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PRESS RELEASE

Unibail-Rodamco-Westfield launches *Come Together*, its first Pan-European marketing campaign to celebrate Westfield brand roll out across Continental Europe

Unibail-Rodamco-Westfield (URW) today announces the launch of its first Pan-European marketing campaign *Come Together*, ahead of rolling out the Westfield brand at ten shopping destinations across Europe.

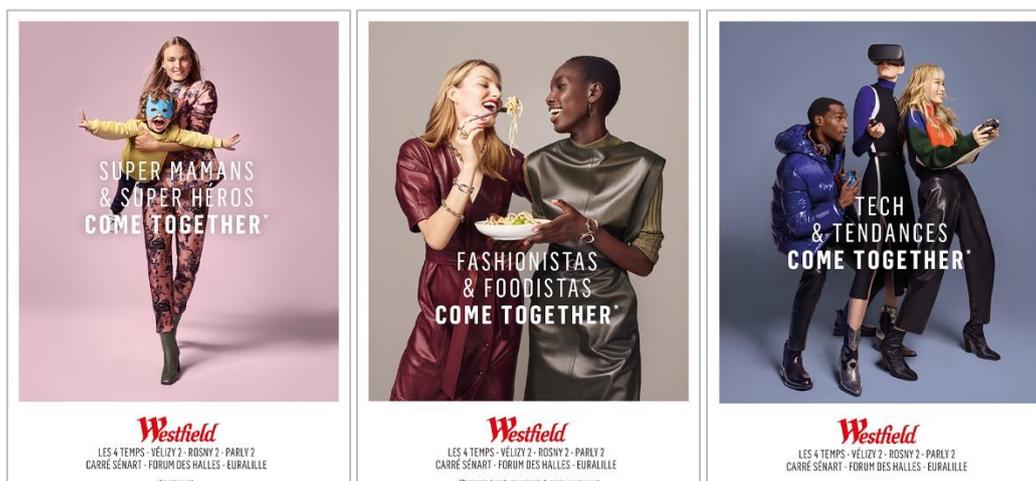
The Westfield brand will be introduced for the first time in Continental Europe across seven centres in France: Westfield Les Quatre Temps, Westfield Forum des Halles, Westfield Vélizy 2, Westfield Parly 2, Westfield Carré Sénart, Westfield Rosny 2 in the Paris region and Westfield Euralille in Lille. 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.

The new *Come Together* campaign, featuring the classic Beatles hit of the same name, celebrates Westfield centres as destinations. The Westfield experience goes far beyond just shopping: Westfield destinations are where people can come together to create real human connections.

The new communication campaign, created by BETC, is inspired by the unique Westfield offer: the best place where people can meet, shop, dine, share, discover, have fun and be entertained.

Central to the campaign is the new brand film. Set inside a Westfield centre, the film directed by Fredrick Bond follows everyday shoppers as they are swept up in a contagious energy that makes them sing and dance to The Beatles' iconic track. The playful choreography, combined with a new and modern version of the song, results in an entertaining film that embodies what *Come Together* at Westfield means. Here is a link to the *Come Together* video <https://vimeo.com/359004532/d5eafbb9d2>

In conjunction with the brand film, ads featuring the coming together of different consumers, experiences and passions will launch. The ads are delivered in five executions supporting the key pillars across fashion, entertainment, food and families including:





UNIBAIL-RODAMCO-WESTFIELD



Where Trends & Tech Come Together
Where Gen & Tech Come Together
Where Style & Flavours Come Together
Where Fine & Fast Come Together
Where Supermums & Superheroes Come Together

Myf Ryan, CMO Europe and Group Director of Brand and Strategic Marketing for Unibail-Rodamco-Westfield said: *“Consumer expectations are changing at a rapid pace where they are wanting an experience rather than just a transaction. As the only global shopping destination brand, Come Together at Westfield illustrates our promise to offer not only the best retail mix, but also the best in dining, leisure, entertainment, services, design and events.”*

Antoine Choque, Executive Creative Director at BETC said: *“This new campaign is an audacious creative platform that only a great brand like Westfield can bring to life. It shows the joy and emotions that happen at Westfield centres every day.”*

To mark the launch, each new Westfield centre will host a one-off performance by an A-list performer, the first of many unique shopper experiences. The day of the launch will see the start of shopping events with retailers celebrating the Westfield arrival with special offers, giveaways and VIP experiences.

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.

The marketing campaign launches in September across print, digital, social media and out-of-home in France, Sweden, the Czech Republic, Poland and the UK.

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

ENDS

Unibail-Rodamco-Westfield *Come Together* campaign credits

Client:

- Unibail-Rodamco-Westfield

Creative Agency

- BETC

Media Agency:

- Publicis – France
- Havas – UK
- Carat – Sweden
- Arena- Poland
- Knowmedia - The Czech Republic

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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 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

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