



UNIBAIL-RODAMCO-WESTFIELD

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Press release

## Unibail-Rodamco-Westfield expands the Westfield Grand Prix to four markets

### *The long-standing retail competition will focus on sustainable retail concepts and businesses*

Unibail-Rodamco-Westfield (URW) is continuing to drive transformation in the retail sector, announcing the international expansion of its Westfield Grand Prix in France, UK, Spain, Germany and Austria. The competition, which was founded in 2007 in France to find the most promising and innovative retail concepts, will now focus on sustainable businesses.

In each region, winners of the Westfield Grand Prix will be selected by a panel of experts, with one chosen by the public through votes cast by visitors to Westfield centres. Winners will receive a lease of up to one year, free of charge, in a Westfield centre to test their concept across a large customer base, along with tailored support from URW experts and a dedicated advertising plan developed by the retail media agency Westfield Rise.

The programme is open to sustainable concepts and start-ups across retail, leisure, dining, entertainment, health & wellbeing, and services, whose solutions facilitate more responsible consumption and sustainable living.

**Anne-Sophie Sancerre, Chief Customer & Retail Officer**, said: "The new edition of the Westfield Grand Prix is a key initiative in our ambition to support the development of the future of sustainable retail. We want to create a platform to highlight sustainable concepts, an ambition we share with our customers – 80% of whom tell us that sustainability plays a key role in their purchasing decisions. The competition will enable us to find new, talented entrepreneurs and facilitate their success through the strength of the Westfield centres and through access to the millions of visitors who come through our doors."

**Paul Douay, Director of Operations Austria & Germany**, adds: "Young and unusual concepts are very important for the attractiveness of our retail and lifestyle destinations in order to offer our guests variety and a new experience. Sustainable offers, whether in ecological or social terms, have played an important role for years, and do even more now and in the future. The Westfield Grand Prix is an optimal opportunity to cooperate with such brands and concepts. We are looking forward to the Grand Prix and that we are also participating this year with the Austria / Germany region and are specifically calling on brands and young companies to apply here."

For more details or for entry information, please visit:

<https://grandprix.westfield.com/de/challenges/challenge-2023>

**For additional information, please contact:**

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**About Unibail-Rodamco-Westfield**

Unibail-Rodamco-Westfield is an owner, developer and operator of sustainable, high-quality real estate assets in the most dynamic cities in Europe and the United States.

The Group operates 78 shopping centres in 12 countries, including 45 which carry the iconic Westfield brand. These centres attract over 900 million visits annually and provide a unique platform for retailers and brands to connect with consumers. URW also has a portfolio of high-quality offices, 10 convention and exhibition venues in Paris, and a €3 Bn development pipeline of mainly mixed-use assets. Currently, its €52 Bn portfolio is 87% in retail, 6% in offices, 5% in convention and exhibition venues, and 2% in services (as at December 31, 2022).

URW is a committed partner to major cities on urban regeneration projects, through both mixed-use development and the retrofitting of buildings to industry-leading sustainability standards. These commitments are enhanced by the Group's Better Places 2030 agenda, which strives to make a positive environmental, social and economic impact on the cities and communities where URW operates.

URW's stapled shares are listed on Euronext Paris (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.

For more information, please visit [www.urw.com](http://www.urw.com)