PECO
ICSC Recap

May 2025

PHILLIPS EDISON & COMPANY®



PECO's Team



Joe Schlosser
EVP, Chief Operating Officer
PECO 21 Years
Industry 28 Years



Dave Wik
SVP, Acquisitions and Dispositions
PECO 22 Years
Industry 26 Years



K.C. Bills
SVP, Portfolio Management and Development
PECO 8 Years
Industry 14 Years



Vasili Lyhnakis
SVP, Leasing - West
PECO 19 Years
Industry 25 Years



Marissa Visconsi
VP, Leasing - West
PECO 10 Years
Industry 15 Years



Jeff Edison
Chairman and Chief Executive Officer
PECO 33 Years
Industry 39 Years



Bob Myers
President
PECO 22 Years
Industry 27 Years



John Caulfield
Chief Financial Officer
PECO 11 Years
Industry 22 Years

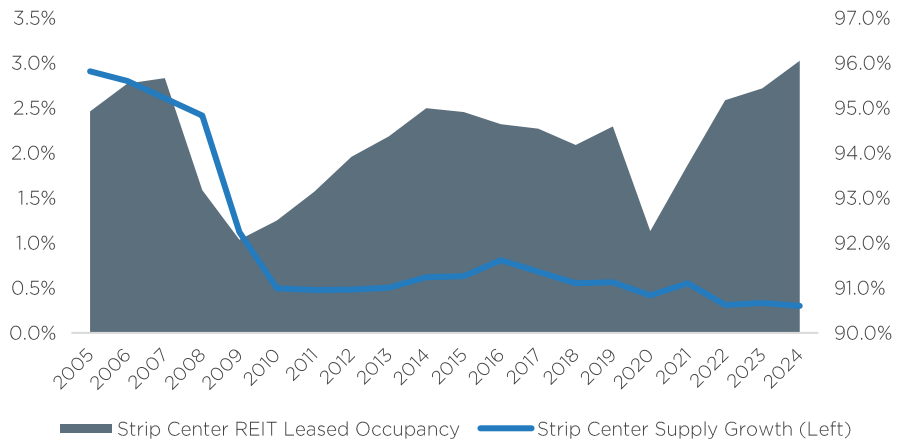


Kimberly Green
SVP, Head of Investor Relations
PECO 3 Years
Industry 10 Years

The experience and talent on PECO's Team is significant, and we have experts in every aspect of the grocery-anchored real estate business

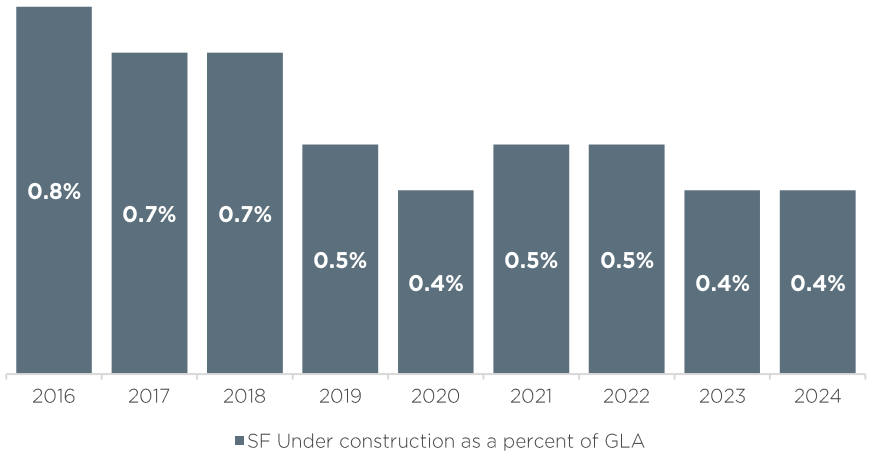
Leasing Environment is Strong

Retail occupancy is at an all-time high, providing the opportunity to push rent higher



