

AT INCEPTION

When Simon went public in December 1993, at an offering price of \$22.25 per share, its portfolio contained 114 properties located in 29 states and total market capitalization was \$3 billion.

TEN YEARS OF GROWTH

Shareholder Returns

2003 closing price	\$ 46.34
1993 IPO price	22.25
Price appreciation	\$ 24.09
Cumulative dividends	\$ 20.23
Total return (\$)	\$ 44.32
Total return (%)	199%
Total return with reinvestment of dividends	318%

Growth in Gross Leasable Area (GLA) (in millions of square feet)

12/31/03	190
12/31/93	54
Increase	136
Increase (%)	252%
Compound Annual Growth Rate	13.4%

Growth in Revenue (\$ - millions)

2003	\$ 2,314
1994	474
Increase	\$ 1,840
Increase (%)	388%
Compound Annual Growth Rate	19.2%

Internally Generated Cash Flow* (\$ - millions)

2003	\$ 441
1994	7
Increase	\$ 434
Increase (%)	6200%
Compound Annual Growth Rate	58.5%

Total Market Capitalization (\$ - billions)

12/31/03	\$ 26
12/31/93	3
Increase	\$ 23
Increase (%)	767%
Compound Annual Growth Rate	24.1%

* Defined as FFO less common dividends and distributions

'93 and '94 The Simon Property Group IPO is completed in December of 1993, generating \$966 million in proceeds. The Simon portfolio consists of 114 properties in 29 states, primarily middle-market malls in the Midwest and Texas. The Company's biggest strength in 1993 is the size of its \$3 billion portfolio. Areas identified for improvement include: quality of portfolio, lack of major market presence and limited financial flexibility. Simon has no unsecured debt and annual free cash flow of only \$7 million. Wall Street's biggest question is "How does Simon grow what is already the industry's largest portfolio?"

Management develops a long-term strategy to lead the consolidation of the regional mall sector, to improve the quality of its portfolio, to add exposure to major metropolitan markets and to improve financial flexibility.

The regional mall portfolio generates sales of \$259 per square foot in 1994 and is 85.6% occupied at year-end. Total market capitalization is \$4.2 billion at year-end and FFO for 1994 is \$1.98 per share.

'95 The Company increases its ownership in three malls and acquires an interest in Smith Haven Mall in Long Island, New York. In addition, we open three new regional malls within a seven-week period, adding over 3 million square feet of GLA.

'96 We complete the industry's largest transaction to-date by acquiring the DeBartolo Realty Corporation, adding 49 malls, 11 community centers and one mixed-use property to the Simon



The Forum Shops at Caesars in Las Vegas is one of the top retail assets in the world featuring a one-of-a-kind shopping experience and a high-fashion tenant mix. This premier location generates tenant sales of \$1,200 per square foot.

portfolio. This \$3 billion transaction creates an organization unparalleled in size and scope in our industry and gives us better access to capital, enhances retailer relationships, and improves our operating efficiencies through economies of scale. Our total market capitalization increases to \$9.3 billion. We also complete our first investment grade rated unsecured debt offering for \$250 million.

'97 The acquisition pace accelerates. We spend \$1.6 billion to acquire the private Retail Property Trust, adding 12 regional malls to our portfolio including such high-quality assets as The Westchester in White Plains, New York and Menlo Park Mall in Edison, New Jersey. We also acquire The Fashion Mall at Keystone, an upscale property in our hometown of Indianapolis and a 50% interest in Dadeland Mall in Miami, one of the nation's most productive malls. We raise more than \$3 billion through public and private placements. Simon Brand Ventures is launched to create additional revenue streams. We are the first REIT to exceed \$1 billion in annual revenue.

'98 1998 is a landmark year in the growth of our Company. We invest \$5.1 billion to acquire Corporate Property Investors (CPI), the nation's largest and most productive privately-owned retail mall company. The CPI transaction adds 23 malls to the Simon portfolio including assets of national and international renown such as Roosevelt Field, Lenox Square, Phipps Plaza and Town Center



The Fashion Centre at Pentagon City in the Washington, D.C. suburb of Arlington, Virginia, opened in 1989 and remains one of Simon's most productive assets — 100% occupied with sales in excess of \$700 per square foot.