WESTFIELD LONDON



Westfield
LONDON W12

MORE EXTRA, LESS ORDINARY

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01

UNIBAIL-RODAMCO-WESTFIELD



OUR GROUP

Creating sustainable places that reinvent being together

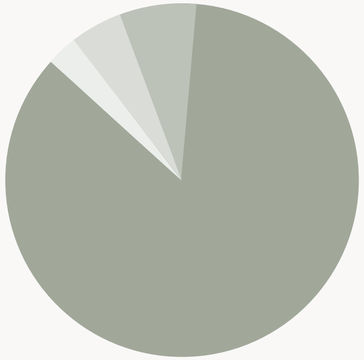
Unibail-Rodamco-Westfield is the creator and operator of unique, sustainability-driven retail, office and lifestyle destinations, across Europe and the United States, that connect people through extraordinary, meaningful shared experiences.

URW is a committed partner to major cities on urban regeneration projects, through both mixed-use development and the retrofitting of buildings to industry-leading sustainability standards. These commitments are enhanced by the Group's Better Places 2030 agenda, which strives to make a positive environmental, social and economic impact on the cities and communities where URW operates.



Westfield London

PORTFOLIO BY SEGMENT



- 87% shopping centres
- 6% offices and other
- 5% convention and exhibition
- 2% services

900M
VISITS PER YEAR

52
FLAGSHIPS

78
SHOPPING CENTRES

9
AIRPORT SHOPPING LOCATIONS

2
CONTINENTS

12
COUNTRIES

SUSTAINABILITY

The Better Places 2030 strategy rests on three pillars – better spaces, better communities and better together

The strategy aims at transforming and future-proofing our portfolio, giving purpose to our teams, drive to our retailers, experience to our visitors and shared value for our communities.

Each centre has a dedicated Community Resilience Action plan in place with a focus on local entrepreneurship partnerships, URW for jobs, supporting local charities and sustainable consumption initiatives.

100%
RENEWABLE ENERGY USED TO RUN BOTH UK ASSETS

180K+
COFFEE CUPS RECYCLED IN 2022

11.3K
PLANTS ACROSS ALL GREEN WALLS AND TOWERS

RAIN WATER
IS HARVESTED FROM OUR ROOFS TO DIVERT TO TOILET FLUSHING

32%
REDUCED ELECTRICAL CONSUMPTION BY THE CENTRES SINCE 2015

200+
TONNES OF FOOD WASTE RECYCLED ACROSS BOTH CENTRES TO DATE

87%
REDUCTION IN WATER CONSUMPTION ACROSS BOTH ASSETS SINCE 2015 THROUGH FITTING AERATORS ON TAPS, LOWERING WATER FLOW TIMES & INSTALLING WATERLESS URINALS