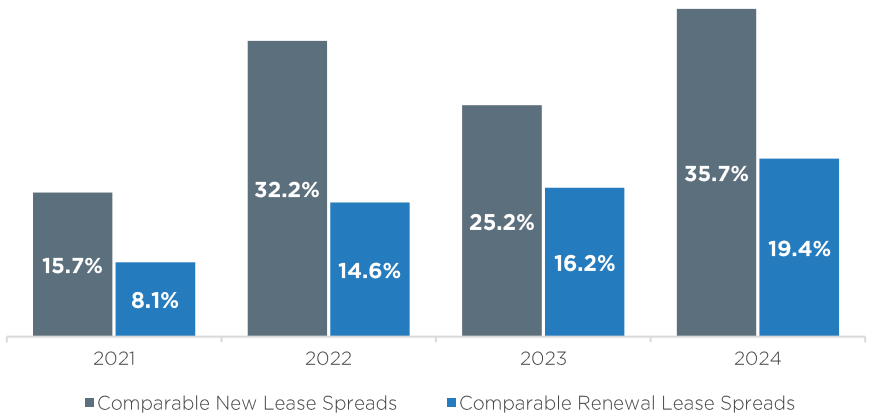
Source: Green Street, Strip Center Sector Update, March 14, 2025

Lack of construction starts should keep occupancy rates high



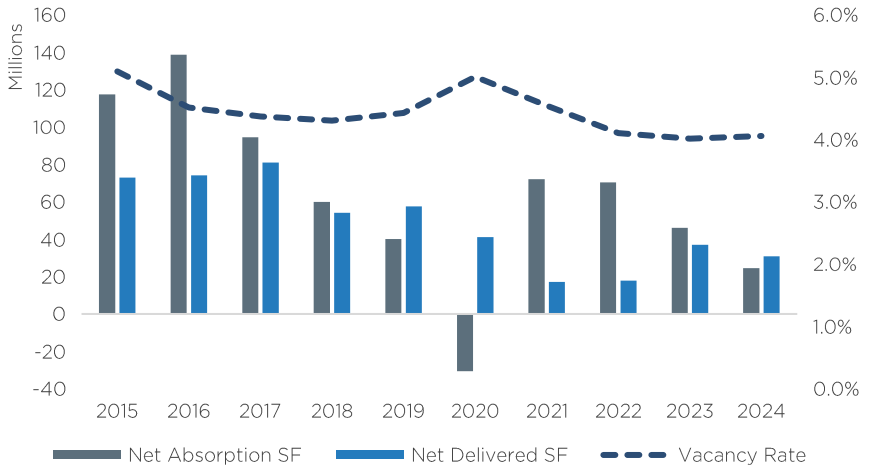
Source: CoStar

PECO's leasing spreads are expected to remain solid



Source: Company data as of March 31, 2025

Retailer demand remains strong



Source: CoStar

PECO ICSC Recap

- The PECO Team heard a positive tone during ICSC
- Retailers remain focused on their long-term growth plans; retailers are looking out to 2026 and 2027
- Retailers want to be located in grocery-anchored, right-sized, neighborhood centers
- PECO's anchor meetings were predominantly with top grocers including Kroger, Publix, Albertson's, Trader Joe's, Sprouts, Harris Teeter, and Whole Foods
- Most of PECO's meetings at ICSC were with national Small Shop retailers
- Most of PECO's Small Shop meetings were with quick service restaurants, health and beauty retailers, medical and wellness retailers, and services
- National retailers continue to raise their long-term store base targets in PECO markets because these locations have proven to deliver the same or better store-level economics as compared to traditional locations[1]
- PECO continues to see an active transaction environment with a strong acquisition pipeline

Leasing
Portfolio Management
Acquisitions

PECO Teams Represented at ICSC Las Vegas

Property Management
Development
Capital Markets

Total PECO Meetings	PECO Associates Attending	Meetings with Grocers	Small Shop Meetings	Relationships Strengthened
400+	38	30+	200+	100%

1. *Placer.ai 2024*

What Retailers Told Us

"As a national QSR retailer, we are not concerned about tariffs."

