



UNIBAIL-RODAMCO-WESTFIELD

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Press release

H&M Germany opens full-concept store in Westfield Hamburg-Überseequartier

Unibail-Rodamco-Westfield (URW) Germany can announce another important partnership for the fashion and lifestyle segment in the future flagship destination in Hamburg's HafenCity: With H&M, the next established fashion brand will open in Westfield Hamburg-Überseequartier in spring 2024. The Swedish company is moving into a rental area of around 3,200 square metres. At the opening, the store will feature the most cutting-edge H&M store concept in the Hanseatic city.

H&M, as a globally renowned fashion brand, stands for the latest styles and inspirations. Customers can find everything their fashion hearts desire in the approximately 4,200 H&M stores worldwide, including over 400 stores in Germany - from unique designer collaborations to classic basics, fashion-forward accessories and motivational sportswear. But H&M is more than fashion and quality at the best price. The company has set itself the goal that all products from 2030 onwards will be made from recycled or more sustainable materials. Customers can already recognise garments with a high proportion of more sustainable materials by the "Conscious Choice" label.

Constantin Wiesmann, Director of Leasing Austria & Germany at Unibail-Rodamco-Westfield, says: "We are delighted to have won H&M as another important partner for Westfield Hamburg-Überseequartier. The flagship store, which covers around 3,200 square metres, will add further contour to the brand mix of the flagship destination and once again strengthen our strategic partnership with H&M. We are looking forward to the opening."

Maximilian Schüssler, Sales Manager H&M Germany, explains: "We are proud to be able to create another shopping experience for our customers in HafenCity with our new H&M store. Westfield Hamburg-Überseequartier is also a great addition to our store portfolio and we are delighted to be a key partner in making the new quarter a unique and vibrant destination. As one of Germany's largest retail employers, we are also proud to be able to create many new jobs."

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 a total of 579 apartments, offices for 4,000 workplaces, three hotels and a cruise ship terminal. The quarter is optimally integrated into the local infrastructure with its own metro station, bus lines and various mobility services. The mixed-use project comprises a total area of 419,000 square metres and will be executed by Unibail-Rodamco-Westfield with an investment of over one billion euros.

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About Unibail-Rodamco-Westfield

Unibail-Rodamco-Westfield is a dynamic global developer and operator of Flagship Destinations, with a portfolio valued at €55.0 Bn as at June 30, 2022, of which 87% in retail, 6% in offices, 5% in convention & exhibition venues and 2% in services. Currently, the Group owns and operates 82 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 2,700 professionals and an unparalleled track-record and know-how, Unibail-Rodamco-Westfield is ideally positioned to generate superior value and develop world-class projects.

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 Depository Interests. The Group benefits from a BBB+ rating from Standard & Poor's and from a Baa2 rating from Moody's.

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