




# RATECARD 2025

Brand Experience & Media  
Austria & Germany

---



---

01

# Introduction



# Overview

01

[Westfield Centro](#)

02

[Westfield  
Hamburg-Überseequartier](#)

03

[Westfield Ruhr Park](#)

04

[Düsseldorf Arcaden](#)

05

[Gera Arcaden](#)

06

[Gropius Passagen](#)

07

[Höfe am Brühl](#)

08

[Köln Arcaden](#)

09

[Minto](#)

10

[Neukölln Arcaden](#)

11

[Pasing Arcaden](#)

12

[Paunsdorf Center](#)

13

[Palais Vest](#)

14

[Riem Arcaden](#)

15

[Spandau Arcaden](#)

16

[Wilma Shoppen](#)

17

[Westfield Donau  
Zentrum](#)

18

[Westfield Shopping  
City Süd](#)

# Our Shopping Centres

In Germany & Austria



## Berlin

- > [Spandau Arcaden](#)
- > [WILMA Shoppen](#)
- > [Neukölln Arcaden](#)
- > [Gropius Passagen](#)

## Hamburg

- > [Westfield Hamburg-Überseequartier](#)

## Saxony

- > [Höfe am Brühl](#)
- > [Paunsdorf Center](#)

## North Rhine-Westfalia

- > [Palais Vest](#)
- > [Westfield Centro](#)
- > [Westfield Ruhr Park](#)
- > [Minto](#)
- > [Düsseldorf Arcaden](#)
- > [Köln Arcaden](#)

## Thuringia

- > [Gera Arcaden](#)

## Bavaria

- > [Pasing Arcaden](#)
- > [Riem Arcaden](#)

## Austria

- > [Westfield Donau Zentrum](#)
- > [Westfield Shopping City Süd](#)

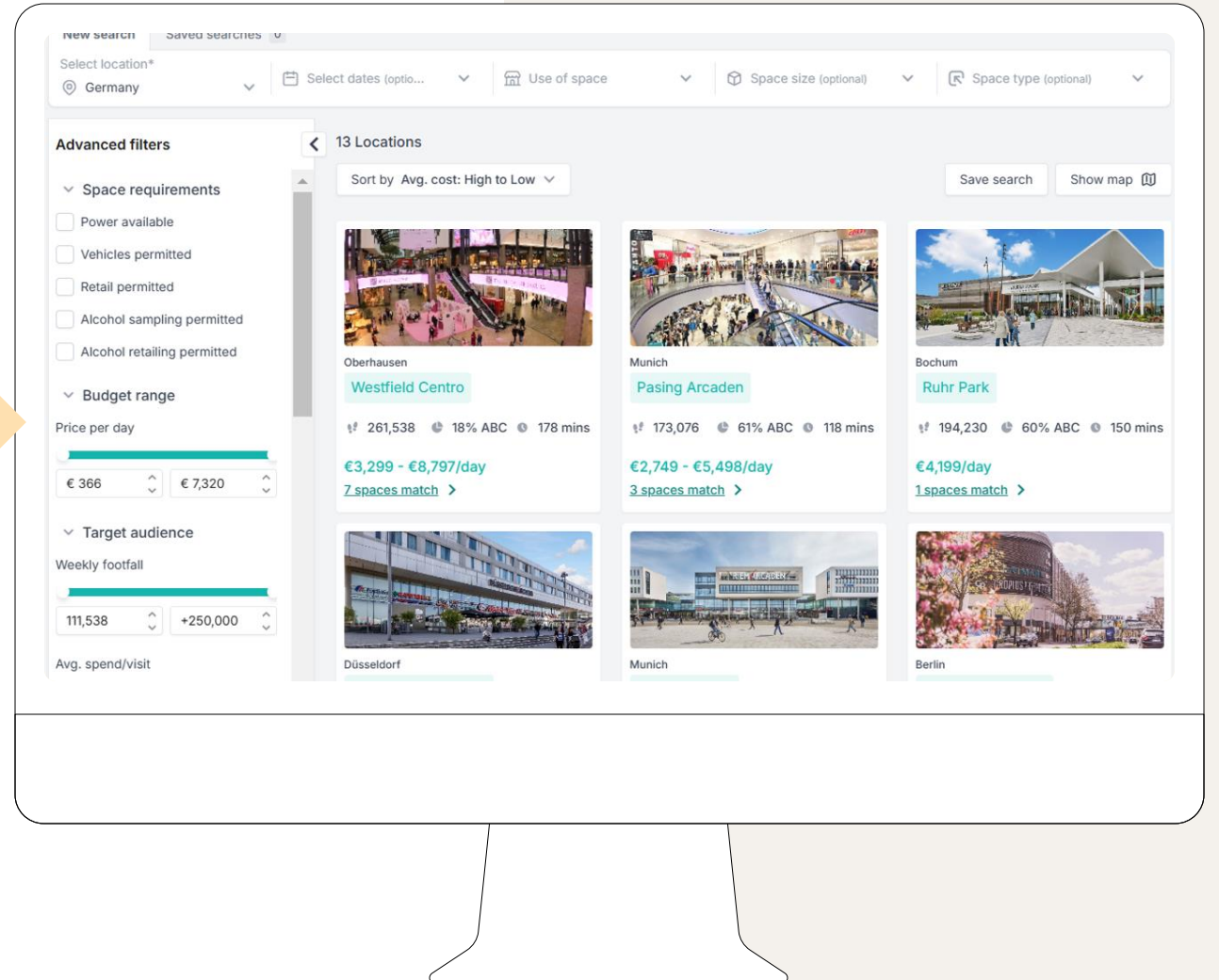
18  
SHOPPING CENTERS

183 MILLION  
ANNUAL VISITS

# Westfield Rise x lo:live

Check out our booking platform:

[westfieldrise.locationlive.com](https://westfieldrise.locationlive.com)





---

2022

Centres &  
Rates

02.1

---

Germany

# Westfield Centro

Oberhausen, Germany



205  
Stores

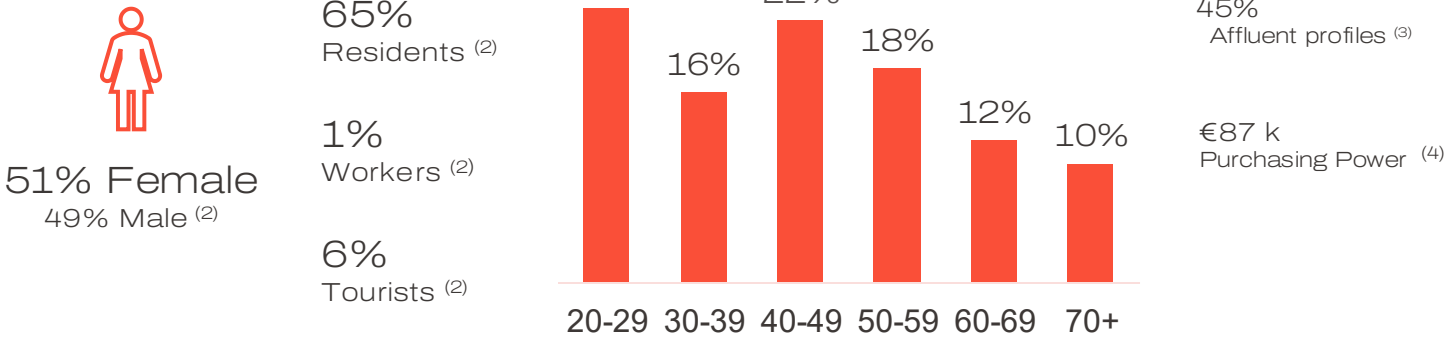
Located in Oberhausen, the most densely populated area in the Ruhr region, Westfield Centro is one of Germany's largest and most successful shopping centres. It offers visitors retail and leisure activities, including an unparalleled collection of international retailers, about 40 restaurants, a nine-screen cinema, a 12,000 seat multi-purpose arena and two adventure theme parks (Sealife Adventure Park and Legoland Discovery Centre).

254.320 sqm GLA | Monday – Saturday 10:00- 20:00

## CENTRE PROFILE



## CUSTOMER PROFILE



1) Tableau interna URW Tool

2) Telekom Data Tracking; May 2022- May 2023

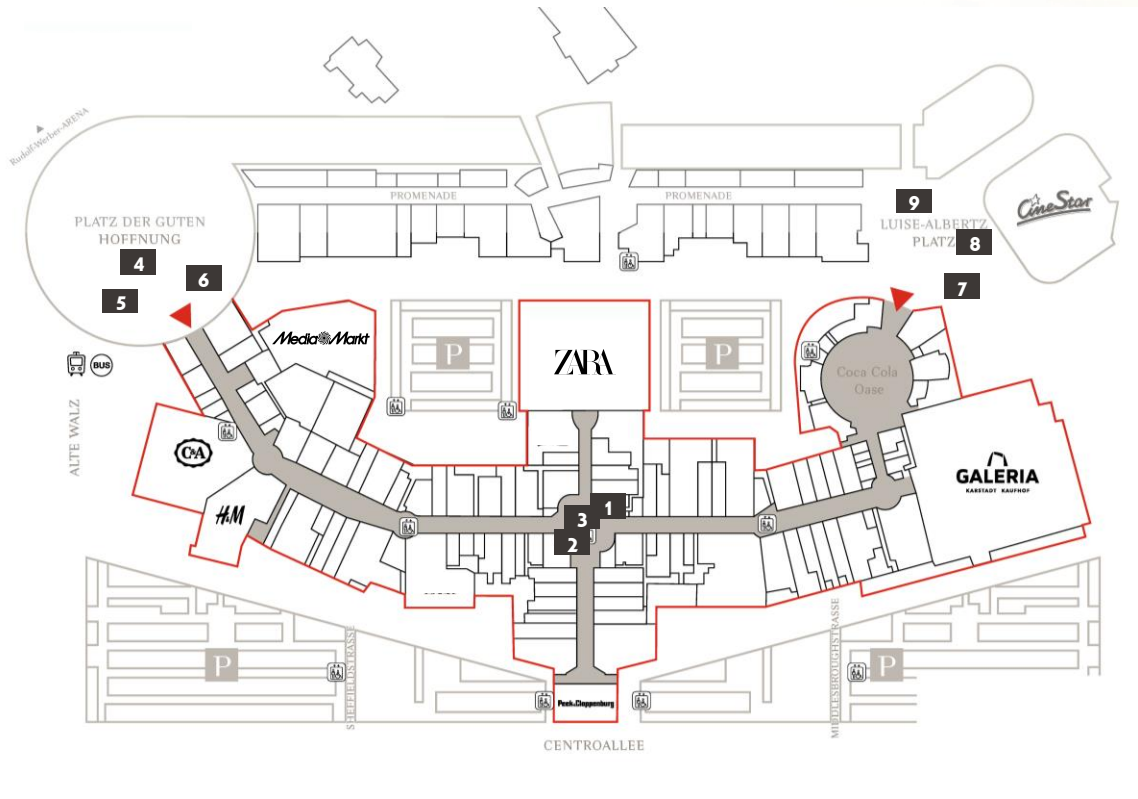
3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)

4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.

# Experiential Spaces

## Overview

### Ground Floor



Entrance from Parking



Escalator



Elevator

- 1 MITTELDOM A
- 2 MITTELDOM B
- 3 MITTELDOM TOTAL
- 4 PLATZ DER GUTEN HOFFNUNG A
- 5 PLATZ DER GUTEN HOFFNUNG B
- 6 PLATZ DER GUTEN HOFFNUNG TOTAL
- 7 LUISE-ALBERTZ-PLATZ A
- 8 LUISE-ALBERTZ-PLATZ B
- 9 LUISE-ALBERTZ-PLATZ TOTAL

	SURFACE	1 DAY	3 DAYS	1 WEEK
1	6m x 12m	4.384 €	10.227 €	19.610 €*
2	5m x 6m	3.812 €	8.894 €	17.705 €*
3	Up to 200 m²	7.560 €	17.640 €	30.200 €*
4	120 m²	3.594 €	8.386 €	11.979 €
5	500 m²	5.198 €	12.128 €	17.325 €
6	Up to 5.000 m²	8.316 €	19.404 €	27.720 €
7	Up to 120 m²	4.782 €	11.158 €	15.939 €
8	Up to 500 m²	6.930 €	16.170 €	23.100 €
9	Up to 3.500 m²	11.088 €	25.872 €	36.960 €

\* Incl. post campaign Data report



# Mitteldom A



MITTELDOM A	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)	
The larger of the two experiential sites at the heart of the centre, located on the main internal walkway. Combined with escalator branding and the 360-degree UDS screen (The HALO), this creates a magnificent effect.	6m x 12m	4.384 €	10.227 €	19.610 €* <td></td>	

\* Incl. post campaign Data report

Terms and conditions apply, please see Considerations for further details.



A photograph of a busy shopping mall interior. A large green banner hangs across the upper level, displaying the text "BEZIEHEN 100 % UNSERES STROMS" and "WASSERKRAFT UND SOMIT CO2 NEUTRAL". People are walking on the ground floor, and shops like "MACY'S" and "TOMMY HILFINGER" are visible in the background.



\* Incl. post campaign Data report

*Terms and conditions apply, please see Considerations for further details.*

# Mitteldom (total area)



\*Surcharge  
of 30% in  
Q4

MITTELDOM (TOTAL AREA)	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large experiential site at the heart of the centre, located on the main internal walkway. The Mitteldom has exposure over two levels with a viewing balcony allowing customers to see into the space. Full domination package with 360-degree UDS screen (The HALO), lift, escalator and flags branding possible.	Up to 200 m²	7.560 €	17.640 €	30.200 €*

\* Incl. post campaign Data report

Terms and conditions apply, please see [Considerations](#) for further details.



# Platz der Guten Hoffnung A



\*Surcharge  
of 30% in  
Q4

PLATZ DER GUTEN HOFFNUNG A	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large outdoor experiential space located close to the entrance of the centre, the main public transport hub and the König Pilsener Arena.	120 m <sup>2</sup>	3.594 €	8.386 €	11.979 €

Terms and conditions apply, please see [Considerations](#) for further details.

# Platz der Guten Hoffnung B



\*Surcharge  
of 30% in  
Q4

PLATZ DER GUTEN HOFFNUNG B	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large outdoor experiential space located close to the entrance of the centre, the main public transport hub and the König Pilsener Arena.	500 m²	5.198 €	12.128 €	17.325 €

Terms and conditions apply, please see [Considerations](#) for further details.



# Platz der Guten Hoffnung (total area)



\*Surcharge  
of 30% in  
Q4

PLATZ DER GUTEN HOFFNUNG (TOTAL AREA)	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large outdoor experiential space located close to the entrance of the centre, the main public transport hub and the König Pilsener Arena.	Up to 5.000 m <sup>2</sup>	8.316 €	19.404 €	27.720 €

Terms and conditions apply, please see [Considerations](#) for further details.

# Luise-Albertz-Platz A



\*Surcharge  
of 30% in  
Q4

LUISE-ALBERTZ-PLATZ A	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large outdoor experiential space located close to the entrance of the centre, the food court, the cinema and parking spaces.	Up to 120 m²	4.782 €	11.158 €	15.939 €

Terms and conditions apply, please see [Considerations](#) for further details.



# Luise-Albertz-Platz B



\*Surcharge  
of 30% in  
Q4

LUISE-ALBERTZ-PLATZ B	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large outdoor experiential space located close to the entrance of the centre, the food court, the cinema and parking spaces.	Up to 500 m²	6.930 €	16.170 €	23.100 €

Terms and conditions apply, please see [Considerations](#) for further details.