"We can't find spaces fast enough."

"We are focusing our growth on suburban markets."

"To mitigate the impact of tariffs, we are pausing orders from China and exploring other options. This includes diversifying our sourcing."

"Given the limited supply environment, we are more flexible on lease terms."

"We are increasingly looking to open smaller size locations … spaces between 2,000 and 3,000 square feet."

"We are not worried. Our supply chain experts are making decisions today to ensure that we have the supply."

"Construction costs are expensive."

"Regarding tariffs, we are focused on the supply. We will weather the storm."

New Retailer Meetings

Tous les Jours Since 1997

Burgerville

Jetset Modern Pilates

The Now A Massage Boutique

85°C Daily Cafe

Torchy's Damn Good Tacos

Freddy's Frozen Custard & Steakburgers

Retailers Growing with PECO

Dedicated Team Focused on Building Strong Connections with Leading and Expanding Neighbors

LOCAL

Coastal Animal Hospital
Coco Park Animal Hospital
The Backyard Kitchen & Cocktails
Ridgeside K9 Winchester
Total Med Solutions
Mango Crazy
First Choice Urgent Care

RESTAURANTS

Nashville Hot Chicken
Wing Stop
Starbucks
Chick-fil-A
Jersey Mike's Subs
Nothing Bundt Cakes
CAVA
Zaxby's
The Great Greek Mediterranean Grill
Dutch Bros Coffee
Dave's Hot Chicken
Chipotle Mexican Grill
Dunkin'

HEALTH AND BEAUTY

Haircuts Plus Salon & Haircare
CosmoProf Division of Beauty Systems Grup LLC
Hand & Stone Massage and Facial Spa — Massage | Facials | Waxing
Sola Salons
Amazing Lash Studio
Salon Lofts
Ulta Beauty
Great Clips — It's Gonna Be Great

MEDICAL ("MEDTAIL")

Pacific Dental Services
Humana
NuSpine Chiropractic
pediatrix Medical Group
PT Solutions Physical Therapy
allcare health
Pearle Vision Est. 1961
Miracle-Ear
afc Urgent Care american family care

Strong Acquisition Volume

2025 YTD Acquisition Summary					
2025 Acquisitions	**Location**	**GLA**	**Contract Price** *(in thousands)*	**Grocery Anchor**	**Leased Occupancy at Acquisition**
Oak Grove Shoppes[1]	Altamonte Springs, FL	142,257	$8,020	Publix	90.8%
Irmo Station	Irmo, SC	99,440	19,050	Kroger	95.6%
Market at Cross Creek Ranch	Fulshear, TX	59,803	32,125	H-E-B	100.0%
Foothill Park Plaza	Monrovia, CA	43,618	31,250	Vons	87.8%
Broomfield Marketplace	Broomfield, CO	114,800	19,000	King Soopers	86.1%
Westgate North Shopping Center	Tacoma, WA	74,818	37,000	Safeway	93.3%
Clayton Station[2]	Clayton, CA	67,424	27,750	Safeway	89.8%
Oak Creek Center[2]	Lewis Center, OH	104,124	19,625	N/A	81.3%
New Bern Plaza[2] [3]	Raleigh, NC	58,745	5,234	Walmart	94.5%
Cross Creek Centre[2]	Boynton Beach, FL	37,192	16,350	N/A	97.5%
Total		**802,221**	**$215,404**		**91.7%**

- Long term target of **$350M to $450M** in acquisitions per year on-balance-sheet

Source:
Company data as of May 14, 2025
1. *Acquisition through the Company's Necessity Retail Venture LLC joint venture. Contract price shown at PECO's 20% share*
2. *Acquired subsequent to quarter end*
3. *Acquisition through the Company's Neighborhood Grocery Catalyst Fund LLC joint venture. Contract price shown at PECO's 31% share*

