

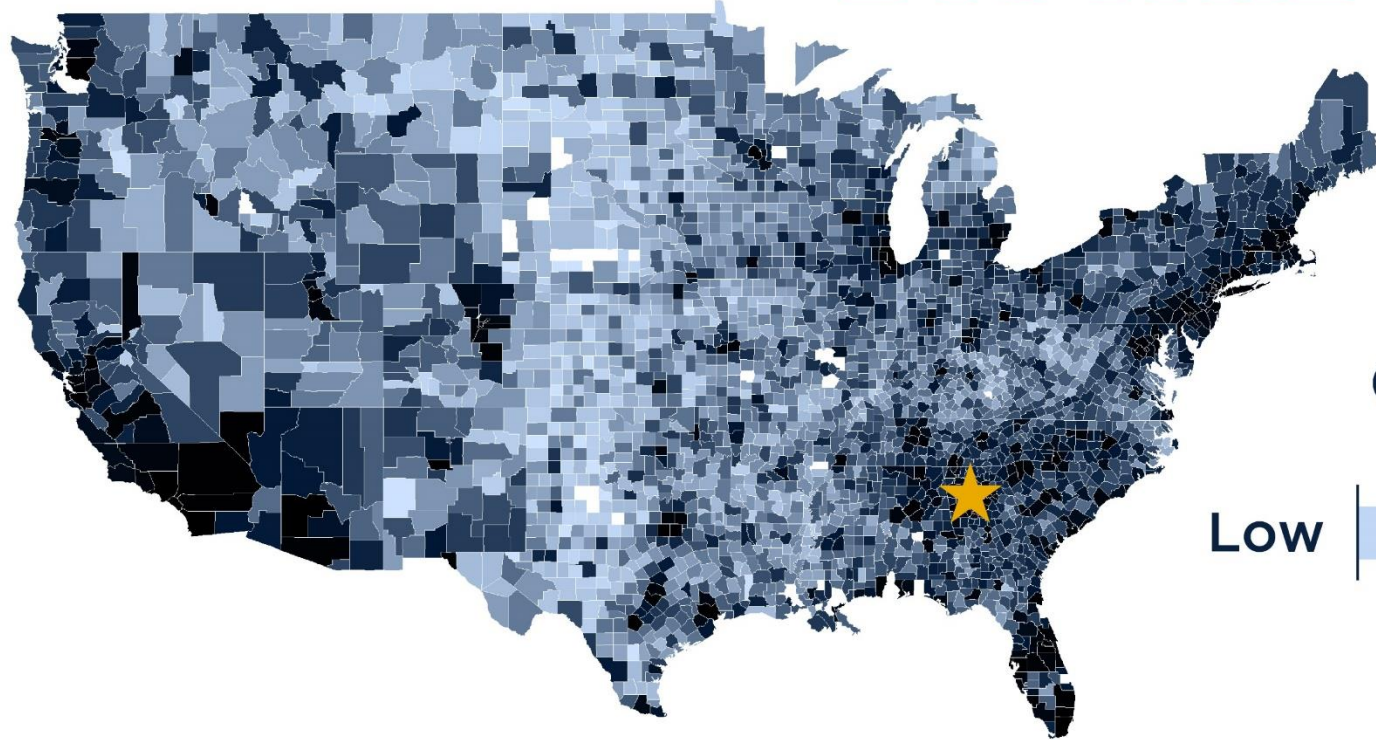
# THE BATTERY ATLANTA

PROJECT BRIEFING



**20M+** fans spread  
across all 50 states + the  
largest sports fanbase  
in the Southeast

# GEOGRAPHIC DISTRIBUTION & VOLUME



## COLOR LEGEND

Fans per county

Low



High

\*Data from Nielsen, May 2023

# THE BATTERY ATLANTA™

**9M** Visitors to The Battery Atlanta each year

**132** Minutes spent on avg. by visitors on non-gamedays

**275** Non-Braves events last year

**Visitors to The Battery Atlanta compared to select U.S. attractions**

- |                              |             |
|------------------------------|-------------|
| • Magic Kingdom              | 14.9M       |
| • Epcot                      | 13.7M       |
| • Disney's Hollywood Studio  | 10.4M       |
| • <b>The Battery Atlanta</b> | <b>9.0M</b> |
| • Disney's Animal Kingdom    | 7M          |



