



THE WELL

RIOCAN ALLIED

The Location

- **Central community hub** for the surrounding neighbourhood and visitors from abroad
- Attracting **22,000 daily visitors** (8 Million per year) and expected to hit **10 million** within the next year
- **11,000 residents** and workers on-site daily
- **700 commercial parking spaces**

3KM RADIUS OF THE WELL

Population: 330,500

Average Household Income: \$124,634

Median Age: 36

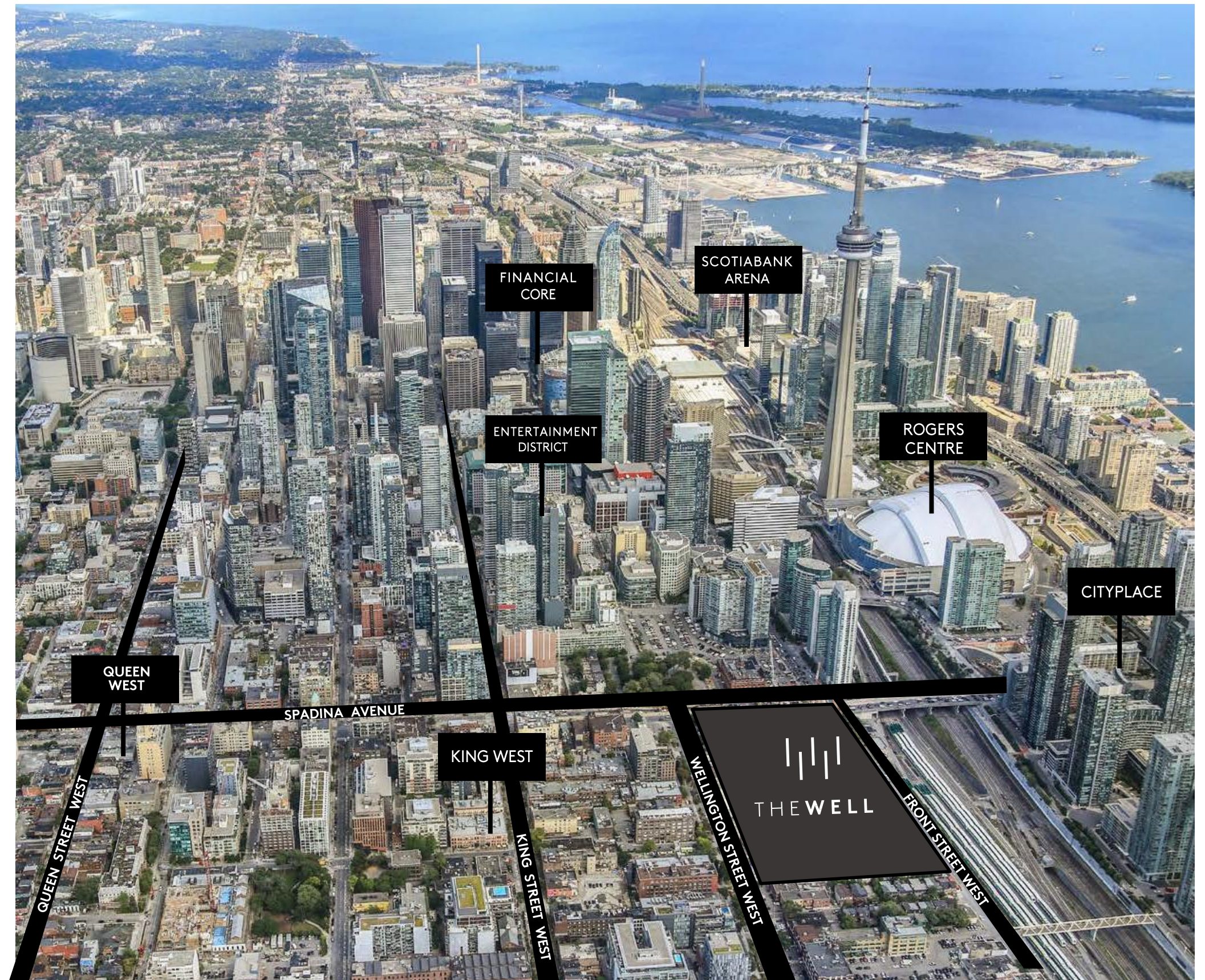
Population Growth: 14.8% in the next 5 years

TORONTO CMA

Households: 2,474,640

Average Household Income: \$147,360

Median Age: 52



The Audience

Primary Audience
(3km radius of The Well & Toronto CMA)

Urban Young & Social

This audience comprises young professionals, social and tech-savvy individuals, diverse urban dwellers, and culturally engaged residents who enjoy dining out, entertainment, and community activities.

