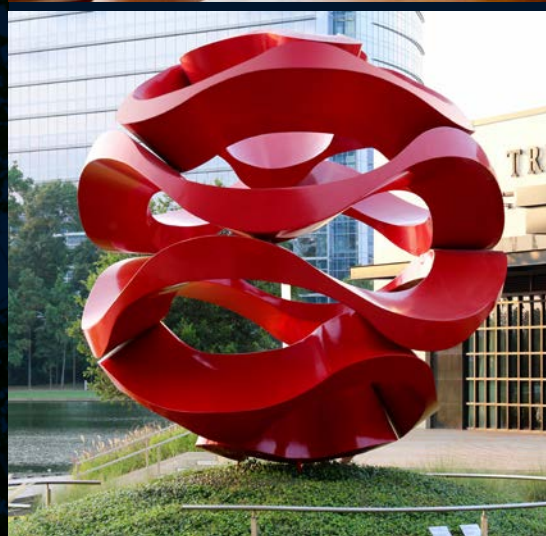


The Woodlands®
**TOWN
CENTER**

SHOPPING | DINING | ENTERTAINMENT

Howard Hughes



Growing

- 7.3M**
Residents (Houston MSA)¹
- #2**
Fastest growing MSA in the U.S.²
- 4th**
Largest metro area in the country¹
- 18.2%**
Growth rate between 2010 and 2018¹
- 26th**
Largest economy in the world, if an independent nation¹

Ambitious

- #3**
U.S. City percentage jobs gained '22-'23³
- #4**
Metro new and expanded corporate facilities⁴
- 26**
Fortune 500 companies call Houston home (3rd Largest)⁵
- 760+**
Company expansions and relocation projects in last two years²
- TOP 10**
City for attracting millennials

Diverse Economy

- #1**
Medical SF in the world with 50M SF⁵
- #1**
Largest Gulf Coast container port & largest export market in U.S.²
- 44/113**
44 out of 113 publicly traded oil and gas companies in Houston²
- 1,700+**
Houston companies foreign-owned with 1 in 4 residents foreign born²
- 500+**
More than 500 aviation and aerospace related companies²
- 9,100**
Houston is home to 9,290 tech-related firms, including more than 1,000 venture-backed startups.



Source: ¹U.S. Census Bureau, ²Greater Houston Partnership, ³Texas Workforce Commission, ⁴Fortune, ⁵Texas Medical Center

Trade Area

TRADE AREA ANALYSIS (10-MILE)

