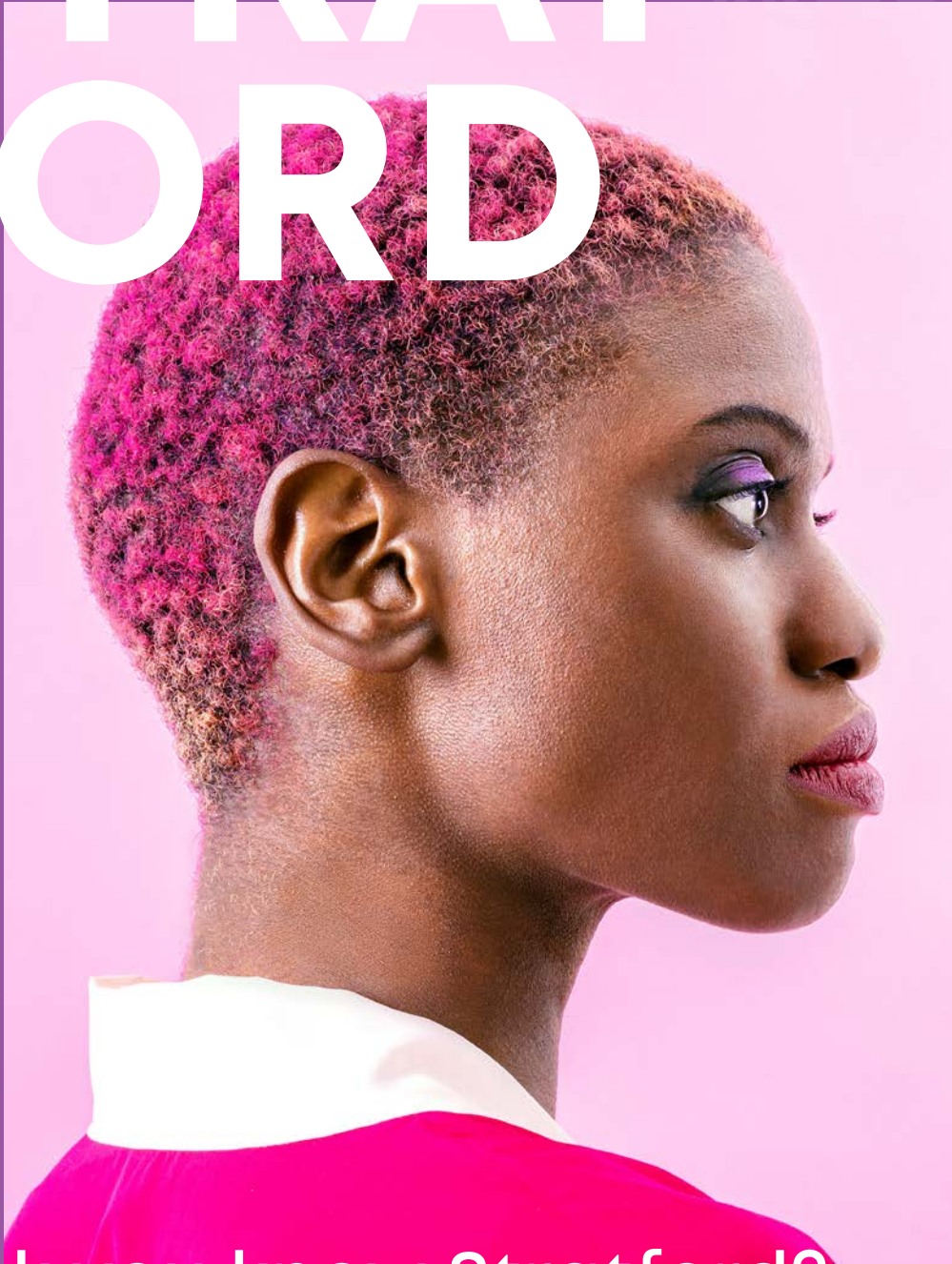


STRAT FORD

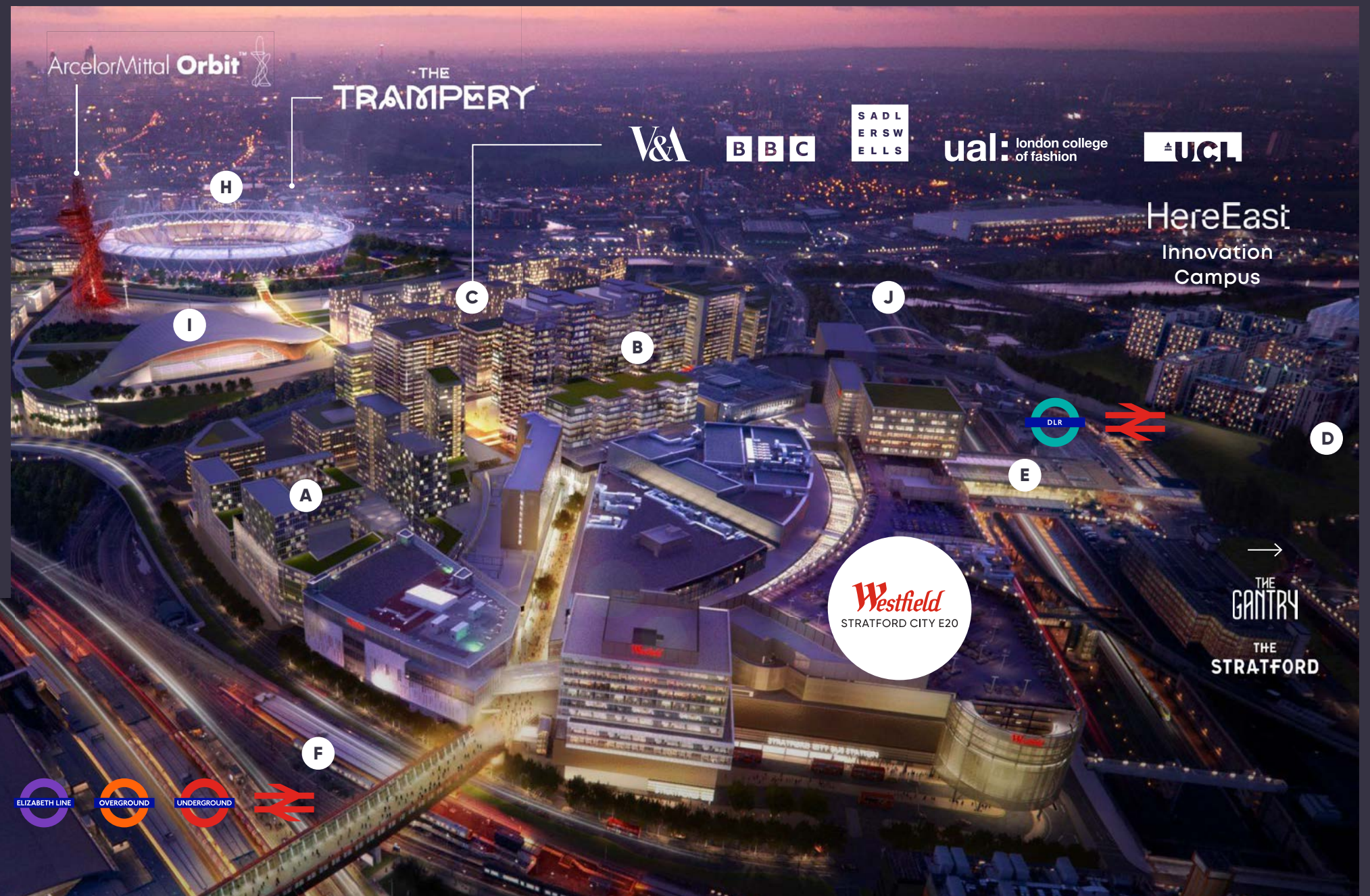


Think you know Stratford?

WESTFIELD
STRATFORD CITY
_E20

REINVENTED

Stratford is now a vibrant community of affluent families and young professionals. Positioned at the heart is Westfield Stratford City within this thriving neighbourhood of stunning property developments, an iconic leisure destination, London's latest business hub and the UK's newest cultural centre.



