# McCANN WORLDGROUP

WORLDGRO	701								
Decision Matrix									
Date Offer Letter from	3/23/17	4/4/17	4/11/17	4/19/17					
Negotiation Round	1st Round	1st Round	2nd Round	2nd Round					
Address Floors	200 Park Ave S Bsmt - E12th Floor	200 Park Ave S Bsmt - E12th Floor	200 Park Ave S Bsmt - E12th Floor	200 Park Ave S Bsmt - E12th Floor					
<u>Deal Terms Tracking</u> SF per Floor	El <u>SF</u> B 1 5,081 usf 2-12 6,552 rsf each	EI <u>SE</u> B 5,925 rsf 1 6,960 rsf 2-12 6,552 rsf each	FI SF B 5,925 usf 1 5,081 usf 2-12 6,552 rsf	El SE B 5,925 usf 1 5,081 usf 2-12 6,552 rsf each					
Total RSF	77,153	84,957	77,153	81,398					
Base Rent Structure	Fls Yr 1-5 Yr 6-10 Yr11-LX 1st-12th \$25.00 \$28.00 \$31.00	FIs         Yr 1-5         Yr 6-10         Yr 11-15         Yr 16-LX           B-5         \$35.00         \$39.00         \$43.00         \$47.00           6-12         \$45.00         \$49.00         \$53.00         \$57.00	<u>Fls</u> <u>Yr 1-6</u> <u>Yr 6-</u> LX	Fls         Yr 1-5         Yr 6-10         Yr 11-15         Yr 16-LX           B-5         \$16.00         \$19.03         \$22.12         \$25.18           1-12         \$32.00         \$35.06         \$38.12         \$41.18					
Excluded from Rent	Basement	None	Basement	None					
Term	17 Yrs 6 Months	16 Yrs 11 Months	16 Yrs 11 Months	16 Yrs 11 Months					
Months Free Rent	17 Months	10 Months	15 Months	10 Months					
Operating Expenses	2% in lieu of Direct OpEX	Actual pass through of general maintenance & Repair	2% in lieu of Direct OpEX	2% in lieu of Direct OpEX					
Real Estate Taxes	2017/2018	2017/2018	2017/2018	2017/2018					
ті	NONE	None	None	None					
Total Rent	\$44,629,328	\$64,626,182	\$45,213,308	\$56,242,352					
Present Value @ 8.00%	\$21,094,640	\$32,948,323	\$22,268,054	\$27,860,848					
Average Cost Per Annum	\$2,550,247	\$3,820,267	\$2,672,708	\$3,324,671					
Net Effective Rate per Annı	\$2,228,494	\$3,536,196	\$2,389,931	\$2,990,180					
Net Effective Rate Per Annı	\$28.88	\$41.62	\$30.98	\$36.74					
Year One Out of Pocket Total Construction % of Constrution Bourne by FF&E Secutiry Deposit Burn Down Schedule	0% Silent	0% 18 Months	0% Silent	0% 18 Months					
Unit Level Metrics USF per Desk Total Desks Above 1st floor Rent to Revenue Yr2 Unit Margin Yr2 # of Months Break-Even / E	50 1052 Desk	50 1052	50 1052	50 1052					

1st Round Offer 23-Mar-17

#### Assumptions

15 West 38th Street Floor / Ste # sement - 12th Building Base Year Base Amount Increases rease Begins Rentable Sq Feet 77,153 6/1/17 R.E. Taxes 2017/2018 \$5.94 Lease Commence 11/30/24 27.00% OpEX 2% nniversary RC Loss Factor Expire Escalation Electric Free Rent 17 Months Disc Rate 8% Not Included

0

Annual Cash Flo Year Ending Date		1 5/31/18	2 5/31/19	3 5/31/20	4 5/31/21	5 5/31/22	6 5/31/23	7 5/31/24	5/31/25	9 5/31/26	10 5/31/27	11 5/31/28	12 5/31/29	13 5/31/30			16 5/31/33		18 <b>11/30/34</b>
Basement - 12th Bs Rent Post Free 2% OPEx Real Estate Taxes	####### e Rent		\$14.58 \$0.50 \$0.16	\$25.00	\$25.00 \$1.53 \$0.54	\$25.00 \$2.06 \$0.73	\$28.00	\$28.00 \$3.21 \$1.14	\$28.00		\$28.00	\$31.00 \$5.79 \$2.02				\$31.00	\$31.00 \$9.62 \$3.29	\$31.00 \$10.43 \$3.57	\$15.50 \$5.63 \$1.92
	77,153 rsf																		
Total Per RSF			\$15.25	\$26.36	\$27.07	\$27.79	\$31.53	\$32.35	\$33.19	\$34.04	\$34.92	\$38.81	\$39.79	\$40.78	\$41.80	\$42.84	\$43.91	\$45.00	\$23.04
Total Aggregate			\$1,176,327	\$2,033,479	\$2,088,165	\$2,144,090	\$2,432,742	\$2,495,862	\$2,560,404	\$2,626,401	\$2,693,886	\$2,994,353	\$3,069,550	\$3,146,436	\$3,225,048	\$3,305,429	\$3,387,618	\$3,471,659	########

