JDS Proposal Summary for Madison City Council
June 2, 2015

JDS Development, LLC
A Joint Venture Of: Hammes Company and Majestic Realty
In Partnership With: exact sciences
VISION

- EXACT SCIENCES ... A GAME-CHANGING ANCHOR

- URBAN HOTEL ... COMPLEMENTS MONONA TERRACE

- DYNAMIC PROGRAM ... A PLACE THAT DEFINES THE CULTURE AND CHARACTER OF URBAN MADISON

- THE MODEL FOR PUBLIC-PRIVATE PARTNERSHIP
# Program Summary:

<table>
<thead>
<tr>
<th>Block 88</th>
<th>Block 105</th>
</tr>
</thead>
<tbody>
<tr>
<td>250,000 sf Office</td>
<td>107,000 sf Future Office Expansion</td>
</tr>
<tr>
<td>17,000 sf Food Hall</td>
<td>141,000 sf Hotel (216 Rooms)</td>
</tr>
<tr>
<td>6,000 sf Wellness</td>
<td>10,000 sf Retail / Restaurant</td>
</tr>
<tr>
<td>3,300 sf Lobby</td>
<td>5,000 sf Loading Dock</td>
</tr>
<tr>
<td>6,700 sf Loading Dock</td>
<td>8,000 sf Circulation / BOH</td>
</tr>
<tr>
<td>12,000 sf Circulation / BOH</td>
<td>271,000 sf Total</td>
</tr>
<tr>
<td>295,000 sf Total</td>
<td>105 Parking Spaces</td>
</tr>
<tr>
<td>105 Parking Spaces</td>
<td>1,265 – 1,435 Parking Spaces</td>
</tr>
</tbody>
</table>

**Total Development**

566,000 sf Not Including Parking

1,370 – 1,540 Parking Spaces

Final Parking Needs to be Established between City, JDS Development and Exact Sciences
URBAN DESIGN CHARACTER

• A vibrant, urban mixed-use work-life environment

• Engaging the surrounding businesses and neighborhood

• Walkable Pinckney Street retail / entertainment

• Amenities create considerable visitation:
  • Food Hall
  • Health / Wellness Center
  • Conferencing Center
  • Broadcast Studio / Digital Media Center
MIXED-USE

JUDGE DOYLE SQUARE
ELEVATED VIEW FROM DOTY TOWARD BLOCK 88

JDS Development, LLC
WALKABLE PINCKNEY STREET

SOUTH PINCKNEY STREET
WALKABLE PINCKNEY STREET

JUDGE DOYLE SQUARE
VIEW FROM DOTY TOWARD BLOCK 105
AMENITIES

GALLERIA LEVEL: ENTRY / FOOD HALL

LEVEL 2: PARKING / RETAIL

JUDGE DOYLE SQUARE
GALLERIA LEVEL (88) / LEVEL 2 (105) FLOOR PLAN
AMENITIES

JUDGE DOYLE SQUARE
INTERIOR LOBBY VIEW

JDS Development, LLC
AMENITIES

FINE DINING & FOOD HALL

WELLNESS CENTER

CONFERENCE CENTER

JUDGE DOYLE SQUARE
INTERIOR LOBBY PROGRAM ELEMENTS
Urban Hotel

- Madison’s Urban Hotel at Judge Doyle Square drives visitation 365 days-a-year
- “Full-service” offering at a significantly lower cost
- A complement of rooms to support Monona Terrace
- Amenities to enhance the meeting / convention experience
- Franchise options ... flexibility to design to a brand
Madison Municipal Building

- Untouched

- 24’-0”+ of separation between both buildings
JUDGE DOYLE SQUARE
FUTURE VIEW OF MADISON MUNICIPAL BUILDING
ECONOMICS
Madison Area Rental Rate Comparison (Downtown versus Suburban)

The following is a summary of recent commercial office lease transactions in the Madison market area. There is on average at least a $10/SF and up to $14/SF premium for downtown Madison office space as compared to suburban locations.

<table>
<thead>
<tr>
<th>Building</th>
<th>Tenant type</th>
<th>Gross Rent/SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class A</td>
<td>Lobbyist / Association</td>
<td>$ 34.07</td>
</tr>
<tr>
<td>Class A</td>
<td>Lobbyist / Association</td>
<td>$ 32.56</td>
</tr>
<tr>
<td>Class A</td>
<td>Lobbyist / Association</td>
<td>$ 32.24</td>
</tr>
<tr>
<td>Class A</td>
<td>Financial Services</td>
<td>$ 37.32</td>
</tr>
<tr>
<td>Class A</td>
<td>Law Firm</td>
<td>$ 35.09</td>
</tr>
<tr>
<td>Class A</td>
<td>Financial Services</td>
<td>$ 33.42</td>
</tr>
<tr>
<td>Class A</td>
<td>Law Firm</td>
<td>$ 35.63</td>
</tr>
<tr>
<td>Class A</td>
<td>Financial Services</td>
<td>$ 33.61</td>
</tr>
<tr>
<td>Class A</td>
<td>Law Firm</td>
<td>$ 35.66</td>
</tr>
<tr>
<td>Class A</td>
<td>Law Firm</td>
<td>$ 31.64</td>
</tr>
<tr>
<td>West Side</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class A</td>
<td>Tech firm</td>
<td>$ 23.72</td>
</tr>
<tr>
<td>Class A</td>
<td>Bio Tech firm</td>
<td>$ 23.49</td>
</tr>
<tr>
<td>Class A</td>
<td>Insurance (50,000 SF)</td>
<td>$ 24.66</td>
</tr>
<tr>
<td>Class A</td>
<td>Tech firm</td>
<td>$ 25.61</td>
</tr>
<tr>
<td>Class A</td>
<td>Telecom firm (&gt;100,000)</td>
<td>$ 25.15</td>
</tr>
</tbody>
</table>
### Rental Rate Comparison (250,000 SF)