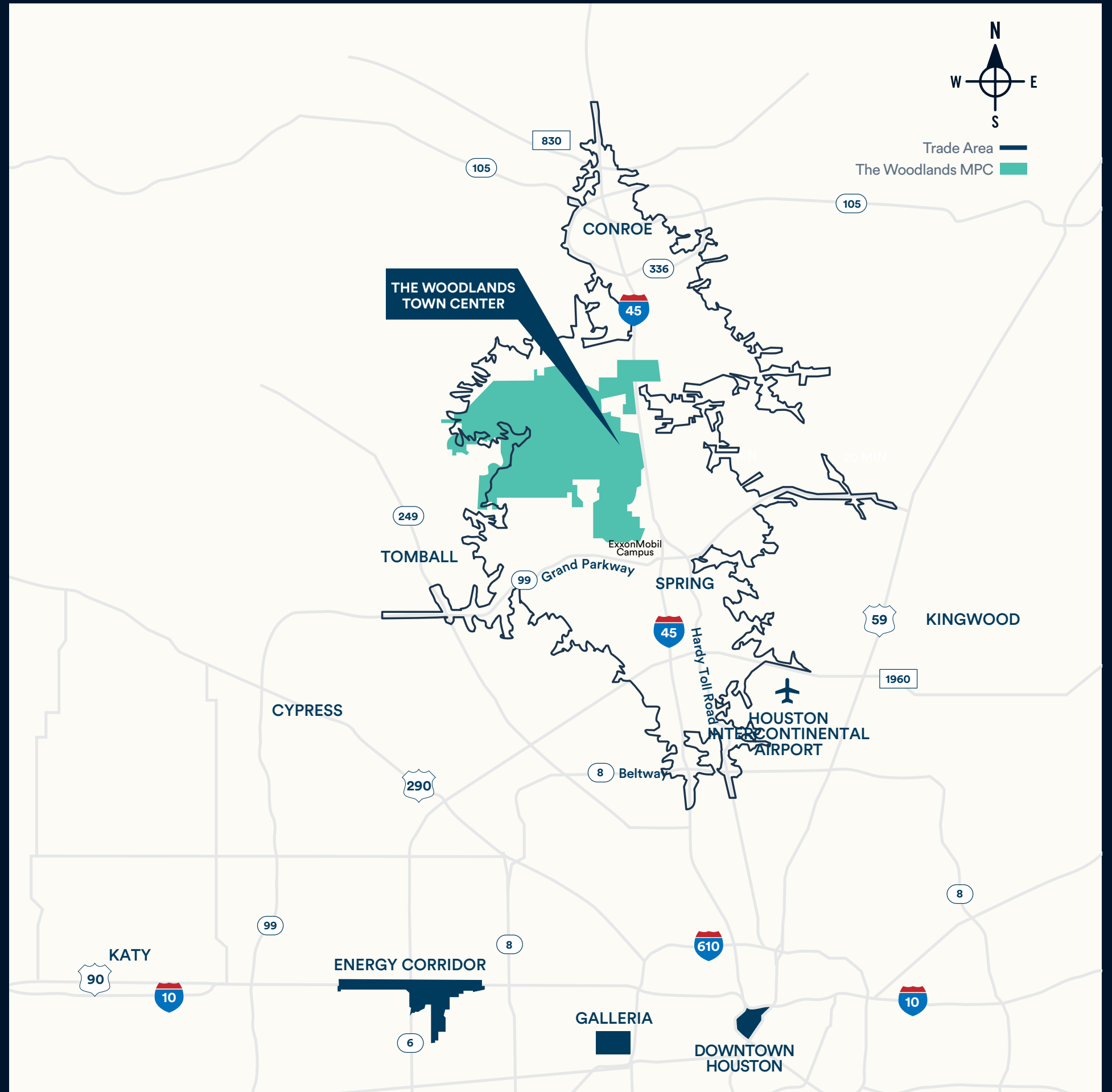
Population:	566,486
Avg Household Income:	\$142,771
Daytime Population:	510,076
% with Bachelors Degree or Greater:	48.6%
% of Households earning greater than \$75k:	64%

COMPARATIVE TRADE AREA ANALYSIS

	Avg. HH Income	HHs w/ \$100k+ Income	Per HH Retail Spend*
The Woodlands	\$142,771	51.1%	\$18,197
Sugar Land Town Center	\$99,750	33.3%	\$12,872
Heights Mercantile	\$106,641	30.7%	\$13,880
Inwood Village (Dallas)	\$112,512	34.4%	\$14,634
The Domain (Austin)	\$126,970	44.1%	\$16,477
CityCentre	\$111,757	33.6%	\$14,452
Galleria (Houston)	\$106,307	31.0%	\$13,818

*includes Apparel, Entertainment, Restaurant, Household Furnishings & Personal Care

Source: 2024 Esri



The Woodlands, an Award-Winning Master Planned Community

THE WOODLANDS AT CURRENT

123,000+

RESIDENTS

71,500

EMPLOYEES

2,668

EMPLOYERS

\$29.8B

TAX VALUES

DEMOGRAPHICS OF THE WOODLANDS

\$194,095

AVERAGE HHI
(Houston MSA: \$109,618)

\$130,011

MEDIAN HHI
(Houston MSA: \$74,223)

\$461,227

MEDIAN OWNER-OCCUPIED
HOUSING VALUE
(Houston MSA: \$267,962)

39.6

MEDIAN RESIDENT AGE
(Houston MSA: 35.7)

61.3%

BACHELOR'S DEGREE
OR HIGHER
(Houston MSA: 32.9%)

