

# EXCEL TRUST



**Company Presentation**  
**Q4 2014**



*Excel strives to be the premier owner of open air, "box and pad" retail real estate. Excel aims to provide stability and growth for its investors through the judicious acquisition, management, development and disposition of a diversified portfolio of high quality properties.*



Brandywine Crossing



The Promenade



Park West Place



Gilroy Crossing



Plaza at Rockwall

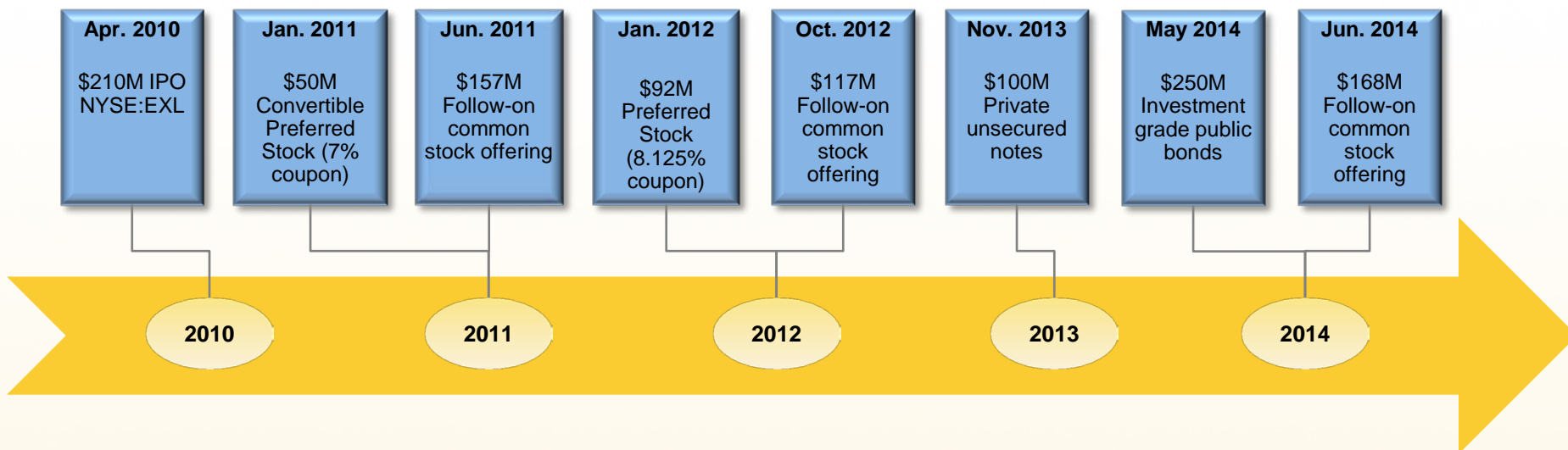


Park West Place

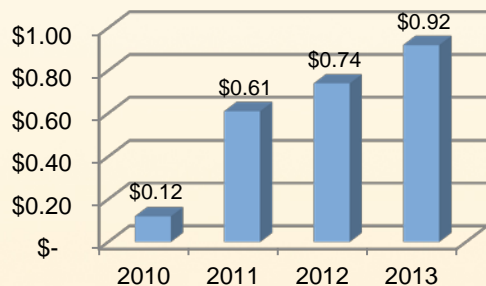


West Broad Village

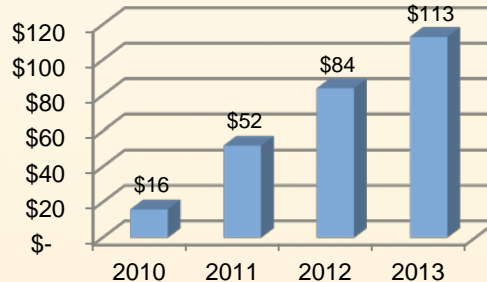
# Excel Trust, Inc. : Timeline 2010 - Today



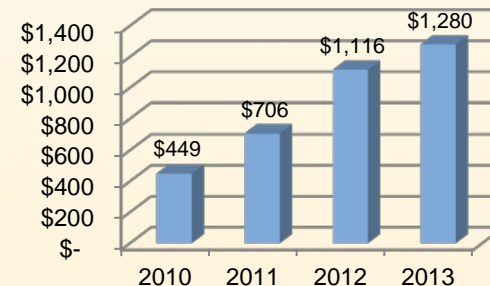
**FFO**  
(\$ Per Share)



**Revenues**  
(\$ In Millions)



**Gross Undepreciated Assets**  
(\$ In Millions)



# Investment Thesis

## Stability

Long term leases with credit anchor tenants that offer value oriented goods and services

## Income

Dividend of \$0.70 per year, yielding ~ 5.8% <sup>(1)</sup>

## Value

Stock trading significantly below estimated NAV

## Growth

Robust acquisition pipeline sourced through quality industry relationships

**Notes:** (1) Based on the declared dividend rate of \$0.175 for Q3 2014 and the closing price of \$12.08 as of 10/09/2014.



# Update: 2014 Objective - Narrow Gap Between NAV and Stock Price

<b>Execute the Strategy</b>	Maximize value of the current portfolio and continue to seek properties within our geographic focus
<b>Investment Grade</b>	Capitalized on investment grade credit rating by replacing short term / secured debt with long term unsecured bonds
<b>Recycle Capital</b>	Sell smaller assets that are fully valued and/or non-core
	Redeploy proceeds into higher quality properties around current management hubs and/or strategic markets
<b>Stock Buyback</b>	When stock price is depressed, use profits from dispositions to buy back stock and invest in current portfolio at significant discount to NAV
<b>Strategic Partnerships</b>	Seek to raise private capital at premium to current trading prices to provide equity for accelerated growth

<b>Status</b>	Meeting annual plan year-to-date (Q3: SSNOI +3%, releasing spreads +5.9%)
<b>Status</b>	5-2014: issued \$250M investment grade unsecured 10-yr. note at 4.625%
<b>Status</b>	Received strong bids on targeted properties for sale; moving to best and final round
	Q2/Q3 2014: acquired \$364M; additional properties in negotiation
<b>Status</b>	Bought back under \$12.50; board resolution to purchase at similar levels
<b>Status</b>	Raised \$168M in follow-on offering after 24% rally

## Company & Portfolio Overview



The Promenade

# Portfolio Overview

Over 7 Million Square Feet of High-Quality Retail Shopping Centers

## Operating Portfolio Statistics

Number of properties in portfolio <sup>(1)</sup>	38
Approx. total GLA (SF) <sup>(1)</sup>	7.1M
Weighted average lease term <sup>(2)</sup>	7
Weighted average portfolio age <sup>(2)</sup>	7
Percent leased <sup>(2)</sup>	93.4%
Portfolio price/sq. ft. <sup>(3)</sup>	\$182
3 / 5 mile weighted average HH income <sup>(4)</sup>	\$89K / \$86K
3 / 5 mile weighted average population <sup>(4)</sup>	58K / 137K

## Strong Tenant Base

- Properties generally anchored by tenants that offer necessity and value oriented items
- Credit anchor tenants provide stability to revenues; over 80% national and regional tenants



**Notes:** (1) As of 9/30/2014, excludes unconsolidated properties

(2) As of 9/30/2014, excludes unconsolidated properties and development properties; weighted by GLA.

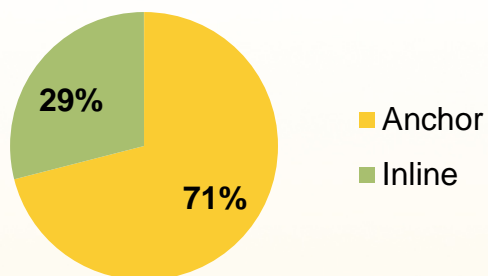
(3) As of 9/30/2014, excludes development properties

(4) Source: AGS 2013. Weighted by ABR; does not include single-tenant properties or properties for development.