November 2014





April 2017

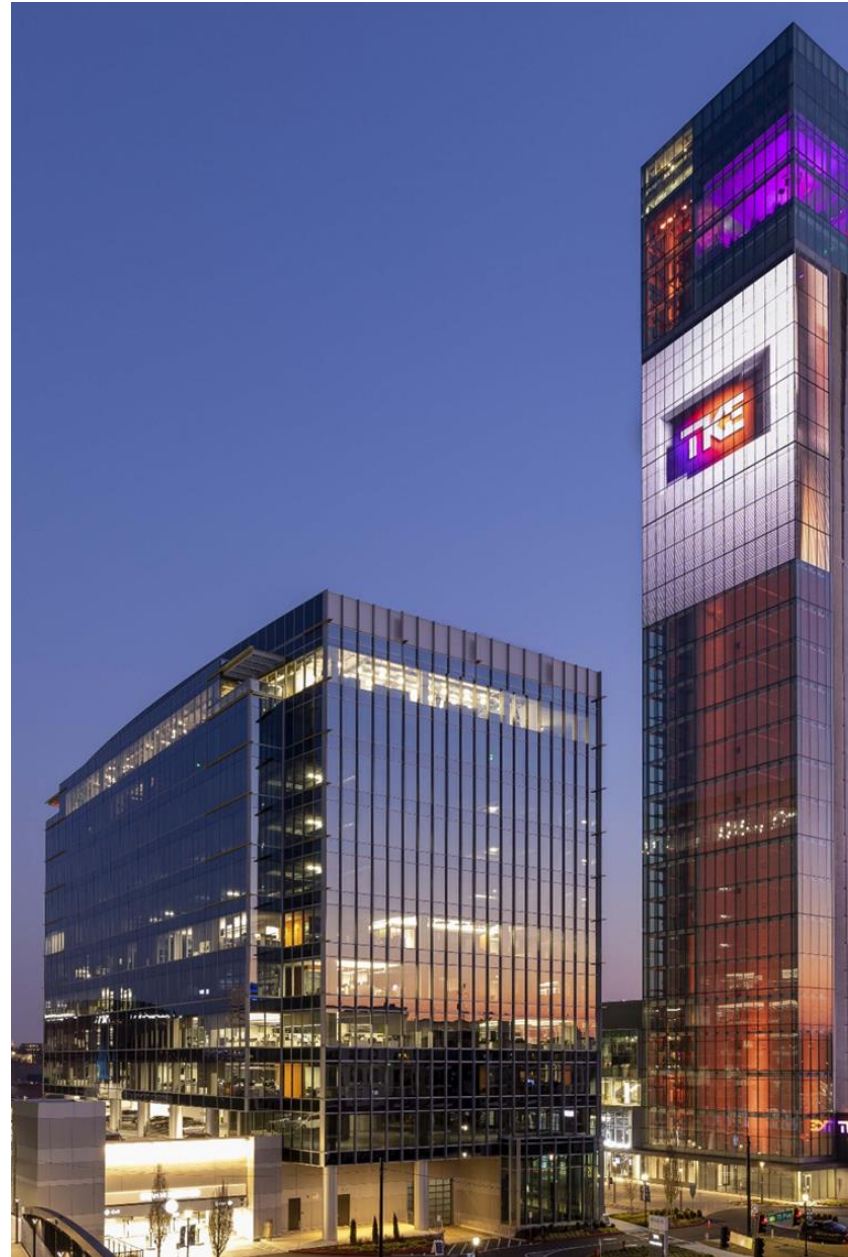
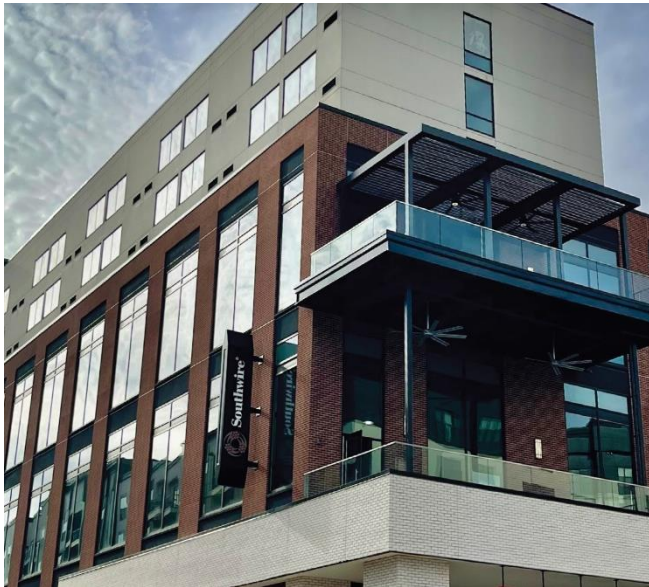






October 2024





**915,000**  
square feet of Loft &  
Class-A  
Office Space

**420 Foot**  
TKE Elevator Test Tower &  
Conference Center, tallest  
in the Western  
Hemisphere

- 5**  
Corporate  
Headquarters
- Comcast
  - Papa Johns
  - TKE
  - Gas South
  - *Truist Securities\**

