



CHARLEBOIS FAMILY INVESTMENTS INC.

THE BOARD



KEY ISSUES



25% of leases are expiring in 12 months

Online is affecting retail tenants

Family reliance on income

RECOMMENDATIONS

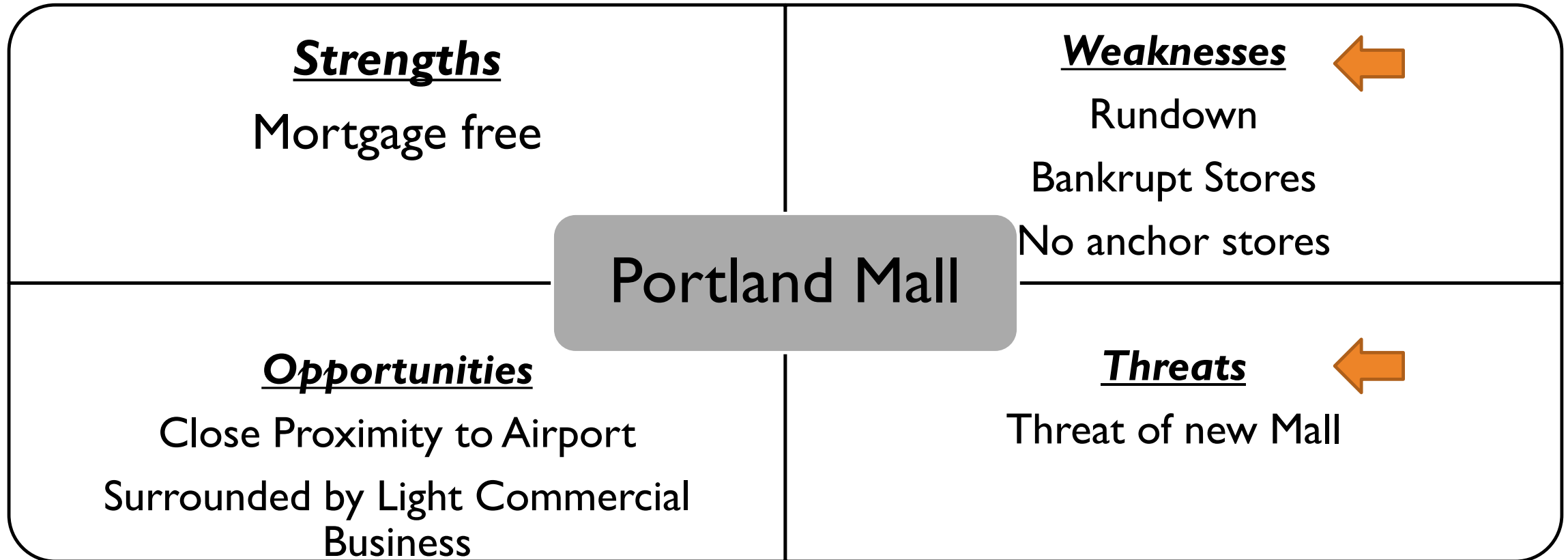


Sell Portland Mall



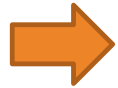
Upgrade Connecticut

ANALYSIS



Portland Mall is unlikely to be able to generate revenue for the family

ANALYSIS



Strengths

Located Near a Major Highway
Home Hardware

Weaknesses

Key Anchor tenant closing
Mortgage

Connecticut
Mall



Opportunities

High-tech businesses
Professional Offices
Parking Spaces

Threats

Some leases are expiring
Retail is also affected by online

More opportunities with the Connecticut Mall

ALTERNATIVES

Alternatives	Why	Why Not
Convert All of Connecticut into a parking lot	Take advantage of the commuters that are already using it	Revenue from parking will likely be lower than current revenues
Bring in new Anchor Tenant	Traditional business model Steady revenues	Most retailers will likely be vulnerable to online trend
Invest in experiential attractions	Ice rinks, concert spaces and bowling alleys cannot be eradicated by online trend. Increase in foot traffic	These activities are reducing in popularity in Connecticut & Portland

RECOMMENDATIONS

Sell Portland

Upgrade Connecticut

SELL PORTLAND

- Residential property developers working on projects in the area
- Approach with intention to sell
- Present area's opportunities
- Price attractively
 - \$12 - \$15 mil

UPGRADE CONNECTICUT

Monetize the parking lot

Develop experiential offerings

Build a conference centre

PARKING LOT

- Install parking payment system
- Offer free parking with any purchase at the mall
- Offer monthly parking passes to commuters \$89

Present time:
Post signs in
parking lot



Within 2 months:
Installation

Cost: 200k
KPI: Add revenue of
\$75k annually

UPGRADE CONNECTICUT

■ Convert SEARS space to shared working space

- Modern cubicles, small meeting rooms and community desks
- Rent space inside to a independent coffee shop
- Free parking for all monthly users

■ Install Indoor food market

- Invite local artisanal food retailers to hold stores
 - Ethnic food
 - Gelato
 - Craft beer
- Live music by local artists twice a week

Next 2 months:
Appoint contractor



Next 4 months:
Locate vendors



Next 6 months:
Launch both spaces

Cost: \$1.3m | KPI: Increase foot traffic 20% by 2020

CONFERENCE CENTER

- Build conference center onto current mall
- Adopt phased approach
- Market to business in the area and workspace tenants

Cost: \$4.5m
KPI: Add \$400k
annually by 2021

Mid-2018
Appoint
contractor



April 2019
Phase I
complete



2021
Phase 2

IMPLEMENTATION BUDGET SUMMARY

	Cost
Parking lot	\$ 200k
Conference Centre	\$ 4 m
Shared Work Space	\$ 1.3 m
Marketing	\$ 100 k
Total	\$5.6 m

Balance of the Portland sale to be distributed to the shareholders in accordance with shareholding allocation

CONCLUSION