# Attractive Lease and Tenant Profile

## Stable Tenant Profile

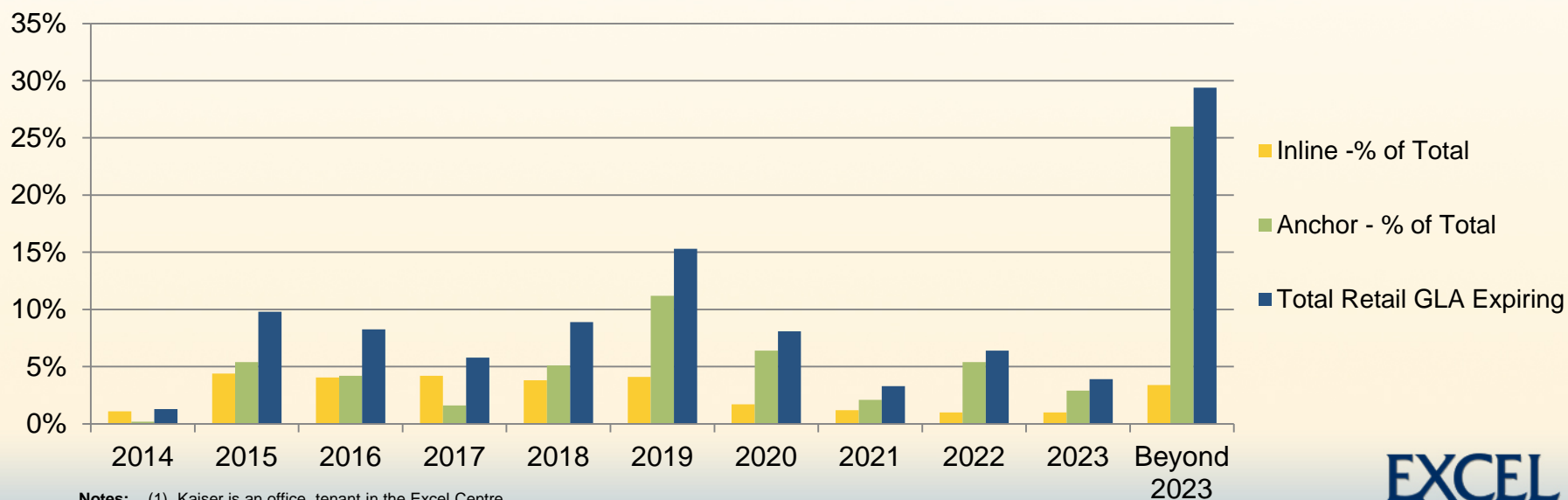
### Anchor vs. Inline - GLA



### Top 10 Tenants by Annualized Base Rent % ABR

		% ABR
1	Dick's Sporting Goods	2.9%
2	Publix	2.7%
3	Ross Dress for Less	2.4%
4	Edwards Theatres (Regal Cinemas)	2.3%
5	Lowe's	2.2%
6	Bed Bath & Beyond	2.0%
7	PetSmart	1.9%
8	Jo-Ann	1.9%
9	TJX Companies	1.7%
10	Kaiser Permanente <sup>(1)</sup>	1.7%

