



UNIBAIL-RODAMCO-WESTFIELD

Paris, Amsterdam, June, 25, 2019

Press release

Unibail-Rodamco-Westfield launches the Westfield brand in Continental Europe with a first wave of ten flagship shopping destinations

The introduction of the Westfield brand across Continental Europe was announced when Unibail-Rodamco acquired Westfield in 2018 to form Unibail-Rodamco-Westfield, the premier global developer and operator of flagship shopping destinations.

Unibail-Rodamco-Westfield officially unveiled today the names of the first ten flagship shopping centres where the Westfield brand will be introduced in September 2019, as well as two developments:

Seven in France - Westfield Les Quatre Temps, Westfield Forum des Halles, Westfield Vélizy 2, Westfield Parly 2, Westfield Carré Sénart and Westfield Rosny 2 in the Paris region, Westfield Euralille in Lille; one in Sweden - Westfield Mall of Scandinavia in Stockholm; one in Czech Republic - Westfield Chodov in Prague; and one in Poland - Westfield Arkadia in Warsaw. The two new developments are Westfield Mall of the Netherlands near The Hague and Westfield Hamburg in Germany.

All these centres share a number of characteristics: they are already recognised destinations, with excellent location and easy access, distinctive architectural and design features, an optimum mix of retailers, best-in-class customer services, an emotional and experiential dimension, the ability to offer iconic events and entertainment, and a best-in-class approach in terms of CSR.

The Westfield brand is the only global B2B and B2C brand for retail, leisure, entertainment and dining destinations. It is already a "signature" brand for the most iconic centres such as Westfield London and Westfield Stratford City in London, Westfield Century City and Westfield UTC in California, or Westfield World Trade Center in New York City.

Westfield is famous for providing outstanding experiences for its visitors, from a very broad range of retailers and high-quality services to concerts and events. As there is a growing trend of customers wanting experiences from physical shopping, now is the perfect time to introduce the Westfield brand across Unibail-Rodamco-Westfield's flagship destinations.

A marketing and advertising campaign will be launched in September 2019 to support the introduction of the Westfield brand in all the markets through different channels such as cinema, TV, print and social media.

Christophe Cuvillier, Group CEO of Unibail-Rodamco-Westfield said: *"As the only global brand in the industry, the introduction of Westfield will enhance the value and positioning of our destinations across Continental Europe. Supported by global marketing campaigns, it will make the centres a venue for spectacular events, while delivering significant benefits to our visitors and providing an international platform for retailers to enter new markets"*.



UNIBAIL-RODAMCO-WESTFIELD

The roll-out of the Westfield brand will be further continued in 2020 and 2021.

Exceptional opportunity for retailers

With locations at the very heart of the most dynamic cities, the Westfield brand provides international retailers with an optimal network across the UK, the US and Continental Europe. Westfield centres offer the perfect combination to allow brands to connect with shoppers.

Outstanding events and services for visitors

Events are the trademark of Westfield centres. Leading international artists such as Lady Gaga, Rita Ora, Rihanna or John Legend have already performed in the Group's Westfield centres in the US and the UK. Over the past years, the centres have also hosted world or European premieres for films such as "The Nutcracker and the Four Realms", "Iron Man 2" or "The Avengers: Age of Ultron". Events will be organised throughout Europe to celebrate the introduction of the Westfield brand, and regularly thereafter.

Westfield for local communities

The strong connection of shopping centres with their communities is a distinctive feature of the Westfield brand. Whether in France, Sweden, Poland or the Czech Republic, the Group's shopping centres have already established very strong ties with their respective environment. As examples, many centres participate in initiatives such as URW for Jobs, and the Group recently held its first Community Day during which all centres have partnered with local associations in each of the 12 countries where it operates. In Continental Europe, the introduction of the Westfield brand will strengthen the already close ties with local communities.



UNIBAIL-RODAMCO-WESTFIELD

Calendar

Westfield Les Quatre Temps – September 12, 2019

Westfield
LES 4 TEMPS

Westfield Forum des Halles – September 13, 2019

Westfield
FORUM DES HALLES

Westfield Vélizy 2 – September 14, 2019

Westfield
VÉLIZY 2

Westfield Parly 2 – September 18, 2019

Westfield
PARLY 2

Westfield Carré Sénart, September 19, 2019

Westfield
CARRÉ SÉNART

Westfield Euralille – September 20, 2019

Westfield
EURALILLE

Westfield Rosny 2 – September 21, 2019

Westfield
ROSNY 2

Westfield Arkadia – September 25, 2019

Westfield
ARKADIA

Westfield Chodov – September 26, 2019

Westfield
CHODOV

Westfield Mall of Scandinavia – September 28, 2019

Westfield
MALL OF SCANDINAVIA

**Westfield Mall of the Netherlands (development)
2020**

Westfield
MALL OF THE NETHERLANDS

**Westfield Hamburg (development)
2022**

Westfield
HAMBURG



UNIBAIL-RODAMCO-WESTFIELD

Illustrations upon request

For further information, please contact:

Media Relations

Tiphaine Bannelier-Sudérie

+33 1 76 77 57 94

Tiphaine.Bannelier-Suderie@urw.com

Investor Relations

Samuel Warwood

Maarten Otte

+33 1 76 77 58 02

Maarten.otte@urw.com

About Unibail-Rodamco-Westfield

Unibail-Rodamco-Westfield is the premier global developer and operator of flagship shopping destinations, with a portfolio valued at €65.2 Bn as at December 31, 2018, of which 87% in retail, 6% in offices, 5% in convention & exhibition venues and 2% in services. Currently, the Group owns and operates 92 shopping centres, including 55 flagships in the most dynamic cities in Europe and the United States. Its centres welcome 1.2 billion visits per year. Present on 2 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 3,700 professionals and an unparalleled track-record and know-how, Unibail-Rodamco-Westfield is ideally positioned to generate superior value and develop world-class projects. The Group has a development pipeline of €11.9 Bn.

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 an A rating from Standard & Poor's and from an A2 rating from Moody's.

For more information, please visit www.urw.com

Visit our Media Library at <https://mediacentre.urw.com>

Follow the Group updates on Twitter [@urw_group](https://twitter.com/urw_group), LinkedIn [@Unibail-Rodamco-Westfield](https://www.linkedin.com/company/unibail-rodamco-westfield) and Instagram [@urw_group](https://www.instagram.com/urw_group)

Access the URW 2018 report at <https://report.urw.com/2018/>