# Totals

\$44,629,328	Total Rent
\$21,094,640	Present Value @ 8.00%
\$2,550,247	Average Cost Per Annum
\$2,228,494	Net Effective Rate Per Annum @ 8.00%*
\$33.05	RSF - Average Cost Per Annum (84,957 RSF)
\$28.88	RSF - Net Effective Rate Per Annum @ 8.00% (RSF Annuity)

- 1. Real Estate taxes were estimated based upon 2016/2017 fiscal tax year amount for property
- 2. Electric was excluded from the analysis



1st Round Response 4-Apr-17

Assumptions

Free Rent

Building 15 West 38th Street Floor / Ste # sement - 12th Rentable Sq Feet 84,957 Lease Commence 6/1/17 Loss Factor 27.00% Expire 4/29/34

Disc Rate

8%

Base Year Base Amount Increases rease Begins R.E. Taxes 2017/2018 \$5.94 Anniversary

OpEX Electric Not Included

Annual Cash Flows	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Year Ending Date	5/31/18	5/31/19			5/31/22	5/31/23	5/31/24	5/31/25	5/31/26	5/31/27	5/31/28	5/31/29	5/31/30		5/31/32	5/31/33	
																	0/_0/
A) Bsmt - E5th Flor 39,093 rs																	
Bs Rent Post Free Rent	\$5.83	\$35.00	\$35.00	\$35.00	\$35.00	\$39.00	\$39.00	\$39.00	\$39.00	\$39.00	\$43.00	\$43.00	\$43.00	\$43.00	\$43.00	\$47.00	\$43.08
OpEX Real Estate Taxes		<b>CO 40</b>	\$0.35	\$0.54	\$0.73	\$0.93	\$1.14	£4.05	\$1.57	\$1.79	\$2.02	\$2.26	\$2.51	<b>00.70</b>	\$3.02	<b>#0.00</b>	40.07
Real Estate Taxes		\$0.16	\$0.35	\$0.54	\$0.73	\$0.93	\$1.14	\$1.35	\$1.57	\$1.79	\$2.02	\$2.26	\$2.51	\$2.76	\$3.02	\$3.29	\$3.27
Total Per RSF	\$5.83	\$35.16	\$35.35	\$35.54	\$35.73	\$39.93	\$40.14	\$40.35	\$40.57	\$40.79	\$45.02	\$45.26	\$45.51	\$45.76	\$46.02	\$50.29	\$46.35
Total Aggregate	\$228,043	\$1,374,641	\$1,381,799	\$1,389,171	\$1,396,765	\$1,560,959	\$1,569,015	\$1,577,313	\$1,585,860	\$1,594,664	\$1,760,103	\$1,769,443	\$1,779,062	\$1,788,971	\$1,799,176	\$1,966,060	\$1,812,071
B) E6th -12th Floo 45,864 rs																	
Bs Rent Post Free Rent DpEX	\$7.50	\$45.00	\$45.00	\$45.00	\$45.00	\$49.00	\$49.00	\$49.00	\$49.00	\$49.00	\$53.00	\$53.00	\$53.00	\$53.00	\$53.00	\$57.00	\$52.25
Real Estate Taxes		\$0.16	\$0.35	\$0.54	\$0.73	\$0.93	\$1.14	\$1.35	\$1.57	\$1.79	\$2.02	\$2.26	\$2.51	\$2.76	\$3.02	\$3.29	\$3.27
tour Estate Taxes		ψ0.10	ψ0.00	ψ0.04	ψ0.70	ψ0.00	Ψ1.14	ψ1.00	ψ1.07	ψ1.75	Ψ2.02	Ψ2.20	Ψ2.01	Ψ2.70	ψ0.02	ψ0.23	Ų3.Z1
Total Per RSF	\$7.50	\$45.16	\$45.35	\$45.54	\$45.73	\$49.93	\$50.14	\$50.35	\$50.57	\$50.79	\$55.02	\$55.26	\$55.51	\$55.76	\$56.02	\$60.29	\$55.52
Total Aggregate	\$344,183	\$2,072,591	\$2,080,994	\$2,089,649	\$2,098,563	\$2,291,309	\$2,300,766	\$2,310,507	\$2,320,540	\$2,330,875	\$2,525,083	\$2,536,046	\$2,547,339	\$2,558,970	\$2,570,950	\$2,766,854	\$2,547,845
Combined Total (A+ 84,957 rs																	
Total Per RSF	\$6.74	\$40.58			\$41.14	\$45.34	\$45.55	\$45.76	\$45.98	\$46.21	\$50.44	\$50.68	\$50.92		\$51.44	\$55.71	\$51.32
Total Aggregate	\$572,225	\$3,447,232	\$3,462,793	\$3,478,820	\$3,495,328	\$3,852,268	\$3,869,782	\$3,887,821	\$3,906,401	\$3,925,538	\$4,285,186	\$4,305,489	\$4,326,401	\$4,347,941	\$4,370,127	\$4,732,914	##########