40.5%

HOUSEHOLDS WITH
CHILDREN
(Houston MSA: 41.5%)

Nature is our Hallmark

28,500 ACRES OF WORLD-LEADING ECOLOGICAL LANDSCAPE DESIGN

7,790

ACRES OF
OPEN GREEN SPACE

200

ACRES OF
LAKE WOODLANDS

220

MILES OF CONNECTED
HIKE AND BIKE TRAILS

151

NEIGHBORHOOD
PARKS

THE BEST OF NATURE AND RECREATION

- 3 membership golf and country clubs and 7 championship golf courses
- Two boathouses for rowing, kayaking and paddleboarding
- 14 community pools and five spraygrounds
- 74 outdoor tennis & pickleball courts
- Over 90 sculptures and outdoor art

Economic Diversity in The Woodlands

A THRIVING ECONOMY



10.6M SF of retail space



36.3M SF of office, hospitality, research, institutional and technical space



Several Fortune 500 corporate headquarters with a major presence



\$9.6M hotel occupancy tax revenue (2023)



A renowned medical hub that is home to five of the top medical providers, not only in the Houston area, but internationally as well



Robust workforce and workforce development programs, including college bachelor's and master's degrees

MAJOR EMPLOYERS BY SECTORS*

31.3%	18.8%	11.3%	8.8%	7.6%	7.3%	5.0%	3.7%	2.3%	2.1%	1.8%
Healthcare	Education	Professional & Business Services	Energy	Chemical	Transportation, Warehousing & Utilities	Hospitality & Entertainment	Financial Services	Public Agencies	Manufacturing	Other



*Source: The Woodlands Area Economic Development Partnership

The Woodlands® is...