NEW HOMES

- A Coppermaker Square (1,225 new homes)
- D East Village (3,824 new homes)

MIXED USE

- B Stratford Cross (683 Homes, 8,400 sqm Retail & 239,300 sqm Office Space)
- C East Bank (BBC Music studios, 550 seat Sadler's Wells theatre, V&A East, 10,500 students – UAL Campus and UCL campus)

TRANSPORT HUBS

- E Stratford International Station
- F Stratford Station
- G Stratford Bus Station

SPORT COMPLEXES

- H London Stadium
- I London Aquatics Centre
- J Queen Elizabeth Olympic Park

RESIDENT GROWTH

+14% vs 7%

Newham Council Growth

Overall London Growth

Source: 2021 Census

25,000

WORKERS BY 2030

6,000+

NEW HOMES BY 2030

+80%

AGAINST AVERAGE UK PROPERTY VALUE
(Stratford £508k Vs UK £277k)

DESTINATION



Groundbreaking
virtual concert
residency

ABBA Voyage

A short walk from Westfield Stratford are iconic sports, music, leisure, entertainment and education venues that draw thousands of visitors each day.

10,500
STUDENTS



ual: london college
of fashion

UCL East
Campus



BBC Music Studios
Opening 2025

550

SEAT
THEATRE

Sadler's Wells
Opening
Summer 2024



The V&A East
Opening 2025



178metres

LONG SLIDE

ArcelorMittal Orbit is the world's
tallest and longest tunnel slide

68,000

SEAT LONDON
STADIUM

West Ham's Home

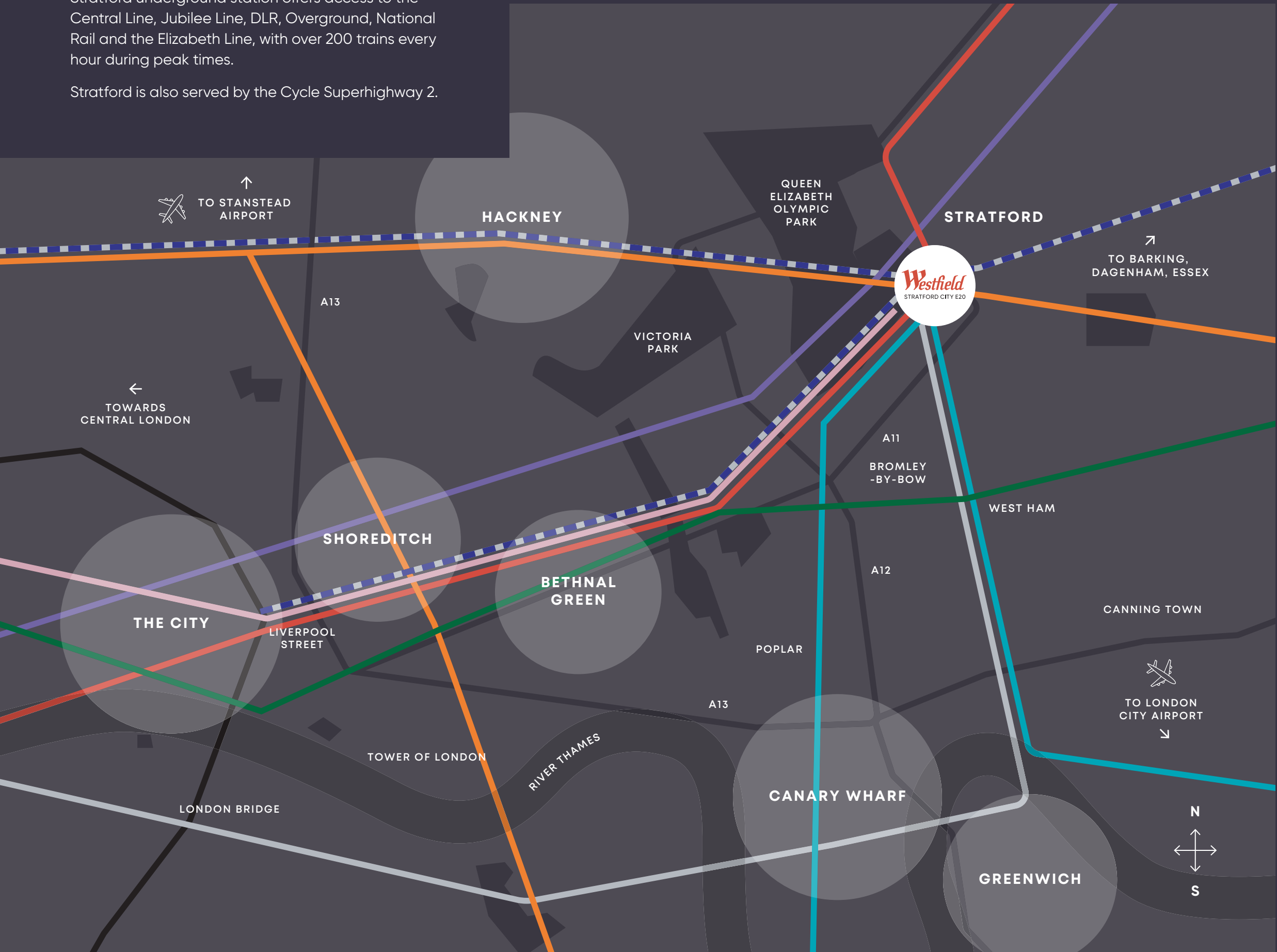


Westfield Stratford is the most connected shopping centre in the UK

Stratford underground station offers access to the Central Line, Jubilee Line, DLR, Overground, National Rail and the Elizabeth Line, with over 200 trains every hour during peak times.

Stratford is also served by the Cycle Superhighway 2.

- Northern Line
- Central Line
- Jubilee Line
- London Overground
- Docklands Light Railway
- Elizabeth Line
- TFL Rail / Greater Anglia



6th

BUSIEST STATION IN LONDON AHEAD OF LONDON ST PANCRAS AND LONDON EUSTON

<1^{hr}

