Introducing Madison Yards at Hill Farms. A 21-acre mixed-use development at the Southwest corner of University Avenue and Segoe Road. Multiple Class-A office and medical spaces surround a walkable central green plaza with retail, restaurants, an upscale hotel, fitness and entertainment. Everything in one place.
In the center of the development will be a 1-acre community gathering space. This central plaza and green space will include seating, restaurants and flexible space for events and live music. Enjoy everything from Farmers Markets in the summer to ice skating in the winter, the central plaza green will be the place to meet.
Flexible sizes to fit every type of business. Whether you’re a growing tech firm or a large corporation looking for your own signature headquarters, Madison Yards is the ideal place.

**FLEXIBLE OFFICE SPACE**

**CLASS A OFFICE OR MEDICAL SPACE FOR LEASE**

- Available: 20,000 - 100,000 RSF, single or multi-tenant
- Floor Sizes: 20,000-30,000 RSF
  - Floor plate flexibility

- Ample parking to meet all users needs
- High quality materials and energy-efficient design
- University Avenue frontage/signage potential
- Excellent views of the golf course and Lake Mendota available
- Rooftop amenity space
- Upscale full-service hotel onsite
- Health club and retail space onsite for employee convenience
- Delivery for occupancy in early to mid 2020

**EVERYTHING IN ONE PLACE**
Flexible sizes to fit every type of business. From smaller, partial-floor suites to full-floor plates - we have you covered.

**HEALTHCARE & OFFICE**

**BLOCK 1**

- 150,000 SF of healthcare or office space
- Flexible floor plate sizes of 25,000+ SF
- Retail: 34,300 SF
- 80 Residential Units

- Located at the main entrance to Madison Yards along Segoe Rd.
- Medical or Clinical space with convenient and dedicated patient drop-off and pick-up
- Ample covered parking to meet your needs
- Building signage available

Let us help you with your healthcare real estate needs whether its medical offices, ambulatory, outpatient care or clinical offices, our development team is comprised of a dedicated group focused on providing real estate and facility solutions to health systems throughout the country.

**EVERYTHING IN ONE PLACE**
PROFESSIONAL OFFICE CORPORATE HEADQUARTERS

BLOCK 5

150,000+ SF of Class-A Office Space. Worthy of a corporate headquarters

14,400 SF of retail

Block 5 overlooks the central green area and is our signature corporate headquarters location. If you’re a large company looking for a premier presence - this is the spot.

• Five floors of professional office space
• Large floor plates
• Ample covered parking to meet your needs
• Rooftop patio with views of the Capitol and Lake Mendota
• Building naming rights

It is more than just office space, with state of the art amenities. It is an environment dedicated to your experience. Madison Yards is a suburban setting with a city vibe.
We’re more than just office space, with state of the art amenities it is a destination dedicated to your experience.

UNPARALLELED AMENITIES

BUILDING AMENITIES

- Conference Center
- High-speed Internet - Madison’s new “Fiberhood”
- Bike Parking

DEVELOPMENT AMENITIES

- Retail
- Restaurants
- Entertainment
- Fast Casual Dining
- Full-Service Hotel
- ATM

EVERYTHING IN ONE PLACE
TECH TALENT TRENDS

MADISON

The top 10 momentum markets and their associated tech talent job growth rates were:

<table>
<thead>
<tr>
<th>Market</th>
<th>Change in Momentum Past 2 years minus prior 2 years</th>
<th>Employment Growth Past 2 Years (2015-2016)</th>
<th>Employment Growth Prior 2 years (2013-2014)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madison, WI</td>
<td>24.8</td>
<td>30.2%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Ft. Lauderdale, FL</td>
<td>23.4</td>
<td>21.3%</td>
<td>-2.1%</td>
</tr>
<tr>
<td>Salt Lake City, UT</td>
<td>23.0</td>
<td>22.2%</td>
<td>-0.8%</td>
</tr>
<tr>
<td>Miami, FL</td>
<td>19.1</td>
<td>22.8%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Kansas City, MO</td>
<td>17.7</td>
<td>20.5%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Omaha, NE</td>
<td>12.2</td>
<td>11.5%</td>
<td>-0.7%</td>
</tr>
<tr>
<td>Columbus, OH</td>
<td>11.9</td>
<td>12.6%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>11.6</td>
<td>12.0%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Orange County, CA</td>
<td>11.3</td>
<td>11.8%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Sacramento, CA</td>
<td>10.1</td>
<td>10.8%</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

