



Hamburg, June 25, 2025
Press release

pilot moves its headquarters to Westfield Hamburg-Überseequartier

The letting of office space in Westfield Hamburg-Überseequartier continues to progress successfully: the agency pilot, operating several office locations in Germany and Switzerland, and Unibail-Rodamco-Westfield (URW) have signed a long-term office lease agreement. pilot is relocating its headquarters to Westfield Hamburg-Überseequartier and will occupy around 5,600 square meters of space on floors 1 to 8 of the “Luv” building. The new office space is scheduled to be handed over to pilot in the third quarter of 2026.

In addition to the fully let office building The Yard (8,000 square metres) and the largely let Lee building (10,500 square metres), Luv (9,150 square metres) is now also fully let. The letting rate for the three office buildings (27,650 square metres in total) stands at 85 percent.

pilot is one of Germany's largest independent and owner-managed agency groups. Starting out as a media agency for traditional and digital media, pilot is now a full-service provider for effective brand communication. More than 550 experts from various fields work together seamlessly at locations in Hamburg, Munich, Berlin, Stuttgart, Nuremberg, Mainz and Zurich. This enables pilot to develop innovative communication solutions that help brands successfully reach their target groups in the modern marketing and media landscape and achieve demonstrably greater impact. pilot is a founding member of the global agency network Local Planet. pilot's clients include well-known national and international companies from a wide range of industries, including 1&1, BORA, CEWE, Dr. Oetker, GetYourGuide, Klosterfrau, OBI and Techniker Krankenkasse.

Luv & Lee: inspiring and sustainable office space for the working world of tomorrow

Designed as an inspiring workplace, the 19,650 square meters of office space in the Luv & Lee towers on the quarter's waterside promenade, offer state-of-the-art features with high sustainability standards. There is direct, glass-roofed access to the subway. The architecture creates connections and enables a higher level of communication and teamwork. In addition, the Luv & Lee buildings welcome public restaurants, including the Pesca fish restaurant in the Luv building. The architecture for the office towers is by UNStudio, an internationally oriented architecture and design office based in Amsterdam.

Previous office rental partners in Westfield Hamburg-Überseequartier include Shell Deutschland, the auditing and consulting firm Forvis Mazars, the management consultancy Wayes and the real estate specialist Redevco.

Sustainability and urban regeneration

Built on a former industrial site, the mixed-use project in Hamburg's HafenCity was designed and realised with a clear focus on sustainability, both during construction and for ongoing operations. Among other things, almost one million tons of contaminated soil were excavated during construction, 90 percent of the cement used is low-carbon, saving 23,800 tons of CO₂, and it is estimated that the project avoids the artificialisation

of around 8,000 m² of natural and agricultural land. In spring 2025, Westfield Hamburg-Überseequartier was the first urban quarter in Germany to be awarded the “BREEAM Communities” certification. The certificate was awarded with an “excellent” rating and recognizes the project's significant ecological and social contribution. The German Sustainable Building Council (DGNB) also awarded the project the DGNB pre-certificate for sustainable construction sites. The district is optimally integrated into the local infrastructure thanks to its own subway station, bus routes and various mobility services.

The retail, dining and entertainment sector of Westfield Hamburg-Überseequartier opened on April 8, 2025.

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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 67 shopping centres in 11 countries, including 39 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. The Group currently operates 18 shopping centres in Germany, 8 of which are in its own portfolio. URW also has a portfolio of high-quality offices, 10 convention and exhibition venues in Paris, and a €3.5 Bn development pipeline of mainly mixed- use assets. Its €50 Bn portfolio is 87% in retail, 6% in offices, 5% in convention and exhibition venues, and 2% in services (as at December 31, 2024).

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