Potential Tariff Impact on Neighbors

PECO is among the REITs with the lowest Neighbor exposure to changes in tariff rates:

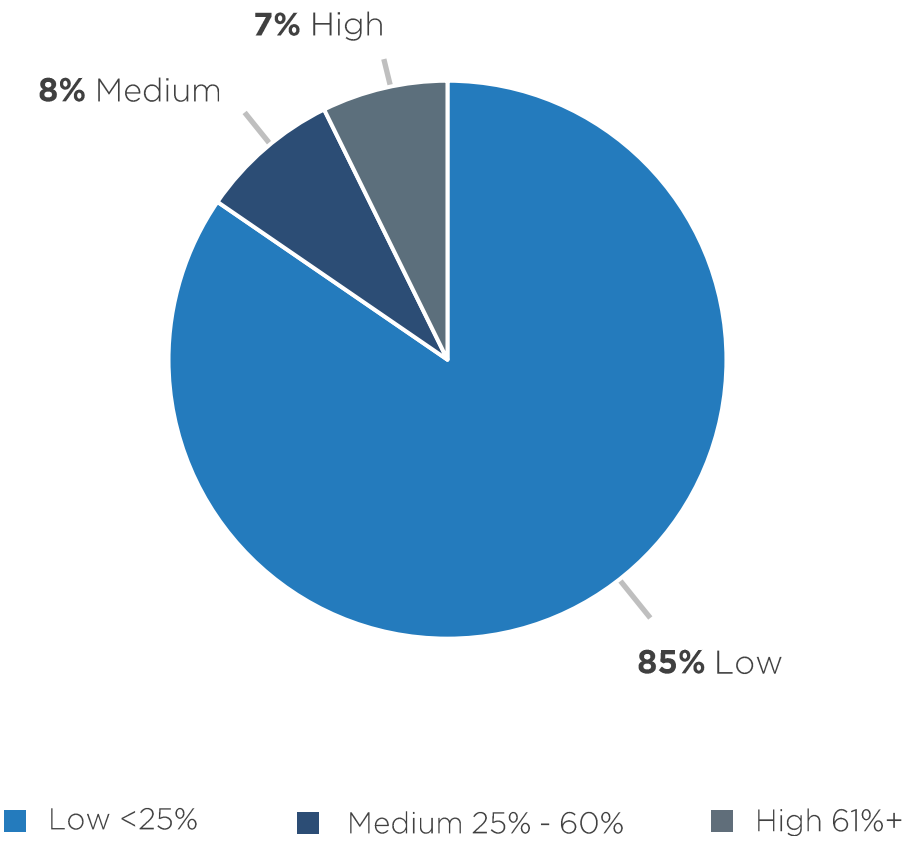
Percentage of COGS Imported by Merchandise Category

Source - Wells Fargo Securities

Wells Fargo Category	% COGS Imported
Apparel (Full-line), Accessories, and Footwear	80%
Auto	20%
Banks or Other Business Services	0%
Electronics/Office-Communication	80%
Entertainment	0%
General Merchandise/Dollar Stores	44%
Grocery/Pharmacy/Liquor	23%
Fitness	0%
Home	78%
Health and Beauty	4%
Medical or Other Essential	20%
Off-Price	35%
Other Personal Services	0%
Pets	15%
Restaurants	18%
Sporting Goods, Hobby, & Crafts	60%
Other Retail	25%
Office	0%
Residential	0%