TO ALL LONDON INTERNATIONAL AIRPORTS

2,000⁺

SECURE CYCLE SPACES IN E20 - 750 AT WESTFIELD

15^{mins}

TO THE WEST END

48^m

UNDERGROUND & DLR PASSENGERS PER YEAR

44^m

NATIONAL RAIL PASSENGERS PER YEAR

AND GROWING

ACORN Consumer Groups

● 2023 ⌂ 2018

		WEIGHTED SPEND POTENTIAL	
AFFLUENT ACHIEVERS	5%	Lavish Lifestyle	0.4%
		Executive Wealth	2.9%
		Mature Money	1.7%
RISING PROSPERITY	39.6%	City Sophisticates	£441m 28% 14%
		Career Climbers	£392m 12% 13%
COMFORTABLE COMMUNITIES	8%	Countryside Communities	0.4%
		Successful Suburbs	1.8%
		Steady Neighbourhoods	4%
		Comfortable Seniors	0.3%
		Starting Out	1.5%
FINANCIALLY STRETCHED	24.5%	Student Life	£179m 18% 8%
		Modest Means	4%
		Striving Families	1.6%
		Poorer Pensioners	0.6%
URBAN ADVERSITY	22.9%	Young Hardship	1.3%
		Struggling Estates	£711m 19.8% 28%
		Difficult Circumstances	1.5%

25-44

1 IN 2 OF WESTFIELD STRATFORD CITY'S CATCHMENT RESIDENTS ARE AGED BETWEEN

9.6^m

TOTAL POPULATION WITH EASY ACCESS TO WESTFIELD STRATFORD CITY



AUDIENCE

84% RESIDENT
Primary - Tertiary catchments

16% TOURISM
International & Domestic

Source: CACI Retail Footprint
CACI Exit Surveys

PREMIUM IN EAST LONDON

East London has a lower proportion of Premium brands compared to the highly congested West End market. This indicates that there is untapped potential for Premium brands in East London to operate and better serve the demand in the area.



Market positioning of retail in East London vs West End

There is potential for Premium brands to capitalise on this gap in the retail mix.

● VALUE ● MASS ● PREMIUM

EAST
LONDON

19%

39%

42%

WEST END &
SURROUNDING

5%

26%

69%

Note:
East London includes Stratford Westfield City, Dalston, Hackney, Shoreditch, London Fields and Whitechapel.
West End and surrounding includes West End, Covent Garden, King's Road and Marylebone.

