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Press release

## Erlangen Arcaden completes modernisation

**Urban meeting point in the heart of Middle Franconia: shopping center in Erlangen attracts with new design, an exciting tenant mix and an even higher quality of stay**



On 25 October, Erlangen Arcaden celebrates the successful completion of its extensive revitalisation. For the first time, visitors can fully experience the newly designed areas in the central mall. In the past weeks and months, numerous new brands like Levi's, Tommy Jeans, Calvin Klein Underwear, Sostrene Grene or Nespresso have already moved into their shops, while long-term tenants have extended their contracts and implemented their latest shopfitting concepts. In autumn 2017, operator Unibail-Rodamco-Westfield together with investment manager TH Real Estate started the repositioning project with an investment volume of around ten million euro. The construction works in the mall started in May 2018.

Erlangen Arcaden comprises of 105 shops on a sales area of 30,400 square metres. Anchor tenants are Deichmann, dm, Esprit, New Yorker, Saturn, s.Oliver, tegut and Thalia. The center counts around 9.7 million visitors yearly and is easy to reach with its 660 parking spaces and an ideal integration into public transport.

"Our goal was to consolidate the strong market position of Erlangen Arcaden in the north of Bavaria and to further strengthen the center's position in the entire region as an urban meeting place", says Olaf Ley, Director Investment and Asset Management at Unibail-Rodamco-Westfield Germany. "We are convinced that we have achieved this goal with the successful modernisation and were able to increase the quality of stay and appeal of Erlangen Arcaden even more."

### **New lighting concept with natural light**

For more natural light, the shopping street in Erlangen Arcaden has received two new atriums in the past months. For this, the ceiling on the ground floor was broken through on an area of almost 26 and 19 square metres, respectively. In terms of design, the focus is on natural materials like wooden and fabric looks.

Furthermore, lights in the center were replaced by energy-saving LED lighting. With a total of 2,500 metres lines of lights as well as 2.000 single lights. Due to this, Erlangen Arcaden are going to save electricity significantly and take one more step towards sustainability. Numerous tenants are also switching their lighting to LED. This is done in accordance with

the Group's "Better Places 2030" strategy. With it, Unibail-Rodamco-Westfield committed to substantially improve its carbon footprint.

### **Increased quality of stay**

The quality of stay is furthermore increased by generous lounge areas and improved signposting with its own colour concept on three floors. In this way, visitors will be able to take shopping breaks and orientate themselves better in the center. In addition, families with children have more options: They can now enjoy a diverse kid's area with several exciting highlights.

"During the modernisation of Erlangen Arcaden, we were consistently guided by the needs of our 30,000 daily visitors", says Niklas Baldauf, Portfolio Manager at TH Real Estate. "This is why we are sure that with the clear positioning and the strategic concept for the content-related further development, Erlangen Arcaden will continue to be the number one address in northern Bavaria when it comes to shopping."

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