This diverse, pre-family segment is early in their careers and drawn to an urban lifestyle. Style, food, and social experiences matter to them, and shopping is a favoured leisure activity—especially at premium clothing and shoe stores. They're highly active, with strong interest in fitness and health clubs. In their free time, they enjoy creative hobbies like crafts, gourmet cooking, and photography.

THIS SEGMENT ACCOUNTS FOR:

- 94% of households in local 3km trade area (171,953)
- 24% of Toronto CMA households (591,151)

Secondary Audience
(Toronto CMA)

GTA Families

This affluent, mid-life audience values quality experiences and makes the most of their limited leisure time. They frequent downtown Toronto for work and upscale shopping, stay active with daily fitness, and enjoy cultural attractions and outdoor pro sports.

Tertiary Audience
(Active families using Toronto as a leisure destination)

Visiting Families

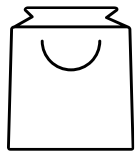
This audience is made up of active, high-earning suburban families with young children who visit Toronto for weekend leisure. They enjoy shopping, cultural outings, and family-friendly activities, while prioritizing fitness activities for the family including swimming, golf, and Pilates.



The Well Retail Experience



50% food, fitness and experience tailored to the young professional shopper on site



50% curated retail mix featuring leading national brands and local legends with a loyal customer base



7 full service restaurants that feature stunning patio seating with views of the city.



Panoramic city views from the **38th floor rooftop patio**.



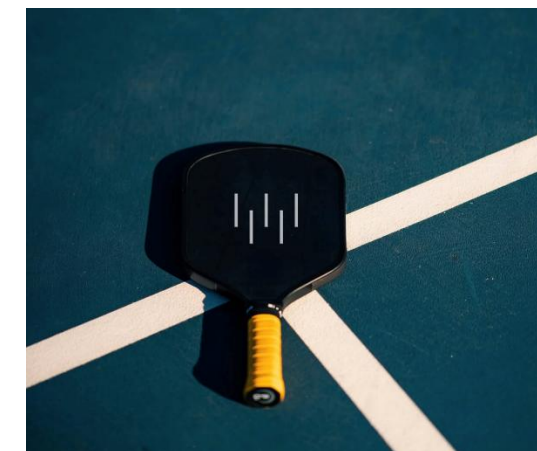
Community engagement and events

Within our first year, The Well brought together 70+ brand partners and hosted 100+ events, welcoming nearly 8 million visitors.

Discover the best events at The Well from the links below

- [Cinco De Mayo \(Luche Libre\)](#)
- [Departure](#)
- [Estee Lauder Breast Cancer Awareness](#)
- [Kim Crawford Pop Up](#)
- [Lunar New Year](#)
- [Metallica Pop Up](#)
- [Nuit Blanche](#)
- [Pickleball](#)
- [Salsa Dancing](#)
- [Skating Rink](#)
- [The Coffee Party](#)
- [The Vanguard](#)
- [Yoga mornings with Lulu](#)
- [Zolas Concert](#)

[Sizzle Reel](#)



Office Space

The Well offers approximately 1.2 million square feet of flexible, high-quality office space.

Leased To Notable Tenants Including:



Dyson, founded by British inventor James Dyson in 1991, is best known for its top-tier vacuum cleaners and also sells award-winning hand dryers, bladeless fans, heaters, and hair dryers.



Financeit is a market leading point-of-sale financing provider services the home improvement, vehicle and retail industries.



Index Exchange is a global advertising marketplace where premium digital media companies sell their ad impressions to programmatic buyers.



Intuit Inc. is an American company specializing in financial software, known for TurboTax, QuickBooks, Mint, Credit Karma, and Mailchimp.



Konrad is a global digital agency that helps diverse clients capitalize on digital opportunities, backed by over a decade of experience and a team of 250+ experts.



Founded in 1979, **Middlefield** is an asset management company offering innovative investment solutions across sectors like real estate, healthcare, innovation, sustainability, infrastructure, and energy.



Netflix is a subscription-based streaming service that allows members to watch TV shows and movies without commercials on an internet-connected device.



PointClickCare provides a unified platform combining rich post-acute data with a broad care network, delivering real-time insights to improve patient management, care transitions, and network efficiency across the healthcare continuum.



