramatta Ground



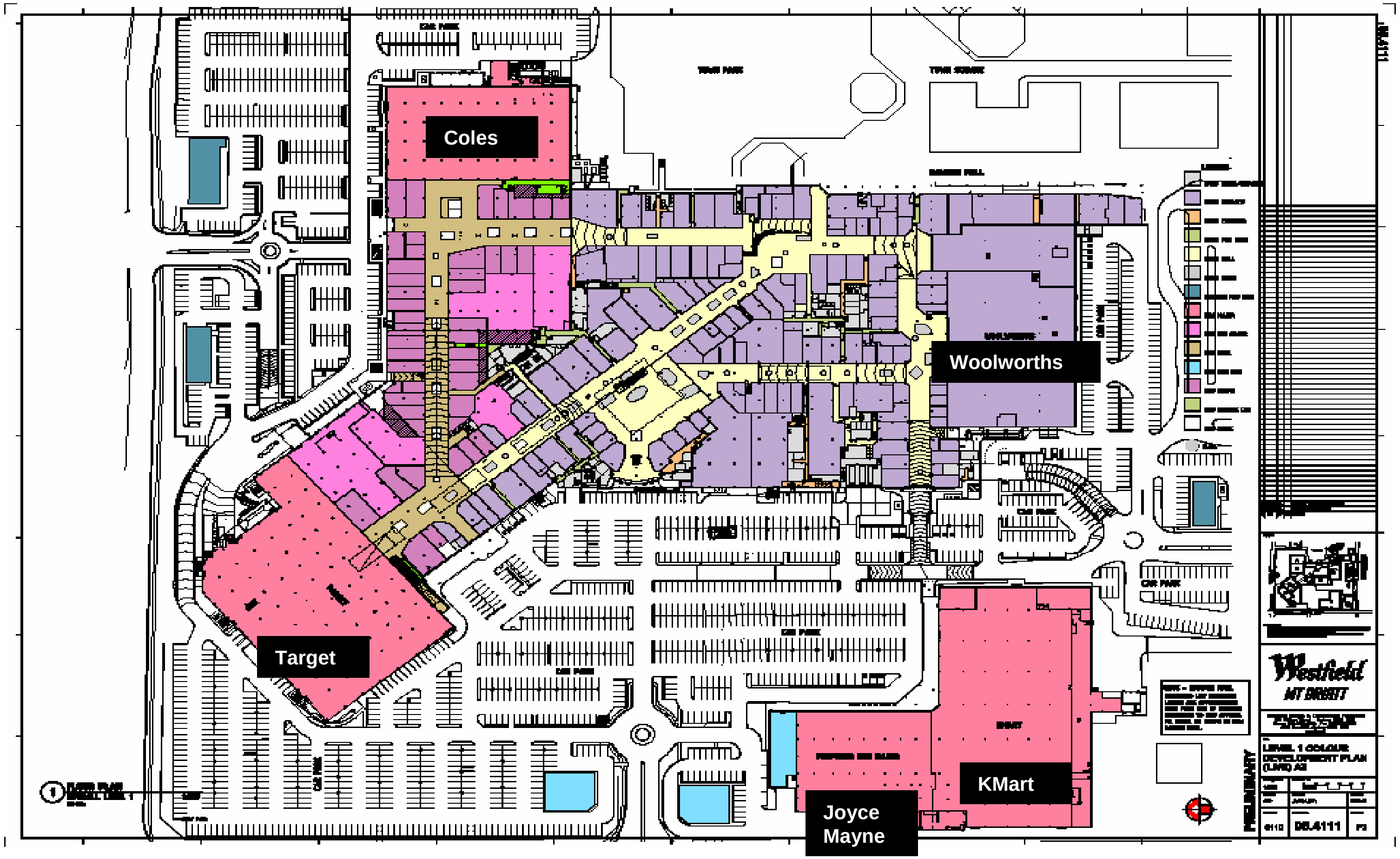
Parramatta – Level 4



Westfield
Mt Druitt, NSW