# Luise-Albertz-Platz (total area)



\*Surcharge  
of 30% in  
Q4

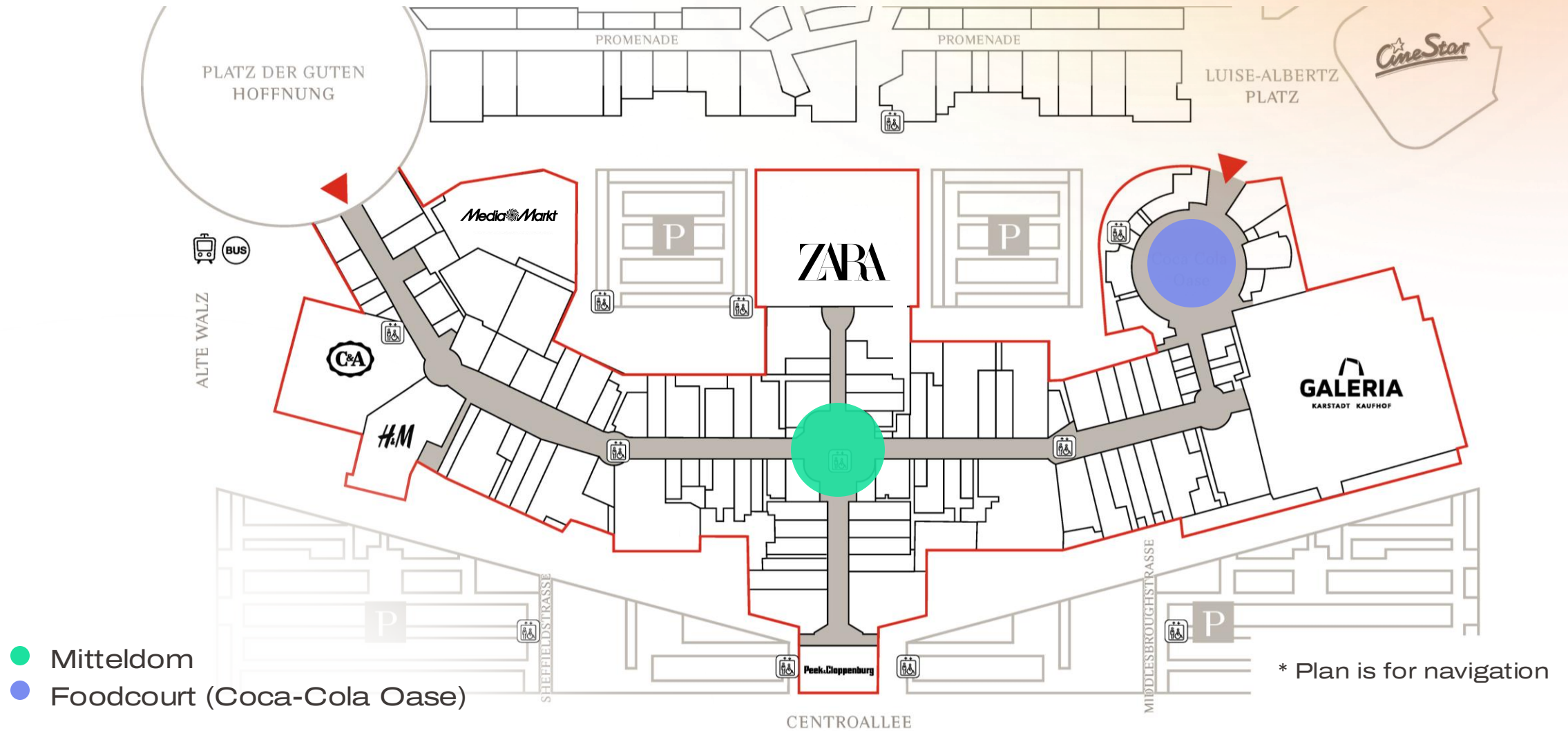
LUISE-ALBERTZ-PLATZ (TOTAL AREA)	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large outdoor experiential space located close to the entrance of the centre, the food court, the cinema and parking spaces.	Up to 3.500 m²	11.088 €	25.872 €	36.960 €

Terms and conditions apply, please see [Considerations](#) for further details.



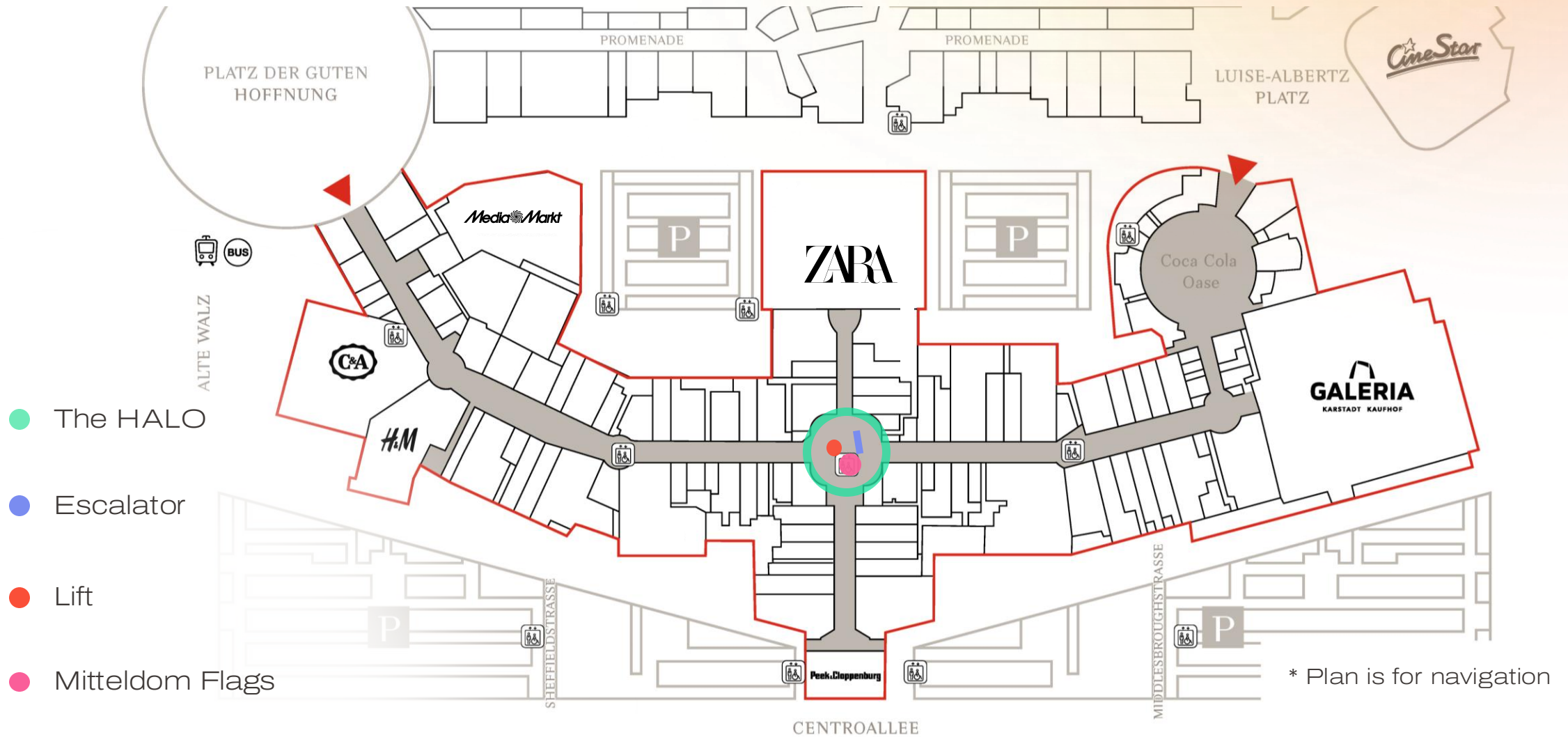
Media

# Overview Westfield Centro



Mitteldom

# Mitteldom





# The HALO



## THE HALO

The HALO consists of 4 LED screens in connection with 360 ° ring screen. Both the size and the resolution enable the Advertiser to reach an enormous number of Westfield Centro visitors. This guarantees maximum presence in the Mitteldom.

## DETAILS

360° LED Screen, 150 m<sup>2</sup>  
4 LED Screens, each 35 m<sup>2</sup>

Sales Partner Ocean Outdoor  
[hello@oceanoutdoor.de](mailto:hello@oceanoutdoor.de)



# Mitteldom Flags



\*Surcharge  
of 30% in  
Q4

MITTELDOM FLAGS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>A group of 3 flags in the middle of Mitteldom is a real attention magnet.</p> <p>A perfect complement to The HALO.</p>	<p>3 flags, 10 x 3m each</p>	<p>13.200€</p>	<p>22.044€</p>	



# Escalator Branding Mitteldom



\*Surcharge  
of 30% in  
Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Stickers on the escalator's sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer and are therefore very effective	2.340 mm x 1.230 mm + 8.730 mm x 1.030 mm (one-sided)	7.000€	11.690€	



# Lift Branding Mitteldom



LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Stickers on the lift shaft (outside) + cabin branding inside	17 m2 + 23 m2	6.000€	10.020€	



# Pillar Branding Mitteldom

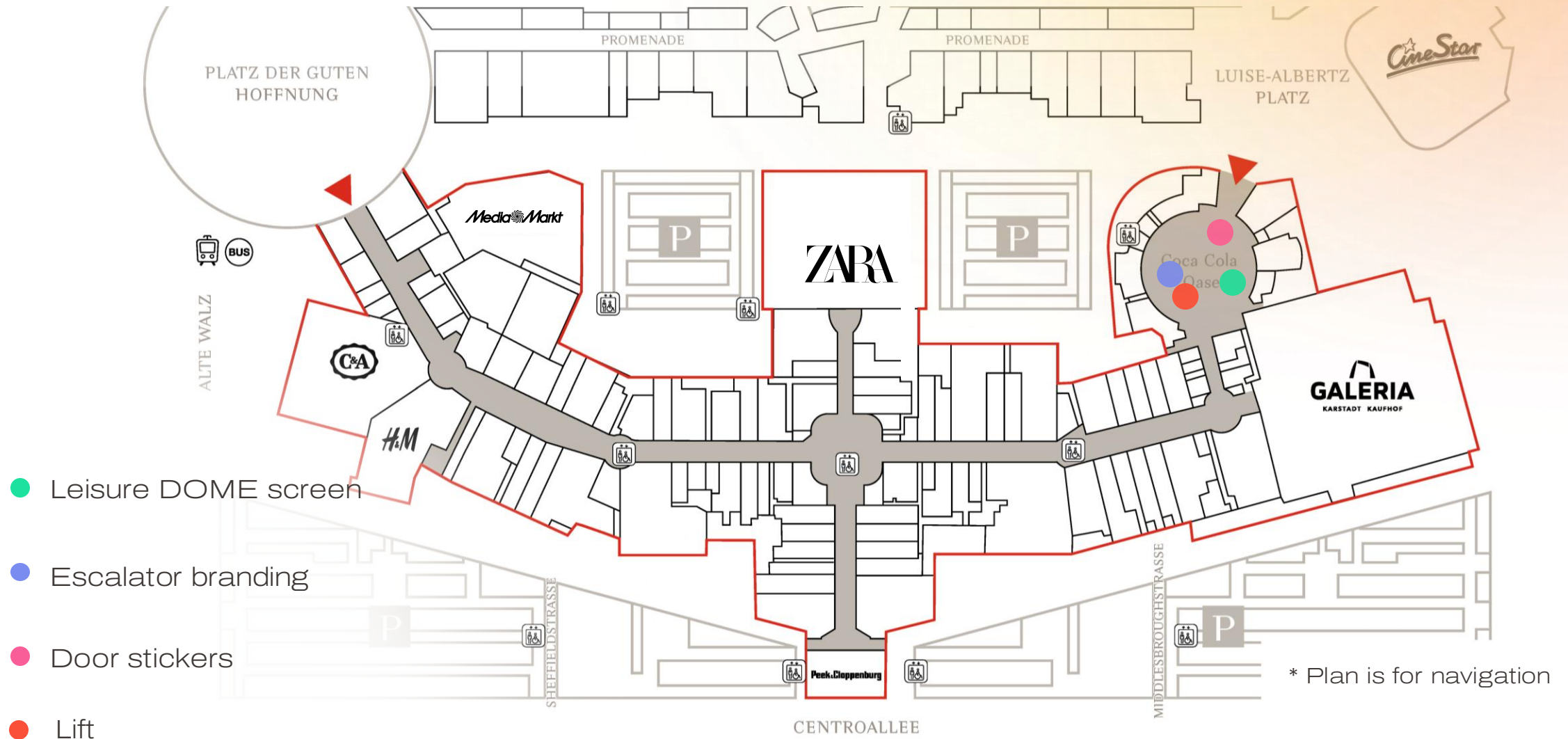


\*Surcharge  
of 30% in  
Q4

PILLAR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Branding of the 4 pillars in the Mitteldom is a great way to supplement your The HALO campaign or Domination package	4-sides branding Bookable with at least 75 SMART of Air time on The HALO	5.500€	9.185€	

Coca-Cola  
Oase

# Coca-Cola Oases





# Leisure DOME



\*Surcharge  
of 30% in  
Q4

LEISURE DOME SCREEN	DETAILS
<p>In contrast to many other large digital formats, the Leisure DOME screen located in the center of the busy food court, enables the playback of videos WITH MUSIC. The screen can be booked separately or in combination with The HALO package.</p>	<p>25 m², Sales Partner Ocean Outdoor <a href="mailto:hello@oceanoutdoor.de">hello@oceanoutdoor.de</a></p>

# Escalator Branding Coca Cola Ose



\*Surcharge  
of 30% in  
Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Stickers on the escalator's sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer and are therefore very effective	9.000 x 600 mm	7.000€	11.690€	



# Lift Branding Coca Cola Oase



LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Stickers on the inside and outside of the lift including lift doors are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer and are therefore very effective	27 m²	6.000€	10.020€	

Mall



# Pillar & Escalator Branding



\*Surcharge of 30% in Q4

PILLAR & ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Combined with the columns branding, escalators are a perfect way to reach the customers walking through the shopping mall and lead them to the advertiser's store on the 1st floor.	Escalator: 2x 14.600 x 10.300 mm Columns: 5.000 x 1.570 mm	N/A	7.000€	



# Escalator Branding



\*Surcharge  
of 30% in  
Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Due to its design, new escalators located in the middle of Centro's corridors can be branded partly or completely (bottom and glass parts)	9.000 x 600 mm	5.400€	9.018€	