PECO Neighbor Tariff Risk

% of ABR as of 3/31/25



Safe Harbor and Non-GAAP Disclosures

PECO's Safe Harbor Statement

This presentation contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The Company intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995 and includes this statement for purposes of complying with the safe harbor provisions. Such forward-looking statements can generally be identified by the Company's use of forward-looking terminology such as "may," "will," "expect," "intend," "anticipate," "estimate," "believe," "continue," "seek," "objective," "goal," "strategy," "plan," "focus," "priority," "should," "could," "potential," "possible," "look forward," "optimistic," or other similar words. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this presentation. Such statements include, but are not limited to (a) statements about the Company's plans, strategies, initiatives, and prospects, (b) statements about the Company's underwritten incremental unlevered yield, and (c) statements about the Company's future results of operations, capital expenditures, and liquidity. Such statements are subject to known and unknown risks and uncertainties, which could cause actual results to differ materially from those projected or anticipated, including, without limitation: (i) changes in national, regional, or local economic climates; (ii) local market conditions, including an oversupply of space in, or a reduction in demand for, properties similar to those in the Company's portfolio; (iii) vacancies, changes in market rental rates, and the need to periodically repair, renovate, and re-let space; (iv) competition from other available shopping centers and the attractiveness of properties in the Company's portfolio to its tenants; (v) the financial stability of the Company's tenants, including, without limitation, their ability to pay rent; (vi) the Company's ability to pay down, refinance, restructure, or extend its indebtedness as it becomes due; (vii) increases in the Company's borrowing costs as a result of changes in interest rates and other factors; (viii) potential liability for environmental matters; (ix) damage to the Company's properties from catastrophic weather and other natural events, and the physical effects of climate change; (x) the Company's ability and willingness to maintain its qualification as a REIT in light of economic, market, legal, tax, and other considerations; (xi) changes in tax, real estate, environmental, and zoning laws; (xii) information technology security breaches; (xiii) the Company's corporate responsibility initiatives; (xiv) loss of key executives; (xv) the concentration of the Company's portfolio in a limited number of industries, geographies, or investments; (xvi) the economic, political, and social impact of, and uncertainty relating to, pandemics or other health crises; (xvii) the Company's ability to re-lease its properties on the same or better terms, or at all, in the event of non-renewal or in the event the Company exercises its right to replace an existing tenant; (xviii) the loss or bankruptcy of the Company's tenants; (xix) to the extent the Company is seeking to dispose of properties, the Company's ability to do so at attractive prices or at all; and (xx) the impact of tariffs and global trade disruptions on the Company, its tenants, and consumers, including the impact on inflation, supply chains, and consumer sentiment. Additional important factors that could cause actual results to differ are described in the filings made from time to time by the Company with the SEC and include the risk factors and other risks and uncertainties described in the Company's 2024 Annual Report on Form 10-K, filed with the SEC on February 11, 2025, as updated from time to time in the Company's periodic and/or current reports filed with the SEC, which are accessible on the SEC's website at www.sec.gov. Therefore, such statements are not intended to be a guarantee of the Company's performance in future periods. Except as required by law, the Company does not undertake any obligation to update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

