



UNIBAIL-RODAMCO-WESTFIELD

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Press release

Another Digitally Native Vertical Brand at Ruhr Park: Spice manufacturer Ankerkraut opens store



Spice, tea and herb classics on 56 square meters: New Ankerkraut store at Ruhr Park Bochum (credit: Ankerkraut)

Unibail-Rodamco-Westfield (URW) Germany is further differentiating the tenant mix at Ruhr Park in Bochum and welcomes a new food and delicacies concept with the Hamburg spice manufacturer Ankerkraut. On November 16th, the family-owned company known from the German version of the TV show "Shark Tank" (Die Höhle der Löwen) opened its second store in a shopping center and the first in URW's portfolio. On 56 square meters, spice, tea and herb classics as well as exciting homemade blends will enrich the culinary range in Germany's largest open-air shopping center. With this store, URW is once again offering a brand that originally grew up online (Digitally

Native Vertical Brand) the opportunity to expand its business further into the brick-and-mortar retail.

The Ankerkraut store at Ruhr Park is the fifth in physical retail. The other stores are located in Hamburg, Berlin, Cologne and in the Frankfurt/Main region. The start-up had previously set industry-wide standards in online distribution and received support from investor Frank Thelen, who was convinced by the concept of the owner couple Anne and Stefan Lemcke in 2016 for the German version of the TV show "Shark Tank" (Die Höhle der Löwen) on Vox. Ankerkraut now has over 120 employees.

"Ankerkraut provides an excellent example of how to connect digital channels and physical stores. Successful multichannel providers rely on stores as physical representations of their brands, which enable emotional brand experiences, on the one hand, and on attractive online retailing and digital brand presences, which in combination offer customers a holistic brand presentation, on the other. We are delighted that Ruhr Park in Bochum, a popular destination in a strong catchment area which offers its guests a unique selection of tenants and brands, is now part of Ankerkraut's success story. This is a further confirmation of our strategy of combining the best of the online and offline worlds," says Constantin Wiesmann, Director of Leasing at Unibail-Rodamco-Westfield Germany.

Only the best ingredients at Ankerkraut-Store

Ankerkraut places great emphasis on top quality and sustainable production of its 470 different products and thus fits perfectly into the portfolio of Ruhr Park. From mid-November, food lovers, gourmets and hobby chefs will be able to experience the quality of the Hanseatic taste manufactory. The store concept placed great emphasis on a Nordic, modern and cosy atmosphere with a high quality of experience and stay. Guests can browse in peace, be inspired and be assisted by the competent team.

An integral part of Ankerkraut's philosophy is that only high-quality raw materials and products without flavor enhancers, artificial flavors, colorants and preservatives are used. In addition, since the beginning of 2020, some of the products have been labeled with an organic seal. This ensures that all raw materials used

throughout the entire supply chain come from controlled organic cultivation and that both genetic engineering and synthetic pesticides are avoided.

Unique shopping and leisure experience at Ruhr Park

With 115,000 square meters of rental space and over 160 stores, Ruhr Park Bochum is one of the largest shopping centers in Germany. The open-air location attracts around eleven million visitors a year. The tenant and brand mix has been continuously optimized and differentiated in recent years. At the beginning of November, H&M inaugurated its enlarged space, its revised store concept and the completely new H&M HOME department. The store at Ruhr Park is only the fifth H&M shop in Germany to implement the Swedish brand's new design concept. Tommy Jeans already opened in October and reinforces the fashion focus at Ruhr Park. An additional highlight in November was the opening of the Rituals pop-up store, which will complement the existing store into January. The center's current product range includes brands such as Zara, Mango, Scotch & Soda and Superdry, as well as Media Markt, Karstadt, dm, Kaufland and Lidl. The center also houses a UCI cinema.

Mister Spex was the first DNVB to open a branch at Ruhr Park. The fashion & lifestyle label tigha, which has a store at Ruhr Park, has also become a well-known and very successful brand, initially through online distribution. In addition, the online brands Barboza, a provider of sustainable sports fashion, and the Beetique Concept Store of the well-known influencer Dagi Bee have already presented their range of brands in Ruhr Park in temporary pop-ups for about three months.

A further focus of the center is the food & beverage offer: Via Bartolo and the other restaurants and cafés are characterized by a mix of national and international brands. With a view to service and quality of stay, Ruhr Park always puts the well-being of its customers first. This quality standard has been certified by URW with a 4-star certification, which reflects the testing of 684 hygiene, cleanliness and safety criteria. Ruhr Park Bochum is easily accessible by car, including via the A40 motorway and various bus lines, and has approximately 4,500 free parking spaces.

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About Unibail-Rodamco-Westfield

Unibail-Rodamco-Westfield is the premier global developer and operator of Flagship destinations, with a portfolio valued at €60.4 Bn as at June 30, 2020, of which 86% in retail, 7% in offices, 5% in convention & exhibition venues and 2% in services. Currently, the Group owns and operates 89 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 two 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 3,400 professionals and an unparalleled track-record and know-how, Unibail-Rodamco-Westfield is ideally positioned to generate superior value and develop world-class projects. As at June 30, 2020, the Group had a development pipeline of €6.2 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 A3 rating from Moody's.

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