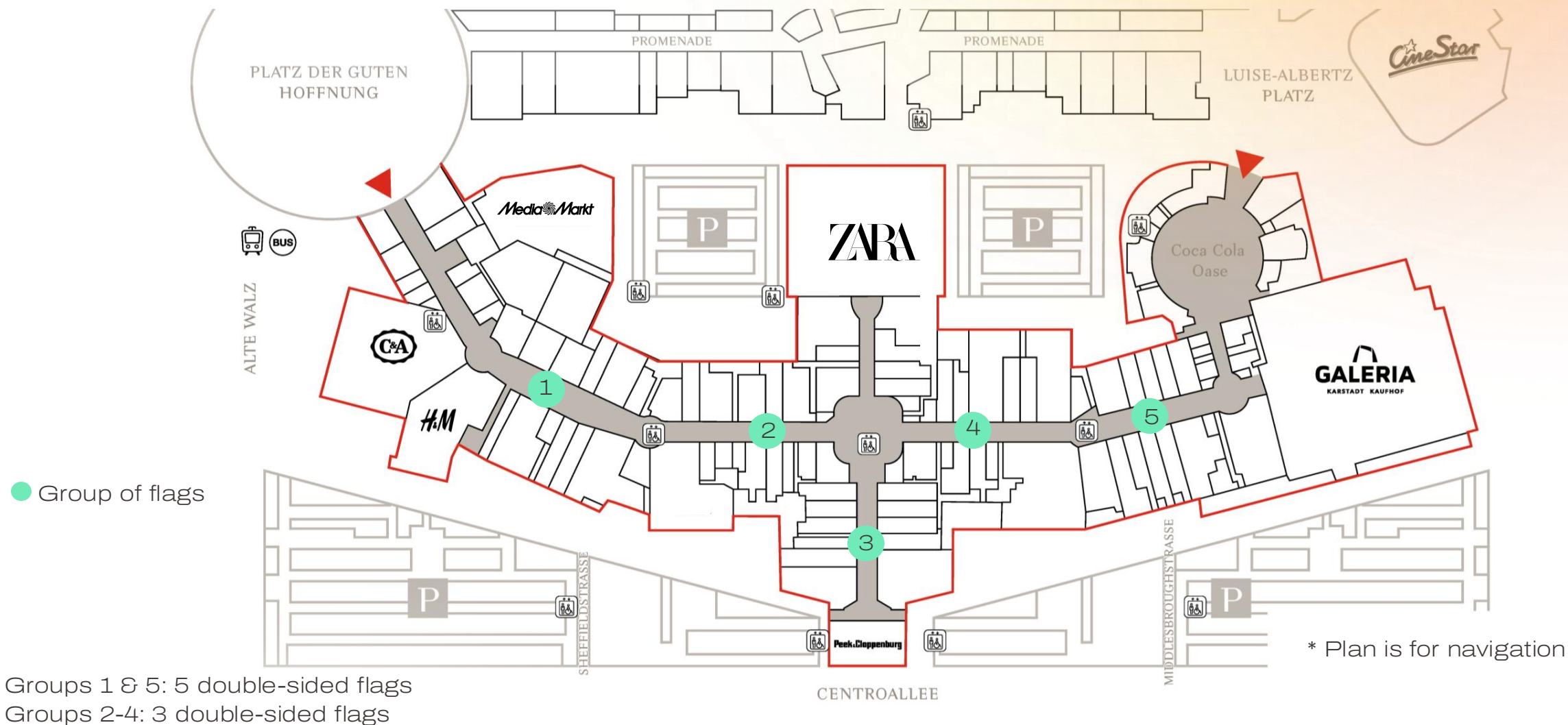
# Mall Flags



\*Surcharge  
of 30% in  
Q4

MALL FLAGS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Suspended double-sided flags, located in the heart of Centro's, catch the eye of customers from both floors.	Double-sided flags, 10m2 each Group of 3 flags or Group of 5 flags	N/A	3 flags: 9.000€ 5 flags: 13.000€	

# Mall Flags





# Plant Pots



PLANT POTS BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Catchy advertisement on plant pots can be placed in multiple locations within the mall, showing visitors the way to your store.	4 sides 1800x730 mm	N/A	4.000€	

\*Surcharge of 30% in Q4

# Poster - Public Transport Entrance



\*Surcharge  
of 30% in  
Q4

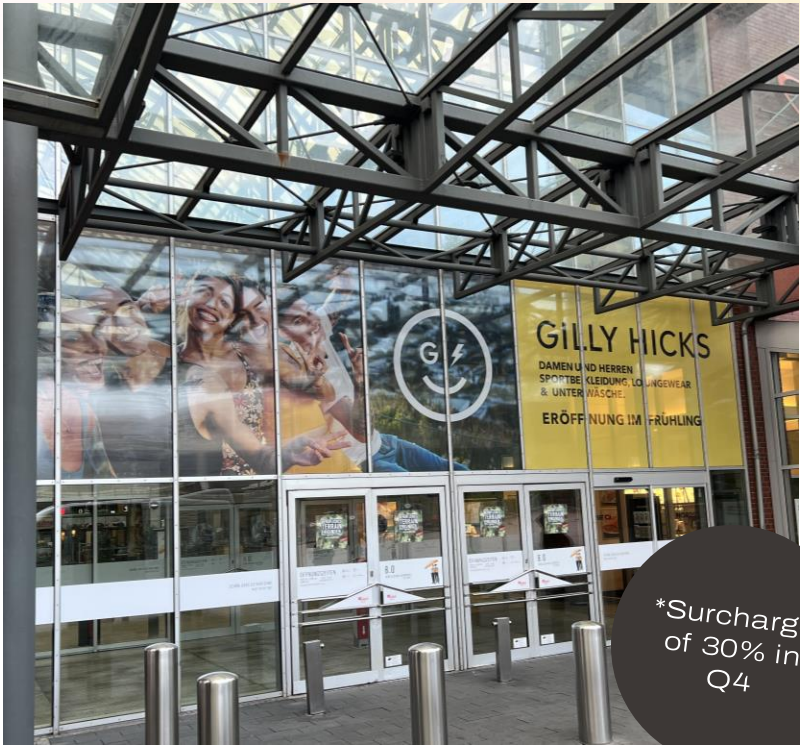
POSTER – PUBLIC TRANSPORT ENTRANCE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
6 big static posters at the entrance next to the public transport stop simply can not be passed without any attention.	5 posters 3240x3540mm. 1 poster 2080x3550mm	N/A	2.000€ per poster	



Outdoor



# Entrance Branding (Overhead)-exterior



\*Surcharge  
of 30% in  
Q4

ENTRANCE BRANDING (OVERHEAD) - EXTERIOR	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>Full branding of the entrance from next to the public transport stop guarantees excellent visibility and WOW effect even before entering the shopping center.</p> <p>Can be combined with standard door stickers (30 cm diameter)</p>	28 m²	N/A	12.000€	



# Entrance Branding (Overhead) - interior



\*Surcharge  
of 30% in  
Q4

ENTRANCE BRANDING (OVERHEAD) - INTERIOR	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Complete branding of the second (indoor) entrance group to the mall. Can be combined with standard door stickers (30 cm diameter).	28 m²	N/A	6.000€	

# Entrance Branding (Overhead) - small



\*Surcharge  
of 30% in  
Q4

ENTRANCE BRANDING (OVERHEAD) - SMALL	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Medium sized stickers on the entrances from the car park areas are sold in groups of 2 and can be combined with standard door stickers (30 cm diameter)	Exterior and interior door	N/A	4.500€	



# Door Stickers



DOOR STICKERS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
10 entrances   Ground floor & 1st floor   8 stickers per entrance   Double-sided branding Exterior and interior doors possible	80 pieces, 30 x 30 cm	N/A	13.360€	

# Promenade Escalator Branding



PROMENADE ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
This large format advertising spot on the lively Promenade is a real attention grabber.	Special format	N/A	7.500€ *	

\*2.000€ per month if booked >6 months.



# Promenade Stairs Branding



\*Surcharge  
of 30% in  
Q4

PROMENADE STAIRS BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Wide staircases in the center of Promenade offers great possibilities for the creative branding. Combine with escalator side branding for the WOW-effect.	Special format	N/A	5.500€	



# Promenade Flags



PROMENADE FLAGS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
20 double-sided flags along the Promenade	20 double-sided flags, 80x150 cm	9.000€	15.030€	

# Poster - Car Park 6 Entrance

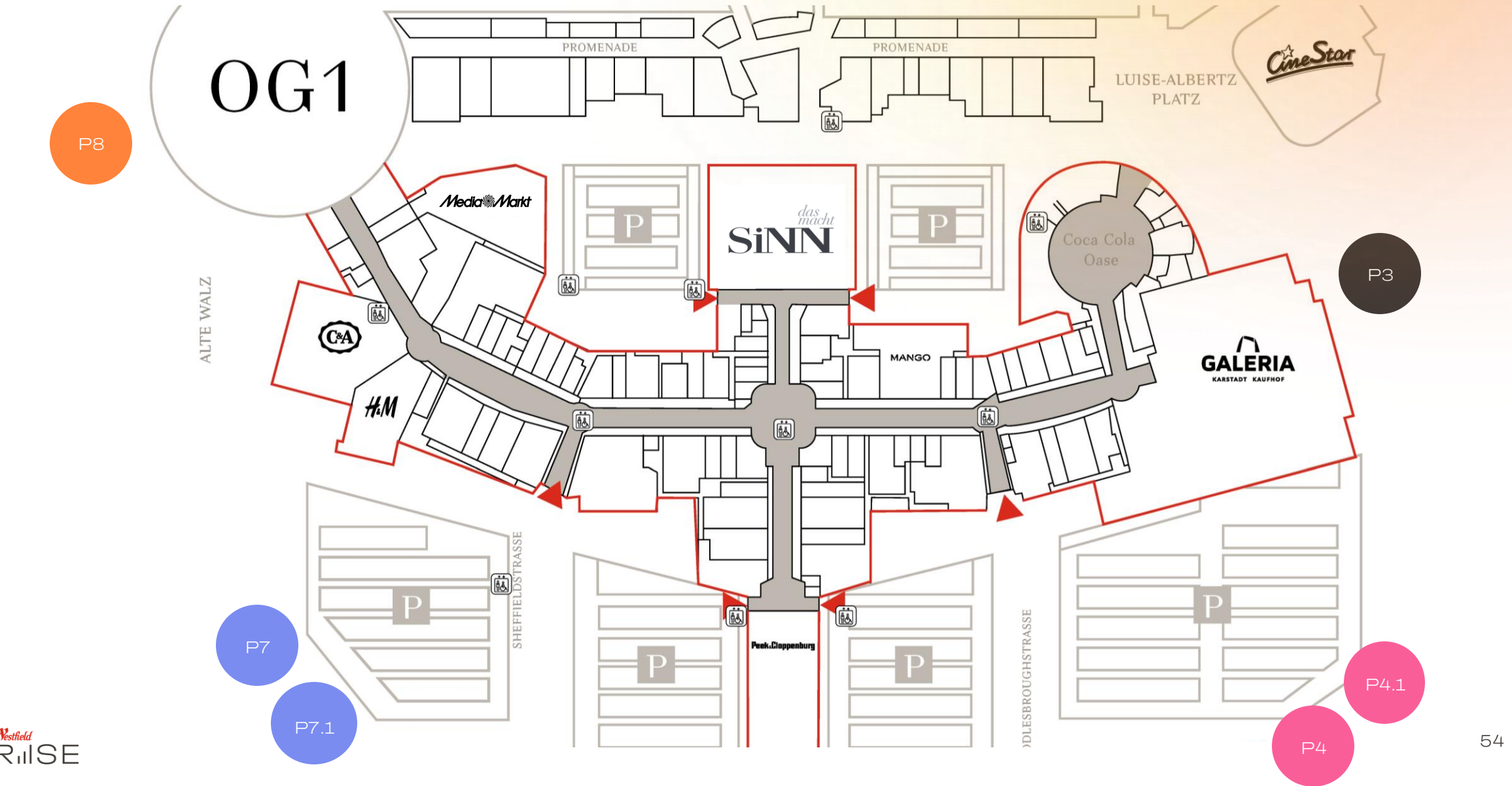


POSTER – CAR PARK 6 ENTRANCE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Big frames with posters are placed at the entrances to the mall from the car park area.	5000x2800 mm	N/A	3500€/1 poster 6000€/ 2 posters	

# Car Park Giant Posters



# Car Park Giant posters



# Car Park Giant posters



\*Surcharge of 30% in Q4

CAR PARK GIANT POSTER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
6 individual banners   Positioned on main access roads & highly frequented parking garages	10 x 10m each	N/A	11.000€	



# Large format Screens

# Centro Lights



CENTRO LIGHTS	SIZE
<p><b>Massive Impact, Unlimited Possibilities:</b> At 140m<sup>2</sup>, Centro Lights deep screen offers a stunning platform for both captivating <b>3D</b> clips and traditional video ads. Perfectly placed near the main outdoor experiential area, providing a unique opportunity for combined advertising and live promotions.</p>	<p>140 m<sup>2</sup>, 10 sec. spot</p> <p>Sales Partner Ocean Outdoor <a href="mailto:hello@oceanoutdoor.de">hello@oceanoutdoor.de</a></p>



# The Double



## THE DOUBLE

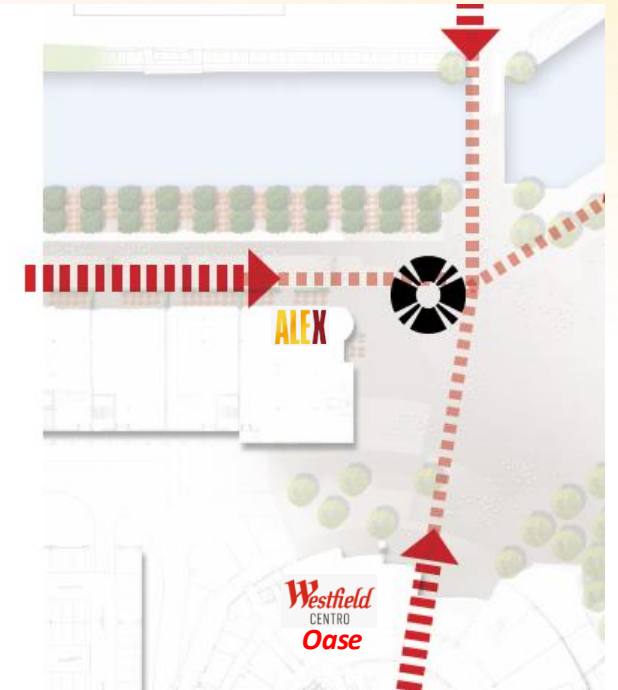
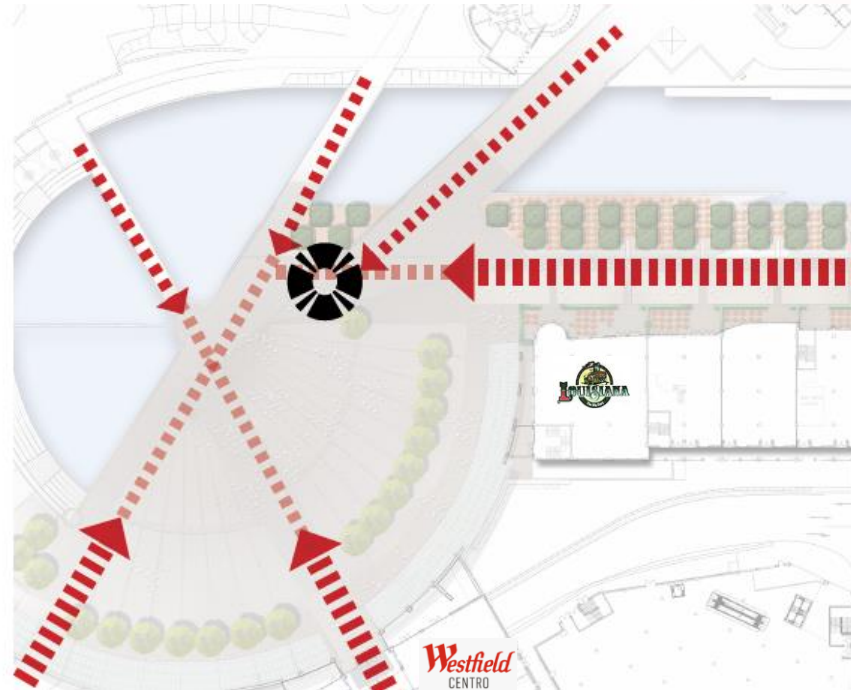
With our innovative double-sided Super totem, your Brand can command attention like never before! Strategically positioned to maximize visibility, The Double allows you to connect with a wide range of potential customers, making sure your advertising reaches them at the right moment.