Existing Plan

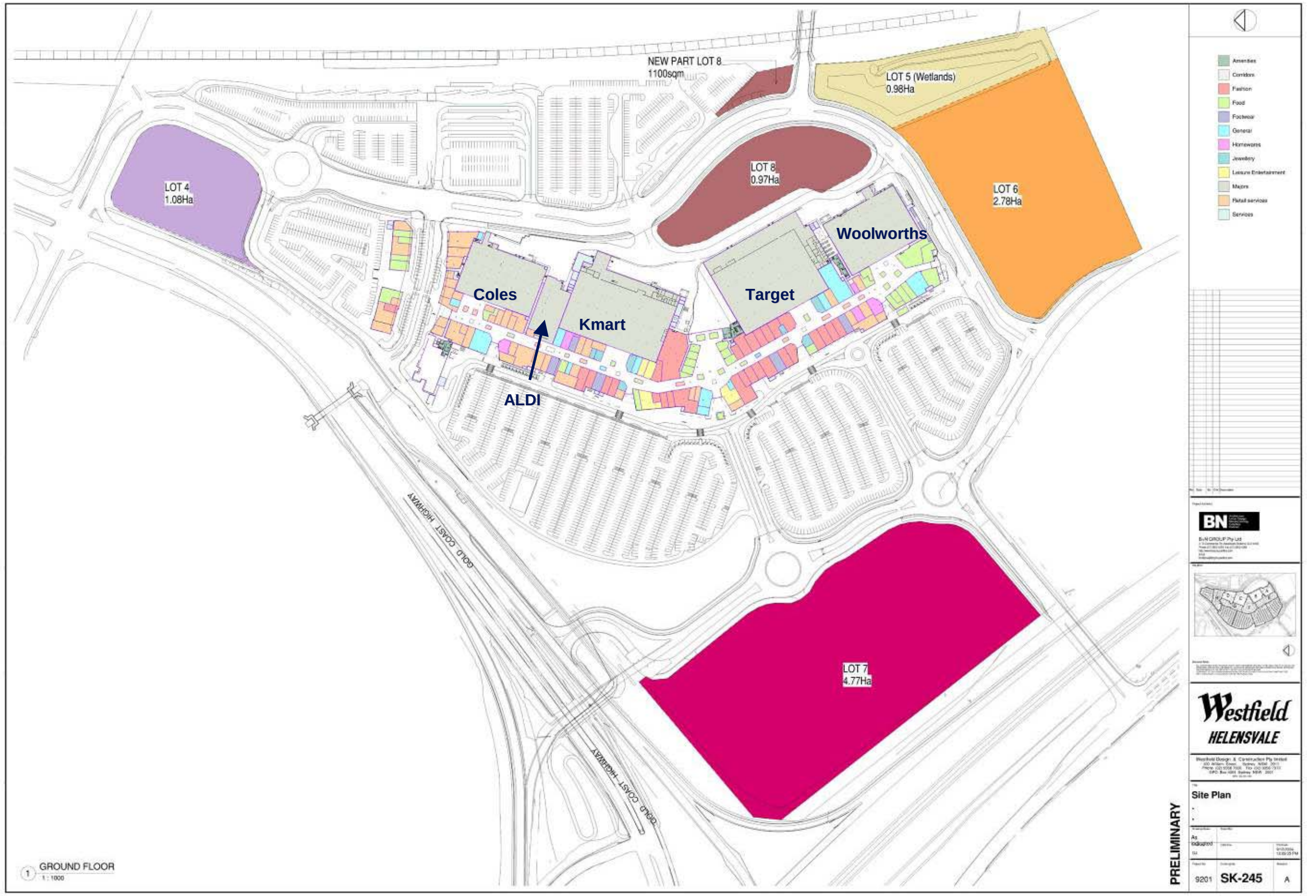


Westfield Mt Druitt, NSW



Westfield Helensvale, Queensland