2,344
SQM TOTAL GREEN SPACE INCLUDING GREEN ROOFS AND GREEN WALLS. WILDLIFE FRIENDLY PLANTING AT BOTH CENTRES



Source: Found in the URW Universal Registration Document 2022

THE WESTFIELD WAY

SPECTACULAR ARCHITECTURE





BRAND PARTNERS

ENGAGING CUSTOMERS AT EVERY TOUCHPOINT





MEMORABLE EXPERIENCES

ICONIC SHOPFRONTS





02

WESTFIELD LONDON

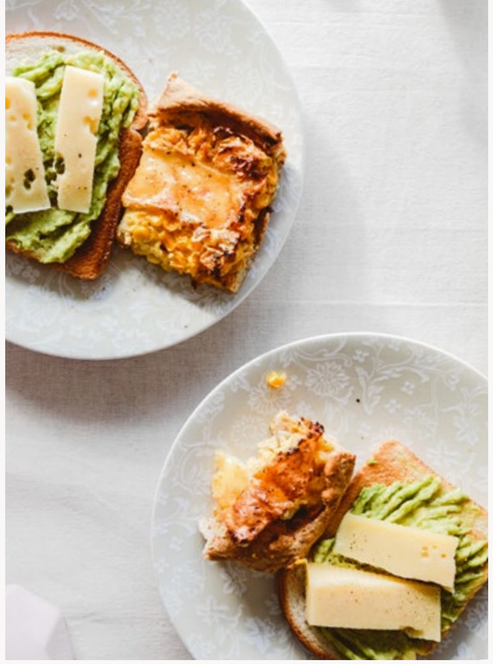
KEY STATS

LARGEST SHOPPING MALL IN

EUROPE

AVERAGE RETAIL SPEND

£108



2022 FOOTFALL

26.4M

SALES REACHED

£1BN

LUXURY SHOPS

20

AVERAGE DWELL TIME

90 MINS

#1

RANKED NUMBER ONE SHOPPING CENTRE IN THE UK

NUMBER OF PARKING SPACES

5,200

NUMBER OF RETAIL UNITS

476

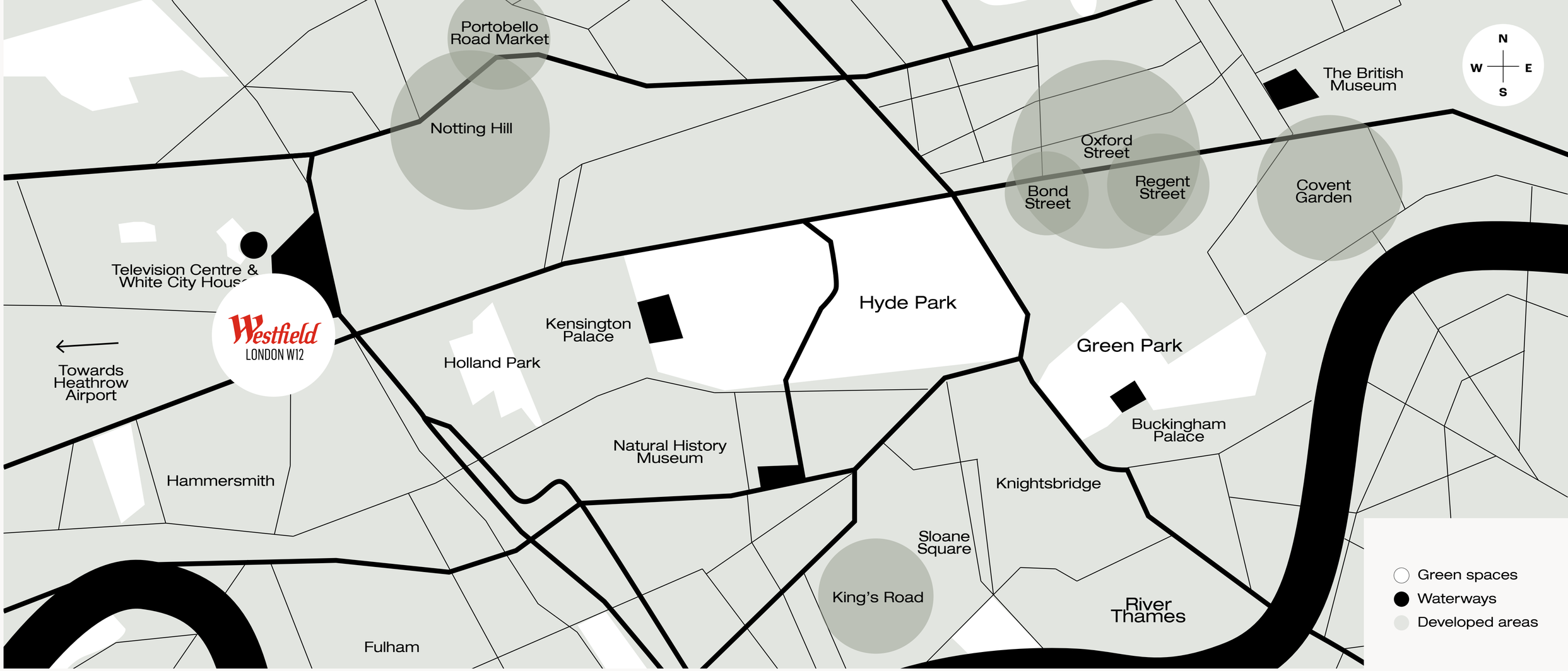
90

PLACES TO EAT & DRINK



Westfield London

Source: CACI 2022, CACI Ranking is based on the destinations weighted spend potential