Founded in 1986, Toronto-based **Quadrangle** is an architecture and interior design firm known for strong client relationships and a diverse portfolio spanning commercial, residential, media, and retail sectors, with expertise in master planning, accessibility, and sustainability.



The Toronto Star is a Canadian English-language daily broadsheet owned by Torstar Corporation's Daily News Brands division.



Unity is an online platform company that specializes in virtual and augmented realities, most well known for developing the technology and platform for Pokemon Go.



Warner Music Group (WMG) brings together artists, songwriters, and entrepreneurs that are moving entertainment culture across the globe. It operates in more than 70 countries through a network of affiliates and licensees.

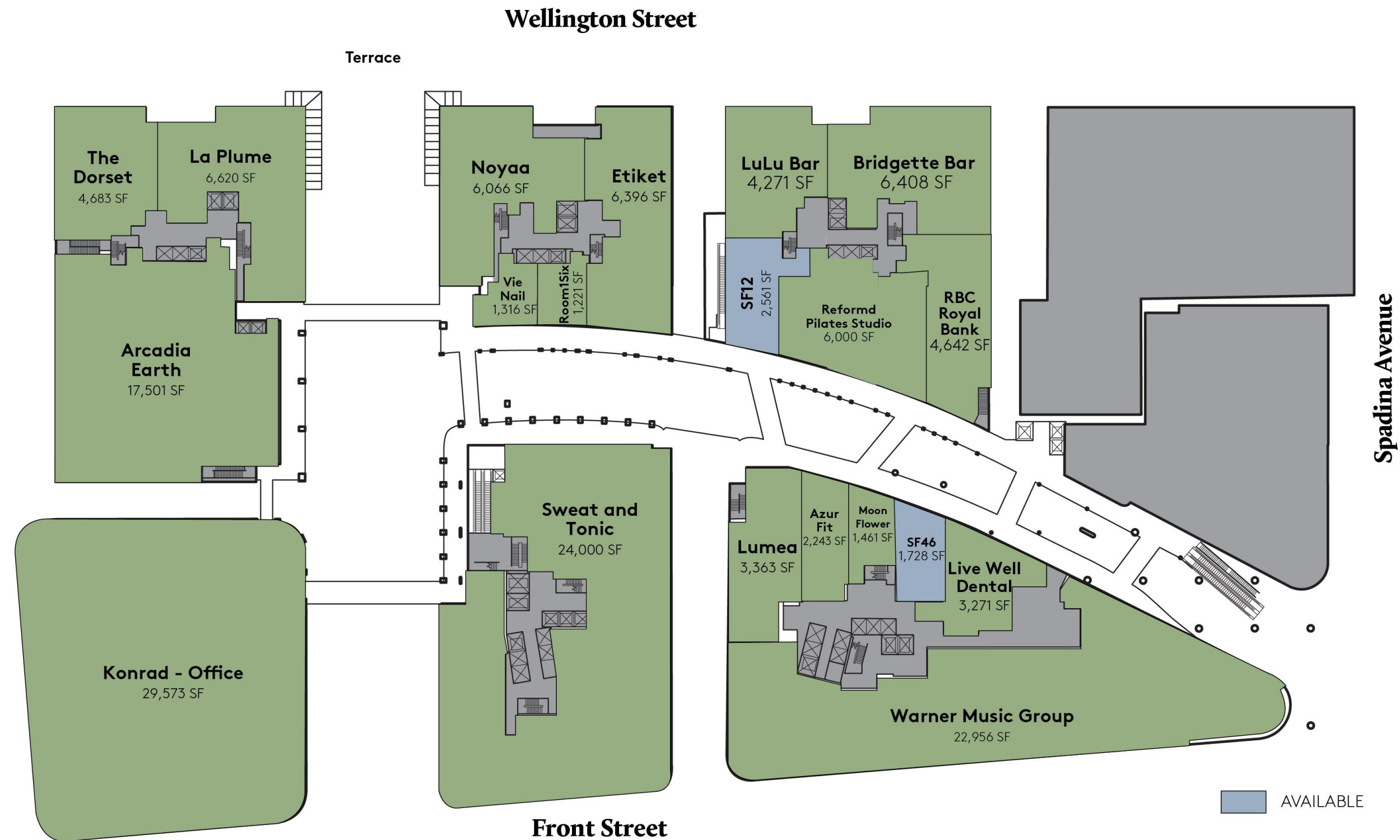


Woodbourne is a leading Canadian investor, operator, and developer of urban real estate, including apartments, seniors' housing, student housing, and self-storage.