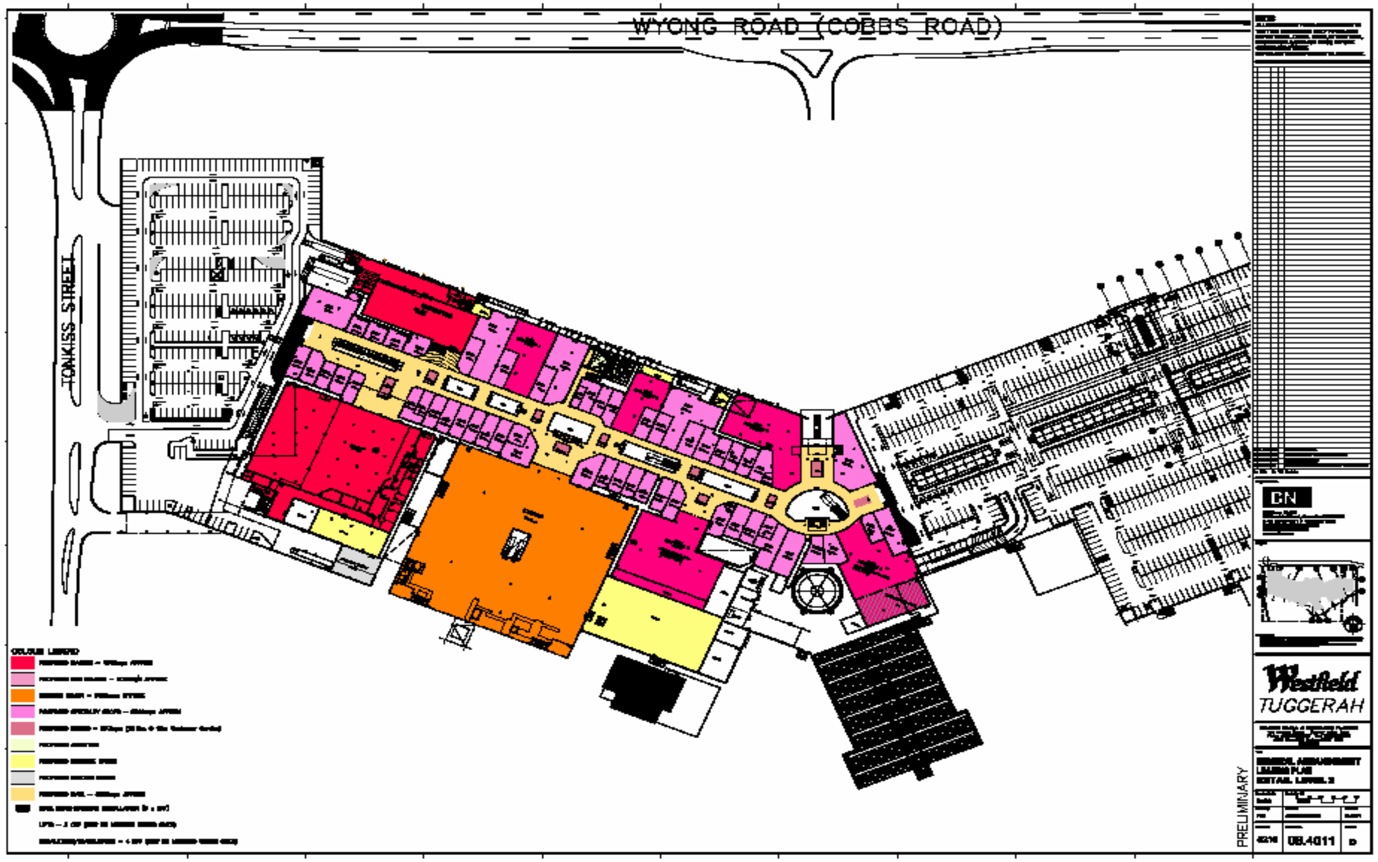
Westfield
Helensvale, Queensland
Plan showing car park