## Long-term Leases <sup>(2)</sup>



Notes: (1) Kaiser is an office tenant in the Excel Centre

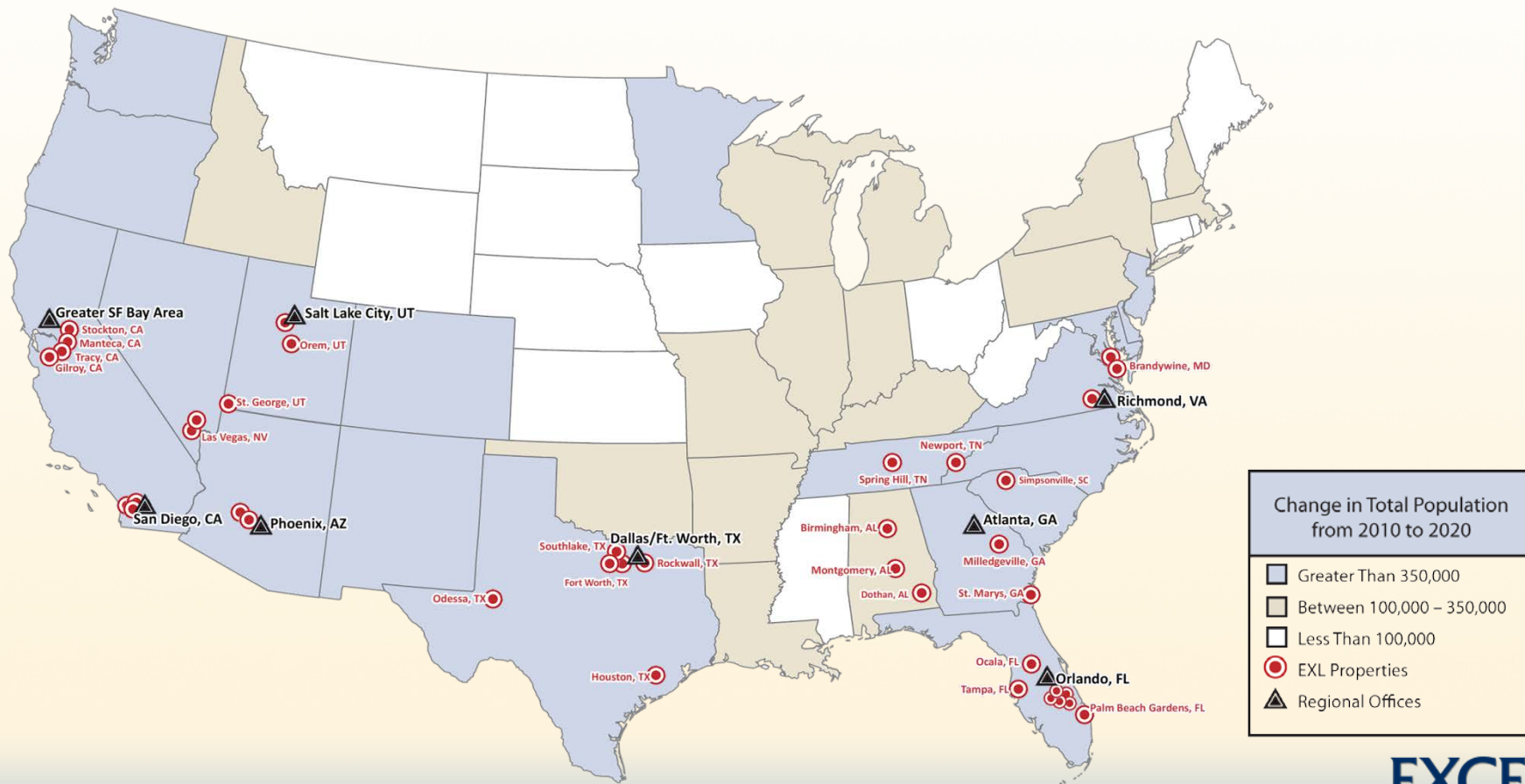
(2) As of 9/30/2014



# Favorable Locations

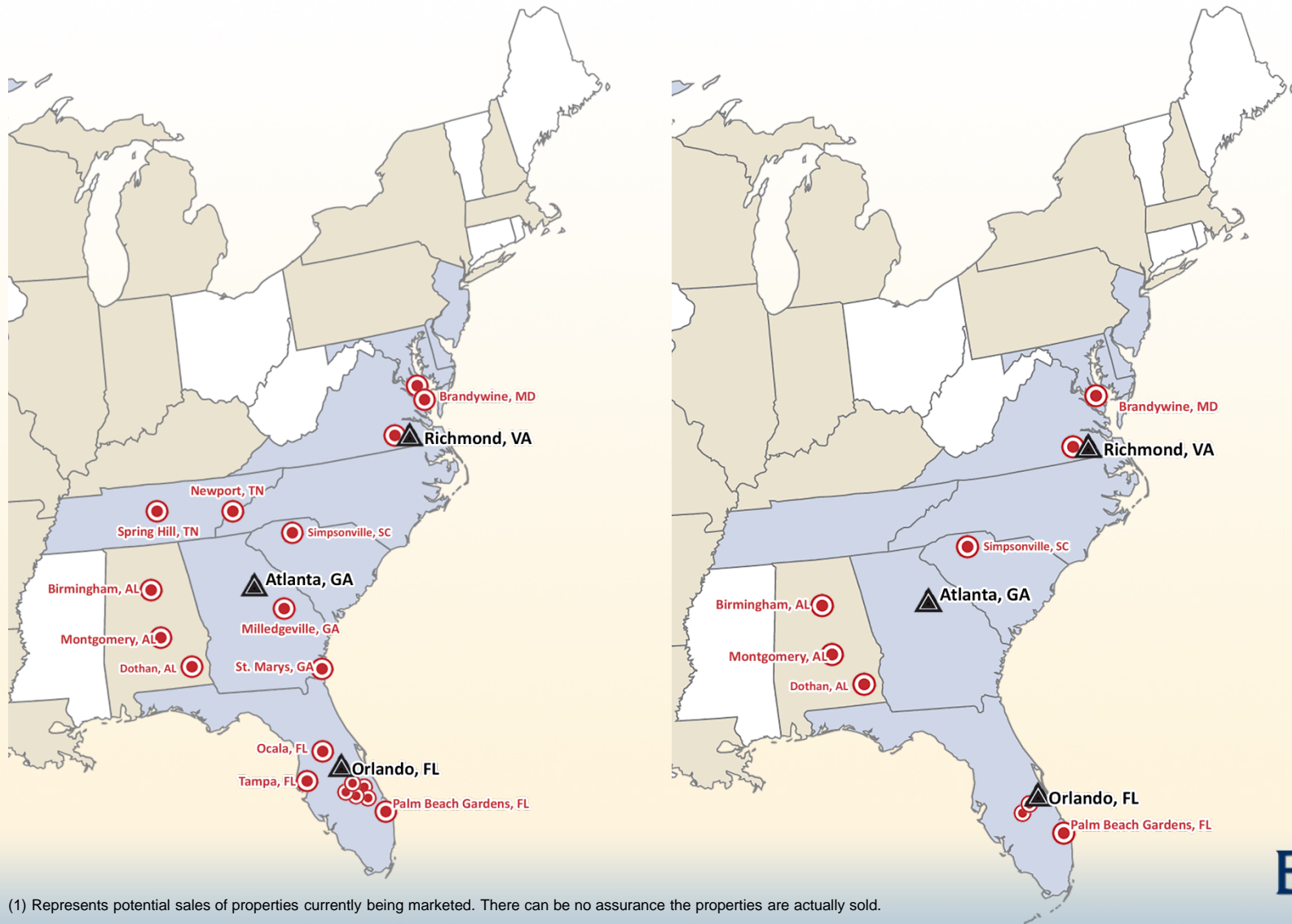
- Focus on markets with attractive demographic and property fundamental trends, typically in “smile states” (West Coast, Sunbelt, and East Coast)
- Long-term strategy of clustering properties around regional hubs in San Diego, Dallas, Atlanta, Greater SF Bay Area, Washington D.C. and Phoenix

## Geographic Locations



# Potential Impact of Targeted Dispositions

Focusing on Dominant Properties in Major Markets <sup>(1)</sup>



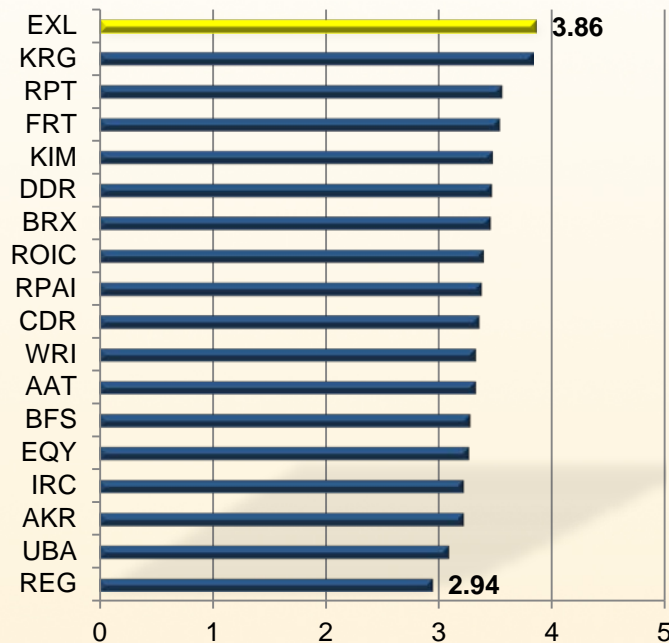
# EXL Making Strides in Major Markets

***“...Excel Trust has had the greatest increase in its penetration of major markets, with 63.6% of its assets now in the top 50 markets in the US”***

