



UNIBAIL-RODAMCO-WESTFIELD

Düsseldorf, February 25, 2020

Press release

Westfield Hamburg-Überseequartier

Pullman, Novotel , ibis Styles – Unibail-Rodamco-Westfield, B&L Group and Accor bring three hotel brands to Westfield Hamburg-Überseequartier



Staying overnight at river Elbe: Three hotels will welcome guests from all over the world in Westfield Hamburg-Überseequartier (Credit: moka-studio / URW)

Unibail-Rodamco-Westfield (URW) will build the three planned hotels in Westfield Hamburg-Überseequartier in cooperation with the travel and lifestyle group Accor and the real estate developer B&L Group. From end of 2022, the Accor hotel brands Pullman, Novotel and ibis Styles will open around 830 rooms in the mixed-use district on the river Elbe.

The hotels are spread over three building complexes, each with its own individual architecture and characteristics. In the southern part of the district, the premium brand Pullman with over 250 rooms will move into a building designed by French architect Christian de Portzamparc. The new building is characterized by its open, light-flooded design and offers a direct view of river Elbe and the future riverside promenade. In the area behind in the same building complex there will be over 170 rooms of the Novotel hotel chain for the upper mid-range segment. Opposite, in the centrally located area of the quarter, around 400 rooms of the economy brand ibis Styles will open. The rooms are spread over two buildings designed by Hild und K Architekten from Munich and Böge Lindner K2 Architekten from Hamburg. In this area in particular, the hotels will blend seamlessly into the vivid urban environment and interact strongly with the usages gastronomy, retail, entertainment and culture.

The combination of three different hotel brands and a total of 830 rooms makes Westfield Hamburg-Überseequartier one of the largest current hotel projects of the European market leader Accor. The combination of Pullman, Novotel and ibis Styles offers the possibility to serve different target groups at the same location. For example, even larger conferences can be implemented and groups with different profiles can be accommodated. The three brands represent different segments and appeal equally to business and private travellers.

"The three hotels play an essential role in our strategic plans to establish Westfield Hamburg-Überseequartier as a mixed-use destination with supra-regional appeal. They underline our claim to create new standards in the areas of hospitality, quality of life and urban atmosphere. We are very pleased that with Accor and B&L we have been able to win strong partners with many years of experience and excellent reputation. This hotel project is one of the most exciting in the European market. Together with our partners we would like to set new standards on an international scale", explains Andreas Hohlmann, Managing Director of Unibail-Rodamco-Westfield Germany.

"We are extremely proud of our cooperation with B&L and Unibail-Rodamco-Westfield," says Yannick Wagner, responsible for development for the Central Europe region at Accor. "The Hamburg hotel market remains exciting for us and the ambitious project with three of our hotel brands impressively underlines our plans for continued strong expansion in all segments. This applies not only to Hamburg, but to the whole German market. Westfield Hamburg-Überseequartier is ideally suited for this purpose due to its immediate proximity to the city centre and its mixed use setup. A further advantage for us is that we have two strong partners at our side for the implementation of these hotel projects. The cooperation with both partners definitely has strategic implications for us and we are working on being able to further develop them".

Westfield Hamburg-Überseequartier: urban regeneration

In Westfield Hamburg-Überseequartier, a total of 14 individual buildings are being constructed, which, with their outstanding architecture and unique mix of uses, will form a new lively destination in Hamburg. Retail, entertainment concepts and more than 40 gastronomy units will be fine-tuned with offices, the three hotels mentioned, a cruise terminal and a total of 650 apartments. The mixed-use district consists of a total area of 419,000 square metres and will be realised by Unibail-Rodamco-Westfield with an investment of over one billion euros by end of 2022.



Around 830 rooms will be created in the three hotels (credit: moka-studio / URW)

Media contact

Unibail-Rodamco-Westfield

Press Office Germany

c/o JDB MEDIA GmbH

Simon Wensing

Schanzenstraße 70

20357 Hamburg

T: 040/ 46 88 32 -613

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 destinations, with a portfolio valued at €65.3 Bn as at December 31, 2019, of which 86% in retail, 6% in offices, 5% in convention & exhibition venues and 3% in services. Currently, the Group owns and operates 90 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.

With the support of its 3,600 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 a development pipeline of €8.3 Bn.

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.

For more information, please visit www.urw.com

Visit our Media Library at <https://mediacentre.urw.com>

Follow the Group updates on Twitter [@urw_group](https://twitter.com/urw_group), LinkedIn [@Unibail-Rodamco-Westfield](https://www.linkedin.com/company/unibail-rodamco-westfield) and Instagram [@urw_group](https://www.instagram.com/urw_group)

Access the URW 2018 report at <https://report.urw.com/2018/>