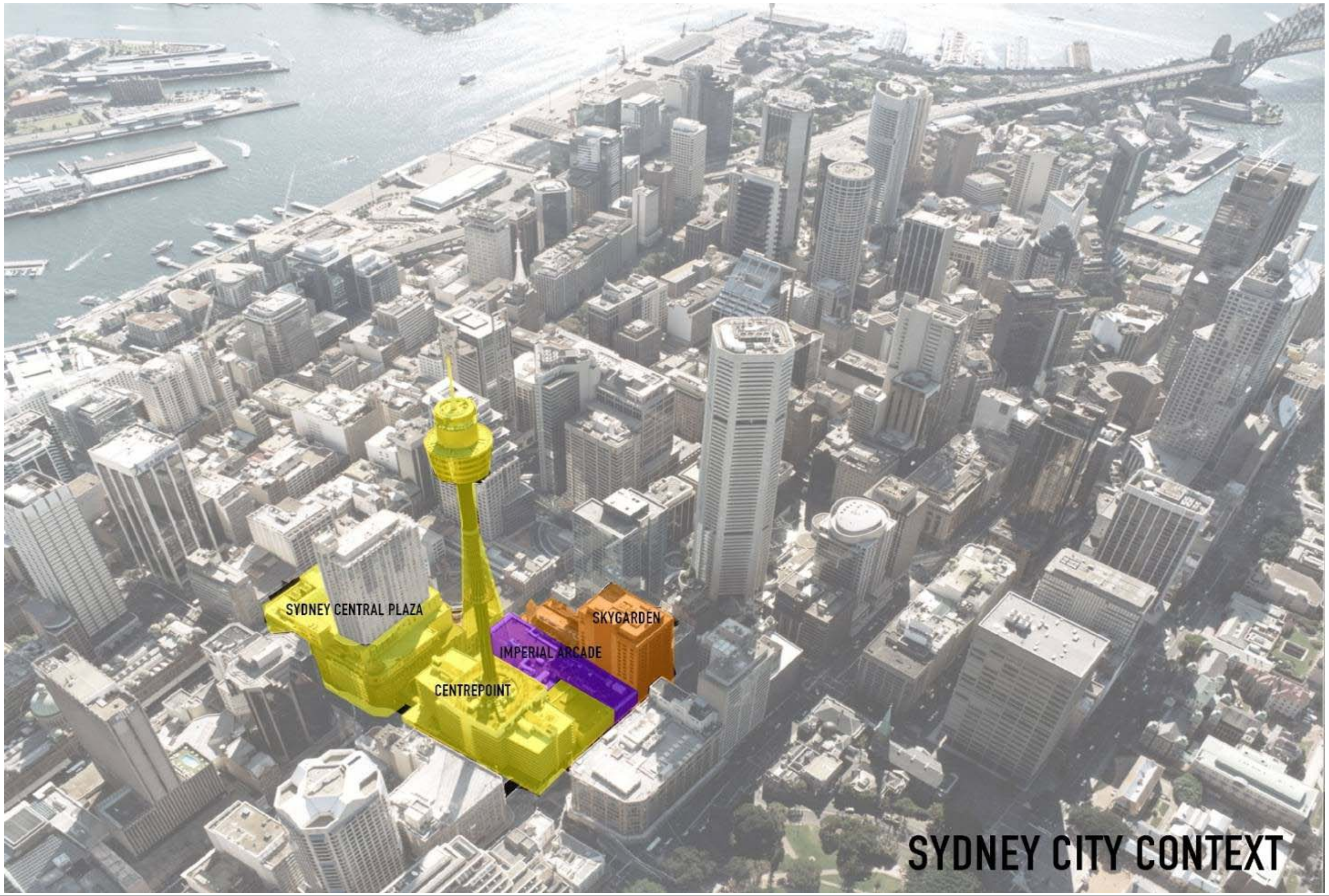
Westfield
Tuggerah, NSW

Westfield
Tuggerah, NSW

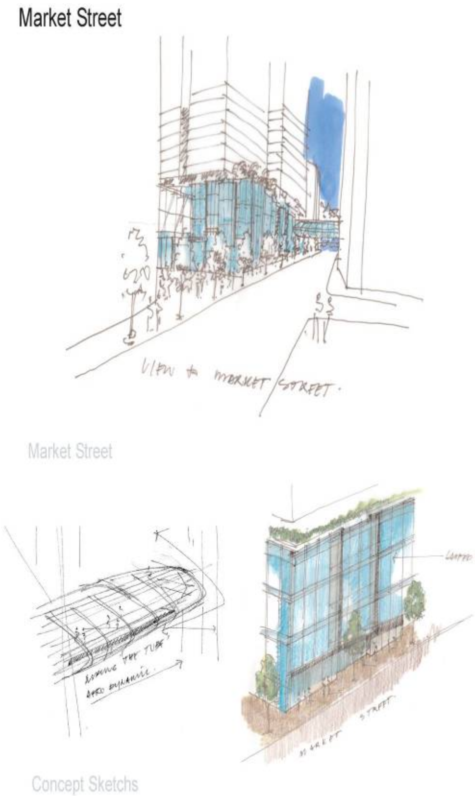
Westfield
Tuggerah, NSW

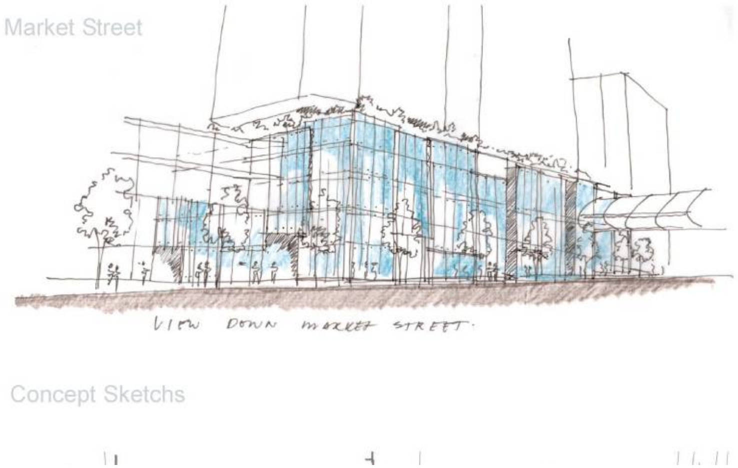


Westfield Centrepoint, NSW



Centrepoint





Centrepoint

view from castlereagh and market streets

New Zealand

John Widdup

Director – New Zealand

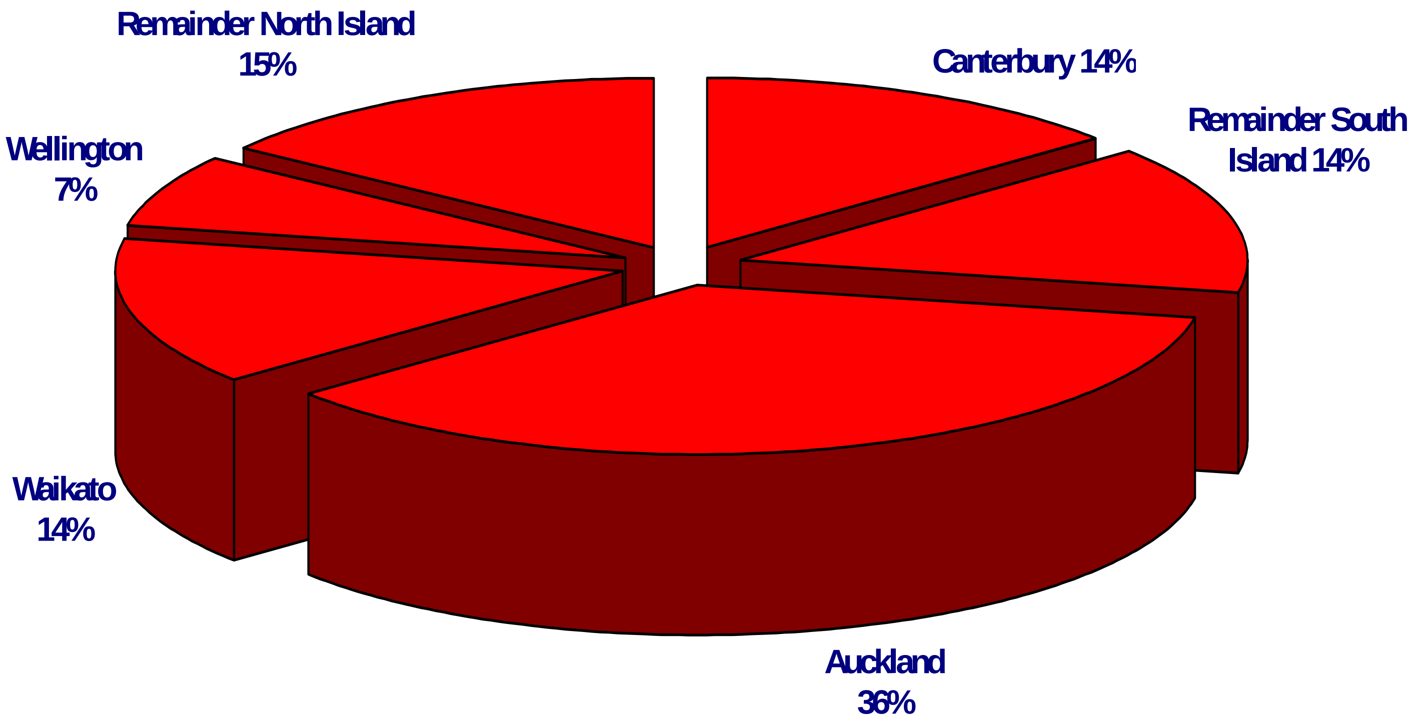
New Zealand

- Portfolio of 11 centres
- 10 on North Island (8 in Auckland)
- 1 on South Island (Christchurch)
- Represents 4% of the total Westfield Group Portfolio
- GLA = 240,000 m²
- 1,200 tenants
- NZ$1.56bn annual sales

New Zealand Performance

	September 2004	September 2003
Sales Growth		
- Total	4.9%	3.8%
- Comparable Specialties	8.4%	2.3%
Occupancy % of lettable area	99.6%	99.2%
Lease Deals	186	214
Acquisitions	NZ$144m	N/A

Share of Spending Growth (2003-2010)



Source: Jebb Holland Research

Recently Completed & Current Projects - New Zealand

Completed Projects	Total Cost NZ$ million	Actual Yield	Completed
St Lukes (Auckland)	59	8.60%	Nov ’02
Riccarton (Christchurch)	94	8.25%	Nov ’04 (Main retail) Mar ’05 (Cinemas)

