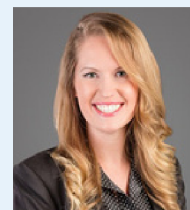


THE HUB

SHOPPING CENTRE NEWS

NEW OWNERSHIP, NEW MANAGEMENT & A NEW GROOVE

As many of you know, your favourite community mall has been purchased by two local business partners, Doug Doucet and Arnold Hagen. Together, they have enlisted the help of PMco, a property and project management company based in Dartmouth, Nova Scotia but don't worry, PMco has an office on site and are available to tenants and community members during regular business hours. The on-site management team consists of; Cindy MacDonald, Director of Real Estate; Kevin Grant, Sr. Operations Manager; Tracey Peters, Property Administrator and Calista Kossatz, Marketing & Events Manager. We are excited to execute on Doug and Arnold's vision for The Hub and look forward to its revival!



OWNERSHIP MESSAGE: THE MASTER PLAN



Greetings tenants, customers and community members! We are thrilled to unveil our plan for one of the longest standing shopping centres in the region! So what can you expect? CHANGE and lots of it! First off, a new name! Truro Mall's new name will be The Hub. Secondly, a new food hall - we are very excited about the design of this and hope it will soon be bustling with activity as people come for great food and great shopping. Next up, new tenants. Some have been announced and some have yet to be but we are very excited

and know they will add great options for the community; and lastly, more events! Let's face it, shopping and shopping malls have changed. We are looking to reinvent and become more community focused with things to do for the whole family. We will of course be keeping the regular mall style events like Christmas, Easter, Halloween, Back-to-School, etc., but will also be adding Family Fun Final Friday, or Final Friday in the Spring when we fully rebrand where we will host a family friendly event on the last Friday of each month. Don't worry, you won't miss anything because we will also have this newsletter to keep you up to date on all the latest and greatest news and developments coming to your centre! We hope you enjoy! Yours Truly, Doug & Arnold

EVENTS

NOVEMBER

Launch of Quarterly Newsletter
Holiday Décor
New & Exciting Holiday Tenants
Black Friday

DECEMBER

New Food Hall Opening
Santa's Visit
Family Photo Contest
Christmas Eve - 9:30 am - 4 pm
Christmas Day - CLOSED

Boxing Day: CLOSED
Boxing Week: Dec 26 - Jan 2
New Year's Eve: 9:30 am - 4pm
New Years Day: CLOSED

LEASING AND CONSTRUCTION

We have had an absolute record breaking 18 months under new ownership and management! Living quickly in the past, the previous 18 months have seen over 100,000 square feet of vacancy leased! We are incredibly excited about this benchmark, and excited to bring this Centre back to life for the community. The feedback has been incredible, and we love to hear everything you have to say.

The home stretch of 2022, and early months of 2023 will host several pop-up shops for the holidays, as well as the Grand Opening for a few of our new Tenants like Petsmart and Pur & Simple. We are also thrilled to be re-opening our Food Hall. It has been a long stretch, but worth the wait to unveil what we have been working so hard on, with more to come in the future.



With only a few vacancies left in the building, we are listening to the Community's feedback, and tracking down the most fitting brands to join us here in Truro. We encourage everyone reading this newsletter to follow us on social media @pmcoinc and let us know what you think!

Sincerely, Craig Duininck
VP Operations & Leasing, PMco



Tis the season to be jolly!

To make your shopping experience more fun and more safe, please follow our Holiday Safety Tips:

- Always know where your children are and try not let them wander in crowded spaces alone
- Make sure children are aware of where to meet in the event you get separated
- Cover valuables in parked cars or put them in the trunk
- Do not allow cell phone conversations to be a distraction
- Park in well lit areas
- Be aware of your surroundings
- Keep your purse/bag closed and close to you; Try not to carry a lot of cash
- Notify your bank ASAP if you are missing your credit or debit card
- Always know where the nearest Exits are in case of emergency

Stay safe this holiday season!

Kind Regards,
Cindy MacDonald
Director of Real Estate, PMco



@truromall

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