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PRESS RELEASE

Unibail-Rodamco-Westfield launches the Westfield brand across ten flagship destinations in Continental Europe with international music events

- **Westfield, the internationally recognised brand, will provide a new level of experience for visitors**
- **John Legend, Rita Ora, Aya Nakamura and Kendji Girac are set to perform at private launch events in flagship destinations which will be rebranded Westfield this September**
- **International music acts for Poland, the Czech Republic and Sweden will be announced soon**

Unibail-Rodamco-Westfield (URW) announces a series of music events with A-list performers to celebrate the rollout of the only global shopping destination brand Westfield, across ten shopping destinations in Continental Europe throughout September.

The Westfield brand, present in the UK and the US, will be introduced for the first time in Continental Europe across seven centres in France: Westfield Les Quatre Temps, Westfield Forum des Halles, Westfield Vélizy 2, Westfield Parly 2, Westfield Carré Sénart, Westfield Rosny 2 in the Paris region and Westfield Euralille in Lille. The rebranding will also take place in Sweden's Westfield Mall of Scandinavia near Stockholm, Poland's Westfield Arkadia in Warsaw and the Czech Republic's Westfield Chodov in Prague, with other URW destinations set to follow in 2020.

These centres are the leading URW assets in each market. As they become Westfield destinations, they will retain their strong heritage, local identity and community links whilst benefitting from Westfield's enhanced events, experiences, services, retailers and brand partnerships. The international music performances to launch the rebranded centres will be enjoyed by more than 25,000 people in total and are an example of the ambitious new events programme synonymous with the Westfield brand.

Christophe Cuvillier, Group CEO of Unibail-Rodamco-Westfield said: *"The launch of the world-famous Westfield brand in Continental Europe comes at a time when consumers are expecting more from their shopping trip. Following the acquisition of Westfield in 2018, this is a major milestone as we deliver on our global strategy and the first time a rebranding exercise of such a wide scale has been undertaken in the industry."*

"Westfield represents the gold standard of destinations globally with a combination of first class retail, dining and leisure with exceptional events and services. Creating unique experiences provides a greater reason for customers to visit and is the future of retail."

Myf Ryan, CMO Europe and Group Director of Brand and Strategic Marketing for Unibail-Rodamco-Westfield commented: *“The Westfield brand will bring together the best of local and international. We will keep the centres’ local identity and relevance whilst building on the success of other global Westfield shopping destinations such as Westfield London and Westfield Stratford City to take experience to a new level. The performances from international music stars will be the first of many events which bring communities together.”*

International Artist John Legend said: *“Having performed at the opening of Westfield World Trade Centre in NYC in 2016, I’m excited to now help launch the brand in France. Music is a great way to bring people together, and it is very special to share this experience with fans.”*

New services, designed to offer convenience for customers, will be introduced across all centres featuring kiddy cars, tax-refund kiosks, lockers and cloakrooms, click & collect and the new Westfield gift card which can be used in all Westfield centres in the same country. The loyalty programme which provides offers, services and events will be re-branded Westfield Club and will roll out with new innovations over 2019 and 2020.

All tickets for the announced private events have been distributed including:

France:


LES 4 TEMPS

Westfield Les Quatre Temps
John Legend
12th September, doors open
18:30 hrs, showcase 20:30


FORUM DES HALLES

Westfield Forum des Halles
John Legend
13th September, doors open
19:00 hrs, showcase 19:45


VÉLIZY 2

Westfield Vélizy 2
Rita Ora
14th September, doors open
17:30 hrs, showcase 19:00


ROSNY 2

Westfield Rosny 2
Kendji Girac
17th September, doors open
18:00 hrs, showcase 20:00


PARLY 2

Westfield Parly 2
Aya Nakamura
18th September, doors open
17:30 hrs, showcase 19:00


CARRÉ SÉNART

Westfield Carré Sénart
Kendji Girac
22nd September, doors open
17:00 hrs, showcase 18:30



UNIBAIL-RODAMCO-WESTFIELD

- Events and tickets for Poland's Westfield Arkadia in Warsaw, the Czech Republic's Westfield Chodov in Prague, Westfield Mall of Scandinavia near Stockholm and Westfield Euralille in Lille to be announced soon.

Competitions for lucky fans to meet & greet their idol will run for each event. The day of the launch will also see the start of shopping events with retailers in the centres marking the Westfield arrival with special offers, giveaways and VIP experiences.

The music performances support a wider marketing initiative which will see a Pan-European advertising campaign run during September in all new Westfield countries, along with the UK. The new campaign, featuring a globally recognised song from one of the biggest music bands of all time, supports Westfield's promise of creating places that are designed to come alive.

For more information about Unibail-Rodamco-Westfield, visit www.urw.com

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About Unibail-Rodamco-Westfield

Unibail-Rodamco-Westfield is the premier global developer and operator of Flagship destinations, with a portfolio valued at €65.0 Bn as at June 30, 2019, of which 86% in retail, 7% 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 €10.3 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 Depository 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

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