Madison ranked #1 on CBRE’s list of tech talent momentum markets, a measurement of the change in tech job growth, as part of CBRE’s fifth annual Scoring Tech Talent Report. Aided by the presence of large universities, the report also found Madison has the highest concentration of millennials compared to other tech cities, accounting for 26.5 percent of the urban population.

The report, details tech job growth which gained momentum in 28 of the 50 markets. This means job creation grew faster in the past two years (2015-2016) compared with the prior two-year period (2013-2014). Madison’s tech talent pool grew 30.2 percent from 2015 to 2016, an increase of 24.8 percentage points compared to the previous two years.

TOP 10 MOST CONCENTRATED MILLENNIAL MARKETS* (2015)

<table>
<thead>
<tr>
<th>MARKET</th>
<th>POPULATION CONCENTRATION OF MILLENNIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madison, WI</td>
<td>26.5%</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>25.3%</td>
</tr>
<tr>
<td>Boston, MA</td>
<td>24.6%</td>
</tr>
<tr>
<td>Richmond, VA</td>
<td>21.8%</td>
</tr>
<tr>
<td>Salt Lake City, UT</td>
<td>21.8%</td>
</tr>
<tr>
<td>Hartford, CT</td>
<td>21.8%</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td>21.7%</td>
</tr>
<tr>
<td>Orlando, FL</td>
<td>21.6%</td>
</tr>
<tr>
<td>Seattle, WA</td>
<td>20.4%</td>
</tr>
<tr>
<td>Columbus, OH</td>
<td>20.3%</td>
</tr>
</tbody>
</table>

The Madison Region had the FOURTH HIGHEST RATE OF JOB GROWTH in the country last year, and the second fastest high-tech job growth behind only San Francisco between 2000 and 2015, along with the usual sterling rankings in other areas.

Source: MadREP

* Millennial aged 20-29 Years living in downtown areas. Source: U.S. Census Bureau (City/County), 2016.
CONVENIENT COMMUTES

12/18 Beltline Hwy
3.2 miles (10 minutes)

INTERSTATE 90/94
12 miles (16 minutes)

ONE BLOCK TO HILLDALE SHOPPING CENTER

MULTIPLE BUS STOPS SERVING 13 EXISTING ROUTES FREQUENT AND RELIABLE

4 Minutes
UW Hospital and Campus

10 Minutes
HWYS 12/18 Beltline Hwy

10 Minutes
West Towne Mall

24 Minutes
Dane County Airport

13 Minutes
State Capitol
PROJECT TEAM AND TIMELINE

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ESTIMATED COMPLETION:

<table>
<thead>
<tr>
<th>BLOCK</th>
<th>COMPLETION</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>2Q 2020</td>
</tr>
<tr>
<td>Hotel</td>
<td></td>
</tr>
<tr>
<td>Retail, Fitness, Grocery</td>
<td>2Q 2020</td>
</tr>
<tr>
<td>Offices, Healthcare</td>
<td>2Q 2020</td>
</tr>
<tr>
<td>Central Green Plaza</td>
<td>2Q 2020</td>
</tr>
<tr>
<td>Block 3</td>
<td>2Q 2020</td>
</tr>
<tr>
<td>Block 1</td>
<td>2021</td>
</tr>
<tr>
<td>Block 5</td>
<td>2021</td>
</tr>
</tbody>
</table>

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