\$64,626,182 Total Rent \$32,948,323 Present Val \$3,820,267 \$3,536,196

Present Value @ 8.00%

| Second Second

10 Months

- 1. Real Estate taxes were estimated based upon 2016/2017 fiscal tax year amount for property
- 2. Electric was excluded from the analysis
- 3. OpeEX for the building excluded from the analysis as



2nd Round Offer 11-Apr-17

# Assumptions

Increase 15 West 38th Street Building Floor / Ste # Bsmt - 12th Base Year Amount Increases **Begins** Rentable Sq Feet 77,153 Lease Commence 6/1/17 R.E. Taxes 2017/2018 \$5.94 7/1/18 27.00% 4/29/34 Loss Factor Expire OpEX Escalation 2% Anniversary RC Free Rent 17 Months Disc Rate 8% Electric Not Included

0

Annual Cash Flows Year Ending Date		1 5/31/18	2 5/31/19	3 5/31/20	4 5/31/21	5 5/31/22	6 5/31/23	7 5/31/24	8 5/31/25	9 5/31/26	10 5/31/27	11 5/31/28	12 5/31/29	13 5/31/30	14 5/31/31	15 5/31/32		
Bsmt - 12th Bs Rent Post Free Rent 2% OPEx Real Estate Taxes	#		\$21.00 \$0.56 \$0.16	\$28.00 \$1.13 \$0.35	\$28.00 \$1.71 \$0.54	\$28.00 \$2.31 \$0.73	\$28.00 \$2.91 \$0.93	\$31.00 \$3.53 \$1.14	\$31.00 \$4.22 \$1.35			\$31.00 \$6.38 \$2.02	\$31.00 \$7.13 \$2.26	\$31.00 \$7.89 \$2.51		\$31.00 \$9.46 \$3.02		\$28.42 \$10.17 \$3.27
Total Per RSF Total Aggregate	##		<b>\$21.72</b> \$1,676,022	<b>\$29.48</b> \$2,274,289	<b>\$30.25</b> \$2,333,791	<b>\$31.04</b> \$2,394,628	<b>\$31.84</b> \$2,456,832	<b>\$35.67</b> \$2,751,893	<b>\$36.57</b> \$2,821,556	<b>\$37.49</b> \$2,892,776		\$39.40 #######	<b>\$40.39</b> \$3,116,141	<b>\$41.40</b> \$3,193,958	<b>\$42.43</b> \$3,273,522	<b>\$43.48</b> \$3,354,872	<b>\$44.56</b> \$3,438,050	

### Totals

\$45,213,308
\$22,268,054
Present Value @ 8.00%
\$2,672,708
Average Cost Per Annum @ 8.00%\*
\$34,64
RSF - Average Cost Per Annum @ 8,957 RSF)
\$30,98
RSF - Net Effective Rate Per Annum @ 8.00% (RSF Annuity)\*

- 1. Real Estate taxes were estimated based upon 2016/2017 fiscal tax year amount for property
- 2. Electric was excluded from the analysis
- 3. OpeEX for the building excluded from the analysis as

LL 2nd Round Response 19-Apr-17

Assumptions

 Building
 15 West 38th Street
 Floor / Ste #ement - 12th
 Base Year
 Base Year
 Base Amount
 Increases
 Increases
 Increase Begins