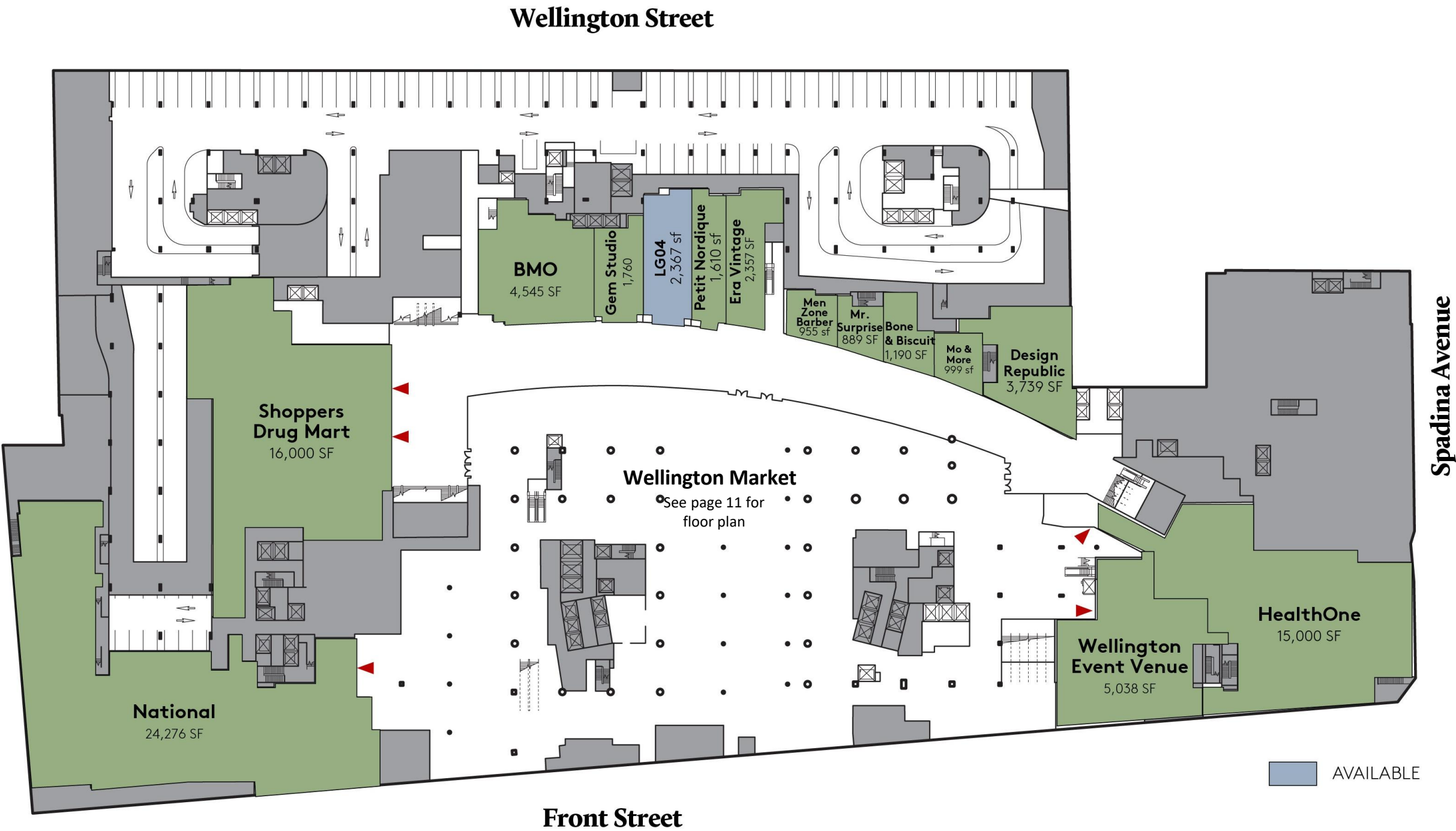
Ground Floor Plan



Terrace Plan



Lower Ground Floor Plan



Wellington Market

With over 50 merchants to choose from, Wellington Market is an evolved market hall that offers unique culinary experiences in a single elevated space.

The 70,000 sq. ft. market hall features a range of diverse offerings for diners to experience. Fresh offerings, prepared food, and elevated fast casual options bring a gourmet experience to The Well.

