

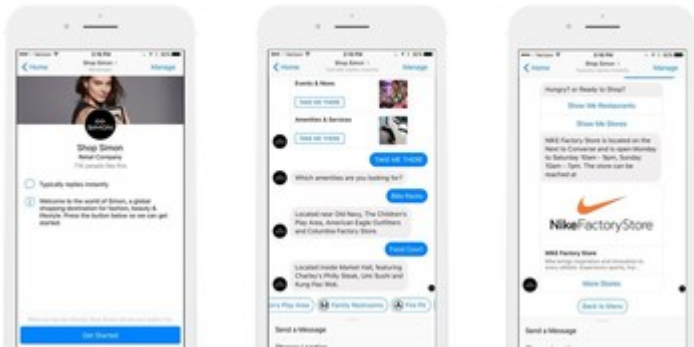


Simon® Launches Concierge Bot On Facebook Messenger

August 8, 2017

New, innovative bot provides automated and personalized concierge service to its shoppers across all Simon shopping locations in North America

INDIANAPOLIS, Aug. 8, 2017 /PRNewswire/ -- Simon, a global leader in premier shopping, dining and entertainment destinations, today announced that it has launched the industry's first enterprise-wide bot on Facebook Messenger that provides a complete concierge experience. Shoppers at all 208 Simon Malls®, The Mills® and Premium Outlets® in North America now have yet another option for accessing relevant and useful information as they shop, including store and restaurant details, hours of operation, special events, daily promotions and a list of available amenities.



"Our concierge bot is another example of our ongoing efforts to enhance the shopping experience at our centers," said Mikael Thygesen, Chief Marketing Officer for Simon and head of its innovation efforts. "Millions of Facebook Messenger users now have access to a broad set of information about their favorite center through Facebook Messenger."

Simon's concierge bot also provides personalized recommendations specific to a shopper's center of choice, as well as access to lifestyle content - tailored to the user - drawing from 'Simon SAID', Simon's fashion, beauty and dining publication.

"Simon is connecting the real world with the digital world, through the latest mobile messaging technologies," says Christian Brucculeri, CEO of Snaps, which helped developed Simon's concierge bot. "Simon is at the forefront of the messaging evolution and an innovator in the mall technology space. We look forward to adding more capabilities and intelligence to this bot over the coming months."

About Simon

Simon is a global leader in the ownership of premier shopping, dining, entertainment and mixed-use destinations and an S&P 100 company (Simon Property Group, NYSE: SPG). Our properties across North America, Europe, and Asia provide community gathering places for millions of people every day and generate billions in annual sales. For more information, visit simon.com.



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