LOCATION

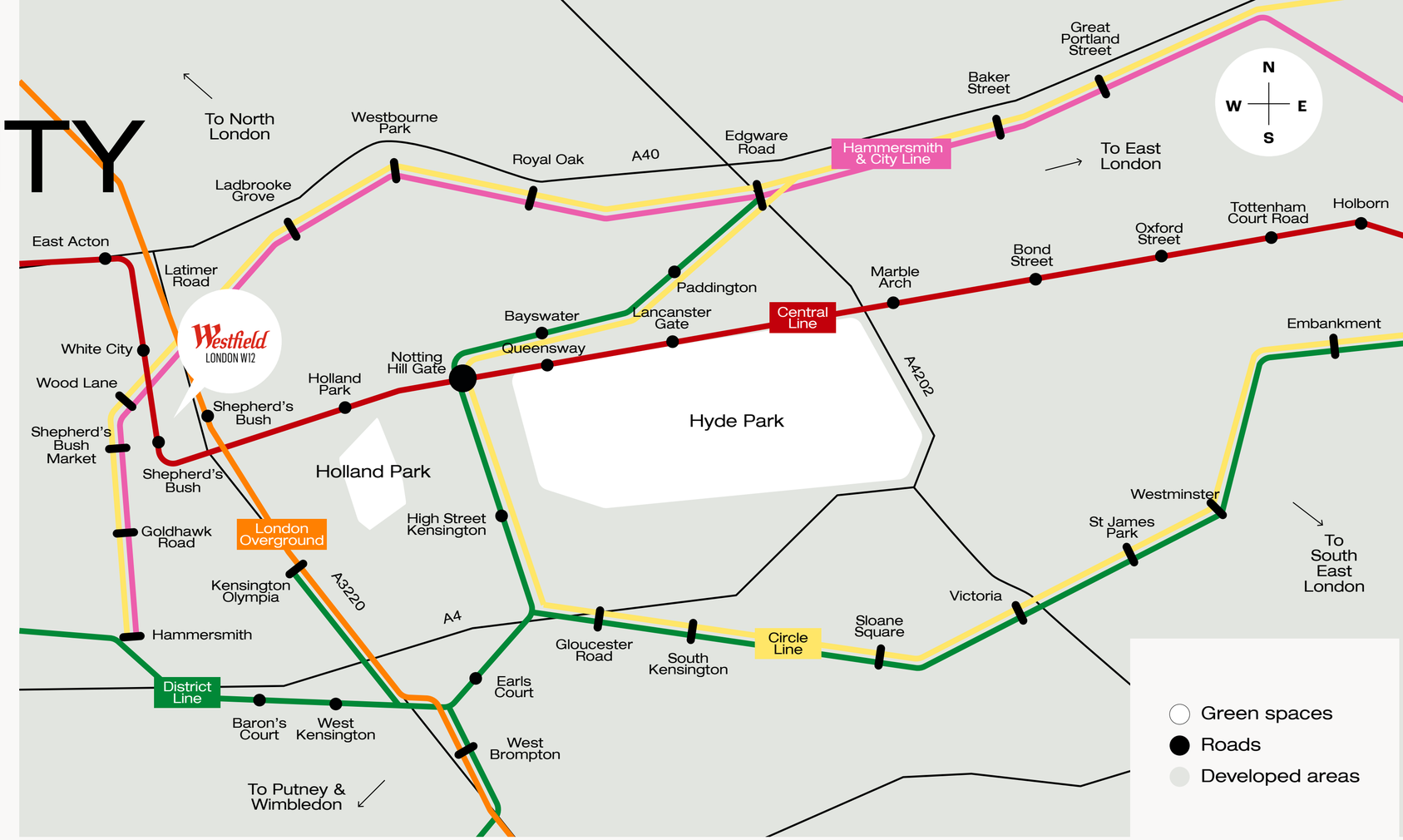
15 MINS

FROM M4 TO WESTFIELD LONDON

CONNECTIVITY

With multiple transport options and roads connecting Westfield London to central and south London, customers can travel to our one stop destination at ease.





12 MINS

TO OXFORD CIRCUS, HEART OF THE WEST END

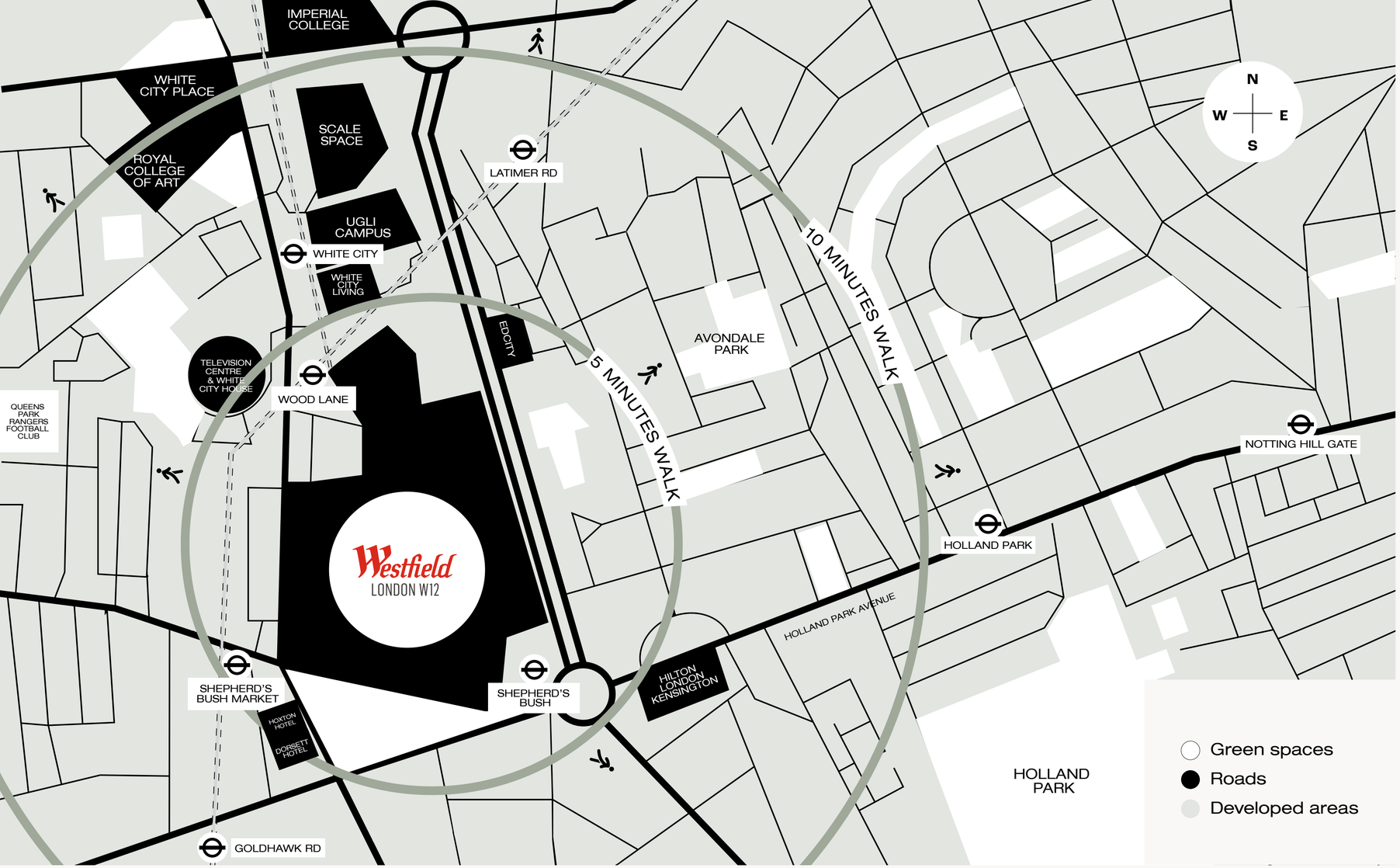
18 MINS

TO WATERLOO AND ONTO SOUTH LONDON AND SURREY

UNDER 1 HOUR

TO ALL LONDON INTERNATIONAL AIRPORTS

Source: Google Maps



Walking distances from Westfield London:

