

Real Estate Brand Award for Unibail-Rodamco

European Real Estate Brand Institute awards most valuable real estate brands: Unibail-Rodamco is Europe's best real estate developer.



**REAL
ESTATE
BRAND
AWARD**

The European Real Estate Brand Institute (REB-Institute) evaluates annually the most successful and valuable brands in the real estate industry in Germany, Austria and in Europe-wide comparison. This year, Unibail-Rodamco took first place in the category “Real Estate Developers Retail Europe” based on the corresponding study and secured the

popular award. In the international brand comparison, Unibail-Rodamco particularly impressed with the very good quality of their project management and implementation as well as great international experience. After the second place in 2017, Unibail-Rodamco was at the forefront of this category this year.

“The successful brand development is a direct result of the excellent work that our experts do every day in the value creation for our customers and partners”, says Paul-Eric Perchaud, Director Operations at Unibail-Rodamco Germany. “This is why the Real Estate Brand Award is such a great recognition of our strategy and at the same time strong motivation for us to keep leading the industry as driver of innovation in the coming years.”

Development pipeline with an investment volume of 7.9 billion Euro

In addition to the strategic and content-related further development of the existing assets, Unibail-Rodamco currently develops projects with an investment volume of 7.9 billion Euro (as of 31 December 2017), including The Mall of the Netherlands near The Hague or Southern Überseequartier in Hamburg. With a total area of 419,000 square metres, 14 single buildings and an investment volume of more than a billion Euro, the development of the mixed-use district in the heart of the Hamburg HafenCity is one of the most important development projects of the entire company history. The urban district directly located at Elbe river will provide space for retail, culinary offers, diverse entertainment and cultural offers, three hotels, apartments, office areas and, last not least, a cruise terminal.

Real Estate Brand Report: largest brand value study in the real estate industry

The largest empirical brand value study in the real estate industry, the Real Estate Brand Value Study, was the basis for the Real Estate Brand Award. As part of the study, the European Real Estate Brand Institute (REB-Institute) examined more than 1,400 corporate brands in 30 studies and surveyed over 94,000 industry experts in 47 European markets. Apart from the category for the best European real estate developer, there are also awards for various sectors in the real estate industry: for example for investors, asset managers, banks, project managers, architects or consulting companies.

The Berlin based REB-Institute is one of the leading platforms for the finance and behaviour-oriented evaluation of brands in the real estate industry. Relevant company, service as well as project and location brands are part of the brand panel. The most

relevant brands and their developments have been evaluated every year since 2009 and are being listed in the brand rankings of the REB-Institute.

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About Unibail-Rodamco

Created in 1968, Unibail-Rodamco SE is Europe's largest listed commercial property company, with a presence in 11 Continental European countries, and a portfolio of assets valued at €43.1 Bn as of December 31, 2017. As an integrated operator, investor and developer, the Group aims to cover the whole of the real estate value creation chain. With the support of its 2000 professionals, Unibail-Rodamco applies those skills to highly specialised market segments such as large shopping centres in major European cities, offices and large convention & exhibition centres in the Paris region. Unibail-Rodamco owns and operates 67 shopping centres, of which 56 attract more than 6 million visits per annum. These shopping centres are located in the largest and wealthiest cities in Europe, such as Paris, Madrid, Stockholm, Amsterdam, Munich, Vienna, Warsaw and Prague. In addition to its standing assets, Unibail-Rodamco has €7.9 Bn of development projects as of December 31, 2017. This pipeline includes iconic world-class retail projects such as The Mall of the Netherlands near The Hague and Überseequartier in Hamburg. The Group distinguishes itself through its focus on the highest architectural, city planning and environmental standards. Its long term approach and sustainable vision focus on the development or redevelopment of outstanding places to shop, work and be entertained. The Group's commitment to environmental, economic and social sustainability has been recognised by its inclusion in the FTSE4Good and STOXX Global ESG Leaders indexes. The Group is a member of the CAC 40, AEX 25 and EuroSTOXX 50 indices. It benefits from an A rating from Standard & Poor's and Fitch Ratings.

For more information, please visit our website: www.unibail-rodamco.com