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Press release

Westfield Hamburg-Überseequartier announces KIBU JUMPER Adventure World as further key anchor partner in the leisure segment

In combination with the differentiated selection of retail and food&beverage partners, the extraordinary experience, entertainment and cultural offerings at Westfield Hamburg-Überseequartier create a leisure destination that is unique in northern Germany. KIBU JUMPER Adventure World takes interactive recreational activities to a new level: on over 2,000 square metres and in 25 unique experience rooms, visitors of all ages can expect an exciting adventure that playfully challenges and promotes team spirit, responsiveness and cognitive skills. As the first concept of its kind, KIBU JUMPER Adventure World represents an innovative live-action experience and thus sets a new accent in the offer of the quarter directly on the river Elbe.

KIBU JUMPER Adventure World (KJ Adventure World) is inspired by the popular KIBU JUMPER youth book series and transforms its action-packed world into a real-life adventure. Teams of two to six players compete against each other in various mission rooms and solve tricky tasks in a race against time.

Anna Laura Riemann, Leasing Project Leader Westfield Hamburg-Überseequartier at Unibail-Rodamco-Westfield, says: “We are very pleased about the partnership with KIBU JUMPER Adventure World, which represents another key pillar for our leisure and experience segment, an outstanding unique selling point of Westfield Hamburg-Überseequartier. This extraordinary concept will not only inspire Hamburg residents but will also attract guests from other regions and thus strengthen the transregional significance of our destination in the heart of HafenCity.”

Maze Kahle, founder of KIBU JUMPER Adventure World, says: “Our aim was to create an adventure world that combines movement, brains and excitement. It's not just about collecting points - it's about real teamwork, clever thinking and action like in a video game, only you're right in the middle of it. We don't just want our visitors to have fun, we want them to immerse themselves in a whole new world. Each room offers its own challenge - there's no monotony here, just an experience that will stay with you.”

A new level of interactive action

Players can choose between missions in London, Paris or Hamburg. No matter which one you choose - equipped with special transponder bracelets, you have to master physical and mental challenges that require logic, cleverness and teamwork. Points are collected during the missions. These are converted into playing time for the final puzzle room. Only those who crack the secret door code will reach the exclusive Champions Zone.



In addition to the action-packed game world, with JIMI's Bistro, KIBU JUMPER Adventure World offers an extraordinary panoramic view of the port of Hamburg, which invites you to linger before or after the adventure and serves as a lively meeting place for the community. The tasty delicacies in Jimi's Bistro were created by Sven Schröder, head chef at ONO by Steffen Henssler. Guests can expect highlights such as fluffy Kaiserschmarrn with exciting toppings, fish and chips or a really tasty currywurst. KIBU JUMPER Adventure World is located directly on the waterfront promenade on the ground floor of the building that also houses the cruise terminal. The opening of the adventure world is planned for April 8, as part of the general opening of the retail, f&b and leisure areas of Westfield Hamburg-Überseequartier.

Westfield Hamburg-Überseequartier: 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. Retail lettings stand at 95%, with strong interest in the remaining units. A particular characteristic of the leasing strategy is that more than half of the brands and concepts represented in the quarter are not yet present in Hamburg city centre and a third are not yet located in Hamburg at all.

Further anchor tenants at Westfield Hamburg-Überseequartier 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.

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. The Group currently operates 18 shopping centres in Germany, 8 of which are in its own portfolio. 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