SHEPHERD'S BUSH STATION

1 MIN

WOOD LANE STATION

2 MINS

WHITE CITY STATION

5 MINS

SHEPHERD'S BUSH MARKET STATION

5 MINS

ON YOUR DOORSTEP

WHITE CITY OPPORTUNITY AREA

A thriving area of substantial growth with plenty of prospects

20K+
OFFICE WORKERS

OFFICES

1 WHITE CITY PLACE
- 3,000 BBC staff
- 2,000 ITV staff
- 700,000 sq ft offices

2 THE WHITE COMPANY

3 L'OREAL
- 3,000 staff by 2025

4 PUBLICIS GROUPE
- 5,000 employees across 26 agencies

5 EDCITY
- Office space - charity focused
- Education and youth spaces

6 SOHO WORKS

EDUCATION

7 ROYAL COLLEGE OF ART
- White City campus with 700 students and staff

8 IMPERIAL COLLEGE WHITE CITY CAMPUS
- White City campus with over 2,000 students

LEISURE

9 WHITE CITY LIVING BY ST JAMES
- New public green and park
- Cafés, bars and restaurants
- Business centre

10 WESTFIELD LONDON
- 2.6 million sq ft retail and leisure

11 MAKERY PROJECT
- New commercial space, public art and open space

12 WHITE CITY SOHO HOUSE
- Cinema, two restaurants, a rooftop pool and 49-room hotel



Westfield London



WHITE CITY OPPORTUNITY AREA

RESIDENTIAL

1 TELEVISION CENTRE

- 511 new homes in Phase 2
- Breakdown: Plot E – 180, Plot F – 22, Plot G -167, Plot H – 142

2 IMPERIAL COLLEGE WHITE CITY CAMPUS

- Plot A - 192 Homes & 606 Studio Apartment (2023)

3 WHITE CITY LIVING BY ST JAMES

- 1,465 completed by 2026 (10 yrs)
- 966 new homes completed in 2020
- 400 more homes by 2025

4 WESTFIELD LONDON RESIDENTIAL

- Commencing Q4 2023
- 1,700 homes
- 340 units
- 84 affordable
- 256 intermediate pricing

5 UGLI

- 342 New Homes

6 EDCITY

- 132 Affordable New Homes (2023)

+5,000

NEW HOMES ON THE DOORSTEP

CONNECTING WITH OUR COMMUNITY

A fundamental objective from the very beginning has been to serve our local community well while holistically revitalising it from the inside out.

Our standing here puts us in a privileged position – a power we're keen to wield for the greater good. We're able to use our collective strength to raise awareness of key issues, to mobilise groups and to provide vital spaces with a purpose, where people – particularly young people – feel they belong.

WEST OnSide Youth Zone

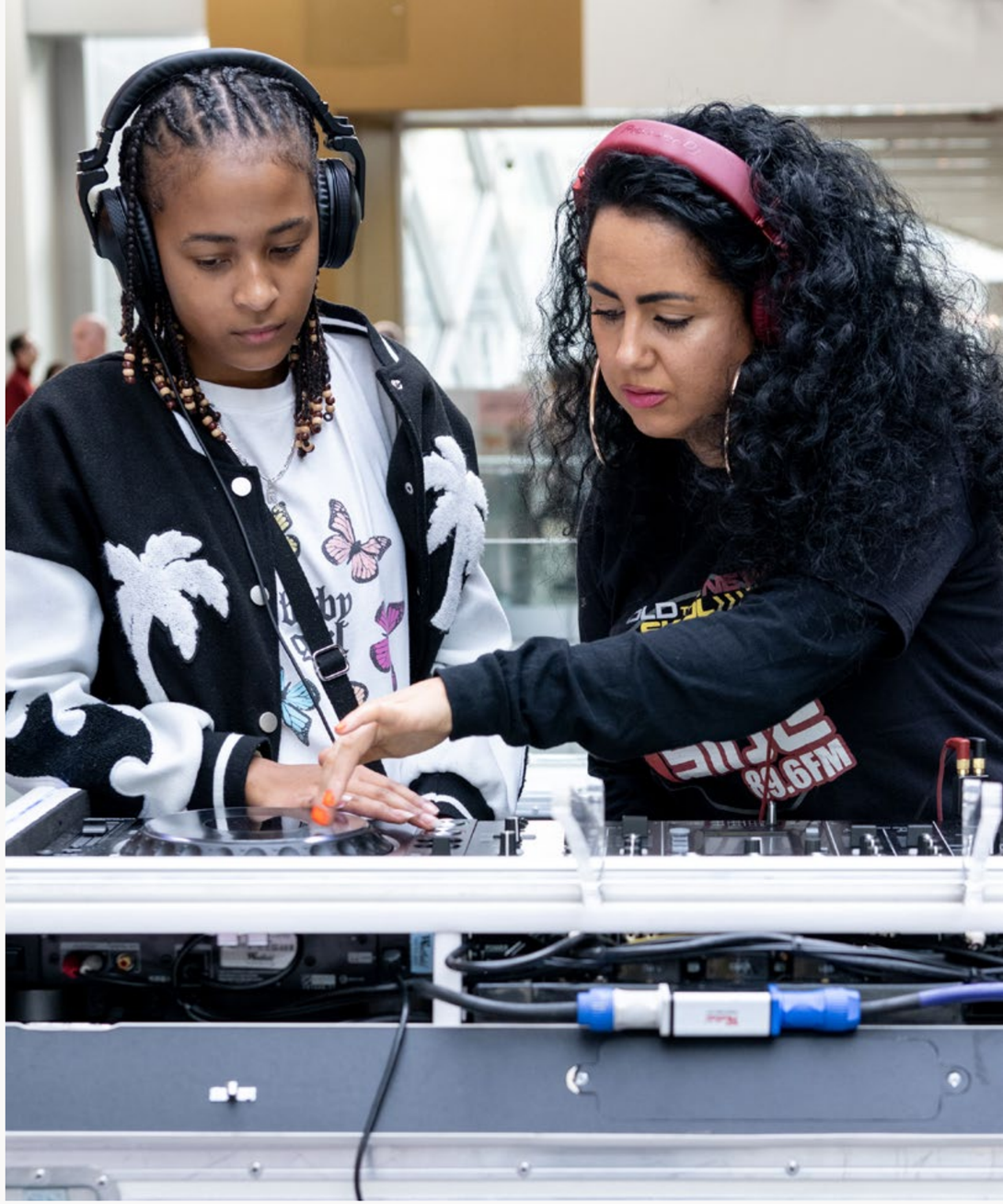
Westfield London is a founding patron of Hammersmith & Fulham's Youth Zone, a project currently under development by charity OnSide that focuses on education, growth and development to secure a brighter future for generations to come.

