



UNIBAIL-RODAMCO-WESTFIELD

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**Press release**

RETAIL OPEN HOUSE 2019

## **Unibail-Rodamco-Westfield Germany welcomes 450 experts at industry event in Hamburg**



**Maritime flair:** Retail Open House took place in Hamburg this year (Photo: URW)

**On 23 May 2019, the retail property fair Retail Open House opened its doors at International Maritime Museum in Hamburg's HafenCity. Approximately 450 experts from retail and property industry followed the invitation of host Unibail-Rodamco-Westfield to discuss the latest trends and developments. Thus, the fair recorded a new record number of visitors. Only a few hundred meters away, the company had laid the foundation stone for the 1bn euro project Westfield Hamburg-Überseequartier the day before.**

Andreas Hohlmann, Managing Director of Unibail-Rodamco-Westfield Germany: "Retail Open House is vital for us to enter into dialogue with our partners and investors and to further strengthen our networks. The exchange within the industry is an essential driver for progress. At the same time, it offers a perfect opportunity for us to present our plans for the future of our assets and discuss them in professional circles."

Among others, the programme comprised an Asset Management Forum and a networking event for stakeholders of Unibail-Rodamco-Westfield in Hamburg. There was also a separate platform for Commercial Partnerships, through which the company is building extensive brand partnerships. This includes mall retail, the creation of brand experiences through events and cooperations, and the management of media campaigns on digital and static advertising spaces.

Furthermore, a specific focus laid on the new mixed-use district Westfield Hamburg-Überseequartier. The ambitious project creates a new district of 14 buildings over a total area of 419,000 sqm, combining residential, with 650 apartments, offices for more than 4,000 workers, entertainment and leisure, restaurants (more than 40 dining spots), retail (approx. 200 retail stores), three hotels (approx. 830 rooms) and a cruise terminal to reinforce Hamburg as a favourite destination for German and international tourists.

Another focal point were the current development projects of Unibail-Rodamco-Westfield in Germany. In the period between 2011 and 2021, the company is in charge of revitalizations in owned and managed assets with a total volume of 600 million euros. The investment sum of current projects amounts to 170 million euros. Amongst them is the refurbishment of Wilmsdorfer Arcaden that have been newly positioned and get a more differentiated tenant mix, a new design, and an innovative marketing strategy. Together with co-owner Ivanhoe

Cambridge, Unibail-Rodamco-Westfield invests 40 million euros here. Another example is Centro in Oberhausen that is revitalized for around 20 million euros, the half of it is designated to the new food court.

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**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 92 shopping centres, including 55 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 12 countries, Unibail-Rodamco-Westfield provides a unique platform for retailers and brand events, and offers an exceptional and constantly renewed experience for customers. In Germany, the Group currently operates 26 shopping centers, nine of which are in its own portfolio.

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 Depositary Interests. The Group benefits from an A rating from Standard & Poor's and from an A2 rating from Moody's.

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