## SIZE

2x14 m<sup>2</sup>, 10 sec. spot

Sales Partner Ocean Outdoor  
[hello@oceanoutdoor.de](mailto:hello@oceanoutdoor.de)

# The Green Double



## THE GREEN DOUBLE

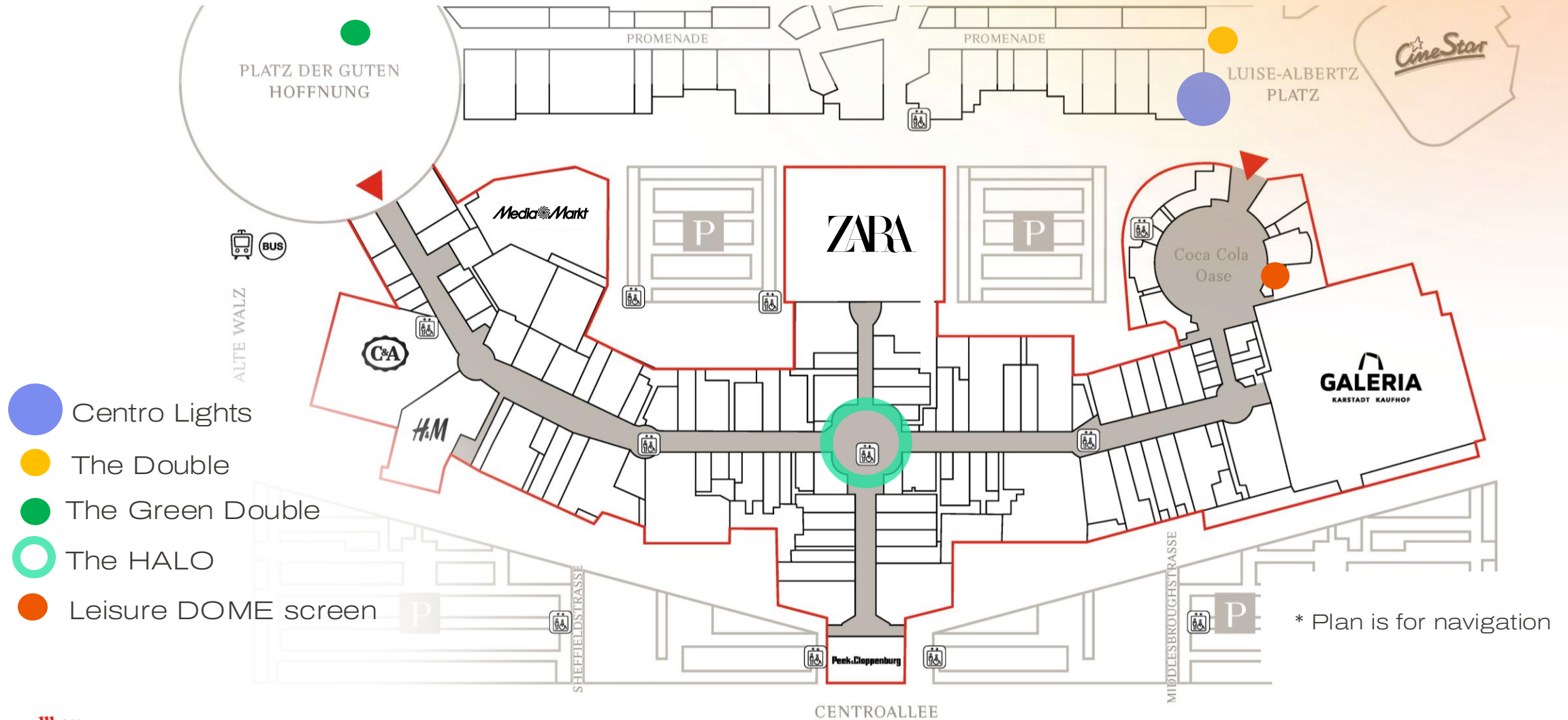
Positioned at the prominent end of the Promenade, The Green Double super combines two high-impact digital screens with a lush green wall, creating an unbeatable advertising opportunity. Visible from all angles, this unique structure ensures your message stands out to visitors and diners. Perfect for combining digital campaigns with experiential activity

## SIZE

2x14 m<sup>2</sup>, 10 sec. spot  
Sales Partner Ocean Outdoor  
[hello@oceanoutdoor.de](mailto:hello@oceanoutdoor.de)



# Large format screens



Digital totems

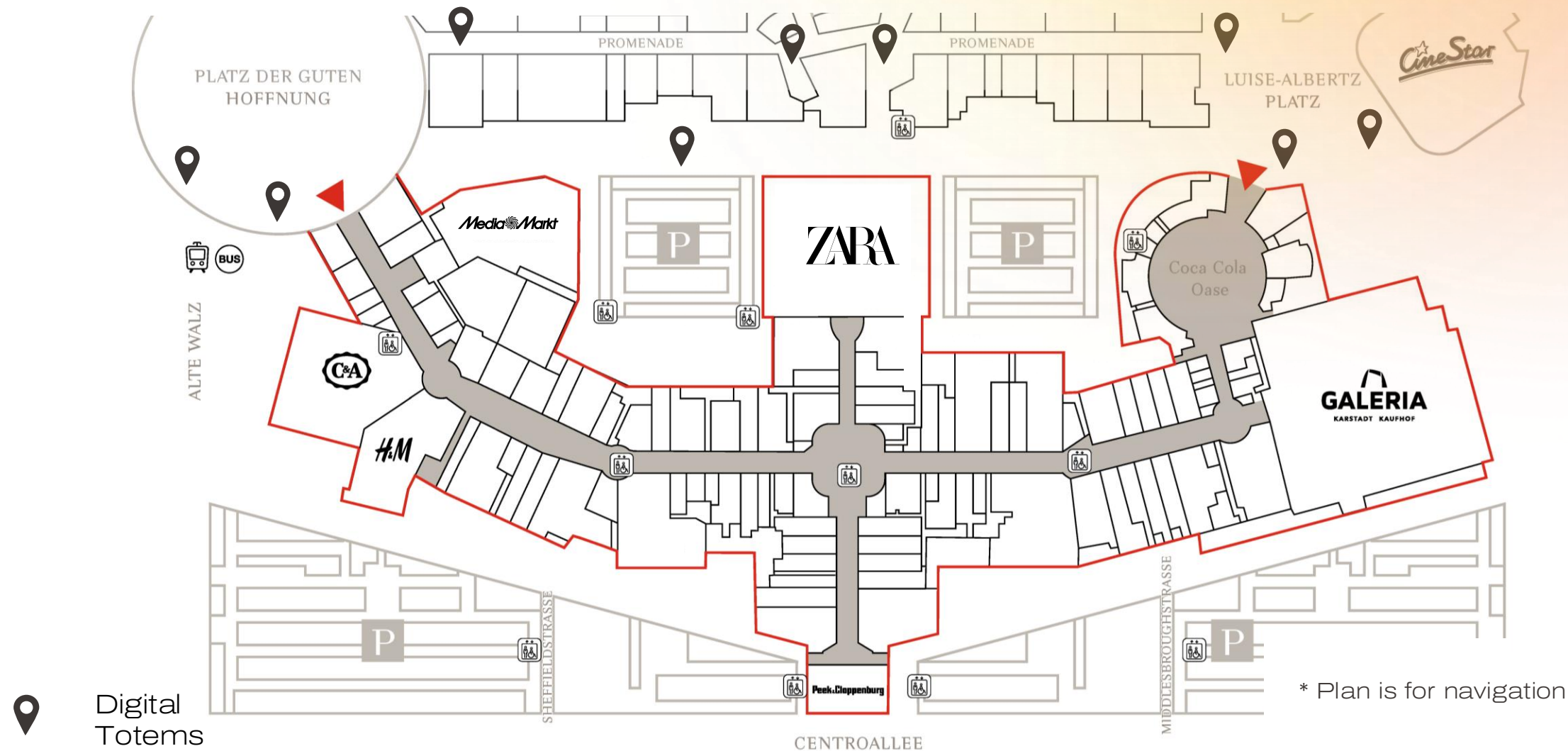


# Digital Totems



DIGITAL TOTEMS	SIZE
<p>9 double-sided digital totems meet the requirements of discerning advertisers. Digital totems in portrait format and high-resolution quality - common formats.</p>	<p>24 digital totems (48 screens) Size of the screen: 1.650 x928 mm</p>

# Digital Totems





# Contact

External Partner

operations@eisbach.media

# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.



# Westfield Hamburg- Überseequartier

Hamburg, Germany

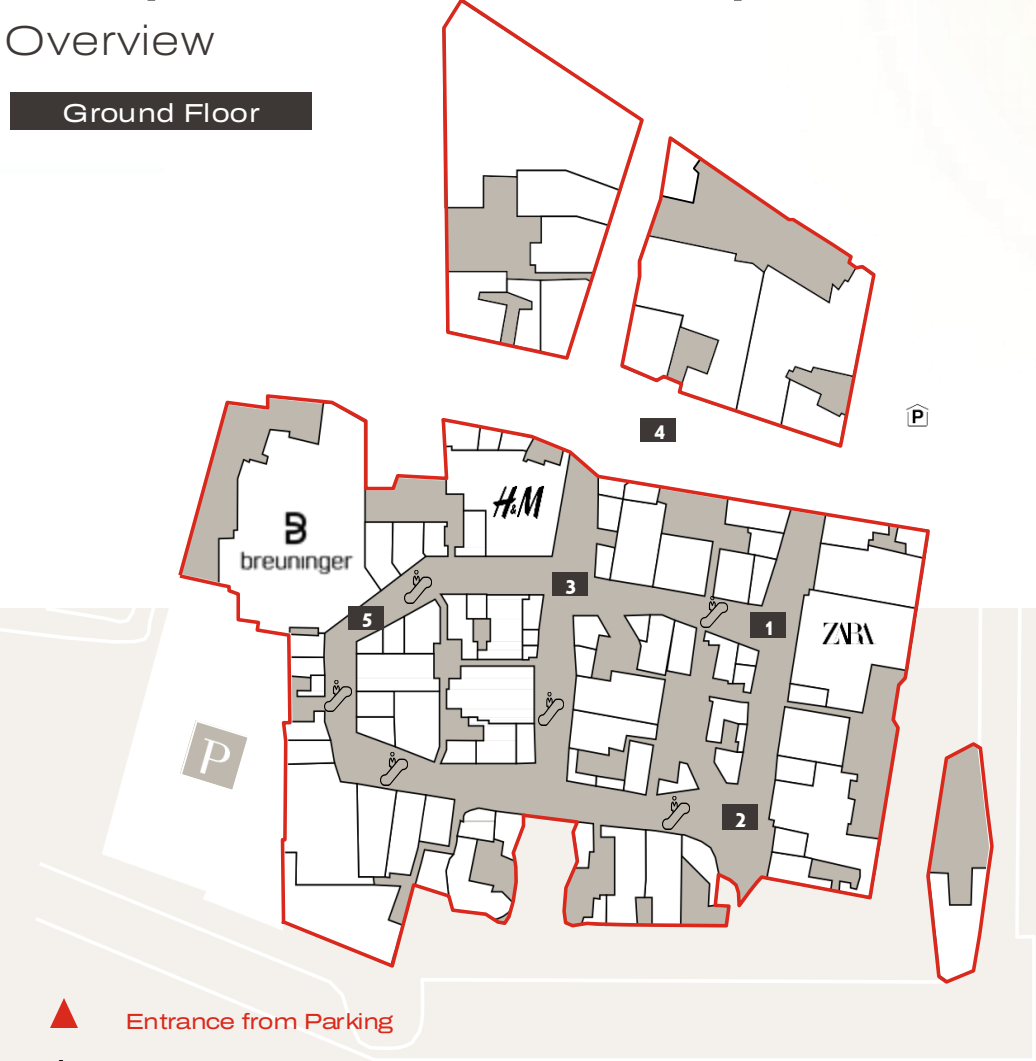
Cosmopolitan, open and urban – Westfield Hamburg-Überseequartier is a one-of-a-kind place. Designed as an integrated district and central part of the HafenCity in Hamburg, it connects places to live and work with attractive cultural offers and leisure facilities as well as innovative retail and entertainment concepts. An additional highlight will be the state-of-the-art cruise terminal. With this mixed-use development, URW creates the lively essence of the contemporary Hamburg and connects future-oriented models for urban living with the historically developed Hamburg identity. The goal: a vibrating meeting place for people from Hamburg and tourists.



# Experiential Spaces

## Overview

Ground Floor



- 1 BALTIMORE-STRASSE NORD
- 2 BALTIMORE-STRASSE SÜD
- 3 ÜBERSEE-BOULEVARD
- 4 ÜBERSEE-PLATZ
- 5 SAMPLING ALSTER

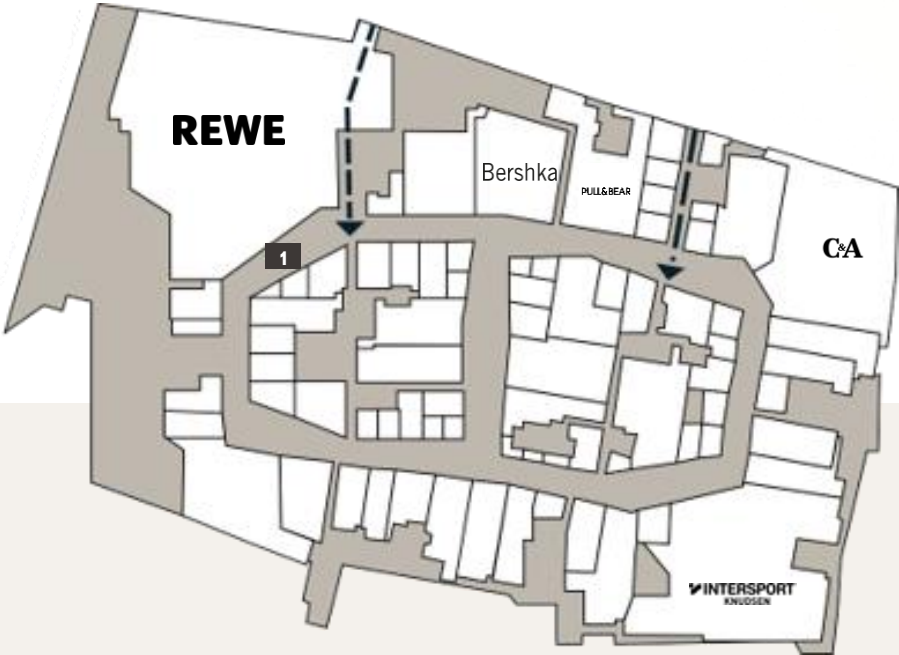
SURFACE	1 DAY	3 DAYS	1 WEEK
11m x 5m	4.568 €	10.657 €	15.225 €
13m x 21m	6.825 €	15.925 €	22.750 €
10m x 17m	4.725 €	11.025 €	15.750 €
39m x 8m	5.250 €	12.250 €	17.500 €
Up to 16 m²	1.950€	4.550€	6.500 €

- ▲ Entrance from Parking
- Escalator
- Elevator

# Experiential Spaces

## Overview

Lower Ground Floor



**1** SAMPLING ELBE

<i>SURFACE</i>	<i>1 DAY</i>	<i>3 DAYS</i>	<i>1 WEEK</i>
Up to 17 m <sup>2</sup>	1.950€	4.550€	6.500 €



Entrance from Parking



Escalator



Elevator



# Baltimorestraße Nord

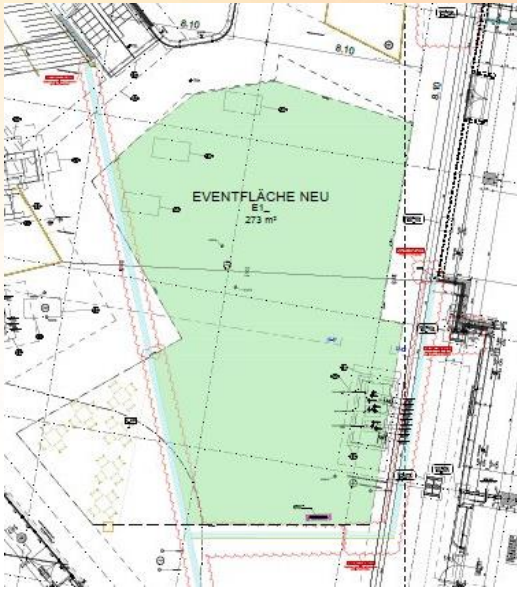


\*Surcharge  
of 30% in  
Q4

BALTIMORESTRASSE NORD	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Medium-sized event space located in the mainstream fashion area of the mall, right in front of the ZARA flagship store.	11m x 5m	4.568 €	10.657 €	15.225 €

Terms and conditions apply, please see [Considerations](#) for further details.