#1

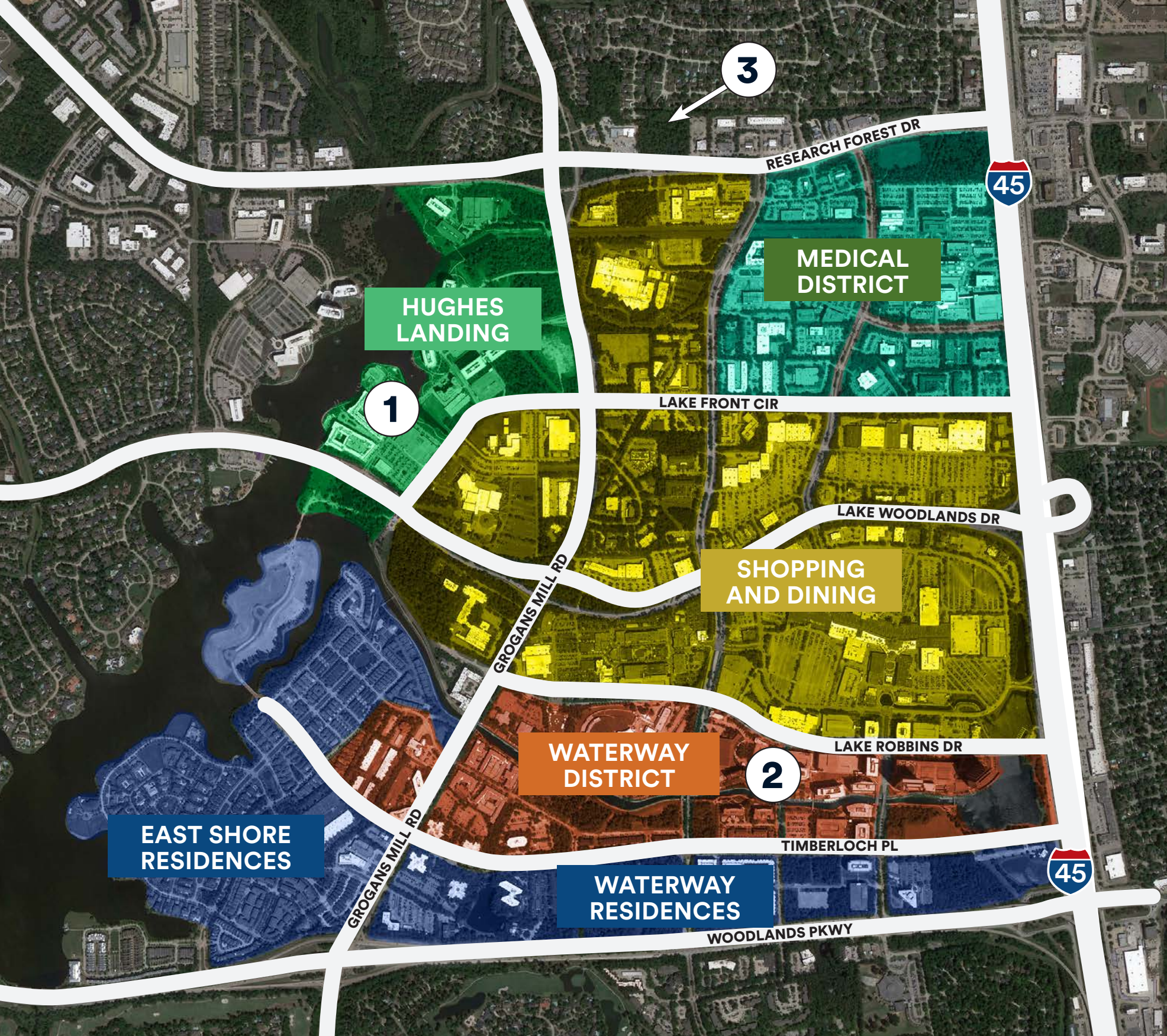
BEST COMMUNITY
TO LIVE IN
AMERICA

#1

PLACE TO RAISE A
FAMILY IN TEXAS

#2

PLACE TO RAISE A
FAMILY IN AMERICA



Retail Opportunities



1 Hughes Landing w/ Restaurant Row



2 The Waterway Retail



3 Research Forest Crossing (Future Development)

Overall Howard Hughes Commercial Development

 OFFICE
13 bldgs | 3.7M SF

 RETAIL
254,489 SF

 MULTIFAMILY
1,646 units

 FUTURE LAND DEVELOPMENT
71 acres

The image is a collage of three photographs. The top-left photo shows a bar with a bartender in a white shirt and dark apron pouring a drink from a bottle into a glass. The bottom-left photo shows a large crowd of people at a concert or event, with some people raising their hands. The right side of the image is a large photo of a woman with blonde hair sitting at a bar, looking towards the bartender. The text is overlaid on the top-left photo.

**EXPERIENCE THE
CENTER OF URBAN LIFE
IN THE WOODLANDS**

The Woodlands Town Center
creates a distinct urban
atmosphere that balances
timeless natural settings with
the best of shopping, dining and
entertainment.

Retail Mix



The Cynthia Woods Mitchell Pavilion is one of the top-rated outdoor amphitheaters in the world.



90+ art pieces are located throughout The Woodlands.