From 2023, Where Everyone Stands Together (WEST) will run as an independent charity, with local authorities and youth groups working alongside private businesses to support 8-19 year olds (and those with additional needs aged up to 25) with sports, art, music and employment mentoring opportunities.

Art Unmasked: Vitrines Exhibition

Westfield London's Vitrine Display is a dedicated space on Silver Street, supporting a thriving art and cultural hub within our local borough of Hammersmith & Fulham.

In 2022, we launched the Art Unmasked exhibition in partnership with 19 UK artists and local schools to explore the personal and societal impacts of COVID-19. Later this year the artworks will be auctioned, with all proceeds going to Global's Make Some Noise charity.



9.6 MILLION

TOTAL POPULATION WITHIN EASY ACCESS
TO WESTFIELD LONDON

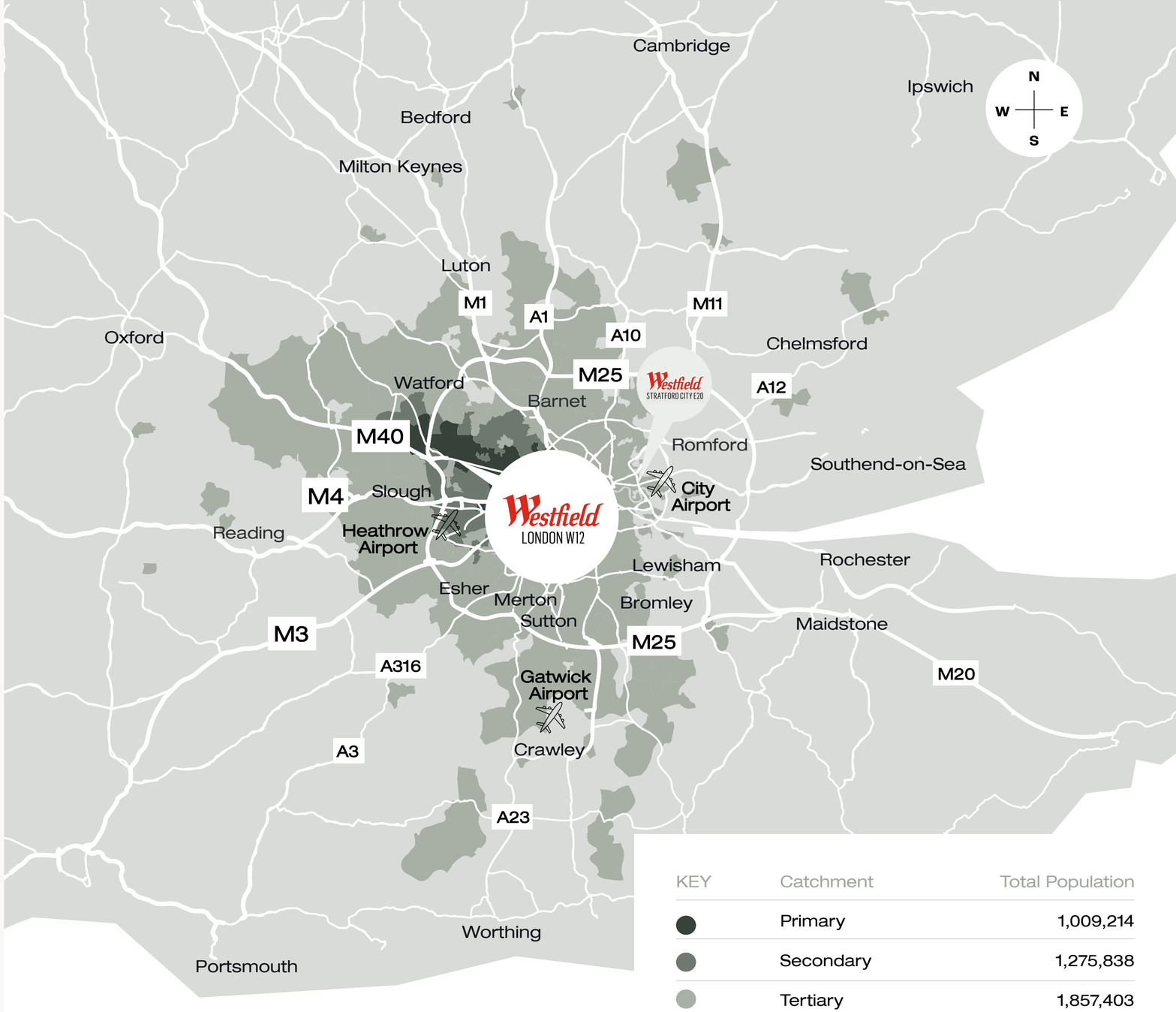
£3.2 BILLION

WEIGHTED SPEND POTENTIAL

CATCHMENT AREA

Westfield London

Source: CACI Catchment 2022



KEY	Catchment	Total Population
●	Primary	1,009,214
●	Secondary	1,275,838
●	Tertiary	1,857,403
●	Total trade Area	4,142,455