# Baltimorestraße Süd



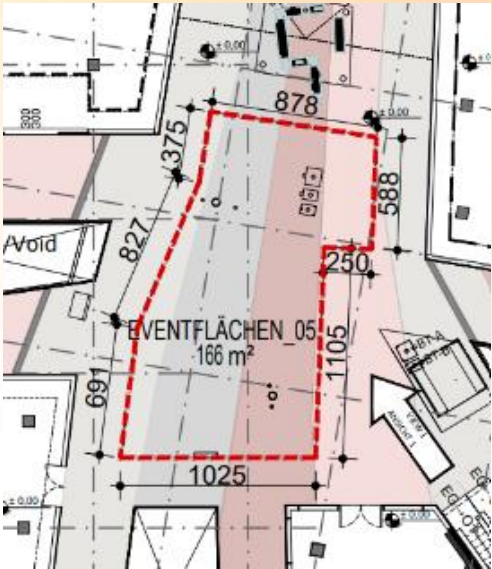
\*Surcharge  
of 30% in  
Q4

BALTIMORESTRAÙE SÜD	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
The huge event space is located right between the “Waterfront” entrance and the entrance to “The Kitchen” with a great visibility from all sides of the mall. Due to its great size and the fact that it is covered by the amazing glass roof it is the perfect spot for unique brand experiences.	13m x 21m	6.825 €	15.925 €	22.750 €

Terms and conditions apply, please see [Considerations](#) for further details.



# Überseeboulevard



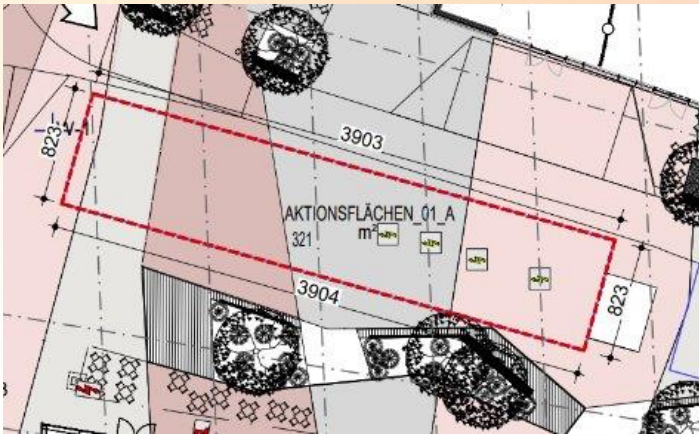
\*Surcharge  
of 30% in  
Q4

ÜBERSEEBOULEVARD	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Central event space located right at the entrance coming from “Überseeboulevard”. It is located at the crossroad between Premium Loop and the Trends & Lifestyle area.	10m x 17m	4.725 €	11.025 €	15.750 €

Terms and conditions apply, please see [Considerations](#) for further details.



# Überseeplatz

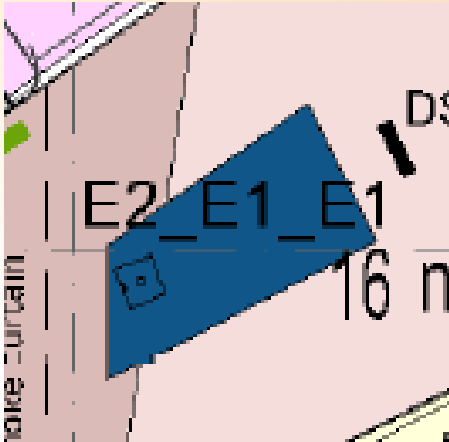


\*Surcharge  
of 30% in  
Q4

ÜBERSEEPLATZ	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Spectacular outdoor event area located on “Überseeplatz” right next to the metro entrances. Can be booked in combination with the 70m² screen on the façade to maximize exposure.	39m x 8m	5.250 €	12.250 €	17.500 €

Terms and conditions apply, please see [Considerations](#) for further details.

# Sampling Alster



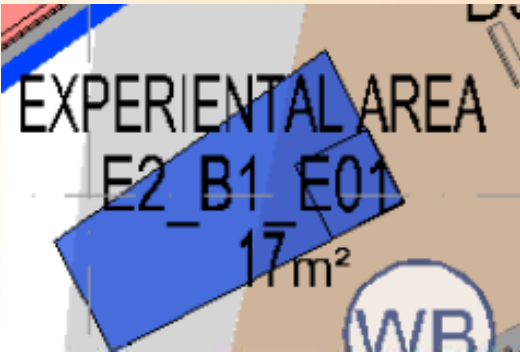
\*Surcharge  
of 30% in  
Q4

SAMPLING ALSTER	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Located in the “Premium Loop” of the mall right next to the anchor department store of Breuninger, this is the perfect spot for product launches and sampling.	Up to 16m²	1.950 €	4.550 €	6.500 €

Terms and conditions apply, please see [Considerations](#) for further details.



# Sampling Elbe



\*Surcharge  
of 30% in  
Q4

SAMPLING ELBE	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Located in the daily needs area of the mall right in front of the anchor supermarket REWE, this is the perfect spot for product launches and sampling.	Up to 17m²	1.950 €	4.550 €	6.500 €

Terms and conditions apply, please see [Considerations](#) for further details.

Media



# The ENTRANCE



\*Surcharge  
of 30% in  
Q4

## LARGE LED SCREEN „THE ENTRANCE“

This urban interactive 70 m<sup>2</sup> mesh screen is located right on the façade at one of the entrances of the retail part at “Überseeplatz”. It can be booked in combination with our outdoor experiential space of over 300m<sup>2</sup>.

## DETAILS

Sales Partner  
Ocean Outdoor  
([hello@oceanoutdoor.de](mailto:hello@oceanoutdoor.de))

# The GATEWAY



\*Surcharge  
of 30% in  
Q4

## LARGE LED SCREEN „THE GATEWAY“

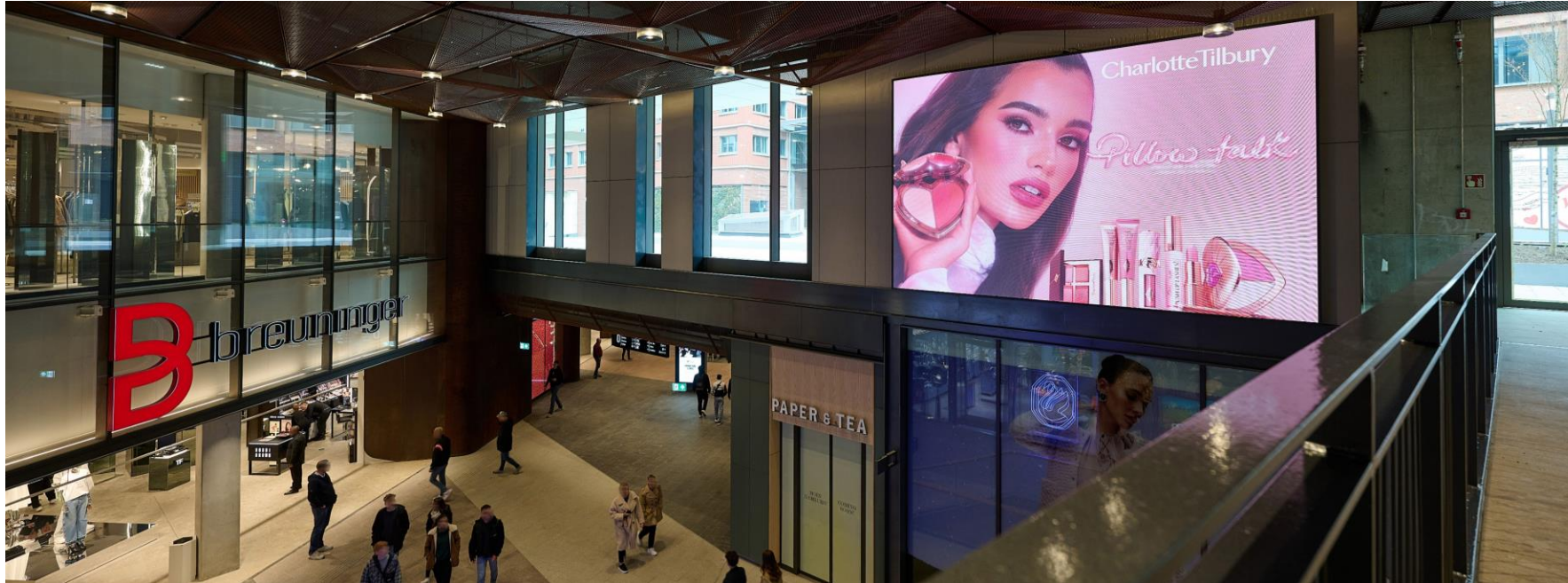
This 25m<sup>2</sup> screen is located right at the entrance leading from the metro (U3) to the mall on the lower ground floor.

## DETAILS

Sales Partner  
Ocean Outdoor  
([hello@oceanoutdoor.de](mailto:hello@oceanoutdoor.de))



# The BRIDGE



\*Surcharge  
of 30% in  
Q4

## LED SCREEN „THE BRIDGE“

This 20m<sup>2</sup> landscape screen is located in the “Premium Loop” of the mall, right next to the anchor “Breuninger” department store.

## DETAILS

Sales Partner  
Ocean Outdoor  
([hello@oceanoutdoor.de](mailto:hello@oceanoutdoor.de))

# The ANCHOR



\*Surcharge  
of 30% in  
Q4

## PORTRAIT LED SCREEN „THE ANCHOR“

Portrait screen located right next to the travelator (guiding customers from the car park to the lower ground floor of the mall) at the main supermarket anchor “REWE”. Surface: 10m<sup>2</sup>

## DETAILS

Sales Partner  
Ocean Outdoor  
([hello@oceanoutdoor.de](mailto:hello@oceanoutdoor.de))



# The BEACON



\*Surcharge  
of 30% in  
Q4

## *SUPER TOTEM „THE BEACON“*

The 3.6 m high double-sided super totem is an eye-catcher located on Überseeplatz next to the metro entrances and surrounded by many F&B and entertainment concepts. Surface: 7m<sup>2</sup>

## *DETAILS*

Sales Partner  
Ocean Outdoor  
([hello@oceanoutdoor.de](mailto:hello@oceanoutdoor.de))



# Digital Totems



\*Surcharge  
of 30% in  
Q4

DIGITAL TOTEMS	DETAILS
<p>32 double-sided digital totems meet the requirements of discerning advertisers. Digital totems in portrait format and high-resolution quality - common formats.</p>	<p>32 digital totems (64 screens) Size of the screen: 75"</p> <p>Sales Partner Eisbach (operations@eisbach.media)</p>

# „The Kitchen“ Domination



\*Surcharge  
of 30% in  
Q4

„THE KITCHEN“ DOMINATION	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Combination of eye-catching media and branding formats for maximum impact and visibility at the entrance to “The Kitchen” food area and Kinopolis (cinema). This includes branding of escalator and walls. Prominent experiential area (261m²) in front can be booked additionally.	TBD	N/A	32.000€	



# Escalator Branding



\*Surcharge  
of 30% in  
Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/ INSTALLATION
Stickers on the escalator's sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer and are therefore very effective.	TBD	N/A	15.000€ per escalator group (4 sides)	



# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

# Westfield Ruhr Park

Bochum, Germany



154  
Stores

Westfield Ruhr Park is the largest open-air shopping centre in Germany and offers a wide variety of brands.

Fully renovated and extended in 2015, Westfield Ruhr Park features unique architecture and designs with eye-catching elements.

118.584 sqm  
GLA

Monday – Saturday  
10:00 - 20:00

## CENTRE PROFILE



10.1 MN

Visitors per  
annum



150 mins

Average  
Dwell Time<sup>(1)</sup>



94 euros

Average  
Spending Basket<sup>(1)</sup>



4.416

Parking  
Spaces

91%  
By Car or Motorbike <sup>(1)</sup>

6%  
By Public Transport <sup>(1)</sup>

2%  
On Foot or by Bike <sup>(1)</sup>

## CUSTOMER PROFILE



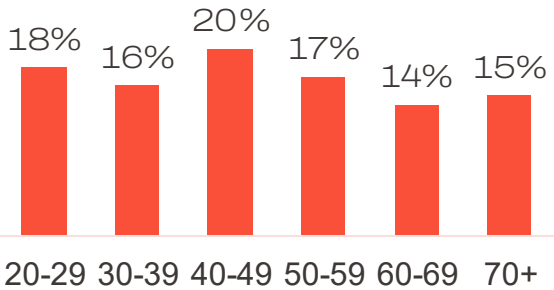
52% Female  
48% Male <sup>(2)</sup>

70%  
Residents <sup>(2)</sup>

1%  
Workers <sup>(2)</sup>

5%  
Tourists <sup>(2)</sup>

### Age Group <sup>(2)</sup> (Years)



48%  
Affluent profiles <sup>(3)</sup>

€93 k  
Purchasing Power <sup>(4)</sup>

1) Tableau interna URW Tool

2) Telekom Data Tracking; May 2022- May 2023

3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)

4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.



# Experiential Spaces

## Overview

Ground Floor



1 E1\_AF001

2 E1\_AF006

3 E1\_SP001

SURFACE	1 DAY	3 DAYS	1 WEEK
10m x 3m	2.541 €	5.929 €	8.470 €
7m x 3,5m	2.541 €	5.929 €	8.470 €
Up to 123m²	4.851 €	11.319 €	16.170 €

▲ Entrance from Parking

Terms and conditions apply, please see [Considerations](#) for further details.