Community Engagement

World-Class Sporting Events,
Arts + Entertainment



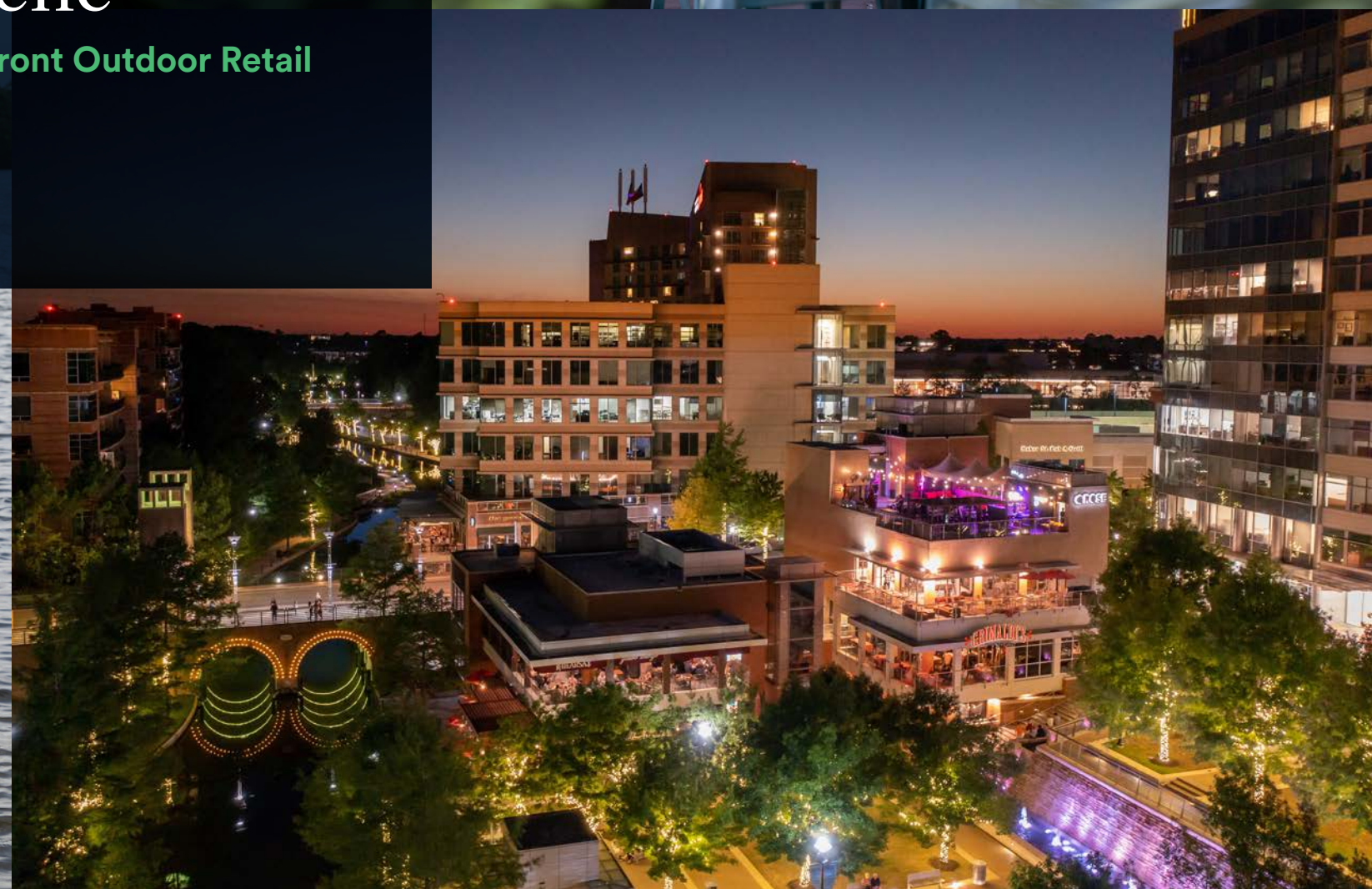
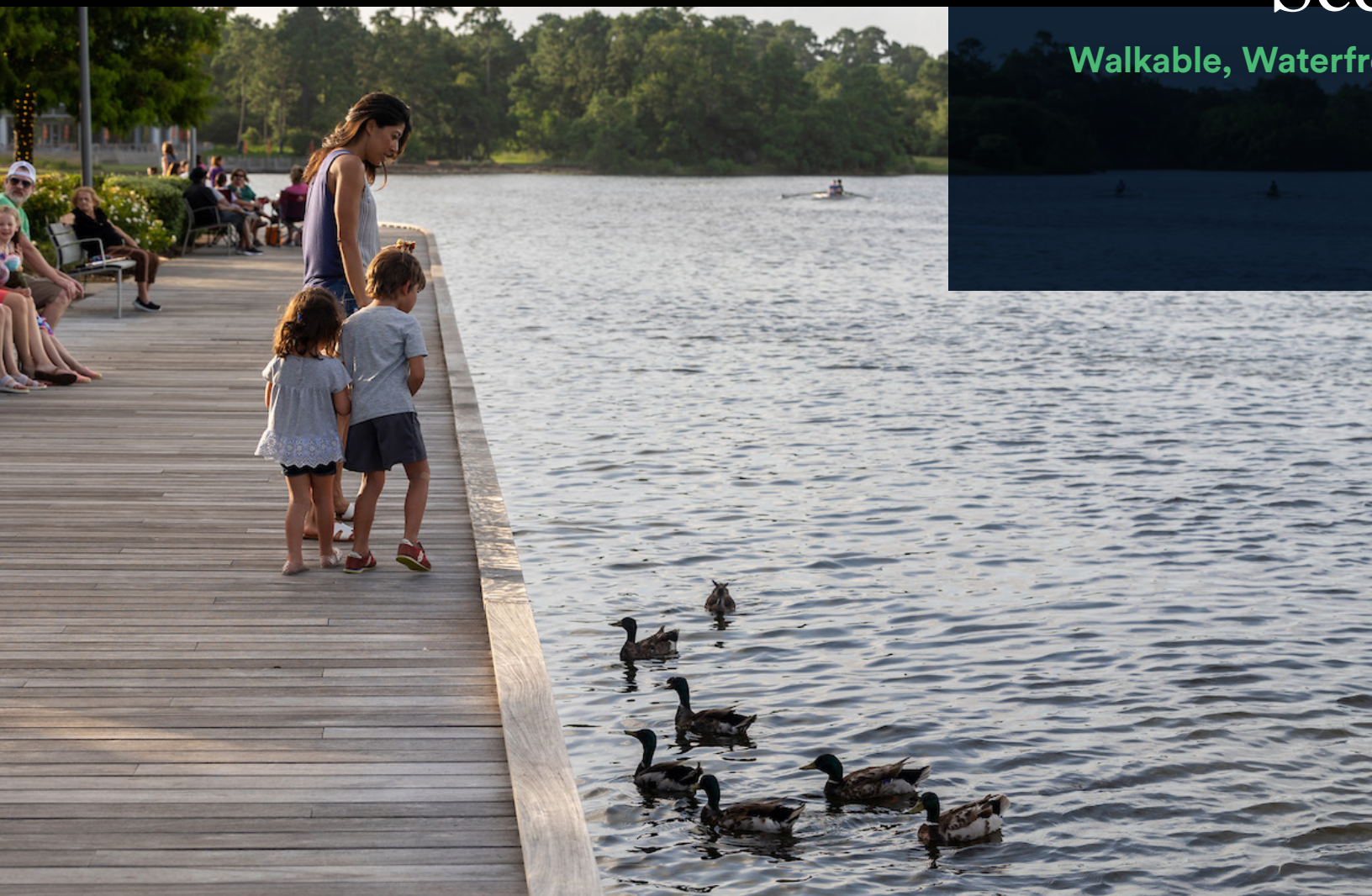
Signature events include The Woodlands Waterway Arts Festival, concert series and many cultural festivals.

National sporting events include the PGA TOUR'S Champions Tour Insperity Invitational, Chevron LPGA Championship, IRONMAN Texas North American Championship, The Woodlands Marathon and The Woodlands Triathlon.



Vibrant Street Scene

Walkable, Waterfront Outdoor Retail





Retail Destination

\$72.2 Million Sales Tax Revenue (2023)



Unlocking Value Through A Diversified Portfolio

FROM WALL STREET TO WAIKIKI

- Highly diverse portfolio
- Master planned communities, mixed-use, retail, commercial and residential developments
- Long-term mindset



H O W A R D
H U G H E S
**STRENGTH IN
NUMBERS**

2023

\$1.0B

2023 CONSOLIDATED REVENUE

\$632M
CASH
ON HAND

\$3.1B

CUMULATIVE
CONDO SALES
AT WARD VILLAGE (HONOLULU)

\$9.6B TOTAL
ASSETS

9.4 MSF | **5.9K** | **\$341M**
OFFICE AND RETAIL PORTFOLIO | MULTIFAMILY UNITS | MPC EBT

EARNED OPERATING
ASSETS NOI 2023 → **\$244M**

474%
INCREASE

FROM 2010

The Woodlands®

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