CUSTOMER PROFILE

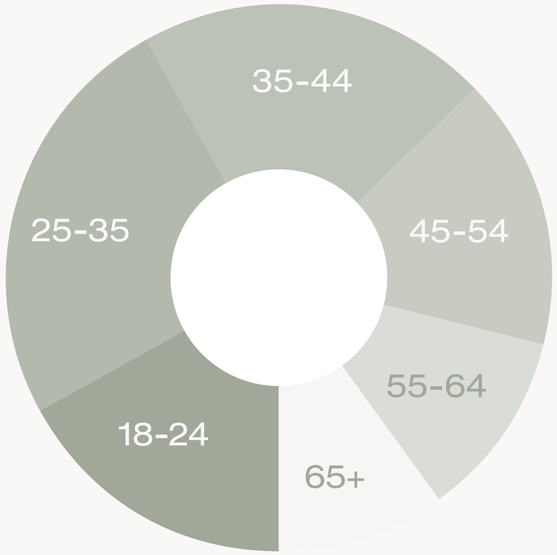
59% FEMALE

80% RESIDENTS

41% MALE

20% TOURISTS (OVERSEAS & DOMESTIC)





AGE GROUPS

- 18 to 24: 17%
- 25 to 35: 25%
- 35 to 44: 21%
- 45 to 54: 16%
- 55 to 64: 11%
- 65+: 10%



39% CITY SOPHISTICATES

10.9% AFFLUENT ACHIEVERS

77% RETAIL CONVERSION

43 VISITS A YEAR



Source: CACI & Exit Surveys 2022

CONSUMER GROUPS

Westfield London has a reach that expands beyond London and contains a higher proportion of the UK's most affluent consumers than found across the rest of London and the country.





Affluent Achievers 10.9%	Lavish Lifestyles	3.0%
	Executive Wealth	6.0%
	Mature Money	1.9%
Rising Prosperity 48.4%	City Sophisticates	39.0%
	Career Climbers	9.4%
Comfortable Communities 8.0%	Countryside Communities	0.2%
	Steady Neighbourhoods	3.0%
	Successful Suburbs	3.5%
	Starting Out	1.2%
	Comfortable Seniors	0.1%
Financially Stretched 7.9%	Student Life	5.4%
	Modest Means	0.7%
	Striving Families	1.0%
	Poorer Pensioners	0.8%
Urban Adversity 24.9%	Young Hardship	0.6%
	Struggling Estates	22.9%
	Difficult Circumstances	1.3%

Source: Acorn profiles CACI 2022

OUR AUDIENCE

WELL-EDUCATED
PROFESSIONALS

MOVING UP THE CAREER LADDER

SINGLES OR COUPLES

SOME YET TO START A FAMILY,
OTHERS HAVE YOUNG
CHILDREN





LIVE IN MAJOR
TOWNS AND
CITIES

ENJOY
SOCIALISING

Westfield London shoppers are looking for premium brand engagement and a superior experience



OUR RETAILERS

Westfield London is a fusion of both renowned and well-loved brands and features a multitude of flagship stores

We seamlessly blend our mix of retailers to provide an expansive offering that includes leading technology retailers such as Apple and Currys, through to luxury brands Gucci and Louis Vuitton, to high street favourite Primark.