# E1\_AF001



\*Surcharge  
of 30% in  
Q4

E1_AF001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Outdoor experiential space in the strongest entrance to the centre right by the main tent that forms the heart of Westfield Ruhr Park.	10m x 3m	2.541€	5.929 €	8.470 €

Terms and conditions apply, please see [Considerations](#) for further details.



# E1\_AF006



\*Surcharge  
of 30% in  
Q4

E1_AF006	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Experiential space that is particularly well-suited for family concepts, between DM (drugstore) and Jako-O (baby and children's items).	7m x 3,5m	2.541 €	5.929 €	8.470 €

Terms and conditions apply, please see Considerations for further details.

# E1\_SP001



\*Surcharge  
of 30% in  
Q4

E1_SP001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Westfield Ruhr Park's biggest experiential space, particularly suitable for larger activations such as automobile launches, bigger trucks or any large builds.	Up to 123m²	4.851 €	11.319 €	16.170 €

Terms and conditions apply, please see [Considerations](#) for further details.

Media



# Digital Totems



10 double-sided digital totems meet the needs of the most demanding advertisers.

Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach  
[operations@eisbach.media](mailto:operations@eisbach.media)

# Digital Totems



# Non-digital



WESTFIELD RUHR PARK BOCHUM offers a wide range of non digital media. A variety of formats and different variants are available on site in order to offer the right option for each of our customers.

You are guaranteed to reach your desired target group.



# Banner P1



BANNER P1	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
The giant outdoor banner is located at the main entrance to the shopping center and guarantees you at least 40.000 visual contacts by car/day.	391x 266 cm	N/A	4.500€	



# Banner P6



BANNER P6	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
2 individually bookable giant banners The booking is long-term (10+ months)	P6 garage 4.000x8.000 mm, 2 banners	N/A	4.500€	



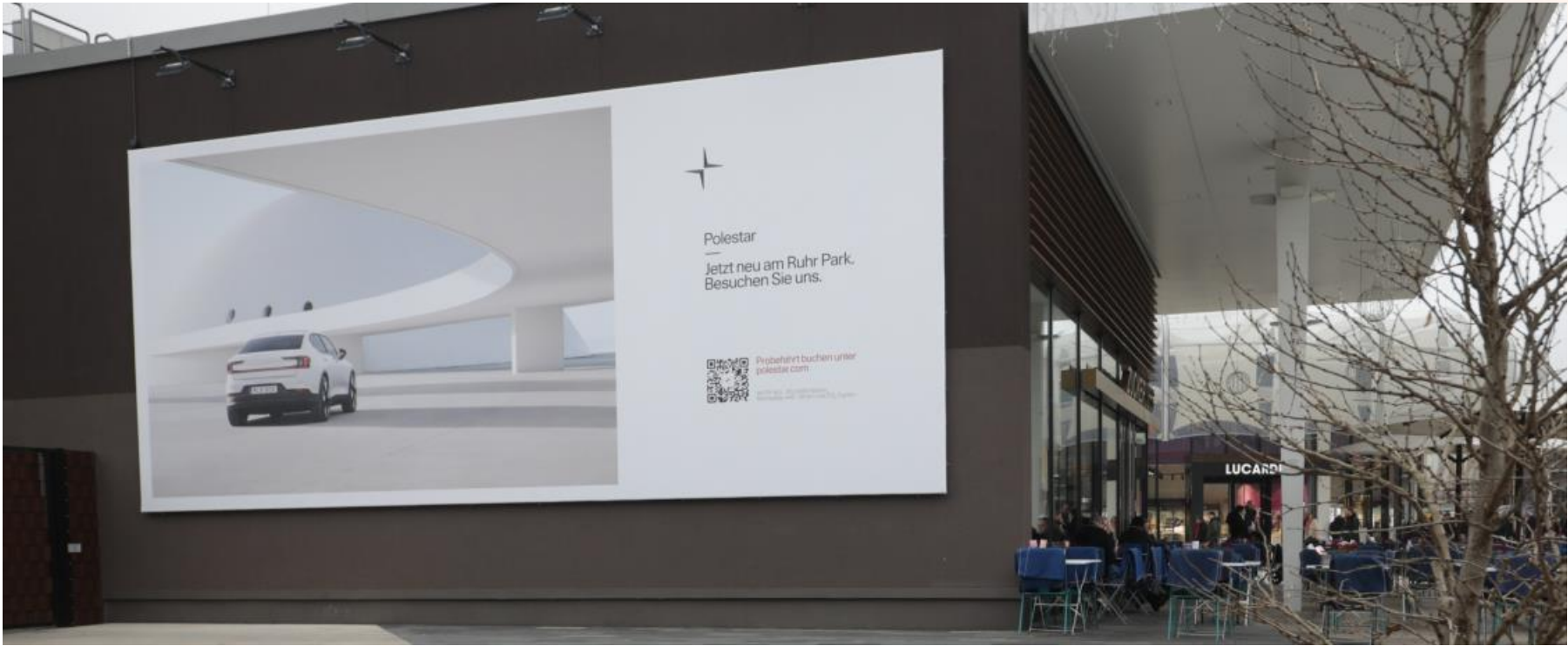
# Banner Ring Road



BANNER RING ROAD	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
The giant outdoor banner is located at the main entrance to the shopping center and guarantees you at least 40.000 visual contacts by car/day.	4000x2000mm 7 banners	N/A	850€ per banner	



# Foodcourt Banner 1

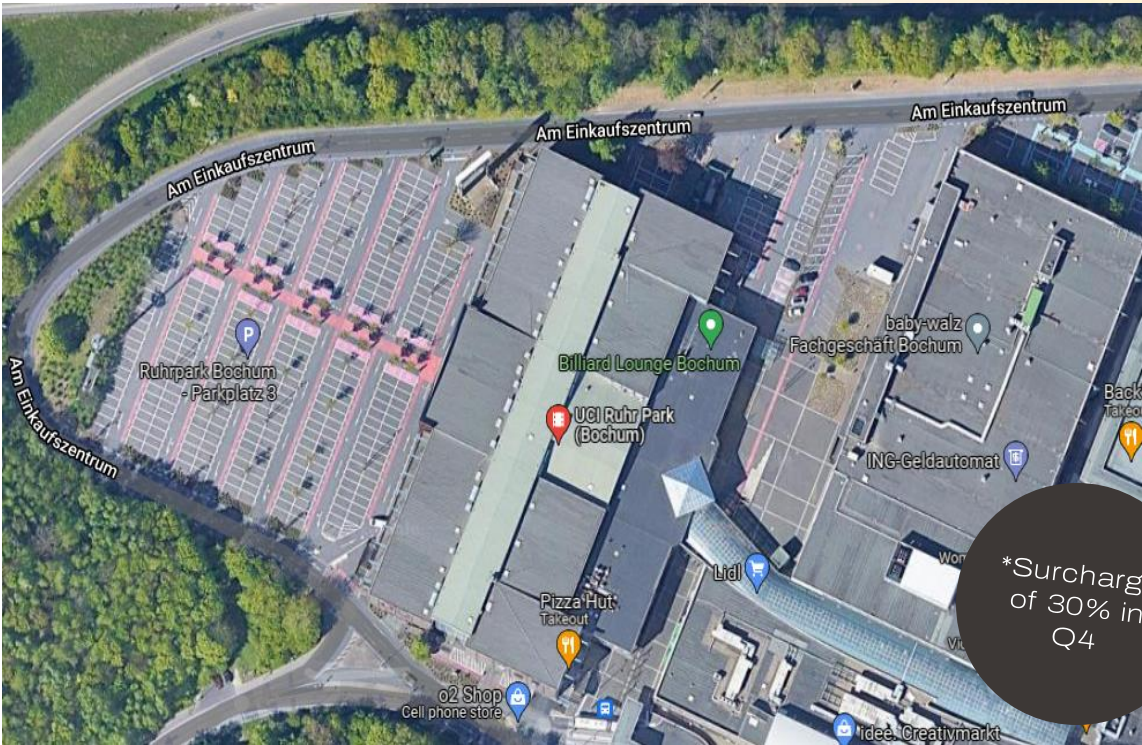


2

\*Surcharge  
of 30% in  
Q4

FOODCOURT BANNER 1	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Banner positioned at the exit of the covered food court The booking is long-term (3+ months)	10,5x4,5m	N/A	3.800€	

# Entrance Branding



ENTRANCE BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Large sticker at the entrance of the UCI cinema, from the bus stop location.	16 panels	N/A	2.500€	



# Door Sticker



DOOR STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Double-sided door stickers can be applied to various doors within the mall.	Upon request	N/A	Upon request	



# Dust Protection Wall



DUST PROTECTION WALL	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
The large format in several places in the shopping center guarantees high visibility.	UPON REQUEST The price depends on the location and the size	N/A	Price upon request	

# Overview





# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

# Düsseldorf Arcaden

Düsseldorf, Germany



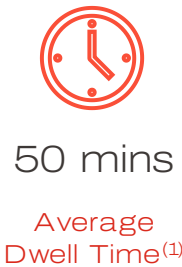
87  
Stores

Opened in 2008, Düsseldorf Arcaden is located in the vibrant neighbourhood of Bilk. Located right next to the Bilk S-Bahn station, the centre can be reached from the main train station within a few minutes. With its varied offer, your daily shopping needs will all be met.

32.900 sqm  
GLA

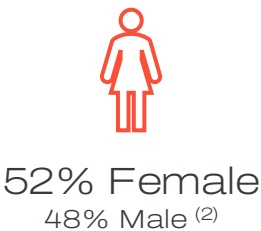
Monday – Saturday  
10:00- 20:00

## CENTRE PROFILE

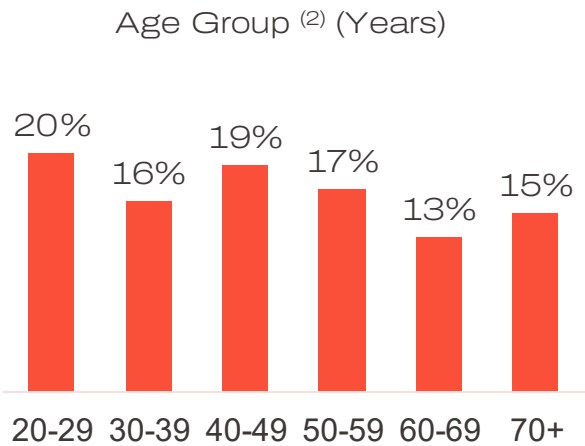


13%  
By Car or Motorbike <sup>(1)</sup>  
  
47%  
By Public Transport <sup>(1)</sup>  
  
38%  
On Foot or by Bike <sup>(1)</sup>

## CUSTOMER PROFILE



62%  
Residents <sup>(2)</sup>  
  
3%  
Workers <sup>(2)</sup>  
  
13%  
Tourists <sup>(2)</sup>



50%  
Affluent profiles <sup>(3)</sup>  
  
€118 k  
Purchasing Power <sup>(4)</sup>

1) Tableau interna URW Tool

2) Telekom Data Tracking; May 2022- May 2023

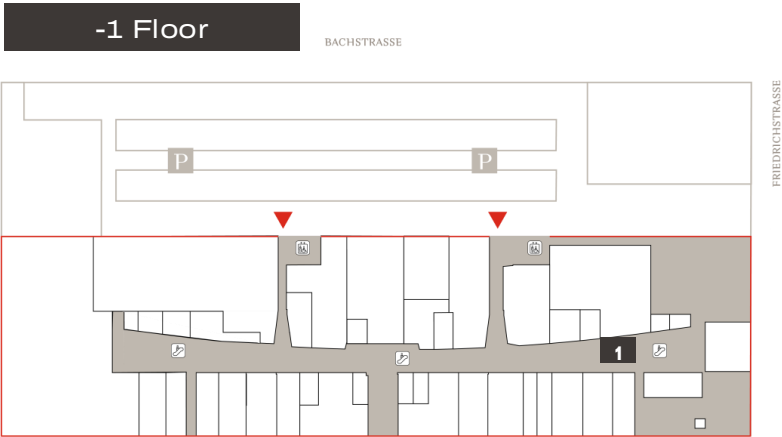
3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)

4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.



# Experiential Spaces

## Overview







1 B1\_AF003

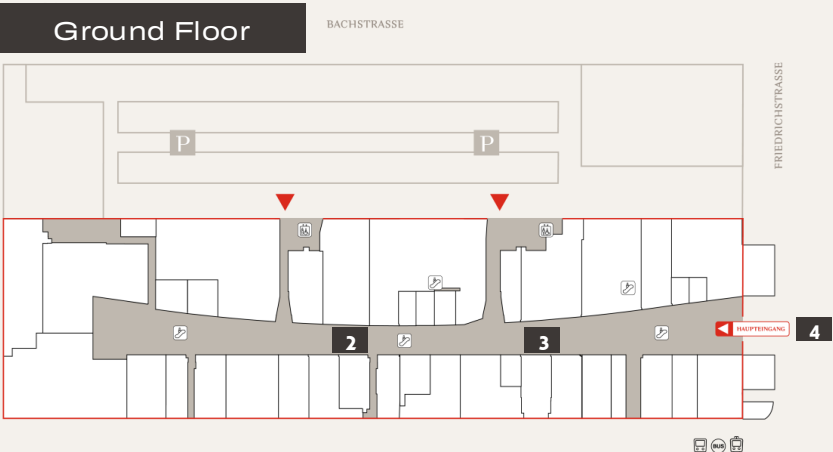
2 E1\_AF001

3 E1\_AF002

4 VORPLATZ

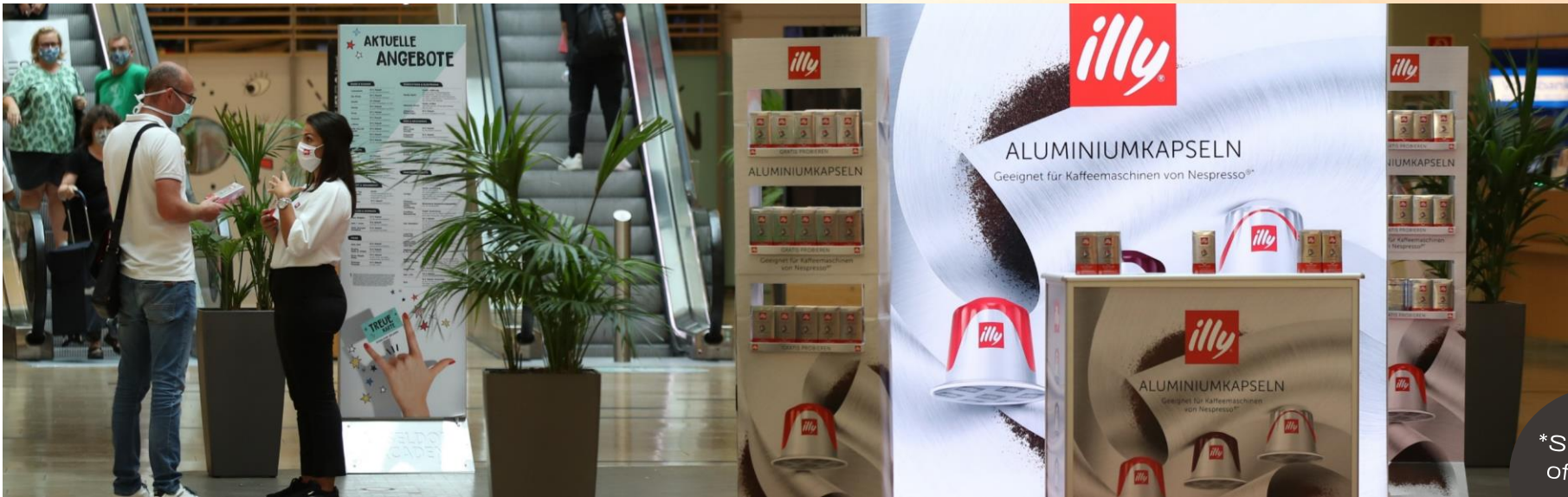
SURFACE	1 DAY	3 DAYS	1 WEEK
5m x 9,8m	2.541 €	5.929 €	8.470 €
4m x 6m	3.465 €	8.085 €	11.550 €
6m x 3.58m	3.465 €	8.085 €	11.550 €
Up to 300m²	5.250 €	12.250 €	17.500 €

-  Main Entrance
-  Entrance from Parking
-  Escalator
-  Elevator



Terms and conditions apply, please see [Considerations](#) for further details.

