

Grand opening of Wroclavia new shopping center in Poland

Iconic lifestyle shopping center with 4 star services

Wroclaw, 17 October 2017. **Unibail-Rodamco, the largest listed commercial property company in Europe, announces the opening of Wroclavia, its brand-new shopping center in the very heart of the city of Wroclaw in Poland. This new iconic lifestyle shopping center establishes new standards of services, with innovative architecture and exceptionally vibrant atmosphere, offering a remarkable shopping experience and the highest level of entertainment.**

“With the inauguration of the new Wroclavia shopping centre in the heart of Wroclaw, a city situated in Lower Silesia, the 2nd region of the country in terms of GDP per capita, and renowned for its perfect combination of modernity and tradition, Unibail-Rodamco has the ambition to bring the best of shopping experience with this unique, custom-made project. Wroclavia will offer a best-in-class quality of service in an exceptional ambiance, marked by frequent special events. We are deeply convinced that it will be a truly remarkable place for all visitors”, says Arnaud Burlin, Managing Director Central Europe Unibail-Rodamco.

Leisure and entertainment center: Grand Kitchen, Cinema City, Fikołki

The new Wroclavia shopping centre has been designed to answer customers’ multiple expectations: close to a fifth of the centre’s total surface has been dedicated to entertainment and food services. On the second floor, in close proximity to the evergreen 4,000 sqm terraces, visitors will discover a cautiously arranged and spacious Grand Kitchen dining zone. In this area, visitors will find the best cuisines served in international and local restaurants to be enjoyed with family, during business meeting or evening social get-togethers. A few steps away from the Grand Kitchen, visitors will find the only cinema in Poland offering 20 air-conditioned movie theatres (including the first IMAX® cinema in Wroclaw). The new Wroclavia shopping centre also welcomes all children who will enjoy themselves on the Fikołki playground.

Unibail-Rodamco is proud to present six major openings in autumn 2017: one new shopping centre, four extensions, together with the opening of new Paris Convention Centre.

These six inaugurations illustrate the Group’s strategy to focus on top quality assets, in Europe’s best locations, offering its customers the best brands and services.

The inaugurations calendar:

10 October: **Centrum Chodov**, Prague,

Czech Republic – Extension.

17 October: **Wroclavia**, Wroclaw,

Poland – New centre.

25 October: **Carré Sénart**, Paris area,

France – Extension.

9 November: **Glòries**, Barcelona,

Spain – Extension- Redevelopment.

22 November: **Hall 7**, Paris Convention Centre, Paris, France.

29 November: **Parly 2**, Paris area,

France – Extension.

Including the new Wroclavia centre in Poland, Unibail-Rodamco’s retail portfolio consists of 69 shopping centres in Europe.

Best-in-class offer: new market entries, flagship stores and popular brands

The 64,000 sqm of Wroclavia are home to 181 shops, restaurants and entertainment units. Tenants have been selected with extra care so that visitors can find the perfect offer that meets their needs.

First brands openings in Wroclaw include famous names like Sfera, Forever 21, Uterqüe, Steve Madden or Estée Lauder.

Other Wroclavia tenants include most popular fashion groups offering a full range of its brands: Polish LPP S.A. (with Reserved, Mohito, House, Cropp and Sinsay) and international Inditex group (with Zara, Zara Home, Pull & Bear, Bershka, Oysho, Massimo Dutti and Stadivarius). The visitors will also find various jewelry, lingerie and beauty, as well as food, sports, homeware and multimedia retailers.

Exceeding customers' expectations: the 4-star service

In Wroclavia, everything is made to make sure that each visitor enjoys a smooth and pleasant customer journey with an outstanding quality of service, certified by Unibail-Rodamco's 4-star quality label. Free and unlimited high-speed Wi-Fi access, mobile applications, power stations for electric cars and scooters, together with a number of services for families (children-friendly room, special events, identity band, car-stroller rent) are offered to the centre's visitors. They will also benefit from an advantageous loyalty program that ensures access to attractive discounts and special offers, as well as free assistance of a personal shopper.

Innovative and sustainable architecture

The new Wroclavia shopping centre has been rising from the ground for the past two and a half years, starting in April 2015. With a total investment value of €240 million, this impressive achievement gave birth to a complex multi-level and multifunctional building, also housing an underground bus station.

The focus of Wroclavia designers has been to develop a unique architectural concept. Polish IMB Asymetria studio designed the building while Saguez&Partners, a leading design agency from Paris, conceived the interiors. Wroclavia's design is inspired by nature, and in particular by the over 300-year-old oak "Przewodnik" which welcomes all guests at the main entrance. The interior design refers to the Odra River flowing through Wroclaw, its islands and bridges. Both inside and outside, the highest quality natural materials have been used (e.g. wood and marble), reflecting the exquisite character of the building and the sustainable approach of the project. The extensive use of visitor-friendly natural daylight, glass entrances, roofing made of durable material and illuminated façades with 3D effect are hallmarks of the new centre.

In November 2017, a modern Polbus PKS bus station will be launched inside the Wroclavia building: with its highly functional character that matches the best European standards, it will cater for all the needs of Wroclaw and its residents.

"Wroclavia restores the big-city character of its neighborhood, while the connections between the new bus station, the renovated main railway station and several bus and tram stops create a modern and comfortable communication hub", says Arnaud Burlin.



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About Unibail-Rodamco

Created in 1968, Unibail-Rodamco SE is Europe's largest listed commercial property company, with a presence in 11 EU countries, and a portfolio of assets valued at €42.5 billion as of June 30, 2017. As an integrated operator, investor and developer, the Group aims to cover the whole of the real estate value creation chain. With the support of its 2,008 professionals, Unibail-Rodamco applies those skills to highly specialised market segments such as large shopping centres in major European cities and large offices and convention & exhibition centres in the Paris region.

The Group distinguishes itself through its focus on the highest architectural, city planning and environmental standards. Its long term approach and sustainable vision focuses on the development or redevelopment of outstanding places to shop, work and relax. Its commitment to environmental, economic and social sustainability has been recognised by inclusion in the FTSE4Good and STOXX Global ESG Leaders indexes. The Group is a member of the CAC 40, AEX 25 and EuroSTOXX 50 indices. It benefits from an A rating from Standard & Poor's and Fitch Ratings.

For more information, please visit our website: www.unibail-rodamco.com

Contact for media:

Caroline Bruel - 01 1 76 77 57 94

caroline.brueel@unibail-rodamco.com

Nathalie Feld - 01 53 70 94 23

nfeld@image7.fr