Source: Location Dynamics

#1



ANNUAL
SALES **£1.1^{bn}**

WEIGHTED SPEND
POTENTIAL **£2.7^{bn}**

RETAIL
CONVERSION **90%**

VISIT FREQUENCY
PER YEAR **74**

DWELL
TIME **67mins**

CAR PARKING
SPACES **4,727**

GROSS
LETTABLE AREA **190,300^{sqm}**

AVERAGE
RETAIL SPEND **£100**

The UK's Number 1
Shopping Centre for
Footfall and Sales

52.2^m

ANNUAL
FOOTFALL

Source: CACI Transactional Spend
CACI Retail Footprint

RETAIL

Westfield Stratford City is where brands come to grow, with many having upsized due to ever-growing customer demand.



300+
RETAIL STORES




new balance

TAGHeuer

SEPHORA

GYMSHARK 

Charlotte Tilbury

RESERVED

OYSHO

Aēsop®

NEW BRANDS



WATCHES &
SWITZERLAND

Calvin Klein

THE WHITE COMPANY
LONDON

Foot Locker

TOMMY HILFIGER
TAILORED

ZARA

next

PRIMARK



OUR
GROWING
BRANDS



80+

PLACES TO
EAT & DRINK

F&B



£16 AVERAGE
SPEND

£36 AVERAGE SPEND
FROM TABLE SERVICE
RESTAURANTS

£145^m TOTAL ANNUAL
SALES

£633^m WEIGHTED SPEND
POTENTIAL



Source:
CACI Transactional Spend
CACI Retail Footprint

LEISURE



£24 AVERAGE
SPEND*

£61^m TOTAL
ANNUAL
SALES

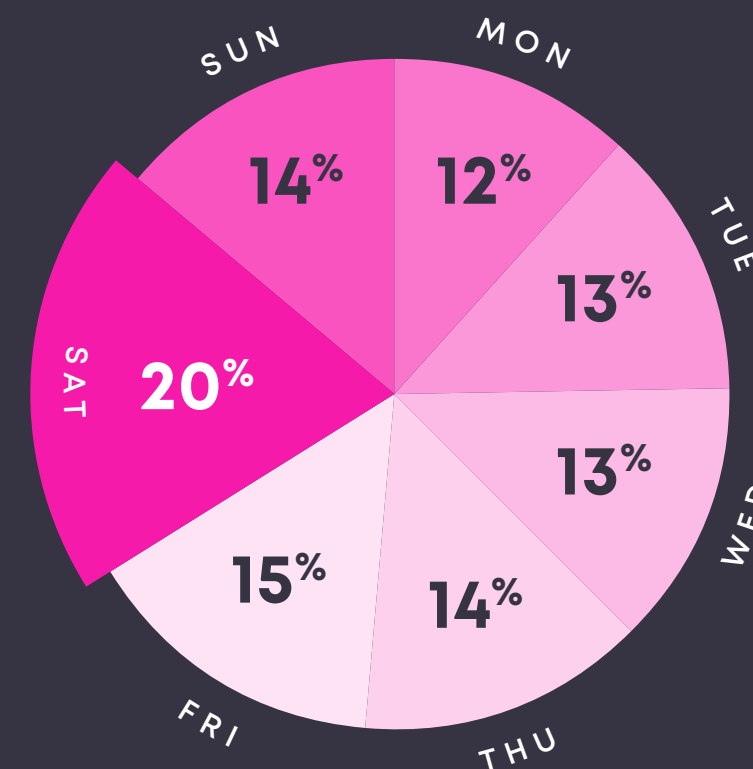
£100^m WEIGHTED
SPEND
POTENTIAL

* Aspers Casino spend omitted



Date Night
Family Fun
Competitive Socialising
Immersive Experiences

Footfall Per Week



Source:
CACI Transactional Spend
CACI Retail Footprint

SUSTAINABILITY



Unibail-Rodamco-Westfield (URW), has developed and delivered a robust sustainability roadmap known as Better Places. This initiative embodies URW's commitment to the sustainable evolution of retail, reflecting our aspiration to drive urban regeneration and environmental transition.