*Source: Bank of America Merrill Lynch Research, May 2014*

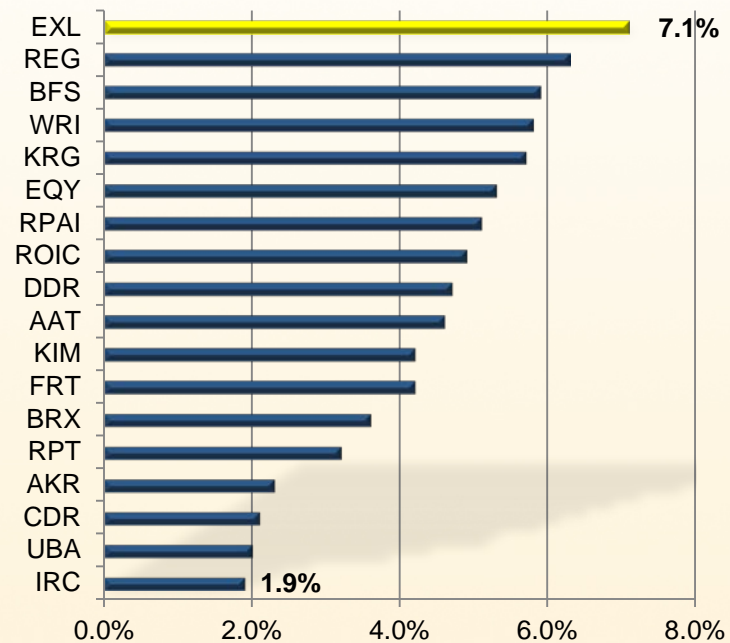
## Desirable Anchor Tenants

### BAML - General Merchandiser Score



## Vibrant Communities

### Household growth - 5 year

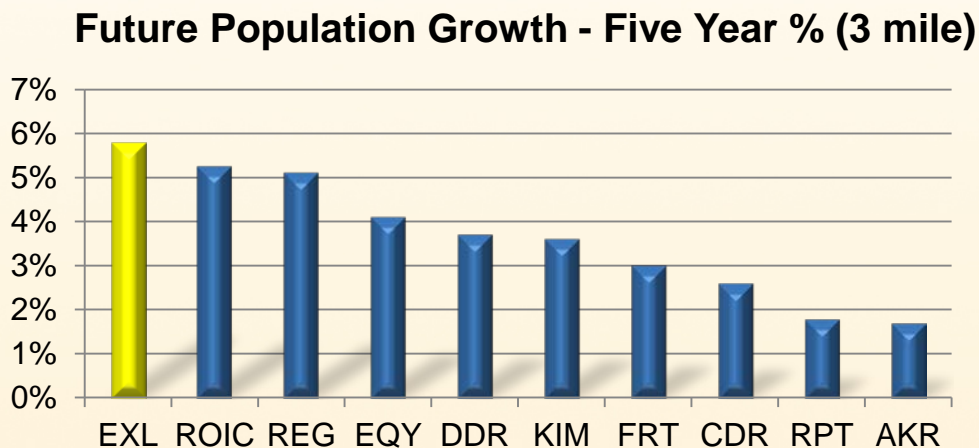
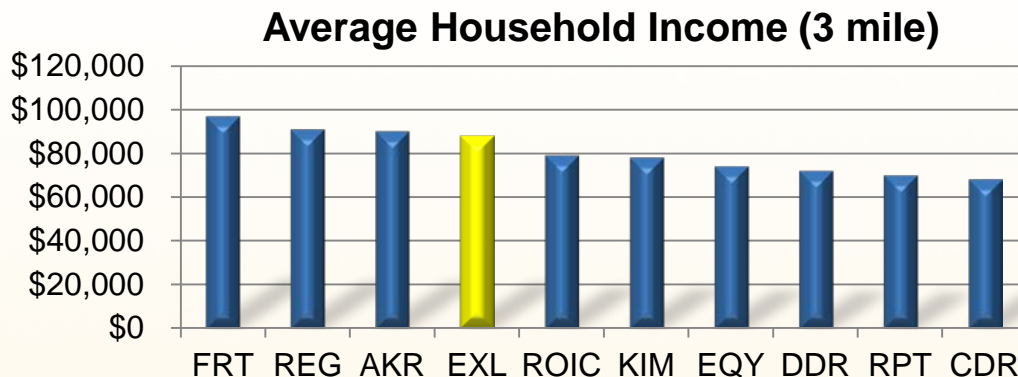




# Healthy Demographic Trends

***“..Excel’s investment acumen and strategy are evident by the portfolio’s strong demographic profile”***

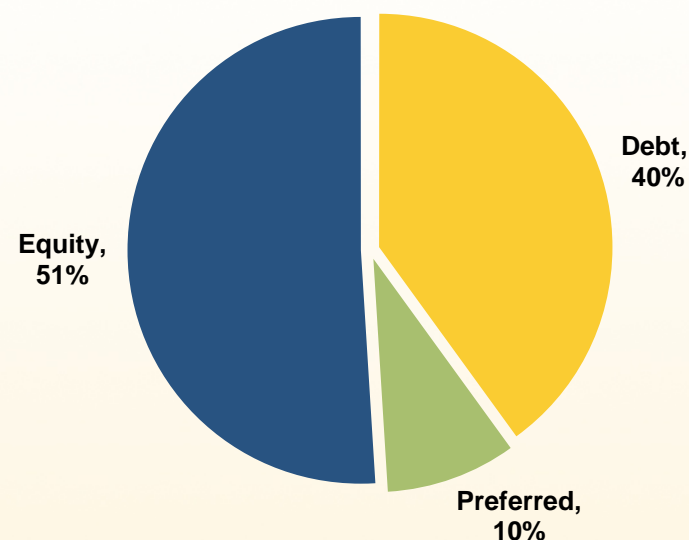
*Source: Cantor Fitzgerald 10-2012*



# Flexible and Conservative Financial Profile

## Capital Structure <sup>(1)</sup>

(\$ in thousands)	Total	% Total
Secured Debt	\$159,749 <sup>(2)</sup>	11%
Unsecured Debt	\$406,000	29%
<b>Total Debt</b>	<b>\$565,749</b>	<b>40%</b>
Common Equity <sup>(1)</sup>	\$731,341	51%
Preferred Equity <sup>(3)</sup>	\$125,274	9%
<b>Total Equity</b>	<b>\$856,615</b>	<b>60%</b>
<b>Total Capitalization</b>	<b>\$1,422,364</b>	<b>100%</b>



**Notes:** (1) As of 9/30/2014. Common equity based on a closing price of \$11.77 per share.

(2) Includes the Northside Plaza redevelopment bonds.

(3) At liquidation preference of \$25.00 per share.

# Access to Unsecured Debt Markets

## Public Unsecured Debt Issuance<sup>(1)</sup>

**\$250 Million Investment  
Grade Unsecured 10  
year note at 4.625%**  
(Q2 2014)



**BBB-**

**Moody's**

**Baa3**

**FitchRatings**

**BBB-**

## Private Unsecured Debt Issuance

**\$100 Million Unsecured 7  
& 10 year notes at a  
blended rate of 4.6%**  
(Q3 2013)



## Broad Bank Support

**\$300 Million Unsecured  
Credit Facility**  
(Expandable to \$500M)



**Morgan Stanley**





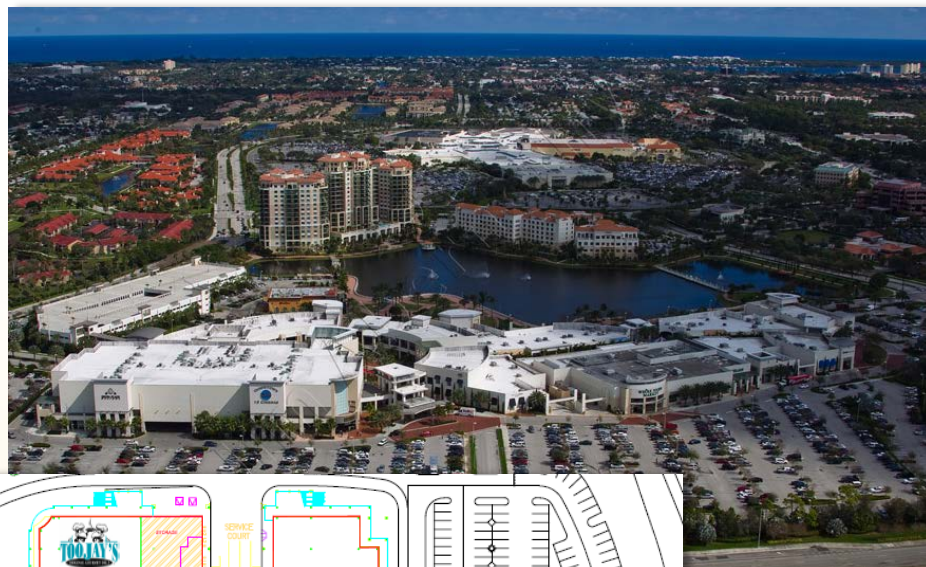
## Recent Acquisitions



# Downtown at the Gardens – West Palm Beach, FL

*Irreplaceable real estate sourced through relationships*

- **Value proposition:** capitalized on relationship with seller to purchase off-market one of the region's most dominant properties at an attractive price
- Retail purchased for ~\$142M
- Tenants include Whole Foods, Cheesecake Factory, Golfsmith, Cobb Theaters, West Elm, and Urban Outfitters
- Retail: 97% leased ~339K sq. ft. shopping center
- Strong demographics: 3 / 5 mile average HH income is \$107K / \$103K; population is 65K / 147K<sup>(1)</sup>





# Fort Union – Salt Lake City, UT

## Dominant Center / Infill Location

- **Value proposition:** Acquired dominant asset via relationship driven portfolio transaction
- Part of three property portfolio purchased for ~\$223M (Immediately sold one asset for \$75M)
- Retail: 97% leased ~689K sq. ft. shopping center
- Tenants include Walmart, Gordmans, Smith's Food, Ross Dress for Less, Dick's Sporting Goods, Bed Bath & Beyond, Ulta, DSW, Office Max, Dollar Tree, etc.
- Strong in-fill demographics: 3 / 5 mile average HH income is \$75K / \$80K; population is 129K / 318K<sup>(1)</sup>