30+

NEW BRANDS SIGNED IN 2022

APPLE
BREITLING
CURRYS
GUCCI
JOHN LEWIS & PARTNERS
LOUIS VUITTON
LULULEMON
NESPRESSO
NIKE
PRIMARK
SEPHORA
SPACE NK
TESLA







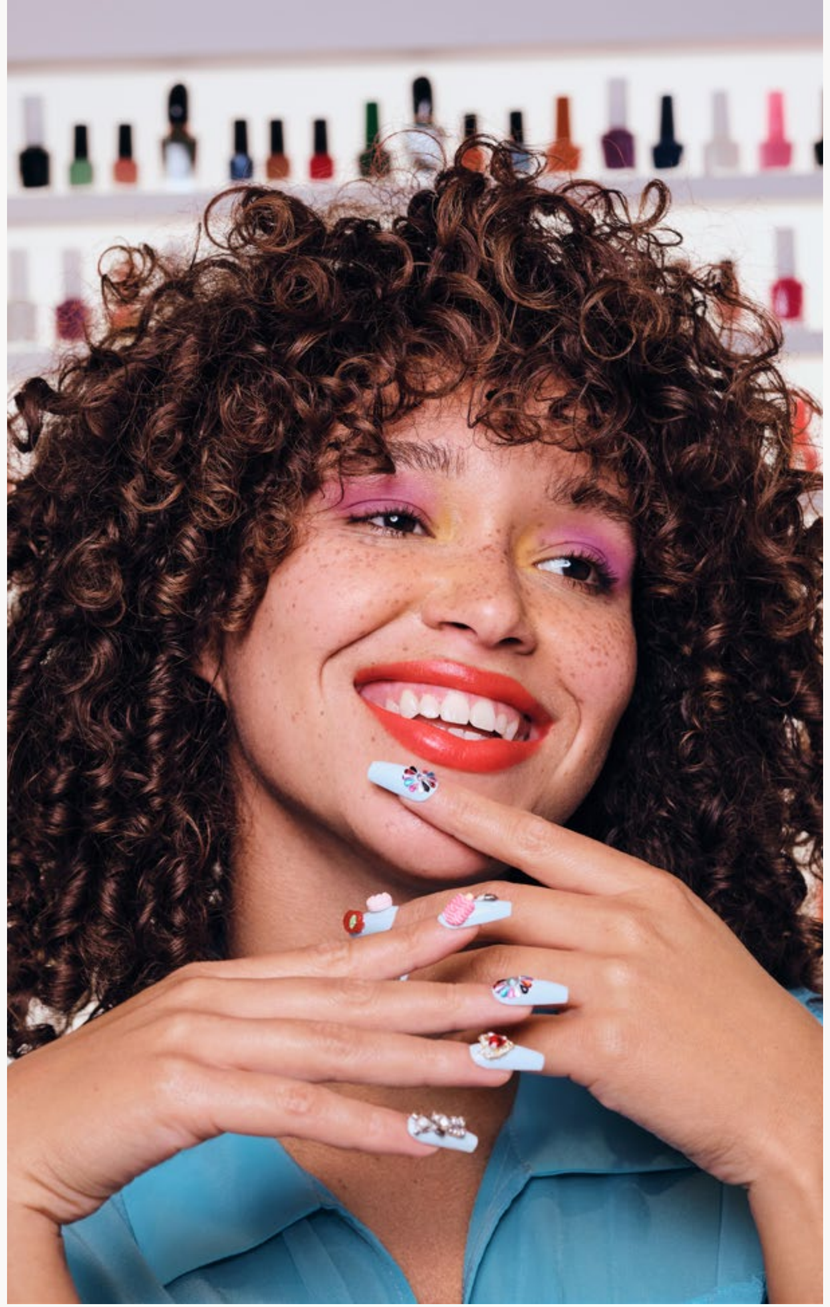


Source: Exit Survey 2022

TESTIMONIALS

"Westfield London have been a partner of ours for 10 years, during which time we have refitted and upsized our units (Tommy Hillfiger) along our current strip. The mall has grown from strength to strength and the importance placed on brand adjacencies by Westfield, means it remains a top 5 location for us in the UK. The power of the Westfield brand, and the pull it has as a shopping destination in the UK is important to us, as a global brand and is internally regarded as a strategic location, in our penetration of the London retail market."

NICK TITE
FORMER RETAIL DIRECTOR PVH,
UK AND IRELAND



Westfield London has an array of renowned brands and flagships such as Apple, John Lewis & Partners, Primark, Gymbox, Hollister, Tesla, Breitling and Nespresso to name a few

"Retail centres of the future will need a compelling reason to visit them: experience or convenience or both. Westfield is absolutely at the forefront of that. It's going to go from strength to strength."

TIM HARRISON
PARTNER AND DIRECTOR OF
STORE DESIGN AND DEVELOPMENT
JOHN LEWIS & PARTNERS



FOOD & BEVERAGE

From impulse food, to full dining and cocktail bars – we have something to suit every occasion

£135 MILLION
FOOD & BEVERAGE SALES

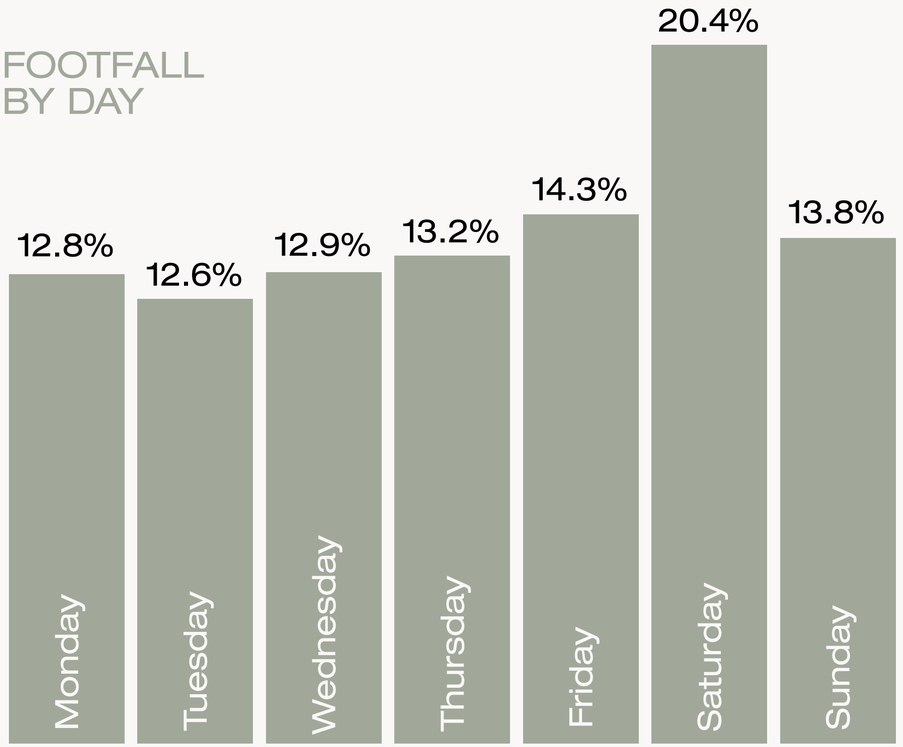
90
PLACES TO EAT & DRINK

35%
FOOD & BEVERAGE CONVERSION

£16
AVERAGE MEAL SPEND

23
KIOSKS

FOOTFALL BY DAY



Source: CACI, Exit surveys, Centre footfall and revenue 2022

More than shopping, we are a leisure destination with something for all the family to enjoy

ALL STAR LANES
BIKESOUP
CITY BOULDERING
DIVR LABS
EXHIBITION LONDON
JAVA WHISKERS
KIDZANIA
PUTTSHACK
SIXES
VUE

LEISURE

£34 TOTAL AVERAGE LEISURE SPEND







167 MINS
AVERAGE DWELL TIME

50%
FOOD AND BEVERAGE CONVERSION FOR LEISURE USERS

Source 2021/2022/2023 Jan-March CACI exit surveys and shopper dimension benchmarks.