Current Major Projects	Estimated Cost NZ$ million	Target Yield[1]	Anticipated Completion
Queensgate (Wellington)	150	8.50%	End ’05

Completed Projects – St Lukes (Auckland)

- NZ$59m redevelopment
- Commenced in October 2001, completed November 2002
- Project yield achieved – 8.6%
- Current valuation yield - 7.5%

	Before	**After**
Lettable area	28,460	37,100
No. of retailers	126	178
Majors sqm	15,290	19,100
Specialties sqm	13,170	18,000
Car spaces	1,700	1,863
Sales	$226.8m (Sept 01)	$272.3m (Sept 04)
Specialty Sales/m^2	$10,358	$10,551

St Lukes Redevelopment

Completed Projects – Riccarton (Christchurch)

- Project cost – NZ$94m
- Project yield achieved – 8.25%
- Completed November 2004, Cinemas – March '05
- Scope: Expanded majors, additional specialties, cinemas and ELP precinct

	Before	After
Lettable area	28,110	45,730
No. of retailers	101	155
Majors sqm	17,140	19,700
Specialties sqm	8,925	13,240
Car spaces	1,569	2,300

Riccarton Redevelopment

Under construction – Aug 2004

Completed – Nov 2004

Projects Under Construction – Queensgate (Wellington)

- Estimated project cost – NZ$150m
- Target yield – 8.5%