## Current Portfolio

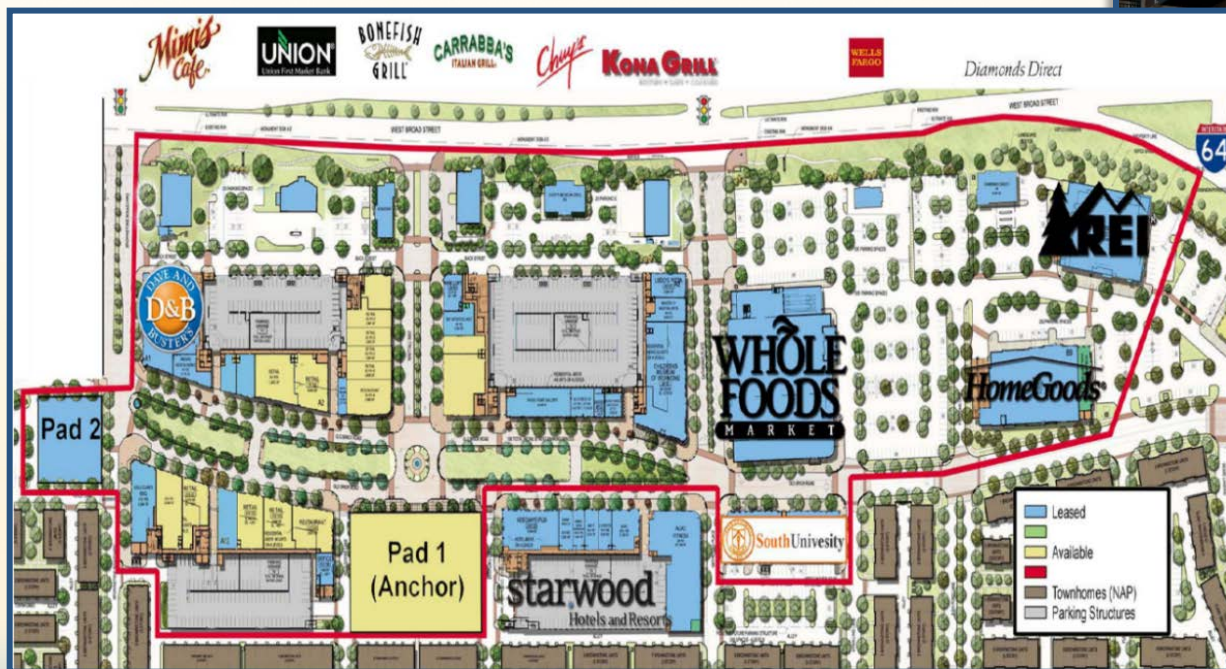


Red Rock Commons

# West Broad Village – Richmond VA

*High end mixed use center with leasing upside*

- **Value proposition:** Purchased off-market near the value of the property debt due to direct negotiations with seller; upside potential from undeveloped pads and vacant retail space
- ~78% leased mixed use center with ~397K sq. ft. of retail and office, 339 apartments, Starwood Loft (non-owned) and 493 townhomes (non-owned)
- Acquired for \$171M as part of a portfolio transaction
- Major tenants: Whole Foods, HomeGoods, REI, Wells Fargo, Kona Grill, Bonefish, Dave & Buster's, First Market Bank, Mimi's Cafe
- Population in 3 / 5 mile radius: 78K / 155K <sup>(1)</sup>
- Avg. HH income in 3 / 5 mile radius: \$107K / \$99K <sup>(1)</sup>

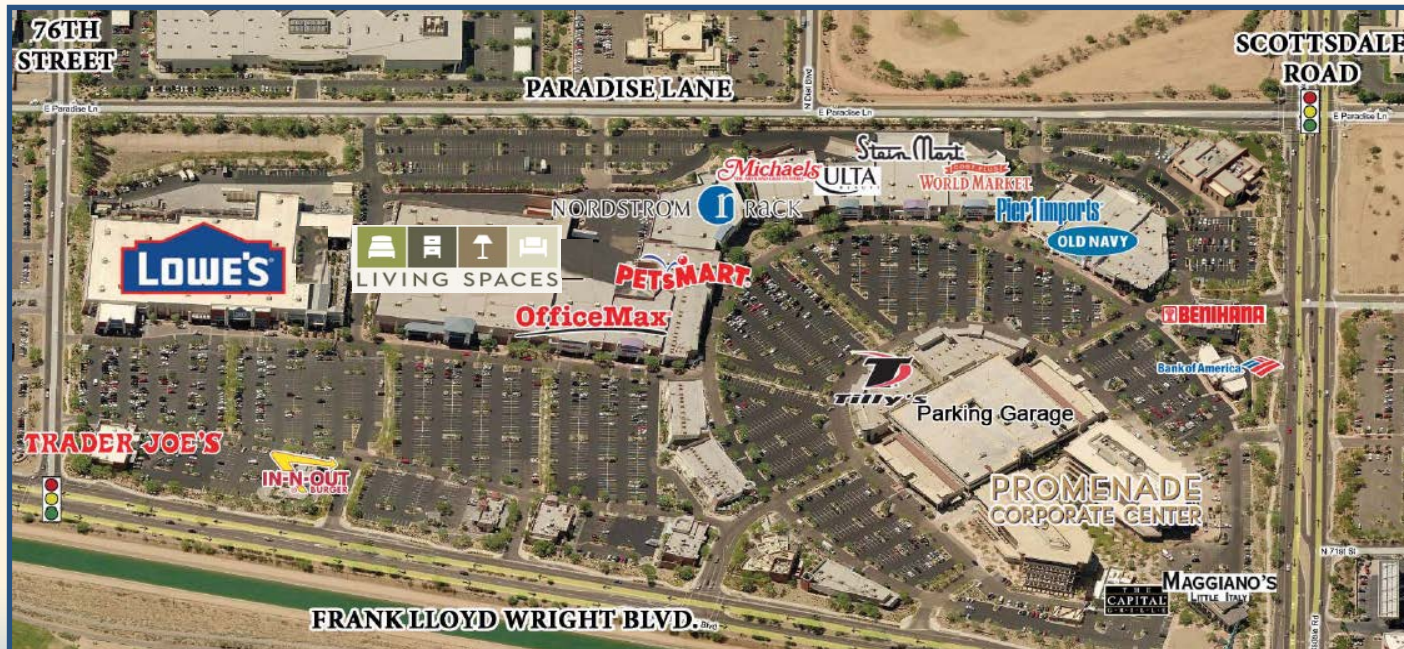




# The Promenade – Scottsdale, AZ

*Class A property in heart of dominant retail corridor*

- **Value proposition:** capitalized on economic downturn and relationship with seller to purchase one of the region's most dominant properties at an attractive price
- Retail purchased for ~\$110M on 7/2011, office towers purchased for \$56M in shares and cash on 1/2012, \$16M ground lease on 10/2013
- Tenants include Lowe's (non-owned), Nordstrom Rack, Old Navy, Stein Mart, Trader Joe's, Cost Plus World Market
- Retail: 93% leased ~730K sq. ft. power center (~567K sq. ft. owned)
- Office: 83% leased ~256K sq. ft. Class A office towers
- Robust sales per sq. ft.: Nordstrom Rack: ~\$900, Trader Joe's: ~\$2,600
- Strong demographics: 3 / 5 mile average HH income is \$104K / \$102K; population is 58K / 178K<sup>(1)</sup>