<table>
<thead>
<tr>
<th></th>
<th>DOWNTOWN SITE</th>
<th>SUBURBAN SITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental Rate</td>
<td>$ 67.2 million to $ 94.0 million</td>
<td>BASELINE</td>
</tr>
<tr>
<td>Parking Costs</td>
<td>$ 33.6 million to $ 55.4 million</td>
<td>BASELINE</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$100.8 million to $149.5 million</td>
<td>BASELINE</td>
</tr>
</tbody>
</table>

### Lease Cost Comparison (250,000 SF, 20 years, 3% Escalator)

<table>
<thead>
<tr>
<th></th>
<th>DOWNTOWN SITE</th>
<th>SUBURBAN SITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental Rate</td>
<td>$34.00/SF to $38.00/SF</td>
<td>$24.00/SF to $25.00/SF</td>
</tr>
<tr>
<td></td>
<td>$10.00/SF to $14.00/SF</td>
<td></td>
</tr>
<tr>
<td>Parking Costs</td>
<td>$140/mo. to $237/mo.</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>$ 5.00/SF to $ 8.25/SF</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$15.00/SF to $22.25/SF</td>
<td>BASELINE</td>
</tr>
</tbody>
</table>
EXACT SCIENCES
Cologuard: FDA-approved, non-invasive screening test

1. Patient friendly
2. Highly effective
3. Engagement drives patient compliance
Multitarget Stool DNA Testing for Colorectal-Cancer Screening

<table>
<thead>
<tr>
<th></th>
<th>92%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cancer Sensitivity</strong></td>
<td></td>
</tr>
<tr>
<td><strong>High-Grade Dysplasia Sensitivity</strong></td>
<td>69%</td>
</tr>
<tr>
<td><strong>Specificity</strong></td>
<td>87%</td>
</tr>
</tbody>
</table>

Growth of Completed Cologuard Tests

Q4 14: 4,000
Q1 15: 11,000
Q2 15 Guidance: 18,000
Ordering Physicians Growing Rapidly

- **8,300 ordering physicians**
- **End of Q4**
  - 4,100 physicians

Week beginning:
- 8/10/14
- 8/17/14
- 8/24/14
- 8/31/14
- 9/7/14
- 9/14/14
- 9/21/14
- 9/28/14
- 10/5/14
- 10/12/14
- 10/19/14
- 10/26/14
- 11/2/14
- 11/9/14
- 11/16/14
- 11/23/14
- 11/30/14
- 12/7/14
- 12/14/14
- 12/21/14
- 12/28/14
- 1/4/15
- 1/11/15
- 1/18/15
- 1/25/15
- 2/1/15
- 2/8/15
- 2/15/15
- 2/22/15
- 3/1/15
- 3/8/15
- 3/15/15
- 3/22/15

JUDGE DOYLE SQUARE
EXACT SCIENCES OVERVIEW

JDS Development, LLC
Exact Sciences Growth Projections

Exact Sciences Headcount Projections 2015 to 2023 by Location

Based on estimates as of May 1, 2015

△99% growth in HQ

△63% growth in HQ

Q1 2015
2017
2023

JUDGE DOYLE SQUARE
EXACT SCIENCES OVERVIEW

JDS Development, LLC
FLEXIBLE DESIGN
Flexible Design

JDS Development mitigates risk of designing exclusively for Exact Sciences. These include the following:

- Commitment of private equity approaching 50%
- Lease term
- Floor plates / building core designed for multi-tenant use
- Unique public and tenant amenities
- Enhanced parking ratios
- Rent acceleration/relocation penalty
MASTER PROJECT SCHEDULE
Master Project Schedule

The following are the key milestones:

- June 8th  
  Board of Estimates (BOE) Update
- June 29th  
  Development Agreement to the BOE
- July 7th  
  City Council Approve Development Agreement
- October 6th  
  Complete Land Use Entitlement Approvals
- December 2015  
  Demolition Begins
- April 2017  
  Hotel Construction Begins
- July 2017  
  Exact Sciences Move-In (6 Month Impact)
- July 2018  
  Hotel Opening