



#### ICONIC SPACES

Creating smart, good, interactive,  
**thriving** and safe spaces



two°degrees

## Liberty Two Degrees' Managed Sandton City Wins Big at Global Awards in Vegas

*Africa's most iconic shopping destination honoured at Awards Ceremony in Las Vegas*

**4 June 2024** - Building on its already impressive repertoire of endorsements and accolades, Sandton City, which is managed by Liberty Two Degrees has been recognised on a global scale for the centre's marketing which contributes to creating experiential initiatives in the mall. This past weekend, Africa's top retail destination was awarded with two honours at the *International Council of Shopping Centres* (ICSC) Global Marketing Awards in the U.S. for professional marketing excellence. The ICSC Global Awards are the most recognised achievement in retail marketing.

The centre's 2023 festive season activation, titled *Momo's Magical Adventure*, won a silver MAXI Marketing award, while the *LEGO, Your Dream Car Generation* won a gold Global Visual Victory award. The winners were announced at a prestigious ceremony in Las Vegas this past weekend, that saw the world's leaders in the retail industry congregate to recognise excellence and retail innovations.

*Momo's Magical Adventure* was an original live theatre production, staged in a bespoke tent in the Sandton City centre court over the December 2023 holiday. Visitors of all ages flocked to the show to enjoy the heart-warming story with endearing characters and a delightful storyline. The production was commissioned by Sandton City and brought to the stage by an award-winning creative team. Produced by visionary Lyall Ramsden, and under the playful directorial eye of Kirsten Harris, with a musical composition by James Bassingthwaight, the show was a sensory delight, creating an unforgettable holiday experience. In addition, Momo's Magical lead actress, Tebogo Molepo, won best performance in a production for young audiences at the South African Naledi awards, which honour excellence in theatre.

*"As L2D, we are proud of the continuous work done to solidify the centre's position as South Africa's quintessential destination for all things innovative and iconic. These global awards reaffirm our commitment to excellence in the retail landscape as well as Sandton City as the destination of choice in the region. We remain committed to pursue our purpose to create experiential spaces to benefit generations. We are proud to have worked alongside Excellerate Brand Management (EBM), Sandton City's Marketing agency to achieve this award".* says L2D's Chief Operations Officer, Jonathan Sinden.

In reaffirming its commitment to excellence and innovation, Sandton City was the first destination on the African continent to host the *LEGO® Your Dream Car Generation* activation. Spanning approximately 300m<sup>2</sup>, the experience transported shoppers to a riveting deconstructed car manufacturing garage, leveraging high-end technology, to "generate" their dream car. With multiple touchpoints throughout the build, including graphics, animation and an interface control panel, the shopper journey enabled car enthusiasts to get creative and add their personal touches to their car design details.

Sharing his excitement, Sandon City's General Manager and Asset Management Executive, Dimitri Kokinos said *"In 2023, Sandton City celebrated its 50<sup>th</sup> birthday and it was crucial that we continued to host standout activations and experiences that surpass consumer expectations throughout the year. The awards are testament to our commitment to our tenants and customers and demonstrate the world class offering at Sandton City."*



### ICONIC SPACES

Creating smart, good, interactive,  
**thriving** and safe spaces



two°degrees

Sandton City is widely recognised for its iconic activations throughout the year, with holiday seasons especially attracting shoppers of all ages, including those beyond the catchment area during holiday seasons who look forward to Sandton City's offering. The centre continues to leverage key partnerships with iconic and beloved international brands, with an understanding of the importance of conceptualising on local opportunities, which was the key driver for the creation of Momo's Magical Adventure. These international wins were awarded to Sandton City as the only winner on the African continent.

- **Ends** -

Enquiries:

[investors@liberty2degrees.co.za](mailto:investors@liberty2degrees.co.za)



## ICONIC SPACES

Creating smart, good, interactive, thriving and safe spaces



two°degrees

## Notes to editors

### About Liberty Two Degrees Limited

Liberty Two Degrees is a precinct focused, retail centred portfolio and a business unit of the Standard Bank Group. L2D's purpose, to create experiential spaces to benefit generations, and vision guide its strategy and underpin its everyday business activities.

### About Liberty Two Degrees' portfolio

L2D has investments in a quality portfolio of iconic assets. Its retail assets are fully green star rated, a first in the retail property sector. L2D headquarters are also six star green star rated, reflecting environmental leadership:

- Johannesburg:
  - Sandton City Complex; Eastgate Complex; Nelson Mandela Square; Sandton Sun Hotel, the Sandton Sun Towers; the Garden Court Sandton City; and
  - Melrose Arch precinct
- Cape Town:
  - Liberty Promenade Shopping Centre;
- KwaZulu-Natal:
  - Liberty Centre Head Office and Umhlanga Ridge Office Park; Liberty Midlands Mall; John Ross Eco-Junction Estate; and
- Free State:
  - Botshabelo Mall

L2D is focused on continuously improving the quality of its assets, introducing innovative and unique experiences that attract tenants, shoppers and visitors to its malls in order to create sustainable value for stakeholders. L2D aims to create spaces that provide a sense of community and go beyond the ordinary shopping experience.

### L2D building blocks

L2D is focused on continuously improving the quality of its assets, introducing innovative and unique experiences that attract tenants, shoppers and visitors to its malls in order to create sustainable value for stakeholders. This has been articulated through the L2D strategic building blocks, which help futureproof the assets and truly set them apart in the market and sharpen the focus of L2D's efforts and business activities.

The L2D building blocks are:

- **Good Spaces:** L2D understands the importance of partnering with its stakeholders to accelerate its positive impact on the natural environment. L2D remains bold in driving its net zero commitments in reducing carbon emissions, water use and waste generation as it moves towards achieving its net zero sustainability target by 2030. This is evident at its business operations and sites and supportive initiatives continue to be implemented to achieve this goal.



### ICONIC SPACES

Creating smart, good, interactive, thriving and safe spaces



two°degrees

- **Smart Spaces:** L2D aims to secure and sustain its leading position in the market by remaining at the forefront of innovative design thinking. The creation of smart environments that integrate technology to enhance the customer and retailer experience is a key initiative in this strategic growth area. Through Smart Spaces, L2D aims to accelerate its roadmap to create the seamless interaction between digital and physical retail.
- **Interactive Spaces:** Interactive Spaces is about providing an interchange of ideas and experiences within the L2D malls.
- **Thriving Spaces:** L2D places a strategic focus on leasing, acknowledging its profound impact on commercial outcomes. Our goal is to align leasing practices with our overall business strategy, emphasising risk-adjusted commercial practices. Key considerations involve tenant alignment, profitability evaluation, sector knowledge for fair rental terms and deploying resources for fair, risk-adjusted lease agreements.
- **Safe Spaces:** L2D's building blocks are all underpinned by Safe Spaces. L2D aims to drive a clearly defined mall strategy that ensures the mall environments hold the highest standard of safety and security for tenants and shoppers. L2D has been affirmed by SAFE Shopping Centres, a Global certification and advisory company, as the first responsible owner in Africa to achieve international certification following a Covid-19 assessment, taking the extra steps to ensure duty of care for tenants and shoppers.