 Rentable Sq Feet
 77,153
 Lease Commence
 6/1/17
 R.E. Taxes
 2017/2018
 \$5.94
 Aniversary
 7/1/18

 Loss Factor
 27.00%
 Expire
 4/29/34
 OpEX

 Loss Factor
 27.00%
 Expire
 4/29/34
 OpEX

 Free Rent
 10 Months
 Disc Rate
 8%
 Electric
 Not Included

0

Annual Cash Flows Year Ending Date	3	1 5/31/18	2 5/31/19	3 5/31/20	4 5/31/21	5 5/31/22	6 5/31/23	7 5/31/24	8 5/31/25	9 5/31/26	10 5/31/27	11 5/31/28	12 5/31/29	13 5/31/30	14 5/31/31	15 5/31/32	16 5/31/33	17 4/29/34
(A) Bsmt Bs Rent Post Free R	<b>4,245 rsf</b> lent	\$2.67	\$16.32	\$16.65	\$16.98	\$17.32	\$20.73	\$21.14	\$21.56	\$21.99	\$22.43	\$25.94	\$26.46	\$26.99	\$27.53	\$28.08	\$31.70	\$29.65
OpEX Real Estate Taxes			\$0.16	\$0.35	\$0.54	\$0.73	\$0.93	\$1.14	\$1.35	\$1.57	\$1.79	\$2.02	\$2.26	\$2.51	\$2.76	\$3.02	\$3.29	\$3.27
Total Per RSF		\$2.67	\$16.48	\$17.00	\$17.52	\$18.05	\$21.66	\$22.28	\$22.91	\$23.56	\$24.22	\$27.96	\$28.72	\$29.50	\$30.29	\$31.10	\$34.99	\$32.91
Total Aggregate		\$11,320	\$69,972	\$72,150	\$74,351	\$76,619	\$91,944	\$94,559	\$97,243	\$99,997	\$102,820	\$118,705	\$121,927	\$125,221	\$128,589	\$132,032	\$148,540	\$139,722
(B) E1st -12th Floo Bs Rent Post Free R OpEX Real Estate Taxes		\$5.33	\$32.64 \$0.16	\$33.29 \$0.35	\$33.96 \$0.54	\$34.64 \$0.73	\$38.39 \$0.93	\$39.16 \$1.14	\$39.94 \$1.35	\$40.74 \$1.57	\$41.56 \$1.79	\$45.45 \$2.02	\$46.36 \$2.26	\$47.28 \$2.51	\$48.23 \$2.76	\$49.19 \$3.02	\$53.24 \$3.29	\$49.78 \$3.27
-							-				-							
Total Per RSF	81,398 rsf	\$5.33	\$32.80	\$33.64	\$34.50	\$35.37	\$39.32	\$40.30	\$41.29	\$42.31	\$43.35	\$47.47	\$48.62	\$49.79	\$50.99	\$52.21	\$56.53	\$53.04
Total Aggregate		\$411,483	\$2,530,877	\$2,595,153	\$2,661,396	\$2,728,847	\$3,033,608	\$3,108,915	\$3,185,471	\$3,264,062	\$3,344,701	\$3,662,722	\$3,751,363	\$3,841,329	\$3,934,179	\$4,028,388	\$4,361,603	\$4,092,542
Combined Total (A-	81,398 rsf																	
Total Per RSF Total Aggregate		<b>\$5.19</b> \$422,803	<b>\$31.95</b> \$2,600,849		<b>\$33.61</b> \$2,735,747	<b>\$34.47</b> \$2,805,467	<b>\$38.40</b> \$3,125,552	<b>\$39.36</b> \$3,203,475		<b>\$41.33</b> \$3,364,059	<b>\$42.35</b> \$3,447,522	<b>\$46.46</b> \$3,781,427	<b>\$47.58</b> \$3,873,290	<b>\$48.73</b> \$3,966,550	<b>\$49.91</b> \$4,062,769	<b>\$51.11</b> \$4,160,420	<b>\$55.41</b> \$4,510,143.00	<b>\$51.99</b> \$4,232,264.00

# Totals

\$56,242,352
\$7,860,848
\$7,324,671
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- 1. Real Estate taxes were estimated based upon 2016/2017 fiscal tax year amount for property
- 2. Electric was excluded from the analysis
- 3. OpeEX for the building excluded from the analysis as