- Anticipated completion – Main Retail Nov 2005, Cinemas 2006
- Scope: Expanded majors, new supermarket, discount department store, food court, additional specialties, and cinemas

	Before	After
Lettable area	20,100	40,047
No. of retailers	67	169
Majors sqm	12,503	20,310
Specialties sqm	7,597	19,729
Car spaces	928	1,832

Queensgate Redevelopment

Queensgate Redevelopment

Currently under construction

Impression of completed centre

Future Projects

	Area (m^2)	
	Existing	**Approx. Incremental**
Pakuranga	19,170	9,831
Chartwell	14,990	7,000*
Manukau	32,198	9,400*
Albany	n/a	39,000
Newmarket	12,000	52,000*
Total	**78,358**	**117,231**

*** Includes cinemas**

Future Development – Albany (Auckland)

Future Development - Albany

Future Development – Newmarket (Auckland)

- Anticipated commencement 2006/07
- Proposed retail expansion from 12,000 sqm to 64,000 sqm

Future Development – Newmarket

Future Development – Newmarket

3A REVISED ELEVATION – WEST (GILLIES AVENUE)

2A REVISED ELEVATION – NORTH (MORROW STREET)

4A REVISED ELEVATION – SOUTH (MORTIMER PASS)

Investor Presentation

Australia and New Zealand Operations

15 December 2004