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UNIBAIL-RODAMCO-WESTFIELD



WESTFIELD LONDON IN 2018



UNIBAIL-RODAMCO-WESTFIELD



WESTFIELD LONDON

2018 is a landmark year for Westfield London and for retail. Westfield London has undergone its most significant transformation since it opened in the capital 10 years ago and unveiled an expansion which marks its latest phase in revolutionising the face of British and European retail.

With the expansion, Westfield London is now the largest retail centre in Europe and consolidates its position as the go-to retail and entertainment destination for Londoners, UK and international tourists.

Westfield London features the best in fashion, dining, leisure, events, services and technology with customer experience at the heart.

The further investment in Westfield London, in the centre's 10th anniversary year, is testimony to the strength of the centre, which experiences high retail demand for space from luxury and high street brands looking to house their flagship stores.

- The £600m expansion sees Westfield London become the largest shopping centre in Europe, bringing its total footprint to 2.6m sq. ft. of lettable space.
- The expansion launched on 20th March 2018, six months ahead of schedule, signalling the start of a phased opening and culminating with its 10th anniversary celebrations on 30th October 2018.
- More than 100 new shops, cafes, restaurants and entertainment destinations will open as part of the 740,000 sq. ft. expansion.
- The world-class new retailers, flagship stores and restaurants will bring the total number of outlets to 450 upon completion.

Unibail-Rodamco-Westfield listened to its customers, and as a result:

- John Lewis & Partners celebrated the opening of its 50th UK store with 230,000 sq. ft. of exciting retail concept space, offering a total of 23 services through a concierge-style Experience Desk. This was the number one store on the list of what customers wanted.
- Primark debuted a 70,000 sq. ft. new store. This was the second most requested retailer by Westfield London customers.
- Adjacent to the Dimco Building, which hosted Burberry's AW18 London Fashion Week event, is Westfield Square. A new dedicated outdoor events space, which

provides a major focus on dining and experience. Westfield Square has hosted events including live screenings of the Royal Wedding and Wimbledon, Eid festival, The House With A Clock In Its Walls' premiere and a summer series of arts and culture events.

- Westfield London has attracted over 30 first-to-UK retailers since opening in 2008, and continues to do so with the expansion, welcoming:

- Europe's largest (17,400 sq. ft.) Japanese Food Hall, Ichiba.
- Urban Revivo, the Chinese fashion brand's first store outside Asia which will be opening soon.
- The first in a new generation of boutique bowling venues for All Star Lanes.
- Puttshack, the world's first super tech indoor mini-golf experience.
- FirstLight Cycle, a brand new fitness concept and revolutionary indoor cycling experience.
- Premium bar and restaurant, Maple in Westfield Square.

- Westfield London has become a key homes and interiors destination offering superior service. Retailers already include John Lewis & Partners, West Elm, BoConcept, Habitat, Heal's, Raft and will be joined by H&M Home, DFS and Natuzzi Italia.



Westfield London is a 50:50 joint venture between Westfield and Commerz Real, a subsidiary of Commerzbank AG.



10 YEARS OF WESTFIELD IN LONDON

For 10 years, Westfield London has made an unparalleled contribution to London's economic, business and retail landscape. Despite difficult global economic times, Unibail-Rodamco-Westfield committed to opening Europe's largest urban shopping centre in 2008 as it was confident in the resilience of the London economy and the potential market opportunity. Today, with footfall of 27.5m and sales of £1.01bn, it is defined as an international retailing centre under the London Plan town centre hierarchy.

In 10 years, Westfield London has welcomed nearly **270m* visitors**, **driven a 28% rise in footfall** and generated over **£9.2bn in sales**.

Its proven sales results have provided world-leading retailers with the confidence and platform to choose Westfield London and the UK for the launch of their brands. A range of top name retailers have launched their first UK stores within the centre including Aspinall of London, Coach, Tesla, Skagen and UGG Australia. Westfield London has also acted as an incubator for new brands who have operated small kiosks and then expanded to multi-stores including Model's Own and Kikki-K.