Meals are made to grab-and-go, but Wellington Market offers indoor and outdoor seating options for those that want to savour their meals in the space. The market also hosts a bar that gives visitors the option to sit, sip and stroll. Known as The Pier, this central bar extends the liquor license across the space and operates extended hours into the evenings.

The 70,000 sq. ft space also includes The Wellington Event Venue. A 5,000 sq. ft hub for community engagement, culinary workshops, and corporate meetings.

70,000

sq. ft. with outdoor patio space and common area patio space

2

full-service restaurants

50

unique vendors with a mix of prepared, fresh and packaged offerings

770

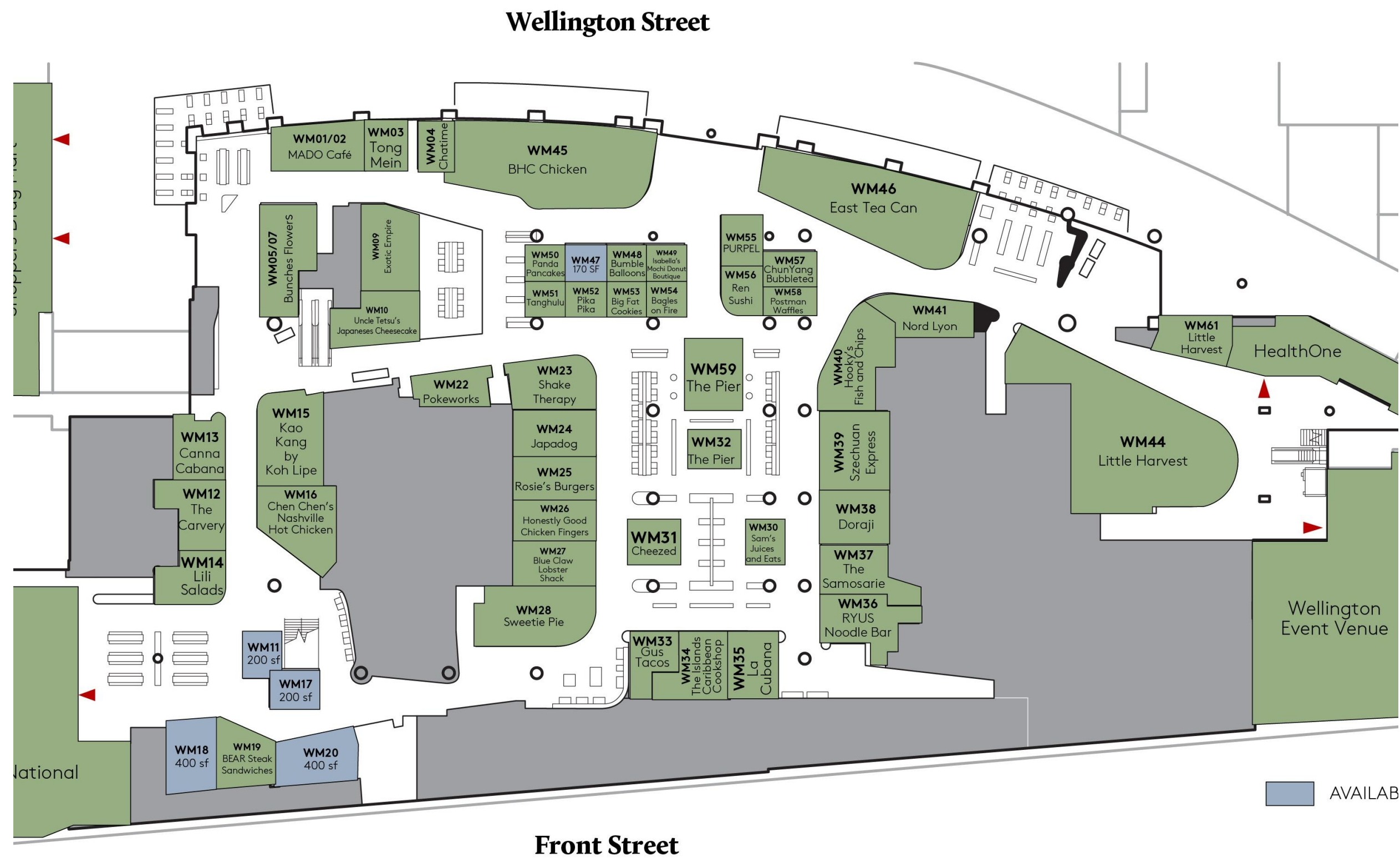
seats

60k

average weekly traffic



Wellington Market



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