For today's demanding consumer,
The Village and luxury at Westfield London provides a unique emporium for those seeking a premium offering

THE VILLAGE AND LUXURY AT WESTFIELD LONDON



As we redefine the retail landscape across the Unibail-Rodamco-Westfield portfolio, we are paying close attention to the luxury experience in our flagship centres. Designed to deliver pleasure and relaxation, The Luxury Village at Westfield London spans the best of established and new, and experiences for even the most demanding of guests. Supported by a world class services offering, Westfield provides a combination of a true destination location, the best of fashion, food, dining and experiences, and the design aesthetics expected from a luxury destination.



£595

AVERAGE TRANSACTION VALUE AT THE VILLAGE



BUCHERER

BURBERRY

GUCCI

LOUIS VUITTON

MULBERRY

PRADA

SALVATORE

FERRAGAMO

TIFFANY

THE VILLAGE

Affluent Achievers	32%
Rising Prosperity	25%
Comfortable Communities	21%
Financially Stretched	10%
Urban Adversity	12%





Source: CACI exit surveys 2022

03 THE URW PLATFORM



CONNECTING WITH OUR CUSTOMERS

Westfield's multichannel strategy helps brands go above and beyond the shop floor to reach customers wherever they are through a distinct and expansive marketing and digital platform

Unique and memorable events

Inviting brands to participate in our large scale campaign events to create wow moments and drive connection with customers.

Targeted campaigns

Year round calendar of campaigns and always-on activity to amplify the right message to our customers at the right time.

Compelling content

With regular co-promotions to ensure our centres and our brand partners stay top of mind.

The perfect platform

From immersive pop-ups to our extensive social media audiences - our team is always there to work with you to connect with your customers and bring experiences and campaigns to life.



WESTFIELD RISE

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

Westfield RISE

1 IN 3

POUNDS SPENT ON ADVERTISING IN UK SHOPPING CENTRES IS SPENT AT OUR CENTRES

Your Vision, Our Stage

Westfield Rise brings memorable brand moments to life across the Westfield universe, with extraordinary impact, through our industry-leading, integrated opportunities. Our teams can offer a flexible range of support from ideation and creativity to data and insight to help deliver the best platform for your brand.

A platform for our retailers

The Westfield Rise team provides the opportunity for retailers to capitalise on other opportunities within the centre, from tactical advertising and events to long term strategic partnerships.

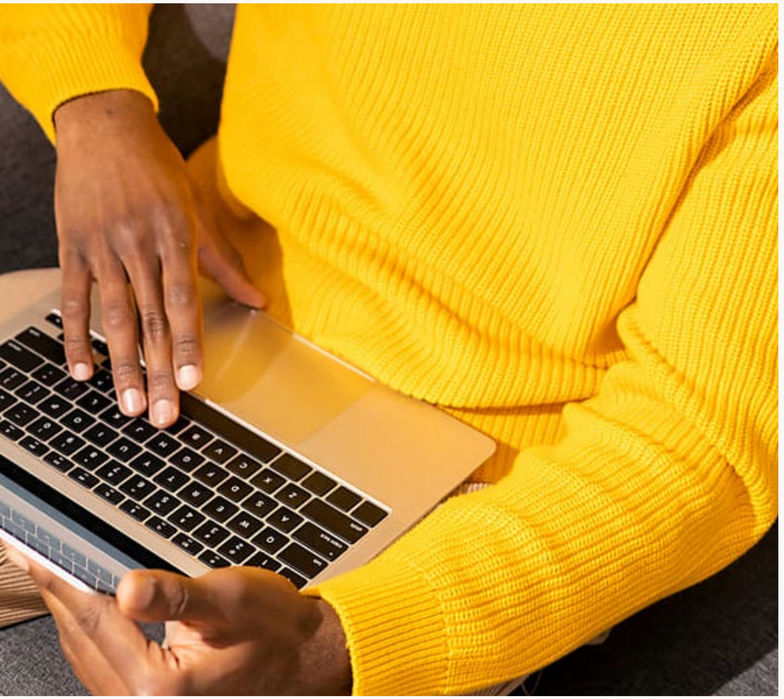
Westfield London

APPLE
BEATS
DISNEY
FACEBOOK
LEGO
NETFLIX
SAMSUNG
TESLA
TIMBERLAND

BRANDS THAT CHOOSE TO PARTNER WITH OUR CENTRES



DIGITAL ASSETS





1.2M

AVERAGE MONTHLY
WEBSITE SESSIONS

32.2K

TIKTOK FOLLOWERS

Source: Website analytics
and social media numbers

COMPREHENSIVE EMAIL DATABASE

WITH CUSTOMER ENGAGEMENTS
ABOVE THE INDUSTRY AVERAGE



372K

FACEBOOK FANS

62K

INSTAGRAM FOLLOWERS



CENTRE SERVICES

ACCESS & PARKING



BICYCLE PARKING



ACCESSIBILITY & SHOPMOBILITY



CAR RENTAL & PRIVATE HIRE



H2O CAR VALETING



SMART PARKING



VALET PARKING

PRACTICAL SERVICES



MOBILE CHARGING STATION



EV CHARGING STATION



VIRGIN PURE WATER STATIONS



VISUAL IMPAIRMENT



INPOST LOCKERS



ECO ATM



PRINTING

GUEST SERVICES



CLOAKROOM



WELCOME LOUNGES



LOST PROPERTY



DOG HOTEL



FLEXIBLE WORK SPACES



PERSONAL STYLING & SHOPPING

FAMILY SERVICES



KIDS SERVICES



PLAYWORLD



FAMILY ROOM

OTHER SERVICES



NHS BLOOD DONOR CENTRE



MULTI FAITH PRAYER ROOM

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