*October 2008 – August/September 2018

Westfield London has also had a major impact on the food scene. Since opening in 2008, it has transformed the dynamic of dining inside a retail destination, comprising the largest dining offering inside a UK shopping destination with over 50 dining locations ranging from restaurants to small food outlets. Today, it has over 80 options, which will expand. The success of the food offering is evidenced by names such as Comptoir Libanais, which opened its first store in Westfield London and now boasts over 20 stores in the UK. **Food and beverage sales since opening have grown by 90%, with annual sales approaching £110m.**

Westfield London has pioneered a series of major retailing firsts for the UK. It was the first shopping centre to open a quarter dedicated to luxury retailers – featuring over 40 high-end stores including Louis Vuitton, Burberry, Gucci and Prada. **Sales in The Village have grown by 50% since opening.**

It also launched a hotel-style concierge service – never before seen in a UK shopping centre – with services from valet to handsfree shopping and home and hotel deliveries. It has the largest indoor events space of any shopping centre and was the first retail centre to stage film premieres and major events.

Westfield London has been proud to welcome some of the biggest stars in the world, playing host to the most coveted events in London including: movie premieres for The House With A Clock In Its Walls, Prince of Persia, The Avengers and Captain America; The Kardashians' clothing line launch and Fashion for Relief with Naomi Campbell. A-list icons to have switched on Unibail-Rodamco-Westfield's Christmas lights include Mariah Carey, Justin Bieber, Rita Ora, Rihanna and Gwen Stefani – with Lady Gaga also giving a music performance in a snow globe atop Westfield London's famous roof.

Westfield London has a unique offering anchored by four major department stores including John Lewis & Partners, M&S, Debenhams and House of Fraser, along with major retailers including Waitrose, Next and Primark, the UK's only luxury quarter inside a shopping centre, The Village, as well as the UK's number one cinema, Vue.

Westfield London is unique, having been at the heart of one of London's most important regeneration projects: injecting a fresh vibrancy to West London to restore it to a cultural predominance akin to that of the 1908 London Olympic Games. Unibail-Rodamco-Westfield has been a catalyst to London's latest landmark development area – the £8bn regeneration of White City.

Unibail-Rodamco-Westfield celebrates its 10th anniversary in the capital with the culmination of its £600m expansion of Westfield London – showcasing its expertise borne from a decade at the forefront of retail innovation, located at the centre of a now vibrant local community.

at a glance



Westfield London has welcomed over

270m

visitors and generated a **28% rise** in footfall over that time



£9.2bn

in sales since opening



The first shopping centre to stage a world movie premiere



The first concierge service in a UK shopping centre – speaking 22 languages

The first UK shopping centre to open a luxury precinct, The Village, which has seen sales growth of

50%

since opening



10 YEARS TRANSFORMING RETAIL

Between Westfield London and Westfield Stratford City, the two centres showcase more than 550 retailers across high street and luxury fashion, leisure and entertainment, and 125 places to dine - attracting the best UK and international stores. Nearly 160 retailers have chosen to open in both locations, recognising the benefit of bookending London to attract customers and grow retail sales. Major brands such as H&M and Zara have also chosen Unibail-Rodamco-Westfield centres to house their largest stores in the UK.

Over 10 years, the two centres have attracted over 590m shoppers and generated over £16.7bn in retail sales which has helped attract some of the world's greatest retailers to stage their UK launch in Westfield centres.

Close to 90 retailers have opted to debut stores as first-to-market at the two centres since opening, including names such as Missguided, Ikea, Smiggle, Lindex, Armani Jeans and NYX.

During its 10 years in London, Unibail-Rodamco-Westfield has acted as a true pioneer in retail - bringing new categories and experiences to retail destinations.

Unibail-Rodamco-Westfield's concept 'Destination 2028' was created based on insights from a panel of experts. Imagery showcases how retail destinations might look in the next 10 years as Unibail-Rodamco-Westfield celebrates a decade of pioneering retail in the UK capital.

Another first for Unibail-Rodamco-Westfield is introducing car showrooms inside a shopping centre. Unibail-Rodamco-Westfield was the first to create the auto category for shopping centres bringing brands such as Tesla, Seat, Bentley, Jaguar Land Rover, Hyundai and Mercedes Benz, which is worth close to £100m in annual retail sales.

Food and beverage has been a solid success story within the two centres, with sales growing 50% since opening and now accounting for 12% of total sales across both centres. The number of food and beverage outlets has flourished from 128 outlets to 150 outlets generating over £253m in sales between them.