# Plaza at Rockwall – Rockwall, TX

## Power Center with Additional Value Created Through Expansion

- **Value proposition:** Leveraged relationships with both the developer and equity partner to acquire the property below market ; developed an additional 100K sq. ft. of retail space on vacant land included in deal, increasing yield to nearly 10%
- 99% leased 432K sq. ft. Class “A” power center acquired 6/2010 for \$41M
- Anchored by JC Penney, Belk, Dick’s, Staples, Best Buy
- Developed and stabilized vacant land, Located in Dallas suburb, ranked 2<sup>nd</sup> wealthiest county in TX<sup>(1)</sup>
- 2<sup>nd</sup> best county in US for job growth (13% between 2010-12) <sup>(2)</sup>
- Average HH income of \$102K in a 3-mile radius <sup>(3)</sup>
- Located at I-30 and Hwy 205 with highest daily traffic counts in county (98K and 23K, respectively) <sup>(4)</sup>



- Notes:
- (1) Source: 2000 Census based on median income
  - (2) Source: CNN Money, August 2013
  - (2) Source: AGS 2013
  - (3) Source: Texas DOT, 2009

# Park West Place – Stockton, CA

## Strong Returns In Overlooked Market

- **Value proposition:** capitalized on market dislocation to purchase one of the region's most dominant properties that outperformed during the economic downturn
- 99% leased ~740K sq. ft. power center (~603K sq. ft. owned) acquired off-market for ~\$92.5M on 12/2010
- Anchored by Target (non-owned), Lowe's, Kohl's, Sports Authority, Jo-Ann, Ross, PetSmart, Cost Plus
- Strong demographics: 3 / 5 mile average HH income is \$85K / \$76K; population is 47K / 115K <sup>(1)</sup>
- Regional trade area draw with excellent frontage on I-5 freeway





# League City – Houston, TX

*Below market acquisition in burgeoning local economy*

- **Value proposition:** *overcame several barriers that had discouraged other buyers from acquiring this highly attractive property*
- 96% leased ~195K sq. ft. shopping center acquired August 2013
- Anchored by SuperTarget (non-owned), Home Depot (non-owned), Ross Dress for Less, TJ Maxx, Staples, Michaels, and PetSmart
- Located in dominant retail corridor with daily traffic counts of 100K on I-45
- Average household income in a 3 / 5 mile radius is ~\$84K / \$87K<sup>(1)</sup>
- Rapidly expanding area with 65% growth over the last decade; population in a 3 / 5 mile radius is ~ 50K / 108K<sup>(1)</sup>



# Investment Thesis

## Stability

Long term leases with credit anchor tenants that offer value oriented goods and services

## Income

Dividend of \$0.70 per year, yielding ~ 5.8% <sup>(1)</sup>

## Value

Stock trading significantly below estimated NAV

## Growth

Robust acquisition pipeline sourced through quality industry relationships

**Notes:** (1) Based on the declared dividend rate of \$0.175 for Q3 2014 and the closing price of \$12.08 as of 10/09/2014.



# Appendix



Red Rock Commons

# Disclaimers and Reporting Definitions

## Forward-Looking Statements

This presentation contains forward-looking statements that are based on current expectations, forecasts and assumptions that involve risks and uncertainties that could cause actual outcomes and results to differ materially. These risks include, without limitation: adverse economic or real estate developments in the retail industry or the markets in which Excel Trust operates; defaults on or non-renewal of leases by tenants; increased interest rates and operating costs; decreased rental rates or increased vacancy rates; Excel Trust's failure to obtain necessary outside financing on favorable terms or at all; changes in the availability of additional acquisition opportunities; Excel Trust's inability to successfully complete real estate acquisitions or successfully operate acquired properties and Excel Trust's failure to qualify or maintain its status as a real estate investment trust, or REIT. For a further list and description of such risks and uncertainties that could impact Excel Trust's future results, performance or transactions, see the reports filed by Excel Trust with the Securities and Exchange Commission, including its final prospectus relating to its initial public offering and quarterly reports on Form 10-Q. Excel Trust disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

These forward-looking statements speak only as of the date of this presentation. We undertake no obligation to update any forward-looking statements to reflect the events or circumstances arising after the date as of which they are made. As a result of these risks and uncertainties, recipients of this presentation are cautioned not to place undue reliance on the forward-looking statements included in this presentation or that may be made elsewhere from time to time by, or on behalf of, us.

## Reporting Definitions

**“Annualized Base Rent” or “ABR”** is obtained by annualizing the contractual rental rate (excluding reimbursements and percentage rent) during the final month of a reporting period.

**“Funds from Operations” or “FFO”** Excel Trust computes FFO in accordance with standards established by the Board of Governors of NAREIT in its March 1995 White Paper (as amended in November 1999 and April 2002). As defined by NAREIT, FFO represents net income (computed in accordance with generally accepted accounting principles, or GAAP), excluding gains (or losses) from sales of property, plus real estate related depreciation and amortization (excluding amortization of loan origination costs) and after adjustments for unconsolidated partnerships and joint ventures. Excel Trust's computation may differ from the methodology for calculating FFO utilized by other equity REITs and, accordingly, may not be comparable to such other REITs. Further, FFO does not represent amounts available for management's discretionary use because of needed capital replacement or expansion, debt service obligations, or other commitments and uncertainties. FFO should not be considered as an alternative to net income (loss) (computed in accordance with GAAP) as an indicator of Excel Trust's financial performance or to cash flow from operating activities (computed in accordance with GAAP) as an indicator of Excel Trust's liquidity, nor is it indicative of funds available to fund cash needs, including Excel Trust's ability to pay dividends or make distributions.

Excel Trust presents FFO because it is deemed an important supplemental measure of the company's operating performance and because it is frequently used by securities analysts, investors and other interested parties in the evaluation of REITs, many of which present FFO when reporting their results. FFO is intended to exclude GAAP historical cost depreciation and amortization of real estate and related assets, which assumes that the value of real estate assets diminishes ratably over time. Historically, however, real estate values have risen or fallen with market conditions. Because FFO excludes depreciation and amortization unique to real estate, gains and losses from property dispositions and extraordinary items, it provides a performance measure that, when compared year-over-year, reflects the impact to operations from trends in occupancy rates, rental rates, operating costs, development activities and interest costs, providing perspective not immediately apparent from net income.

# Corporate Responsibility: Business Principles

**Integrity is the bedrock of our business.** We expect our people to maintain the highest ethical standards both in their work and in their personal lives. In order of importance, we place integrity before profit and reputation before returns.

**Our investors always comes first.** We feel it is our duty and responsibility to place our investors' interests above our own. Giving our investors top priority will lead to our own success.

**Our most valuable assets are our people.** Our people determine the reputation of our company. We expect our people to be honorable and dependable and to always treat others with respect and dignity. We value long-term relationships over short-term profits.

**We take great care to identify and recruit the best person for every job.** Although our activities are measured in millions of dollars, we select our people one by one. We recognize that the quality of our people determines the quality of our company.

**We stress teamwork in everything we do.** While individual creativity is always encouraged, the synergy realized in teamwork magnifies our efforts to levels beyond our individual capabilities.

**We value creativity and innovation.** Although many of our activities are repetitive in nature, we pride ourselves in thinking “outside the box”. We encourage creative problem solving and have rarely seen an unsolvable problem.

**We offer our people the opportunity of continued professional development.** Advancement depends solely on ability, performance and contribution to the company's success, without regard to race, religion, sex, age, national origin or disability.

**We strive to improve the lives of those in need throughout the world.** Through our own charitable foundation and through partnerships created with many generous people, we hope to make a difference in the lives of those less fortunate.

**We take great pride in performing professional and quality work.** We have an uncompromising determination to Excel in everything we do.



