



Hamburg, February 20, 2025
Press release

Westfield Hamburg-Überseequartier announces opening events

On April 8, 2025, Westfield Hamburg-Überseequartier is hosting a tremendous opening party for the whole city of Hamburg – visitors can explore the long-awaited destination right on the river Elbe and look forward to unexpected experiences.

Rita Ora will kick off summer with exclusive live performance on June 21, 2025.

Westfield Hamburg-Überseequartier celebrates the exciting inauguration of the retail, dining and leisure areas of the quarter with a huge housewarming party with a maritime flair. The party will get started in the early afternoon with an exclusive ceremony for tenants and project participants, including the guest of honour Hamburg's First Mayor Dr. Peter Tschentscher.

From the afternoon until late in the evening (4 p.m. to 10 p.m.), visitors can look forward to an extensive programme: music acts and surprising artistic performances throughout the quarter, omnichannel and social media activations, and a finale in the evening with a DJ set and dance beats. The programme also includes numerous individual activities and events hosted by the district's brands and tenants.

Theda J. Mustroph, General Manager Westfield Hamburg-Überseequartier, says: "We are very much looking forward to welcoming guests from near and far to Westfield Hamburg-Überseequartier, a vibrant meeting place in unique surrounding environment. The new quarter offers leisure opportunities and experiences for the community, the entire city and all visitors. The opening marks a significant milestone for us and for HafenCity. With great anticipation, we await the opening and the entire launch phase of this exceptional destination."

Westfield Hamburg-Überseequartier is also excited to announce that it will welcome international critically acclaimed singer-songwriter Rita Ora to kick off summer at the destination, who will give her much anticipated live performance on June 21, 2025 at the waterfront promenade of the new quarter directly by the river Elbe. More details will be shared in the weeks leading up to the event.

Rita Ora says: "It's such an honour and pleasure to finally perform at the Opening of Westfield Hamburg-Überseequartier! I have great memories of visiting Hamburg, so it's truly a full circle moment. I can't wait for you all to experience the night we've been planning. Trust me, that early summer evening is going to be one you won't forget!"

Starting with the opening on April 8 (with special opening hours from 4 p.m. to 10 p.m.), the quarter will be open to guests on a regular basis: Monday to Saturday from 10 a.m. to 8 p.m., with special opening hours, including Sundays, for e.g. F&B and entertainment outlets.

The vibrant opening day is followed by a week-long celebration, inviting visitors to experience the quarters' retailers, restaurants and entertainment venues. From April 9 to 12, a different area of the quarter will be highlighted each day: starting with the Future section, followed by Culture, Food, as well as Leisure & Lifestyle.

Westfield Hamburg-Überseequartier: a new shopping and leisure destination

Thoughtfully designed with the community in mind, Westfield Hamburg-Überseequartier is a one-of-a-kind environment where people can live, work, shop and play, creating a positive impact and local opportunities accessible to all. The retail, dining and leisure areas, as well as a cluster for medical services, totals around 170 concepts. Long-term anchor tenants at Westfield Hamburg-Überseequartier already include Breuninger, Inditex (with five stores, including one of the largest Zara flagship stores in Germany), H&M, ANSON'S, Mango, Thalia, INTERSPORT Knudsen, REWE Piclum, Port des Lumières, Lego Discovery Centre and Kinopolis. In particular, the blend of extraordinary entertainment and cultural attractions, many of which are making their debut in the city and region, is creating a unique new experience and leisure destination in northern Germany. The offering is complemented by apartments, offices, three hotels and the cruise terminal. The quarter is optimally integrated into local infrastructure with its own metro station, bus lines and plentiful mobility services. With its direct location on the river Elbe and a unique riverside promenade, Westfield Hamburg-Überseequartier is establishing a new form of living, working and recreation right on the water.

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About Unibail-Rodamco-Westfield

Unibail-Rodamco-Westfield is an owner, developer and operator of sustainable, high-quality real estate assets in the most dynamic cities in Europe and the United States.

The Group operates 67 shopping centres in 11 countries, including 39 which carry the iconic Westfield brand. These centres attract over 900 million visits annually and provide a unique platform for retailers and brands to connect with consumers. URW also has a portfolio of high-quality offices, 10 convention and exhibition venues in Paris, and a €3.5 Bn development pipeline of mainly mixed-use assets. Its

€50 Bn portfolio is 87% in retail, 6% in offices, 5% in convention and exhibition venues, and 2% in services (as at December 31, 2024).

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 plan, which strives to make a positive environmental, social and economic impact on the cities and communities where URW operates.

URW's stapled shares are listed on Euronext Paris (Ticker: URW), with a secondary listing in Australia through Chess Depository Interests. The Group benefits from a BBB+ rating from Standard & Poor's and from a Baa2 rating from Moody's.

For more information, please visit www.urw.com

About Rita Ora

Rita Ora is an international critically acclaimed singer-songwriter with over 10 billion global streams and 13 Top 10 UK singles, four of which have gone #1, and was among the first to receive a BRIT Billion award after surpassing the landmark of one billion career UK streams. Her latest single "Ask & You Shall Receive" was praised by Forbes as "a summery floor filler," and followed her latest album, You & I, which landed the coveted #1 spot on the UK Official Independent Albums Chart, was the highest new entry from a female act in the UK Official Albums Chart, debuting at #6, and was summarized by Rolling Stone as "a collection of stunning love songs." The album features the #1 US Dance Radio hit "Praising You (feat. Fatboy Slim)," which PAPER declared "a house banger" and "You Only Love Me," for which Billboard praised Rita as "an expert in the type of sleekly-designed, electro-tinged pop on display."

You & I follows previous releases: Bang, a collaboration EP with GRAMMY-winning DJ and producer Imanbek; Phoenix, which has amassed over four billion streams and spawned four platinum singles; and Ora, her certified platinum debut album, which entered at #1 on the UK charts. Rita's acclaimed singles and star-studded collaborations have earned her seven Top 10 hits on Billboard's Dance Club Songs Chart, five of which reached #1, six Top 20 singles on Billboard's Hot Dance/Electronic Songs Chart, and a #3 Billboard Hot 100 song.

As a multi-talented industry leader across TV, culture and fashion, with brand partnerships in key sectors, Rita has continuously expanded her personal brand to new heights. In 2024, Rita launched the performance-led haircare brand TYPEBEA alongside Anna

Lahey, and the year before, she partnered with Primark to launch her first collection as part of a global multiseason collaboration, bringing together her creative vision with her long-term love of the brand. Her film and television credits include starring in the Fifty Shades of Grey franchise, Detective Pikachu, Twist, Kung Fu Panda: The Dragon Knight, and Descendants: The Rise of Red, which broke records and became Disney Branded Television's most-viewed Disney Channel Original Movie premiere ever on Disney+ by amassing nearly seven million views within its first three days of streaming. Rita's additional TV credits include co-hosting Dick Clark's New Year's Rockin' Eve and the MTV EMAs, serving as a panelist on The Masked Singer U.S. and U.K., and a judge on The Voice Australia. Rita will soon appear in the upcoming films Tin Soldier, He Bled Neon, and Voltron.