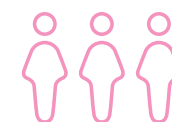
Health and beauty sales have risen 58% since opening – growing from 35 to 50 retailers, with brands such as Charlotte Tilbury, Urban Decay, Morphe, MAC, NYX and Smashbox, all recognising the benefit of having their own standalone store outside of a department store. Health and beauty sales generate over £137m in annual retail sales as a category, and sales are up by 265% across both centres.

The major leisure sector encompassing the cinemas, gyms, casino and Westfield London's flagship space Kidzania now accounts for 5% of revenue across both centres.

And it's not only the retail experience that Unibail-Rodamco-Westfield has transformed – it has also helped regenerate two key areas of London in Shepherd's Bush and Stratford, with Croydon coming soon. The Unibail-Rodamco-Westfield centres have acted as catalysts to the revitalisation of the wider areas. There is currently over £32bn worth of investment surrounding its three London sites which will bring new jobs, homes, offices, retail as well as cultural and learning institutions. Investment in infrastructure within the public domain is critical to successful regeneration. Unibail-Rodamco-Westfield alone has injected £350m worth of investment to improve transport connections and public facilities.

Unibail-Rodamco-Westfield is helping to rejuvenate local communities in London through the creation of new jobs and new homes. It now supports 30,000 jobs in London and will create a further 7,000 with the expansion of Westfield Stratford City and a new development in Croydon. In addition, Unibail-Rodamco-Westfield has created over 100,000 construction jobs through its developments across the UK. Unibail-Rodamco-Westfield will build close to 4,000 new homes in London.

at a glance



Westfield London and Westfield Stratford City have attracted over

590m

visitors and generated over £16.7bn sales since arriving in London



Westfield London and Westfield Stratford City have seen almost

50%

growth in food and beverage and over 60% in health and beauty sales since opening



Zero waste is sent to landfill at both Westfield's flagship centres, with

87%

of waste recycled and 13% converted to energy



Unibail-Rodamco-Westfield has a

£3.5bn+

UK/Europe pipeline comprising further residential and retail development at Westfield Stratford City and new destinations in Croydon and Milan



The centres have won over

20

sustainability awards and commendations including Westfield Stratford City being the first UK shopping centre to receive a BREEAM Excellent design rating



The two flagship London centres deliver over

£2.2bn

in annual sales and receive over 77m customer visits each year

This year, Unibail-Rodamco-Westfield is working with a range of icons who each personify the breadth of offer at the centres including entertainment, food, fashion and family.

Its 'Meet the New Neighbours' campaign stars James Corden OBE, TV cook and food writer Nigella Lawson and model of the moment

Adwoa Aboah, alongside the Muppets' leading lady, Miss Piggy. The striking campaign was directed and photographed by Andreas Sjodin.

The collaboration supports the new retail, leisure and dining offering moving into the W12 neighbourhood during its expansion throughout 2018, Westfield London's 10th anniversary year. It runs above the line, across digital, social channels and in-centre.

MEET THE NEW NEIGHBOURS



The 'Meet the New Neighbours' campaign launched in press, digital, social, OOH, PPC and in-centre, running until the end of November 2018.

- The new retailers are among more than 100 new shops, cafes, restaurants and entertainment destinations that opened across the course of the year including John Lewis & Partners, adidas, H&M, West Elm, Currys PC World, Boots, Space NK, Mango and The White Company.
- John Lewis & Partners opened a new state-of-the-art 230,000 sq. ft. full line department store over four levels in response to being Westfield London customers' number one requested store.
- New fashion retailers joining the expansion include Primark, Chinese brand Urban Revivo, Boden, Bravissimo, Stradivarius, Frencheye, Monki, Emperor and Charles Tyrwhitt.
- Primark opened a 70,000 sq. ft. store that features the latest trends in women's, men's and children's fashions including footwear and accessories as well as lingerie, beauty and homeware, while the design and layout of the store builds on Primark's latest contemporary retail concept.
- Other retailers in the line-up include luxury beauty brand Space NK (820 sq. ft.), innovative beauty store Urban Decay (1,856 sq. ft.), Miller Harris, Penhaligon's and Blink Brow Bar.
- A brand new fitness concept, FirstLight Cycle has launched.
- In addition, H&M, adidas, Boots, Lush, The White Company, Monsoon, Guess, UGG, Pull & Bear, Bershka and River Island launched bigger or better stores within the expansion.
- Westfield London has become a key destination for homes and interior lovers offering superior service. Retailers include John Lewis & Partners, West Elm, BoConcept, Habitat, Heal's, Raft, H&M Home, DFS and Natuzzi Italia.
- A new dedicated outdoor events space, Westfield Square, which is one of the focal points of the expansion adjacent to Wood Lane and White City tube stations, provides a major focus on dining, entertainment and experience. It features:
 - Europe's largest (17,400 sq. ft.) Japanese Food Hall, Ichiba;
 - The first in a new generation of boutique bowling venues for All Star Lanes (16,910 sq. ft.);
 - Puttshack - the world's first super tech indoor mini-golf experience co-created by Adam Breeden, Founder of Bounce; Premium bar and restaurant, Maple.
- On 30th October, Westfield London will be celebrating its 10th year anniversary.

