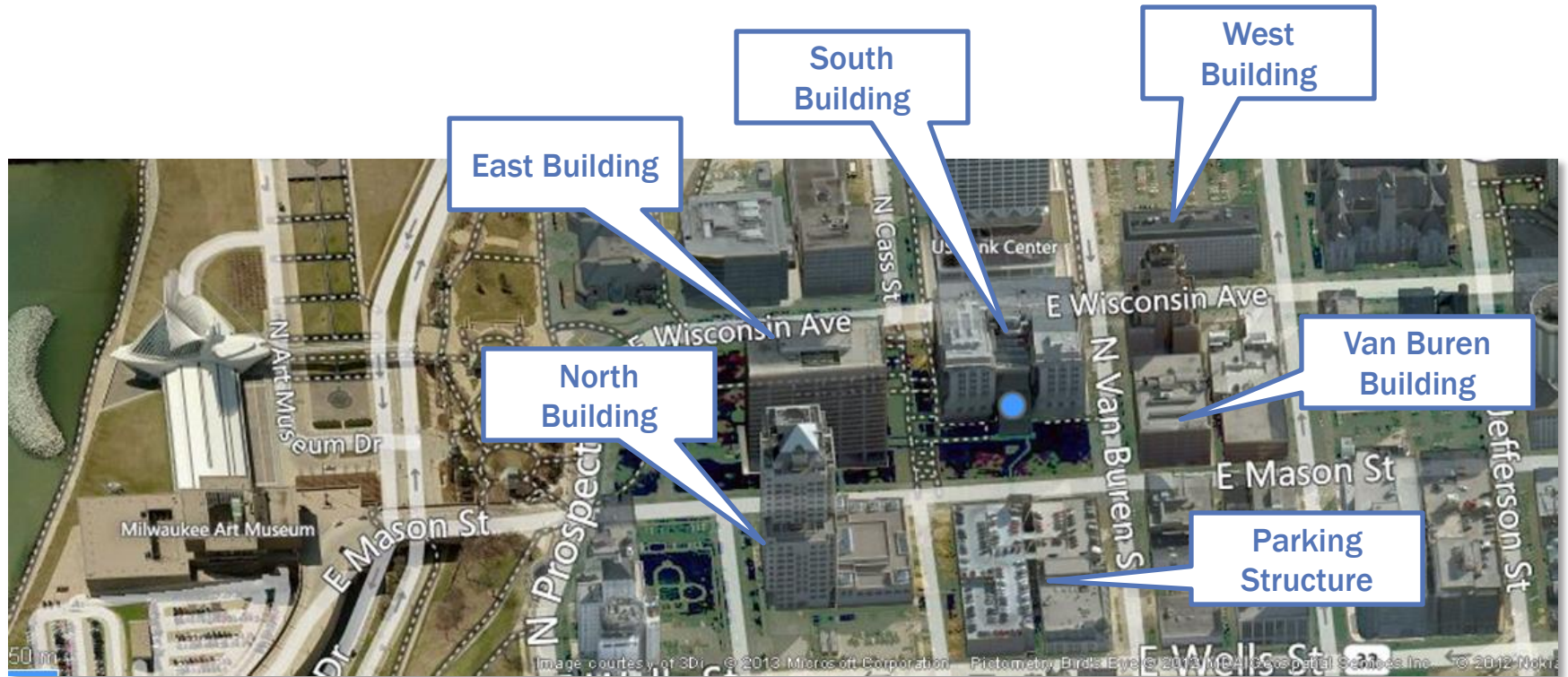


Zoning, Neighborhoods & Development Committee

April 23, 2013

Steven M. Radke
Vice President
Government Relations

Northwestern Mutual's Campus Downtown



Northwestern Mutual's Campus Franklin



East Building



Options

to accommodate growth between now and 2025

- **Commons Building**
 - Majority of Growth in Franklin
- **Rebuild East Building**
 - Mixed Growth
- **Downtown Tower**
 - Majority of Growth in Milwaukee

Complexities of a Downtown Tower

- **Tower Cost Premium**
- **Site-Specific Issues**
- **Issues Unique to Our Configuration**

Milwaukee Building Announcement

December 6, 2012



MILWAUKEE · WISCONSIN
JOURNAL SENTINEL

Northwestern's high-rise great news for Milwaukee

“Northwestern Mutual's proposed tower would be a boost for downtown, for economic development generally, and for job growth.”