# Social Responsibility: The Sabin Children's Foundation

- The Sabin Children's Foundation ("SCF") is a non-profit 501(C)(3) public benefit charity dedicated to relieving the distress of underprivileged children around the world.
- "One of the most unique features of SCF is that it has no overhead expense, making it one of the leanest charitable organizations of its kind. Those who work at SCF do so as volunteers committed to making a difference in the lives of children. Every dollar invested in SCF goes directly to help children." -Gary Sabin, Founder and Chairman
- SCF-sponsored programs utilize the skills of local volunteer doctors who are committed to helping their own people. With these teams of volunteer doctors and donated medical supplies the average cash cost for life changing surgeries becomes minimal. Eye Surgery: \$11; Cleft Lip/Palate: \$34
- SCF has been active in the Philippines, India, Africa and South America.
- Website: [www.sabinchildrensfoundation.org](http://www.sabinchildrensfoundation.org)





# Anthem Highlands – Las Vegas, NV

- 89% leased ~120K sq. ft. grocery anchored shopping center acquired for \$17.5M
- Tenants include Albertsons, CVS Pharmacy, Wells Fargo, Pizza Hut, Bank of America, Starbucks and Subway
- Sun City Anthem (Del Webb community adjacent to center) is rated #1 in 55Places.com's list of its '10 favorite luxurious active adult communities in the US'
- 3 mile average HH income is ~\$112K <sup>(1)</sup>
- Upside potential of vacancy

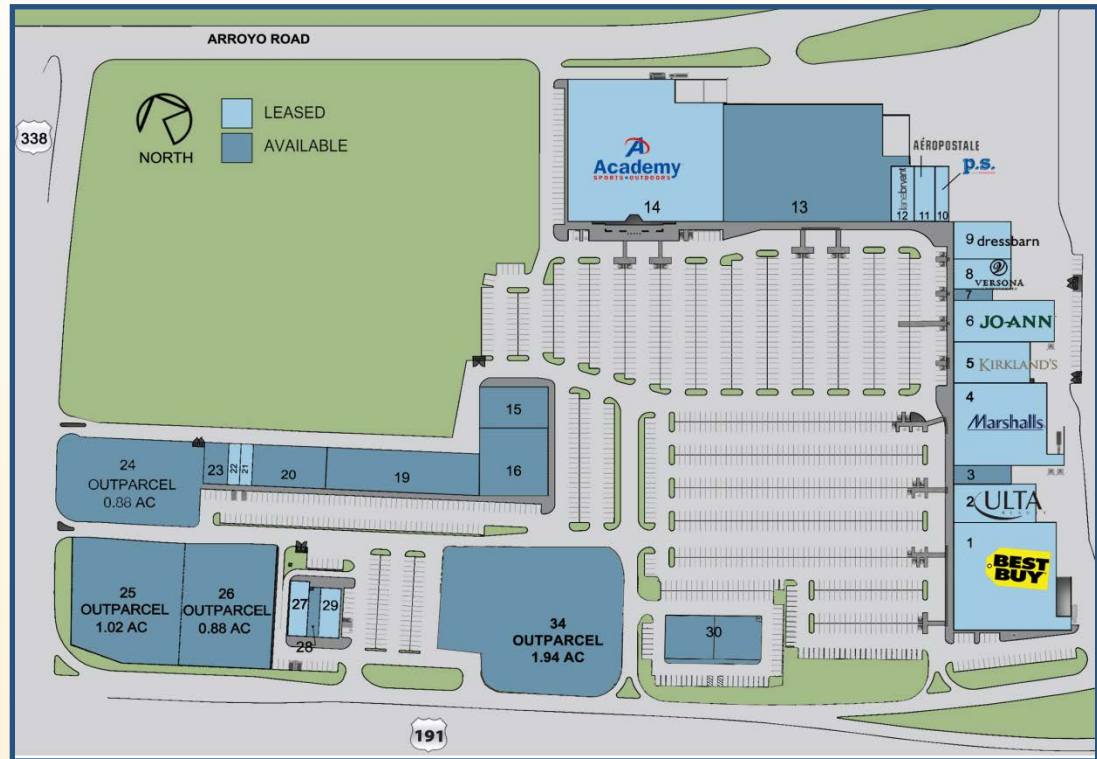






# Chimney Rock – Odessa, TX

- 97% leased 191K sq. ft. shopping center (Phase I) acquired for ~\$24M on 8/31/12
- Major tenants include Academy Sports, Best Buy, Marshalls, Jo-Ann, Kirkland's and Ulta
- Off market transaction from previous seller
- Located at intersection of Loop 338 & Hwy 191, in the heart of thriving West Texas Energy Belt
- Benefits from the region's low unemployment rate (3.4% as of 12/2013)
- 36 acre site with land for expansion (Phase II)





# East Chase Market Center – Montgomery, AL

- 99% leased ~ 181K sq. ft. portion of shopping center acquired for ~\$25M in February 2012
- Tenants include Costco (non-owned), Bed Bath & Beyond, Jo-Ann, Michael's, Old Navy, ULTA, and Shoe Station
- Affluent area with average HH income in a 3 / 5 mile radius: \$98K / \$82K <sup>(1)</sup>
- Population in 3 / 5 mile radius: 33K / 80K <sup>(1)</sup>
- Well-located in the dominant retail corridor along I-85 with daily traffic counts of ~81K

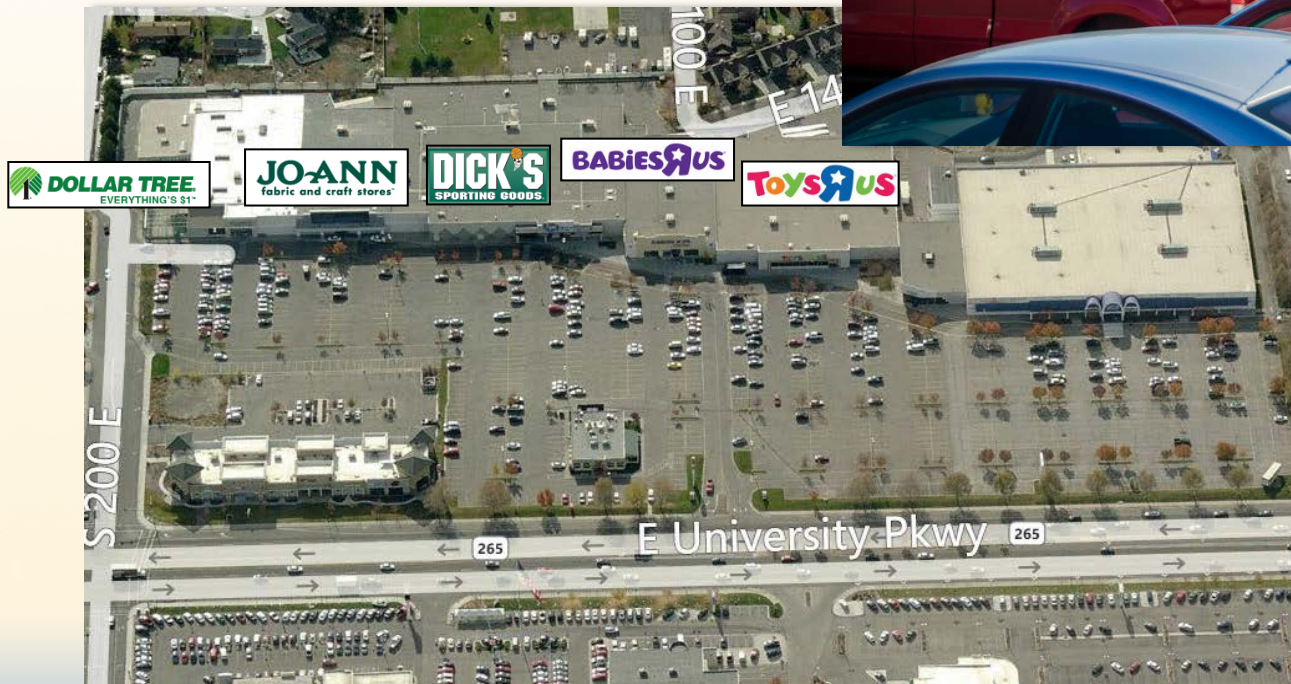




# Family Center at Orem – Orem, UT

*Infill Location / High Traffic Counts*

- **Value proposition:** *Acquired dominant asset via relationship driven portfolio transaction*
- Part of three property portfolio purchased for ~\$223M (Immediately sold one asset for \$75M)
- Retail: 85% leased ~150K sq. ft. shopping center
- Tenants include: Dick's Sporting Goods, Jo-Ann, Babies 'R' Us, Dollar Tree, Toys 'R' Us, etc.
- Strong in-fill location: 3 / 5 mile population is 126K / 211 and average HH income is \$67K / \$65K<sup>(1)</sup>
- Great frontage; 50K VPD on University Parkway.





