



UNIBAIL-RODAMCO-WESTFIELD

Düsseldorf, June 14, 2022  
Press release

## **JD Sports opens mega-store in Westfield Hamburg-Überseequartier**

**Unibail-Rodamco-Westfield (URW) Germany has brought JD Sports, one of the key partners in the sneaker, sports and casualwear segment, on board for the upcoming flagship destination in Hamburg's HafenCity. In the mega-store, customers can expect a concept focused on young fashion, lifestyle and multi-channel offers on around 800 square metres. The extensive brand and product mix will combine well-known brands such as Nike, adidas, Puma and The North Face with the strong home brands of JD Sports Pink Soda and Supply & Demand. The store will be the first of the British retailer in Hamburg's city centre extended to river Elbe.**

**Anna Laura Riemann, Portfolio Leasing Manager at Unibail-Rodamco-Westfield, says:** "With this extraordinary mega-store by JD Sports, we are further differentiating the brand mix in Westfield Hamburg-Überseequartier. The fact that JD Sports will open a large-scale store in the upcoming flagship destination and implement its new, innovative store concept once again underlines the attractiveness and appeal of the destination. Westfield Hamburg-Überseequartier is step by step becoming the top address for retailers who want to offer flagship formats and special brand experiences in physical retail. We are already looking forward to the opening and the further strengthening of our strategic partnership with JD Sports."

### **Strategic partnership with JD Sports**

JD Sports and Unibail-Rodamco-Westfield had already announced in February that JD Sports will move within Westfield Centro in Oberhausen, currently Germany's largest shopping and leisure destination, and will increase its current space threefold with a new concept. The new mega-store in Westfield Centro will open in autumn 2022.

### **Trendy styles and functional sportswear**

As an industry-leading retailer of sneakers, sportswear and casualwear, JD Sports' multichannel approach combines physical and digital retail, providing customers with a seamless shopping experience across all channels. The UK retailer also complements the world's most coveted brands and latest trends with its successful own brands. JD Sports currently has over 2,400 stores in 19 countries worldwide - 77 of them in Germany.

### **Westfield Hamburg-Überseequartier: Modern urbanity for Hamburg**

In Westfield Hamburg-Überseequartier in Hamburg's HafenCity district, a total of 14 buildings are under construction for a new vibrant destination with outstanding architecture and a unique mix of uses. Retail, entertainment concepts and more than 40 gastronomy units are closely coordinated with offices for around 4,000 workplaces, three hotels, a cruise ship terminal and a total of 579 apartments. The quarter is optimally integrated into the local infrastructure with its own metro station, bus lines and various mobility services. The mixed-used project comprises a total area of 419,000 square metres and will be executed by Unibail-Rodamco-Westfield with a total investment of more than one billion euros.

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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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