In partnership with recognised key partners such as Good On You, Bureau Veritas, and WWF France, our Better Places strategy unfolds across three pillars: Environmental Transition, Sustainable Experiences, and Thriving Communities. It encompasses a commitment to net-zero carbon emissions covering Scopes 1, 2 by 2030 and scopes 1, 2 and 3 by 2050, approved by the Science Based Targets initiative, alongside important objectives on biodiversity, water and waste management, and transitioning towards a more sustainable retail practice.

BETTERPLACES SUSTAINABILITY ROADMAP SUPPORTING 3 CORE COMMITMENTS



ENVIRONMENTAL
TRANSITION



SUSTAINABLE
EXPERIENCES



THRIVING
COMMUNITIES

Sustainable Retail Index

With the Sustainable Retail Index, developed in collaboration with Good On You, Unibail-Rodamco-Westfield introduces an insightful tool to gauge the sustainability performance of retailers on a five-level scale. This index analyses a retailer's environmental and social ambitions, commitments, and initiatives at a company, product, and specific store level.

good on you®

| *Westfield*



BREEAM®

IN-USE ASSET
PERFORMANCE
CERTIFIED -
EXCELLENT



ISO 45001
ACCREDITED

93%

OF ALL VISITORS TO THE ASSET
ARRIVE VIA A SUSTAINABLE
MEANS OF TRANSPORT
(electric car, bicycle, on foot, public transport)

GREEN SNAPSHOT

Source:
Unibail-Rodamco-Westfield targets approved by SBTi
Deloitte audit sustainability data annually

Energy and Carbon

-25.7%

REDUCTION IN
ENERGY INTENSITY VS. 2019
(measured in kWh/sqm)

-35.7%

REDUCTION IN CARBON
EMISSIONS INTENSITY VS. 2019
(measured in kgCO₂/sqm)

Waste and Water

MANAGED 5,659 TONNES OF
WASTE IN 2023 OF WHICH:

0

WENT TO
LANDFILL

374

TONNES OF FOOD WASTE
'FED' TO THE ONSITE
ANAEROBIC FOOD DIGESTER

2,717

TONNES
WERE RECYCLED

373

TONNES
REUSED

Renewable Energy

SOLAR PANELS WILL BE
INSTALLED THIS YEAR WITH
A POTENTIAL CAPACITY OF
CIRCA 900 kWp

SUSTAINABLE EXPERIENCES



WESTFIELD GRAND PRIX

An annual international competition to accelerate the next generation of eco-conscious businesses through facilitated access to the Westfield network, including the opportunity of a free pop-up store or kiosk for up to one year.

Westfield Grand Prix recognises and rewards the sustainable retail champions of tomorrow, running since 2007 the competition was set-up to ensure that entrepreneurs on the journey to opening their first store had somewhere to test their concepts. The competition forms part of URW's broader support for small and local entrepreneurs, enabling them to bring new, cutting-edge concepts to consumers. Previous winners include Jimmy Fairly and Good News Coffee.

Acting as a change agent for Sustainable Experiences



£25.9m⁺

SOCIAL VALUE
SINCE 2021

WESTFIELD GOOD FESTIVAL

A unique and enriching annual event dedicated to fostering sustainability and conscious living among shoppers. The Westfield Good Festival invites attendees to go on a journey of discovery, exploring small yet impactful changes in purchasing habits and daily routines that contribute to a healthier planet.

At the heart of the festival lies a commitment to sustainability education and empowerment. Through complimentary clothing repair services, interactive workshops, and provoking content discussions, participants will gain valuable insights into the principles of sustainable fashion and the circular economy.



Source:
Social Value Portal

GIVING YOU MORE



Westfield
RIISE

Our teams can support you with creative concepts backed by data and insights that make your brand shine. From memorable moments to unmissable promotions, they create impact that gets results. You can also profit from other centre-based opportunities like tactical advertising and long-term strategic partnerships.

1 IN EVERY 3 POUNDS
SPENT ON ADVERTISING
IN ALL UK SHOPPING
CENTRES IS AT WESTFIELD



WE DO

Experiential
OOH Media
Event Sponsorship
Ideation & Creativity
Data & Insight
Pan-European Packages



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