



UNIBAIL-RODAMCO-WESTFIELD

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Press release

Rebranding to Westfield Ruhr Park – shopping and leisure destination in Bochum becomes part of the now expanded Westfield network of Unibail-Rodamco-Westfield in Germany

In the 60th anniversary year of the future Westfield Ruhr Park in Bochum, Unibail-Rodamco-Westfield (URW) is crowning the success story of one of the largest shopping and leisure destinations in Germany: Westfield Ruhr Park will be the third destination in Germany to bear the internationally renowned Westfield brand name, alongside Westfield Centro in Oberhausen and Westfield Hamburg-Überseequartier. The new brand name is accompanied by a quality concept that sets standards in the areas of lifestyle, shopping, dining and leisure activities. The renaming to Westfield Ruhr Park will take place on September 26, 2024, as part of a major event to mark the 60th anniversary of the centre, which opened in 1964.

Westfield Ruhr Park will join the now 40 Westfield flagship destinations in US and Europe, a unique platform of the best shopping and lifestyle destinations that stand for exceptional brand and concept mixes, exciting brand experiences, emotional events, and marketing campaigns, as well as industry-leading services and sustainability standards. The combination of the international reputation of the Westfield brand and the local tradition of the centre in Bochum will further increase the attractiveness of the location and at the same time give the entire city of Bochum and the surrounding region even more appeal. The rebranding to Westfield Ruhr Park will benefit the entire retail and tourism location of Bochum and also increase its importance in a supra-regional context.

Andreas Hohlmann, Managing Director Austria & Germany at Unibail-Rodamco-Westfield, says: "The rebranding combines the extraordinary history of this traditional location in the heart of the vibrant Ruhr area and the strength of the international Westfield brand, which is famous for its unique flagship destinations with innovative shopping, lifestyle, and leisure concepts. In the year of the 60th anniversary of future Westfield Ruhr Park, we are sending out a clear signal and emphasising the future viability of the location. With the new brand name Westfield Ruhr Park, this already very successful destination will become even more attractive for international and national brands and concepts in future. Alongside the rebranding, we will also work consistently on the strategic development of Westfield Ruhr Park and position it more succinctly as a flagship destination with an extraordinary mix of retail and experience-oriented dining and entertainment concepts."

Lars Horn, Centre Manager at Ruhr Park, soon to be Westfield Ruhr Park, says: "We are delighted that in the year of the 60th anniversary of the future Westfield Ruhr Park, we are combining its further development with this extraordinary step of rebranding into a Westfield destination. The Westfield brand stands for impressively combining the international appeal of the brand with the local and regional identity of the centres – Ruhr Park is predestined for this. The rebranding will offer significant

added value for our guests and all our tenants and business partners, as well as for the entire city and the surrounding region."

With around 118,800 square meters of rental space and over 150 stores, Westfield Ruhr Park in Bochum is one of the largest shopping and leisure destinations in Germany. In recent years, the mix of tenants and brands has been continuously optimized and differentiated. The next major highlight within this context will be the opening of the questing/reality gaming concept Boda Borg in April. Its position as a dining and leisure destination is strengthened by the UCI cinema world as well as an extensive range of restaurants and cafés from national and international brands. The open-air location Westfield Ruhr Park is easy to reach by car, including via a direct highway connection and via various bus lines. In addition, various modern mobility services, such as Tesla e-charging stations, are available.

Germany's largest photovoltaic system on the roof of a shopping center is currently being installed. The system comprises over 3,600 modules and generates an annual electricity yield of over 1.4 million kilowatt-hours. This is equivalent to the electricity consumption of approximately 410 single-family homes. The state-of-the-art system is an important milestone on the way to achieving the medium and long-term goals of the operating and owner company of future Westfield Ruhr Park, Unibail-Rodamco-Westfield: reducing CO2 emissions along the entire value chain by 50 percent by the year 2030 and 90 percent by the year 2050, compared to 2015.

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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 72 shopping centres in 12 countries, including 38 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 €2.5 Bn development pipeline of mainly mixed-use assets. Its €50 Bn portfolio is 86% in retail, 6% in offices, 5% in convention and exhibition venues, and 2% in services (as at December 31, 2023).

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 plan, 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