Non-GAAP Disclosures

The Company presents Same-Center NOI as a supplemental measure of its performance. The Company defines NOI as total operating revenues, adjusted to exclude non-cash revenue items, less property operating expenses and real estate taxes. For the three months ended March 31, 2025 and 2024, Same-Center NOI represents the NOI for the 280 properties that were wholly-owned and operational for the entire portion of all comparable reporting periods. The Company believes Same-Center NOI provides useful information to its investors about its financial and operating performance because it provides a performance measure of the revenues and expenses directly involved in owning and operating real estate assets and provides a perspective not immediately apparent from net income (loss). Because Same-Center NOI excludes the change in NOI from properties acquired or disposed of after December 31, 2023, it highlights operating trends such as occupancy levels, rental rates, and operating costs on properties that were operational for all comparable periods. Other REITs may use different methodologies for calculating Same-Center NOI, and accordingly, PECO's Same-Center NOI may not be comparable to other REITs. Same-Center NOI should not be viewed as an alternative measure of the Company's financial performance as it does not reflect the operations of its entire portfolio, nor does it reflect the impact of general and administrative expenses, depreciation and amortization, interest expense, other income (expense), or the level of capital expenditures and leasing costs necessary to maintain the operating performance of the Company's properties that could materially impact its results from operations. Nareit FFO is a non-GAAP financial performance measure that is widely recognized as a measure of REIT operating performance. The National Association of Real Estate Investment Trusts ("Nareit") defines FFO as net income (loss) computed in accordance with GAAP, excluding: (i) gains (or losses) from sales of property and gains (or losses) from change in control; (ii) depreciation and amortization related to real estate; and (iii) impairment losses on real estate and impairments of in-substance real estate investments in investees that are driven by measurable decreases in the fair value of the depreciable real estate held by the unconsolidated partnerships and joint ventures. Adjustments for unconsolidated partnerships and joint ventures are calculated to reflect Nareit FFO on the same basis. The Company calculates Nareit FFO in a manner consistent with the Nareit definition. Core FFO is an additional financial performance measure used by the Company as Nareit FFO includes certain non-comparable items that affect its performance over time. The Company believes that Core FFO is helpful in assisting management and investors with the assessment of the sustainability of operating performance in future periods, and that it is more reflective of its core operating performance and provides an additional measure to compare PECO's performance across reporting periods on a consistent basis by excluding items that may cause short-term fluctuations in net income (loss). To arrive at Core FFO, the Company adjusts Nareit FFO to exclude certain recurring and non-recurring items including, but not limited to: (i) depreciation and amortization of corporate assets; (ii) changes in the fair value of the earn-out liability; (iii) adjustments related to our investments in unconsolidated joint ventures; (iv) gains or losses on the extinguishment or modification of debt and other; (v) other impairment charges; (vi) transaction and acquisition expenses; and (vii) realized performance income. Nareit FFO and Core FFO should not be considered alternatives to net income (loss) under GAAP, as an indication of the Company's liquidity, nor as an indication of funds available to cover its cash needs, including its ability to fund distributions. Core FFO may not be a useful measure of the impact of long-term operating performance on value if the Company does not continue to operate its business plan in the manner currently contemplated. Accordingly, Nareit FFO and Core FFO should be reviewed in connection with other GAAP measurements, and should not be viewed as more prominent measures of performance than net income (loss) or cash flows from operations prepared in accordance with GAAP. The Company's Nareit FFO and Core FFO, as presented, may not be comparable to amounts calculated by other REITs. Nareit defines Earnings Before Interest, Taxes, Depreciation, and Amortization for Real Estate ("EBITDAre") as net income (loss) computed in accordance with GAAP before: (i) interest expense; (ii) income tax expense; (iii) depreciation and amortization; (iv) gains or losses from disposition of depreciable property; and (v) impairment write-downs of depreciable property. Adjustments for unconsolidated partnerships and joint ventures are calculated to reflect EBITDAre on the same basis. Adjusted EBITDAre is an additional performance measure used by the Company as EBITDAre includes certain non-comparable items that affect the Company's performance over time. To arrive at Adjusted EBITDAre, the Company excludes certain recurring and non-recurring items from EBITDAre, including, but not limited to: (i) changes in the fair value of the earn-out liability; (ii) other impairment charges; (iii) adjustments related to our investments in unconsolidated joint ventures; (iv) transaction and acquisition expenses; and (v) realized performance income. The Company uses EBITDAre and Adjusted EBITDAre as additional measures of operating performance which allow it to compare earnings independent of capital structure, determine debt service and fixed cost coverage, and measure enterprise value. Additionally, the Company believes they are a useful indicator of its ability to support its debt obligations. EBITDAre and Adjusted EBITDAre should not be considered as alternatives to net income (loss), as an indication of the Company's liquidity, nor as an indication of funds available to cover its cash needs, including its ability to fund distributions. Accordingly, EBITDAre and Adjusted EBITDAre should be reviewed in connection with other GAAP measurements, and should not be viewed as more prominent measures of performance than net income (loss) or cash flows from operations prepared in accordance with GAAP. The Company's EBITDAre and Adjusted EBITDAre, as presented, may not be comparable to amounts calculated by other REITs.