December 10, 2012

THE Business Journal
SERVING GREATER MILWAUKEE

Christmas comes early for downtown Milwaukee

“Having its new building in downtown is just another thing for us all to be thankful for.”

December 6, 2012

PICKARD CHILTON



Riyadh



Oklahoma City



Chicago



Minneapolis



Houston

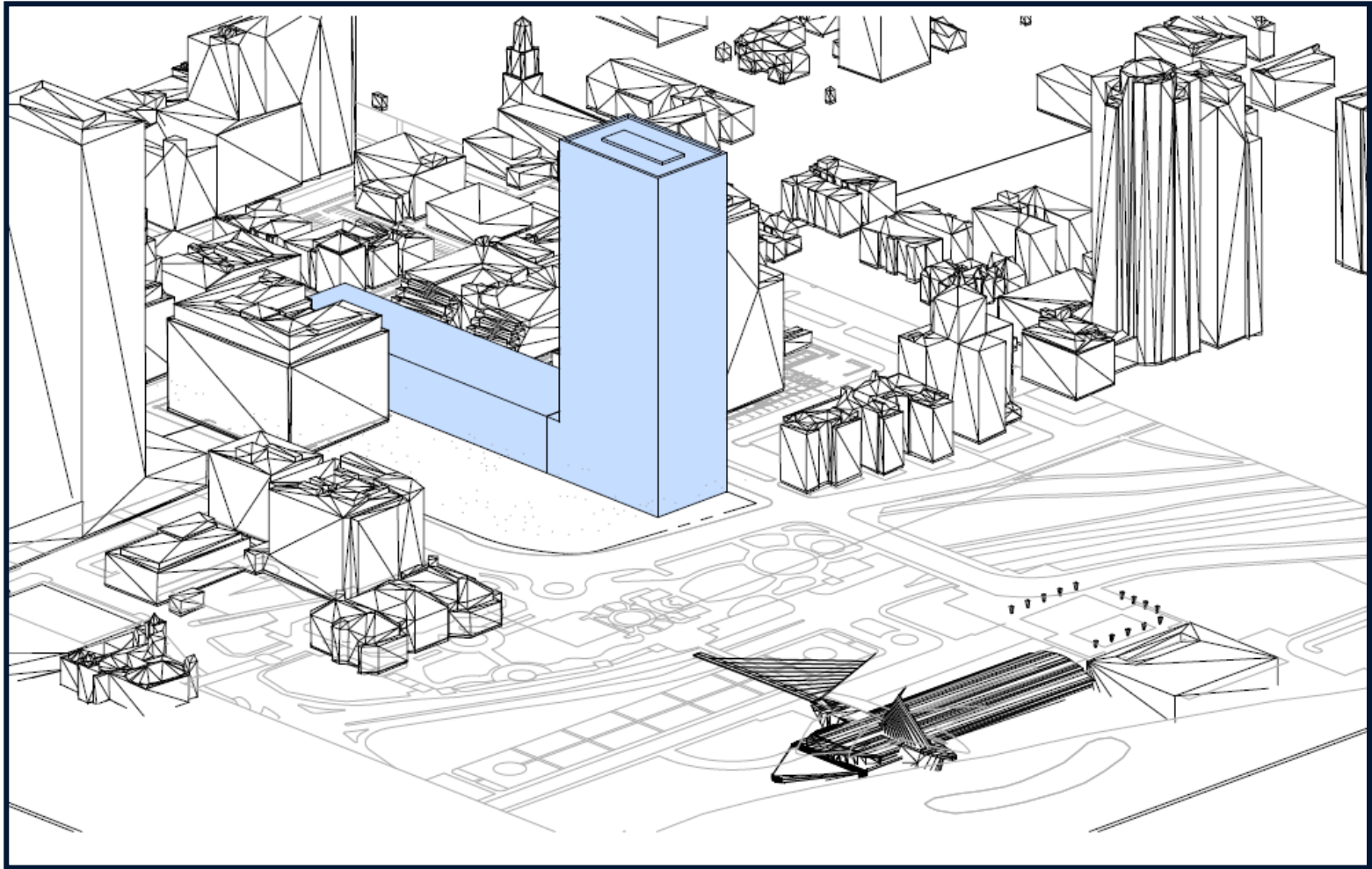


Kuala Lumpur

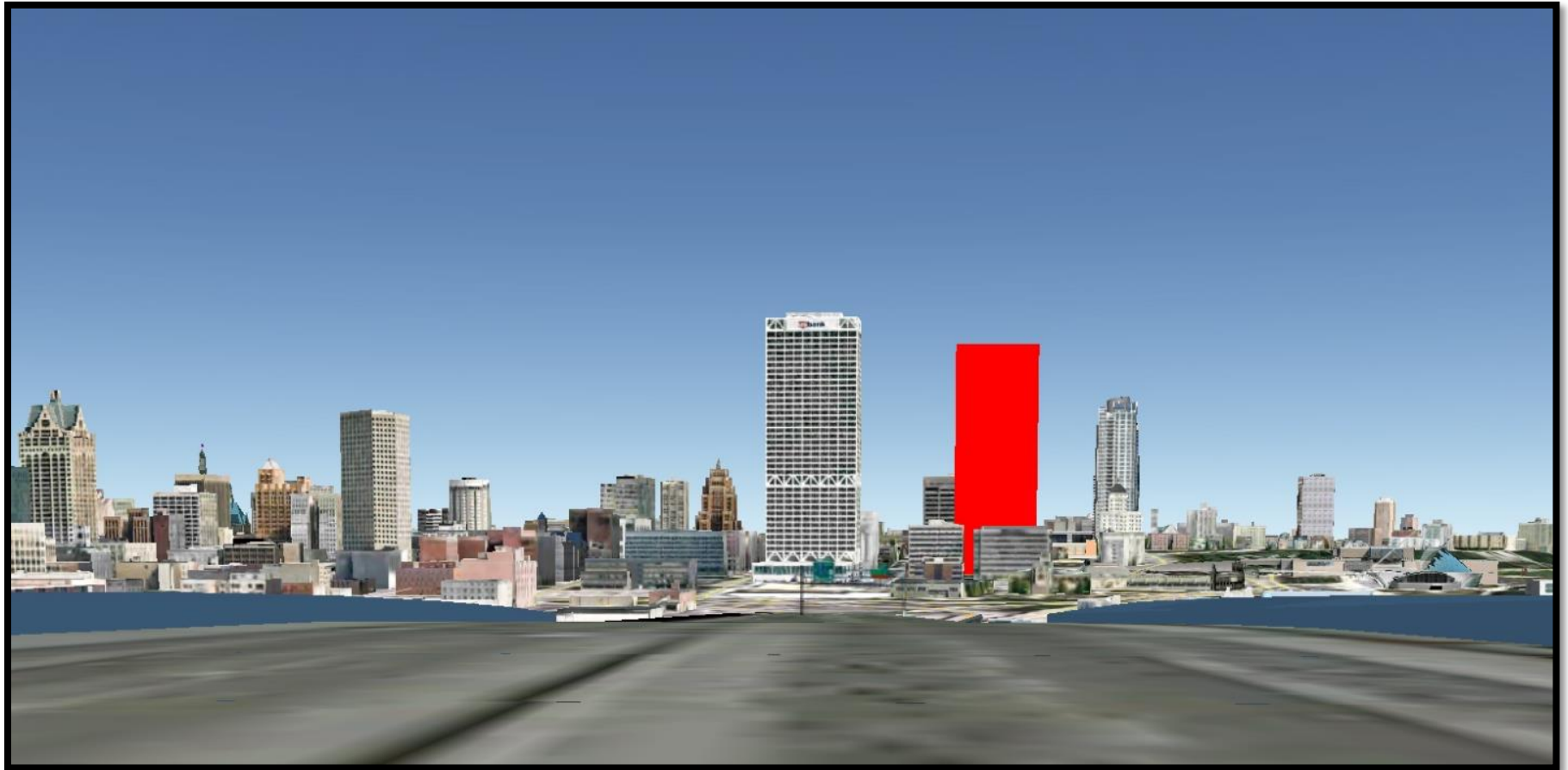
Envisioned Building

- **Accommodate growth to 2025**
- **House a workforce of at least 3,000**
- **Approximately 1.1 million sq. ft.**
- **Approximately 33 stories**
- **Estimated cost: \$400 million +**

Potential Scale



Potential Scale



Anticipated Timeline

Van Buren Remodeling Complete	Fall 2013
MPD, MFD Training in East Building	October 2013
East Office Building Offline	November 2013
Deconstruction of East Office Building	Late 2013 – June 2014
Construction of New Tower	Fall 2014 – Mid 2017
Occupancy of New Tower	Q4 2017