



UNIBAIL-RODAMCO-WESTFIELD

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Press release

Unibail-Rodamco-Westfield brings NFL stars to Germany

From 22nd to 24th of February, 18 current and former National Football League pros will be visiting Centro Oberhausen on their European Tour.



A few weeks ago, more than a million American Football fans in Germany watched the Super Bowl – now the NFL stars are paying them a visit in Oberhausen. Together with the organization American Football Without Barriers (AFWB) and NFL Alumni, Unibail-Rodamco-Westfield Germany organizes the top-class sports event. The event is part of Unibail-Rodamco-Westfield's

corporate strategy to provide shopping center visitors with unique cooperations and events and unforgettable memories.

"As Germany's largest shopping center, Centro is ideal for such an extraordinary event as the NFL weekend. Centro as a nationally known destination offers an optimal platform for this", says Paul-Eric Perchaud, Director of Operations at Unibail-Rodamco-Westfield Germany. "With such unique brand events we want to create an incomparable experience for our visitors and make a lasting impression on them".

For three days, Centro Oberhausen will be transformed into a temple for American Football fans from all over Europe. The three-day event is the largest of the 2019 Tour in Europe. A special highlight for visitors of Centro will be an exclusive training camp of players from the NFL and a selection of German American Football players, which will take place in the 12,500 spectators holding ARENA next to Centro. A large autograph session and an NFL fan club party are also planned. Live moderation by Pro7 MAXX NFL experts Roman Motzkus and Jan Stecker will provide the right atmosphere.

Kevin Hogan from the Denver Broncos, Brett Hundley from the Seattle Seahawks, Roosevelt Nix from the Pittsburgh Steelers or Matthias Farley from the Indianapolis Colts are just four of the eighteen well-known NFL professionals who come to Oberhausen.

"Cooperations with major brands, brand events, road shows or other unique experience formats are an important part of our marketing strategy. We not only want our guests to find an attractive tenant mix, but also to be entertained, surprised and inspired in our centers," explains Perchaud.

Centro in Oberhausen was opened in 1996 and is the largest shopping and experience centre in Germany. On a total area of 242,000 square metres there are approximately 250 shops, 20 gastronomy concepts on the promenade, a multifunctional hall with 12,500 seats, the Legoland® Discovery Centre and a cinema. Neighbours in the district Neue Mitte include a theatre, a trampoline park, an aquarium, an adventure waterpark and the exhibition centre Gasometer. Centro itself welcomes more than 16 million visitors a year and is optimally

integrated into the regional and transregional infrastructure through direct motorway connections and tram and bus stops directly at its doorstep. The gastronomy area in Centro will be modernised for more than 10 million euros by summer 2019. In addition, a new concept for Centro leisure park will be developed in 2019.

Media contact

Unibail-Rodamco-Westfield
Press Office Germany
c/o JDB MEDIA GmbH
Michael Sömmer
Schanzenstraße 70
20357 Hamburg
T: 040/ 46 88 32 -631
F: 040/ 46 88 32 -32
E: urw@jdb.de

About Unibail-Rodamco-Westfield

Unibail-Rodamco-Westfield is the premier global developer and operator of flagship shopping destinations, with a portfolio valued at €65.2 Bn as at December 31, 2018, of which 87% in retail, 6% in offices, 5% in convention & exhibition venues and 2% in services. Currently, the Group owns and operates 93 shopping centres, including 56 flagships in the most dynamic cities in Europe and the United States. Its centres welcome 1.2 billion visits per year. Present on 2 continents and in 13 countries, Unibail-Rodamco-Westfield provides a unique platform for retailers and brand events, and offers an exceptional and constantly renewed experience for customers.

With the support of its 3,700 professionals and an unparalleled track-record and know-how, Unibail-Rodamco-Westfield is ideally positioned to generate superior value and develop world-class projects. The Group has the largest development pipeline in the industry of €11.9 Bn in total.

Unibail-Rodamco-Westfield distinguishes itself by its Better Places 2030 agenda, that sets its ambition to create better places that respect the highest environmental standards and contribute to better cities.

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