



UNIBAIL-RODAMCO-WESTFIELD

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Press release

## **Unibail-Rodamco-Westfield and Rituals expand partnership with flagship stores at Westfield Centro and Ruhr Park**

**Unibail-Rodamco-Westfield (URW) Germany and lifestyle brand Rituals are expanding their strategic partnership at Westfield Centro in Oberhausen and Ruhr Park in Bochum with flagship stores including the brand's premium concept: The store in Ruhr Park is three times the size of the old one and opened on March 9. At Westfield Centro, Rituals is increasing its new sale area to a comparable extent. The handover will take place in May and the opening is expected in July. The stores will henceforth be among the brand's largest in Germany.**

Rituals aims to create small, special rituals in everyday life by means of high-quality products. The collections for body care and home are inspired by ancient traditions of Far Eastern cultures – a philosophy that will be reflected even more strongly in the future at Westfield Centro and Ruhr Park. The expansion of space is accompanied by a move in each of the two centers and means that from now on the stores will not only be the largest in North Rhine-Westphalia, but will also be among the largest for the beauty brand in Germany overall. The new flagship format also includes the implementation of Rituals' special premium concept, which has been successful throughout Europe and incorporates products from the exclusive House of Rituals in Amsterdam as well as a Hair Temple. In the Hair Temple, customers can create their personalized shampoos and conditioners from 715 possible combinations. With the new stores, URW is further strengthening the beauty, cosmetics and lifestyle segments in its respective brand portfolios.

**Constantin Wiesmann, Director of Leasing Austria & Germany at Unibail-Rodamco-Westfield, says:** "The significant store extensions and the upgrade to flagship stores of Rituals underline the attractiveness of our assets Westfield Centro and Ruhr Park. They are among the most important shopping, dining and leisure destinations in Germany and are consistently the first point of call for brands looking to implement their flagship formats or latest concepts. The Rituals stores are perfect examples of this. We are therefore very pleased about the expansion of our strategic partnership with Rituals."

### **Flagship destinations in North Rhine-Westphalia**

With a total area of 230,000 square meters, Westfield Centro is Germany's largest shopping and experience destination. Around 240 stores, including more than 47 gastronomy concepts, a multifunctional arena with 12,500 seats, Legoland® Discovery Centre and a cinema are located on site. The direct surroundings of the "Neue Mitte" district also offer the internationally renowned Oberhausen exhibition location Gasometer, Germany's largest Sealife aquarium and an adventure waterpark. With direct highway connections as well as tram and bus stops directly in front of the entrance, Westfield Centro is optimally connected to the regional and national infrastructure.

With around 115,000 square meters of rental area and over 160 stores, Ruhr Park in Bochum is also one of the largest shopping centers in Germany. The tenant and brand mix has been continuously optimized and differentiated in recent years. The importance as a gastronomy and leisure destination is strengthened by the cinema UCI Kinowelt and a comprehensive range of restaurants and cafés from national and international

brands. The open-air destination Ruhr Park is easily accessible by car, among other ways via a direct freeway connection, as well as via various bus lines. In addition, various modern mobility services and Tesla e-charging stations, among others, are available.

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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 €54.5 Bn as at December 31, 2021, of which 86% in retail, 6% in offices, 5% in convention & exhibition venues and 2% in services. Currently, the Group owns and operates 85 shopping centres, including 53 Flagships in the most dynamic cities in Europe and the United States. 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 2,800 professionals and an unparalleled track-record and know-how, Unibail-Rodamco-Westfield is ideally positioned to generate superior value and develop world-class projects.

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 a BBB+ rating from Standard & Poor's and from a Baa2 rating from Moody's.

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