\*Under Construction





**250,000**

Square Feet of  
Retail &  
Restaurant

**12**

Unique Concepts  
to Georgia

**1**

30-foot Screen &  
Mechanical Bull





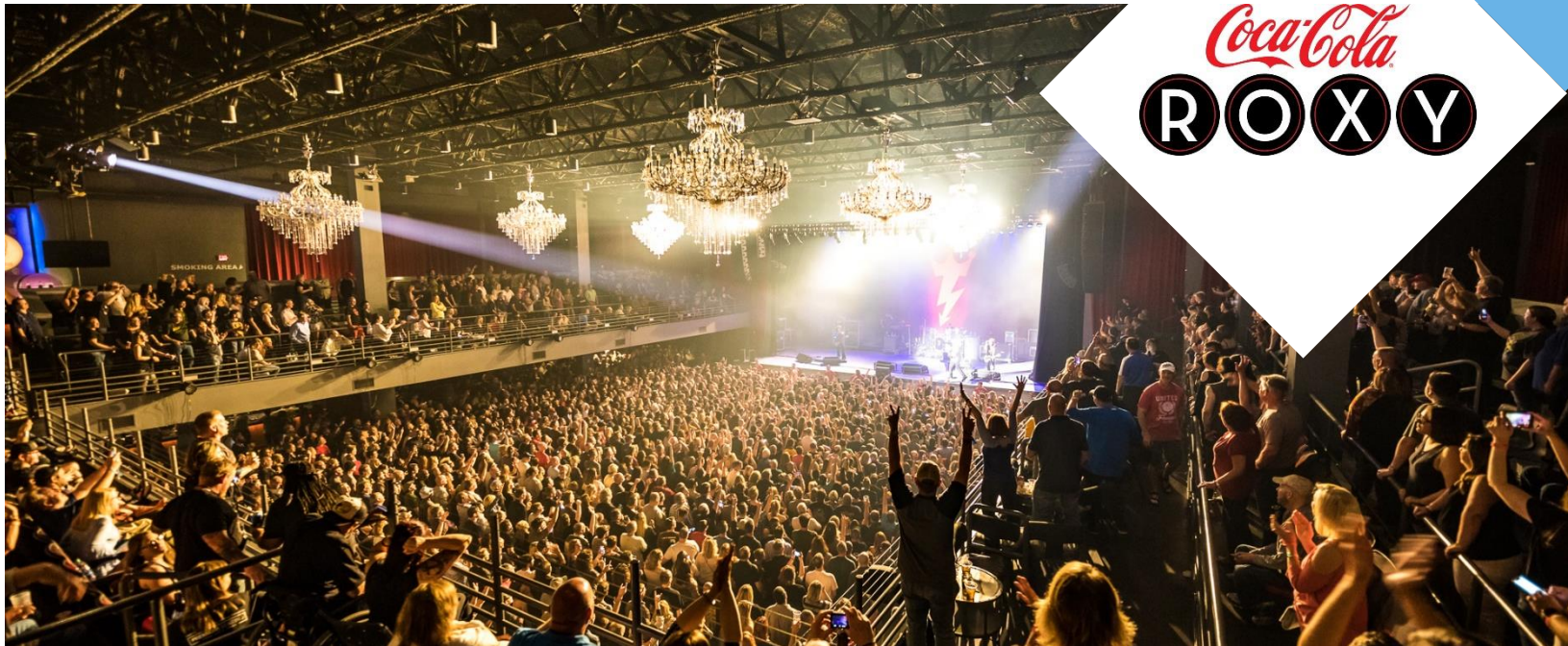


10

Screen Dine-In  
Theater

105,000

Square Feet of  
Entertainment



*Coca-Cola*  
**ROXY**







**408**

**Hotel Rooms  
On-site**

**50%**

**Ownership in  
both projects**

**1<sup>st</sup>**

**Both hotels lead  
the market in ADR,  
Occupancy, and  
RevPar**



*New Year's Eve*  
**BASH**  
at THE BATTERY ATLANTA

presented by xfinity

**376**

On-site Events  
in 2024



**WELLNESS SERIES**  
AT THE BATTERY ATLANTA



**FARMERS MARKET™**  
at  
THE BATTERY ATLANTA





## Truist Securities Headquarters

- 250,000 SF
- 9 Stories
- 1,000 Employees
- 42,000 SF Trading Floor
- 750 Space Truist Deck
- Completion: 4Q '24







An architectural rendering of a modern high-rise building named 'The Henry'. The building is tall and slender, with a glass facade that reflects the twilight sky. It features a prominent vertical glass section and a series of balconies. The ground floor is brightly lit, showing a commercial or public space. The building is situated in an urban environment with other buildings, trees, and a street with cars. A pedestrian bridge is visible in the background. The sky is a mix of blue and orange, suggesting sunset or sunrise. The overall scene is a detailed digital illustration of a proposed development.

  
*The* HENRY





The Henry

- Phase I & II
- 600+ Luxury Multifamily
- 50+ Condominiums
- Autograph Flag Hotel
- Pedestrian Bridge
- Completion: ~1Q '25







THE  
BATTERY  
ATLANTA™



BATTERYATL.COM