An aerial night photograph of London, showing the city's lights and the prominent Westfield London shopping centre in the foreground. The text 'THE WHITE CITY OPPORTUNITY' is overlaid on the image.

THE WHITE CITY OPPORTUNITY

Westfield London has been a catalyst for the £8bn redevelopment of the wider White City Opportunity Area in the London Borough of Hammersmith and Fulham. Unibail-Rodamco-Westfield will directly contribute over £200m to support the successful development of the White City Opportunity Area in particular improvements to infrastructure, education, skills and public realm.

WIDER WHITE CITY OPPORTUNITY AREA ACROSS ALL STAKEHOLDERS

A strong partnership has been built between Westfield London, Imperial College London, the BBC, Stanhope and Berkeley St James, who are together driving forward a shared vision for the regeneration of the area. White City uniquely brings together retail, education, science, creative, business, leisure and residential partners, all committed to reinvigorating the area.

Westfield London

Up to
8,000

new permanent jobs are being created at Westfield London – bringing a total of up to 20,000 new permanent positions created since 2008


89

new homes in the first affordable housing block, which is almost complete



an additional

5,100

jobs created during the construction phase

£7m

invested to support transport improvements including rail infrastructure, increased bus capacity and road improvements



a total of over

£200m

invested to support infrastructure and public realm in the borough over the 10 years

Over

£600k

has been invested to support local jobs and training



A commitment between the Council and Unibail-Rodamco-Westfield to work together to create training, employment and procurement opportunities for the local community

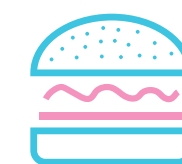
Wider White City Opportunity



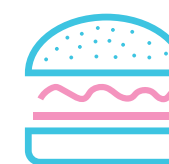
up to

5,000

high quality new homes



Over



500

shops, restaurant, bars and cafés

Members Club and Hotel - Soho House



Circa

£8bn

total investment

Creating over

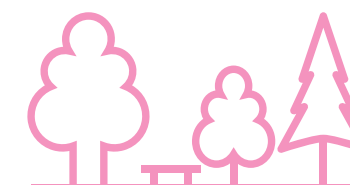
19,000

new jobs, with opportunities for training and apprenticeships



20

cinema screens



A new park, open spaces and public squares, comprising around

30

acres, the equivalent to 5 Trafalgar Squares - to be enjoyed by new and existing communities



Excellent transport connections with four underground stations connecting to three tube lines, two bus stations and the Overground line

THE EXPANSION IN FACTS



The Westfield London expansion opened on 20th March, signalling the start of a phased opening of the vast project throughout 2018. Welcoming new retailers to the UK and London, creating flagship stores, celebrating new concepts and crafting new spaces, it's a year that is filled with exciting launches, news and events that truly cements Westfield London's position as Europe's largest retail, dining and leisure destination.

at a
glance



10th

anniversary
on 30th October
2018

The world-class new retailers, flagship stores and restaurants will bring the total number to

450

outlets upon completion

John Lewis & Partners celebrated
the opening of its

50th

UK store as it unveiled

230,000

sq. ft. of exciting new space
in Westfield London

The

£600m

expansion sees Westfield London become
the largest shopping centre in Europe, bringing
its total footprint to

2.6m

sq. ft. of lettable space

1,000

additional parking
spaces being created



totalling

5,300

parking spaces

More than



new shops, cafes, restaurants
and entertainment destinations
will open as part of the
740,000 sq. ft. expansion

Primark has opened a

70,000

sq. ft. new store - its latest
contemporary retail
concept