# Florida Portfolio – Orlando, FL

- 5 neighborhood shopping centers in and around Orlando, totaling ~ 319K sq. ft.
- Off-market transaction completed directly with principal
- Acquired as part of a \$263M portfolio transaction (debt, cash+ OP units)
- Major tenants include CVS, Walgreens, Publix (NAP), Flemings, Ruth Chris, Region's Bank, Fifth Third Bank
- Weighted avg. population in 3 / 5 mile radius: 38K / 123K<sup>(1)</sup>
- Weighted avg. HH income in 3 / 5 mile radius: \$127K / \$94K<sup>(1)</sup>





# Gilroy Crossing – Gilroy, CA

Regional trade area draw off 101 freeway

- 99% leased ~474K sq. ft. power center (~325K sq. ft. owned) 30 miles S. of San Jose off 101 freeway
- Relationship driven transaction closed for ~\$68.5M on April 2011
- Tenants include Target (non-owned), Kohl's, Sports Authority, Ross, Bed Bath & Beyond, Michael's, PetSmart
- Average HH income in a 3 / 5 mile radius is \$75K / \$90K <sup>(1)</sup>
- Population in a 3 / 5 mile radius is 41K / 54K <sup>(1)</sup>
- Shopping center plus surrounding retail provide regional trade area draw





# Lake Pleasant Pavilion – Peoria (Phoenix), AZ

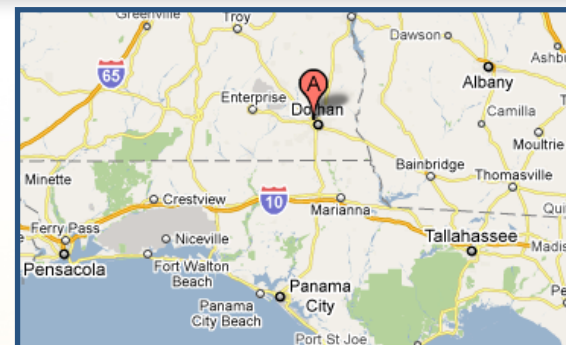
- 89% leased, 178K sq. ft. portion of 373K sq. ft. center acquired for ~\$41.8M on 5/16/12
- Major tenants: SuperTarget (NAP), Bed Bath & Beyond, Marshalls, Kirkland's Stores, Hi Health Supermart, Rack Room Shoes, Men's Wearhouse
- Population in 3 / 5 mile radius: 34K / 116K<sup>(1)</sup>
- Avg. HH income in 3 / 5 mile radius: \$114K / \$88K<sup>(1)</sup>
- Money Magazine named Peoria one of "Top 100 Places to Live" in the US
- Located 3 miles E of new Vistancia master-planned community (10K units)





# Northside Plaza– Dothan, AL

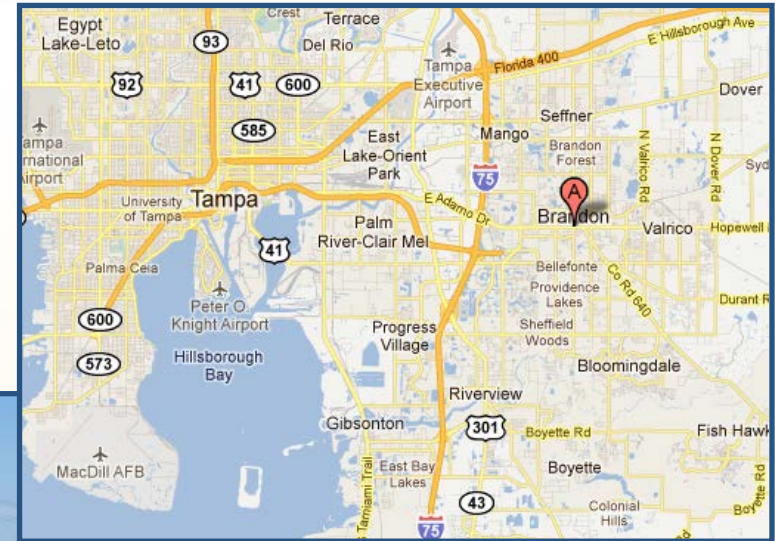
- 172K sq. ft. redevelopment project, ~95% leased
- Anchored by Publix, Hobby Lobby, Home Depot (non-owned)
- Off market transaction – est. project cost of \$14M
- Hobby Lobby reported one of their strongest Grand Openings in the region





# Pavilion Crossing – Brandon, FL

- Acquired off market for ~\$13M through a “loan to own” option with developer during construction
- 100% leased, 68K sq. ft. center completed in 2012
- Anchored by Publix with new 20-year lease
- 3 / 5 mile population 73K / 147K <sup>(1)</sup>





# Red Rock Commons – St. George, UT

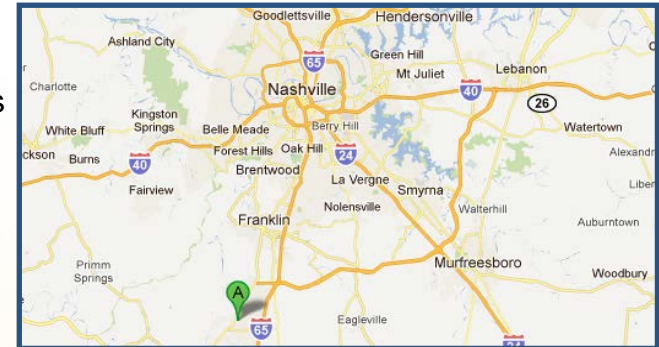
- Developed from land contributed at April 2010 IPO
- Tenants include Dick's, Old Navy, PetSmart, Ulta, Gap Outlet and Café Rio
- Phase I 100% leased with several tenants performing above plan
- Phase II leasing underway with strong tenant interest





# The Crossings of Spring Hill – Spring Hill (Nashville), TN

- 99% leased ~ 220K sq. ft. portion of shopping center acquired for \$31M
- Tenants include SuperTarget (non-owned), Kohl's (non-owned), PetSmart, Ross Dress for Less, Bed Bath & Beyond and Dollar Tree.
- Purchased at a discount to existing debt
- New center with highway visibility and attractive rents
- 3 mile average HH income is ~\$78K <sup>(1)</sup>





# Vestavia Hills City Center – Birmingham, AL

- ~390K sq. ft. anchored by Publix, Rite-Aid, Stein Mart, Dollar Tree, and Rave Movie Theaters
- # 1 performing Publix in AL
- Off market transaction closed for ~ \$33.5M on 8/30/10
- Cost basis approx. \$88 psf; significant discount from bank note & equity invested
- Sourced from relationship of 15+ years