# B1\_AF003



\*Surcharge  
of 30% in  
Q4

B1_AF003	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large experiential space located in the basement of the centre. Visible from the ground floor upon entering the centre through the main entrance.	5m x 9,8m	2.541 €	5.929 €	8.470 €

Terms and conditions apply, please see Considerations for further details.

# E1\_AF001



\*Surcharge  
of 30% in  
Q4

E1_AF001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Experiential space located on the ground floor of the centre, close to H&M.	4m x 6m	3.465 €	8.085 €	11.550 €

Terms and conditions apply, please see Considerations for further details.



# E1\_AF002



\*Surcharge  
of 30% in  
Q4

E1_AF002	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Experiential space located on the highly frequented ground floor in the centre. May be combined with adjacent space for larger activations.	6m x 3,58m	3.465€	8.085 €	11.550 €

Terms and conditions apply, please see [Considerations](#) for further details.

# Vorplatz



\*Surcharge  
of 30% in  
Q4

VORPLATZ	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Outdoor experiential space located close to the main entrance of the centre and public transport. Discounts applied for space requirement under 50m².	Up to 300m²	5.250 €	12.250 €	17.500 €

Terms and conditions apply, please see [Considerations](#) for further details.

Media



# Digital Totems



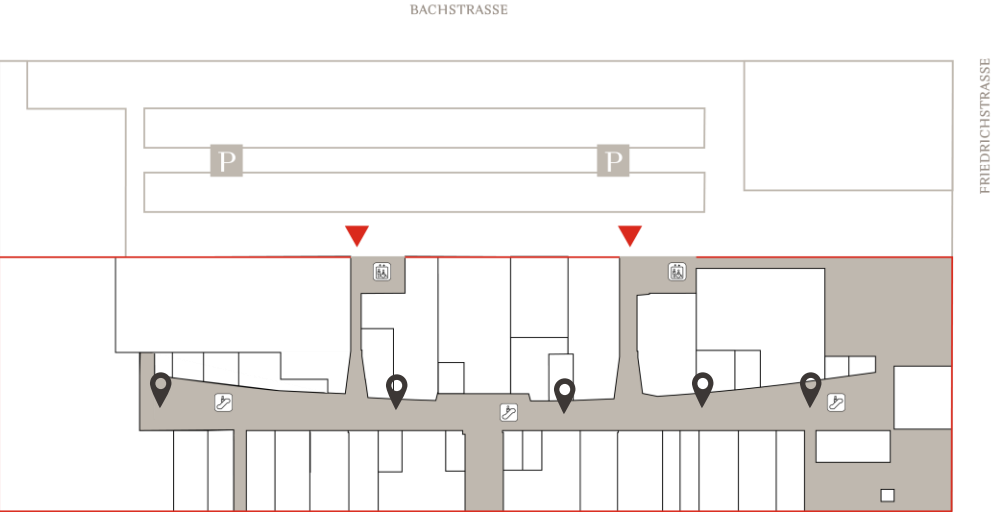
15 double-sided digital totems meet the needs of the most demanding advertisers.

Digital totems in portrait format in high-resolution quality - common formats.

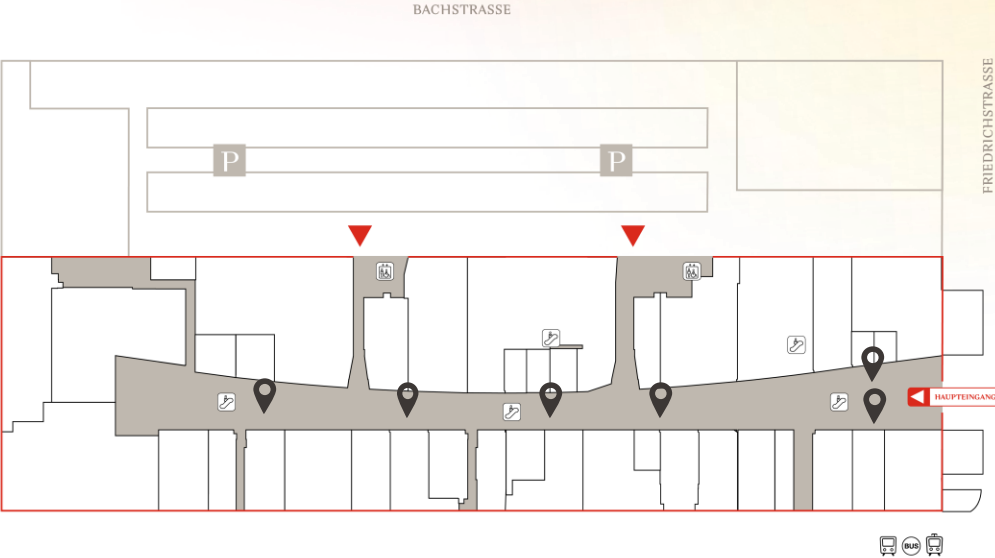
External Partner: Eisbach  
[operations@eisbach.media](mailto:operations@eisbach.media)

# Overview

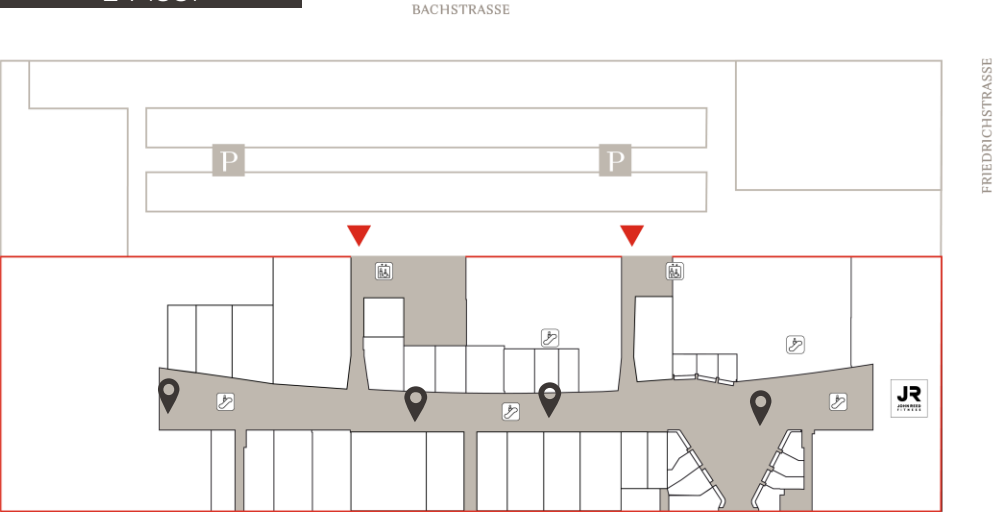
Basement








Ground Floor



1 Floor



-  Main Entrance
-  Entrance from Parking
-  Escalator
-  Lift
-  Digital Totems

# Non-digital



Düsseldorf Arcaden offers a wide range of non digital media. A variety of formats and different variants are available on site in order to offer the right option for each of our Customers.

You are guaranteed to reach your desired target group.



# Escalator Branding



ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Stickers on the escalators sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer journey and are therefore very effective.	738cm x 75cm 1.200€/month per 1 escalator	N/A	1.200 €	

# Lift Branding



LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Stickers on the lift doors are an effective way of branding to reach your desired target group. So your brand can, for example, target young parents who use the elevators to transport strollers.	230cm x 179cm 700€/month per door	N/A	700 € per door	



# Floor Sticker



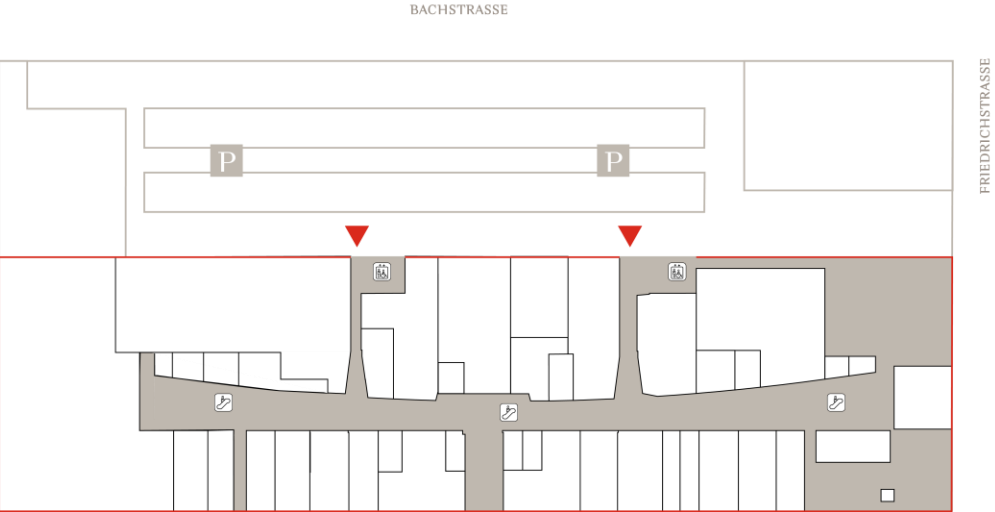
\*Surcharge of 30% in Q4

FLOOR STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Floor stickers are a great way to display your special offer to communicate or direct visitors to your store from main entrance to navigate from.	Up to 60 cm in diameter 500€/month per 1 piece	N/A	500 € per piece	

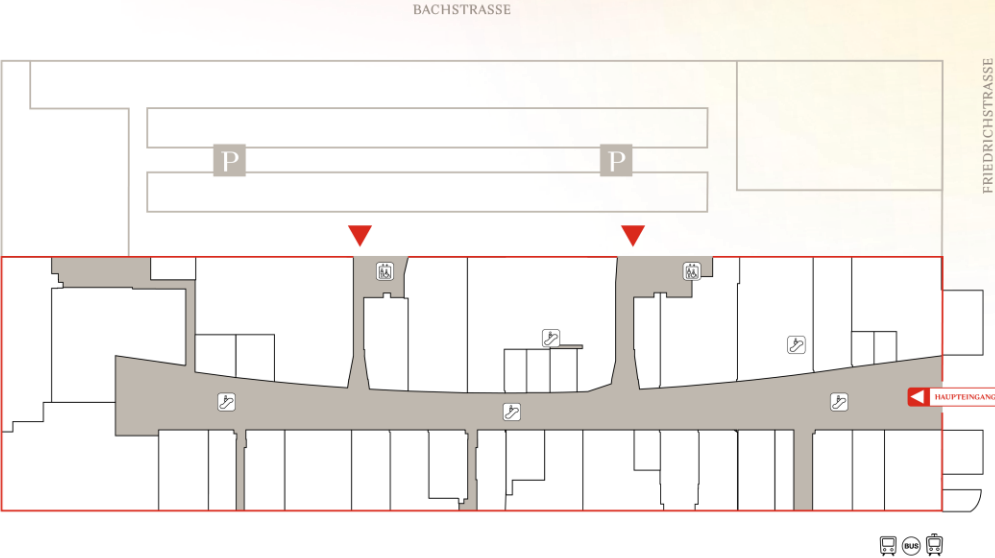


# Overview

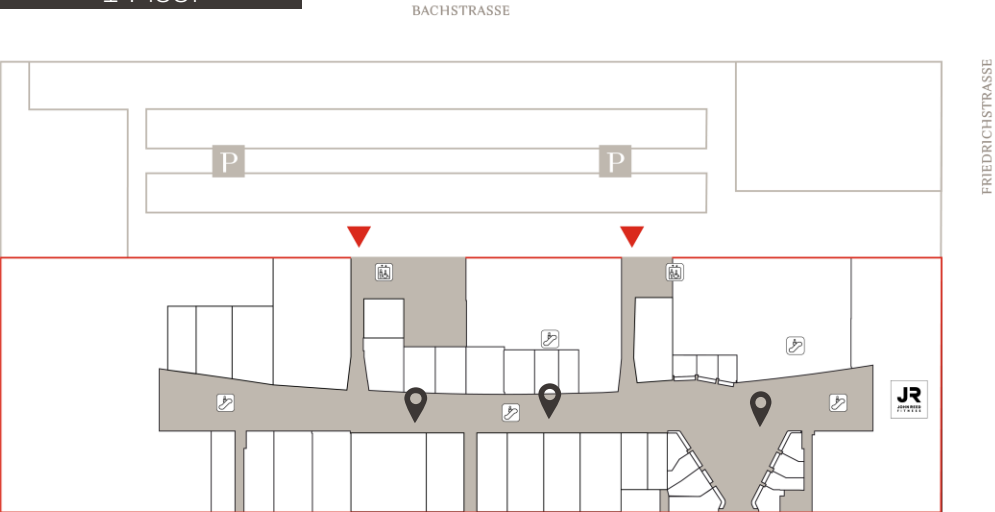
Basement








Ground Floor



1 Floor



-  Main Entrance
-  Entrance from Parking
-  Escalator
-  Lift
-  Digital Totems

# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

# Gera Arcaden

Gera, Germany



71  
Stores

Known for its many cultural attractions, the shopping centre offers visitors a large choice of retailers and local and international dining options, from German to Asian to Italian cuisines.

