



UNIBAIL-RODAMCO-WESTFIELD

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Press release

MALL RETAIL // B2B COOPERATIONS // MEDIA CAMPAIGNS

Nathalie Lohaus is new Head of Commercial Partnerships at Unibail-Rodamco-Westfield Germany - Department to be strengthened strategically



Focus on brands and events: Nathalie Lohaus is the new Head of Commercial Partnerships at Unibail-Rodamco-Westfield Germany (Photo: URW)

Nathalie Lohaus took over the position as Head of Commercial Partnerships at Unibail-Rodamco-Westfield Germany in March 2019. Her activities focus on mall retail in the form of pop-up shops, kiosks and promotions, the creation of brand experiences through events and cooperations as well as the management of media campaigns on digital and static advertising spaces. Previously, she worked for the company as Deputy Head of Shopping Center Management as well as Center Manager at Ruhr Park Bochum.

"Nathalie Lohaus is an experienced manager who is very familiar with the operative business and knows the connections between rental, marketing and events as well as branding very well", says Paul-Eric Perchaud, Director of Operations at Unibail-Rodamco-Westfield Germany. As Head of Commercial Partnerships, Lohaus is responsible for the 26 shopping centers in the Group's German management portfolio.

B2B partnerships and brand experiences further gain importance

Lohaus' appointment follows a restructuring of the Commercial Partnerships department at Unibail-Rodamco-Westfield. In the course of the integration of Westfield, the importance of the department will be continuously increased for the entire group. In the future, B2B partnerships and the staging of brand experiences will be given more importance. This includes leasing of kiosks and pop-up areas, and especially large media campaigns and long-term cooperations with well-known national and international brands. "When customers visit shopping centers, they want to be entertained by new experiences, exciting events and attractive pop-up concepts", explains Lohaus. "Long-term partnerships, promotions and communication campaigns around well-known brands are therefore more important than ever".

One of the first successes of the restructured department is the partnership with the Swedish digital out-of-home (DOOH) provider Visual Art, which became official in January 2019. Over the next four years, a total of 400 DOOH spaces in 15 German shopping centers will be filled with communication and advertising content, including Pasing Arcaden in Munich, Höfen am Brühl and Paunsdorf Center in Leipzig, Düsseldorfer Arcaden and Gropius Passagen in Berlin.

Contact person for press questions
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.

Unibail-Rodamco-Westfield stapled shares are listed on Euronext Amsterdam and Euronext Paris (Euronext ticker: URW), with a secondary listing in Australia through Chess Depository Interests. The Group benefits from an A rating from Standard & Poor's and from an A2 rating from Moody's.

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