33.393 sqm  
GLA

Monday – Saturday  
09.30 - 20:00

## CENTRE PROFILE



6.4 MN

Visitors per  
annum



91 mins

Average  
Dwell Time<sup>(1)</sup>



58 euros

Average  
Spending Basket<sup>(1)</sup>



1.309

Parking  
Spaces

64%  
By Car or Motorbike <sup>(1)</sup>

16%  
By Public Transport <sup>(1)</sup>

20%  
On Foot or by Bike <sup>(1)</sup>

## CUSTOMER PROFILE



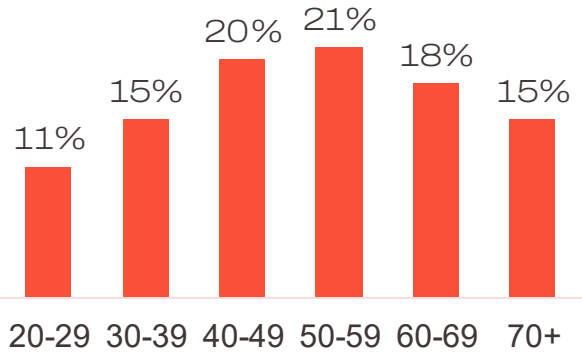
56% Female  
44% Male <sup>(2)</sup>

71%  
Residents <sup>(2)</sup>

2%  
Workers <sup>(2)</sup>

13%  
Tourists <sup>(2)</sup>

### Age Group <sup>(2)</sup> (Years)



31%  
Affluent profiles <sup>(3)</sup>

€90 k  
Purchasing Power <sup>(4)</sup>

1) Tableau interna URW Tool

2) Telekom Data Tracking; May 2022- May 2023

3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)

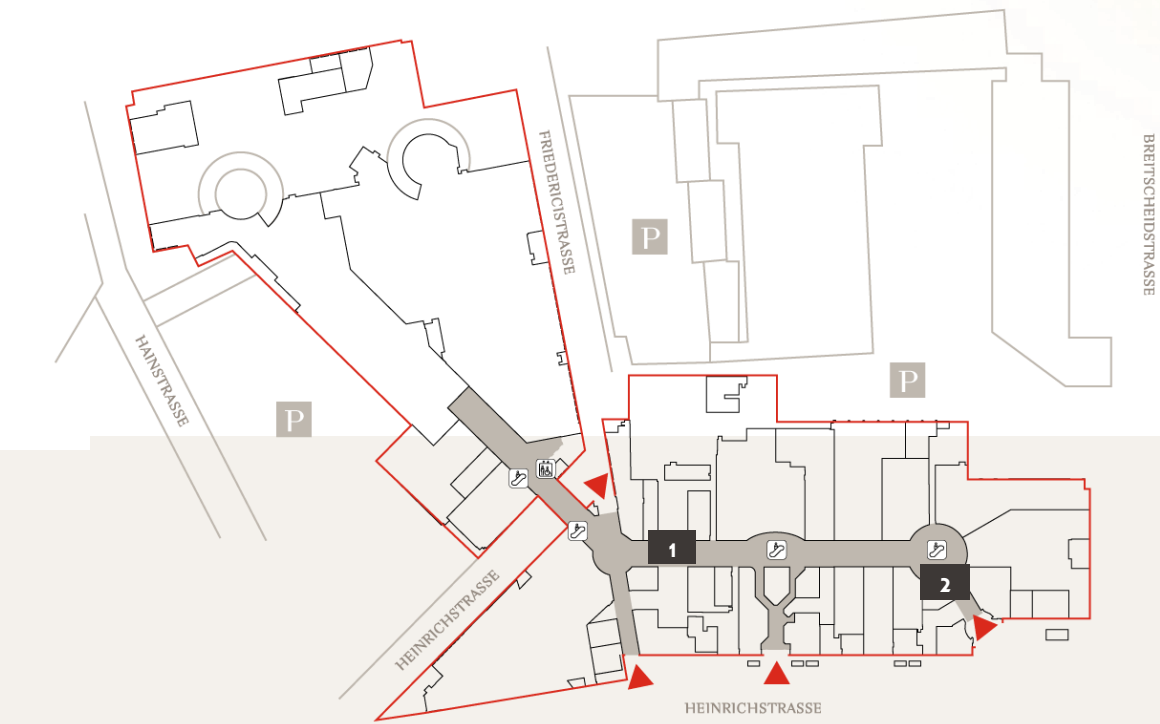
4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.



# Experiential Spaces

## Overview

Ground Floor



1 E1\_SP001

2 E1\_SP006

SURFACE	1 DAY	3 DAYS	1 WEEK
4m x 5m	462 €	1.078 €	1.540 €
3m x 4m	462 €	1.078 €	1.540 €

- ▲ Entrance from Parking
- Escalator
- Elevator

Terms and conditions apply, please see [Considerations](#) for further details.

# E1\_SP001



\*Surcharge  
of 30% in  
Q4

E1_SP001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large experiential space located in the basement of the centre. Visible from the ground floor upon entering the centre through the main entrance.	4m x 5m	462 €	1.078 €	1.540 €

Terms and conditions apply, please see Considerations for further details.

# E1\_SP006



\*Surcharge  
of 30% in  
Q4

E1_SP006	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Experiential space located close to the main entrance of the centre.	3m x 5m	462 €	1.078 €	1.540 €

Terms and conditions apply, please see [Considerations](#) for further details.



Media

# Digital Totems



11 double-sided digital totems meet the needs of the most demanding advertisers.

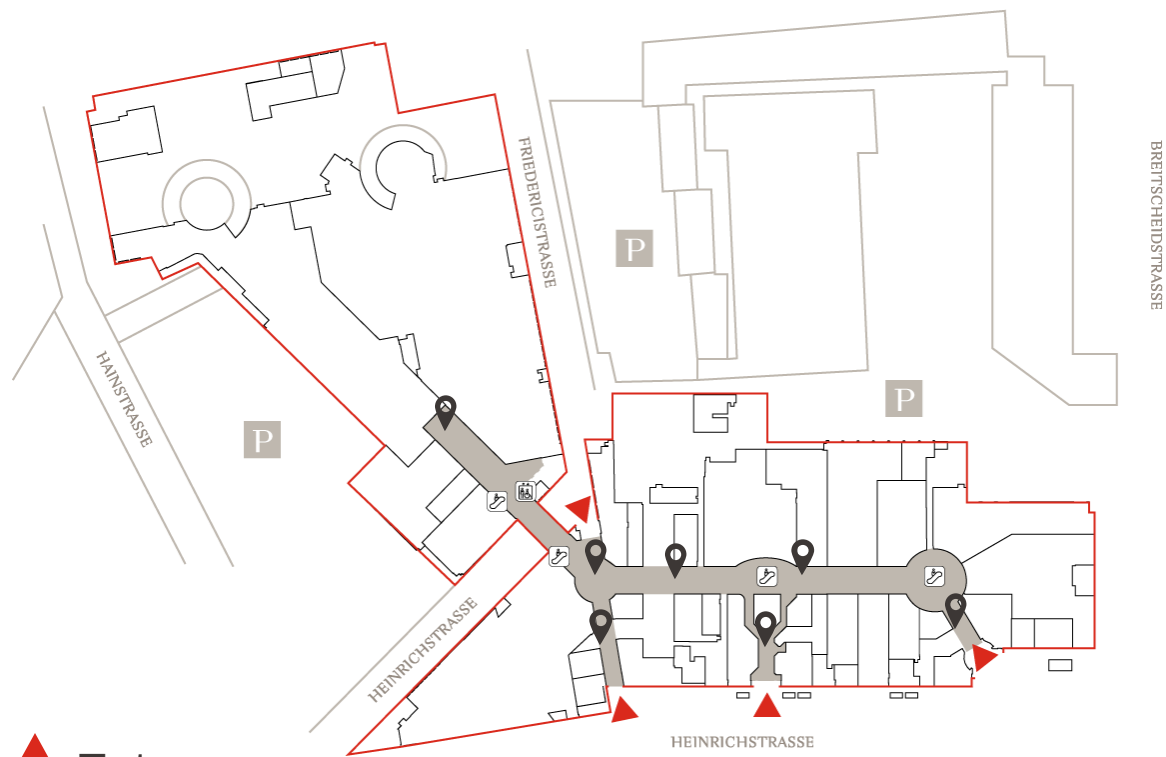
Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach

[operations@eisbach.media](mailto:operations@eisbach.media)

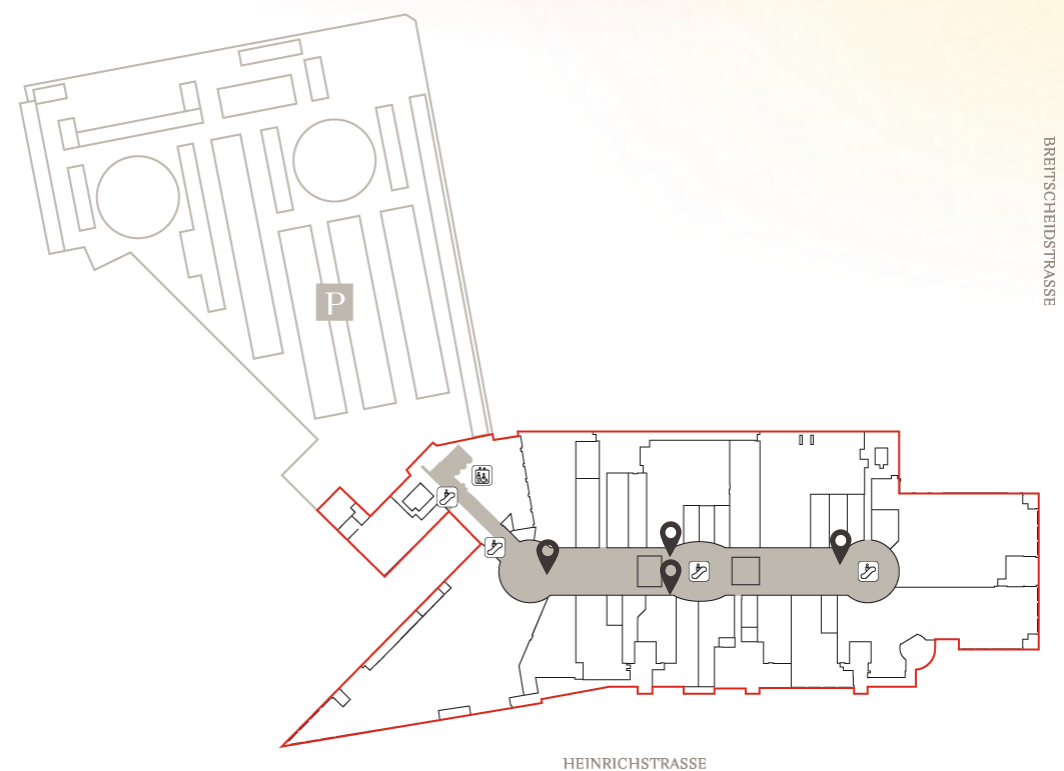
# Overview

Ground Floor



- ▲ Entrance
- Escalator
- 📍 Digital Totems

1 Floor





# Non-Digital



GERA ARCADEN offers a wide range of analog media.

A variety of formats and different variants are available on site in order to offer the right option for each of our customers.

You are guaranteed to reach your desired target group.

# Door Sticker



DOOR STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Double-sided door sticker can be placed on all or certain entrance doors to the shopping center to increase visitor awareness.	16 Stickers Size 30 cm in diameter	2.000 €	3.340 €	



# Escalator Branding

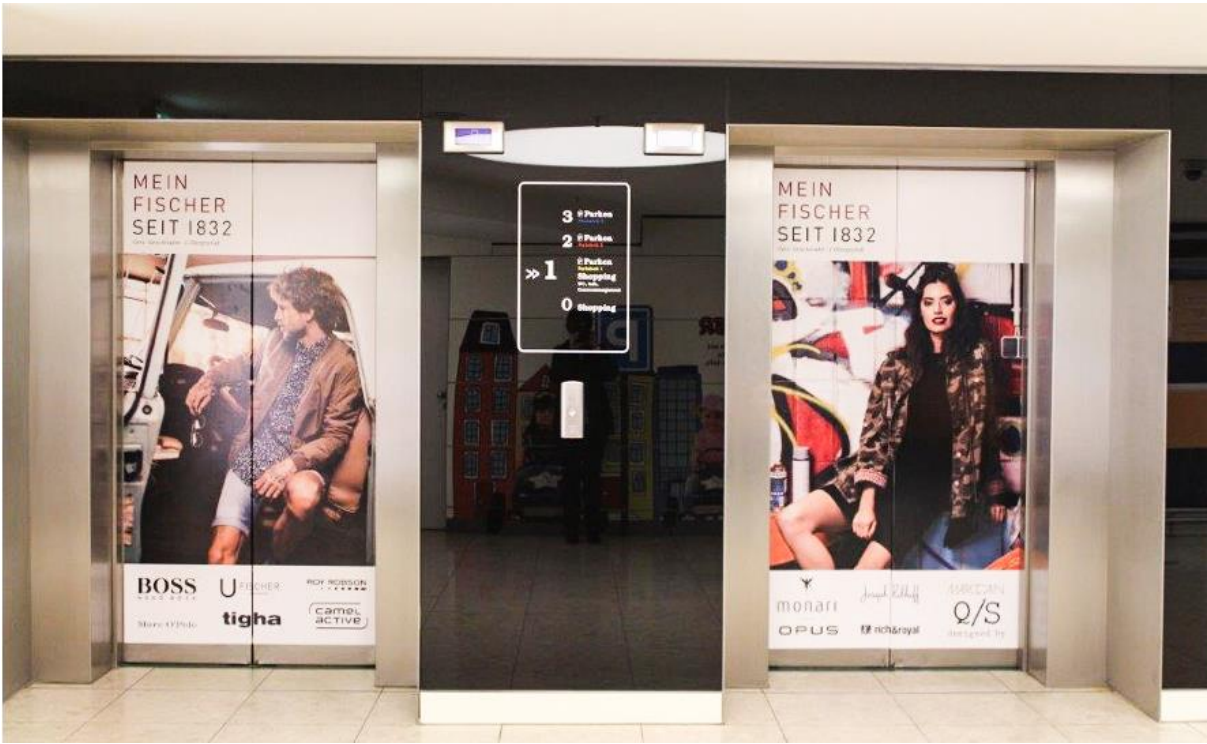


\*Surcharge of 30% in Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Stickers on the escalator sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer journey and are therefore very effective.	5 Escalators – 10 Sides Size: aprox. 1.000x100cm	400 €	668 €	



# Lift Branding



LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>The stickers on the lift doors are an effective way of branding to reach your desired target group. So your brand can, for example, target young parents who use the elevators to transport strollers.</p> <p>You have the opportunity to brand the lift from the inside and outside.</p>	<p>Outside: 4 doors size: 1.1m x 2m Inside: 2 doors</p>	<p>500 € (inside) 600 € (outside)</p>	<p>835 € (inside) 1.002 € (outside)</p>	

# Print Totems



\*Surcharge of 30% in Q4

PRINT TOTEMS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
High quality print format that is clearly visible throughout the shopping center is ideal for advertising and navigation purposes. Locations can be agreed on-site with the center management.	Quantity: 6 (doublesided) Size: DIN A1	500 €	835 €	

# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.



# Gropius Passagen

Berlin, Germany



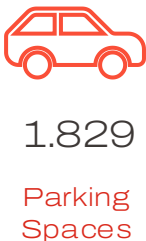
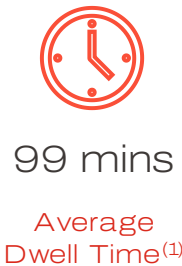
137  
Stores

Newly refurbished as of 2018, Gropius Passagen is the largest shopping centre in Berlin. Located in the southern part of the capital city, the shopping centre is easily accessible by metro, bus, and car. Visitors enjoy Gropius Passagen for its extensive retail offer and UCI cinema, featuring almost 1,800 seats.

94.643 sqm  
GLA

Monday – Saturday  
09.30 - 20:00

## CENTRE PROFILE

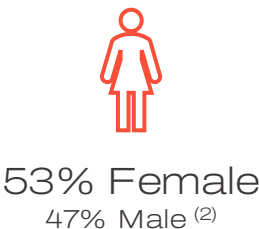


42%  
By Car or Motorbike <sup>(1)</sup>

36%  
By Public Transport <sup>(1)</sup>

21%  
On Foot or by Bike <sup>(1)</sup>

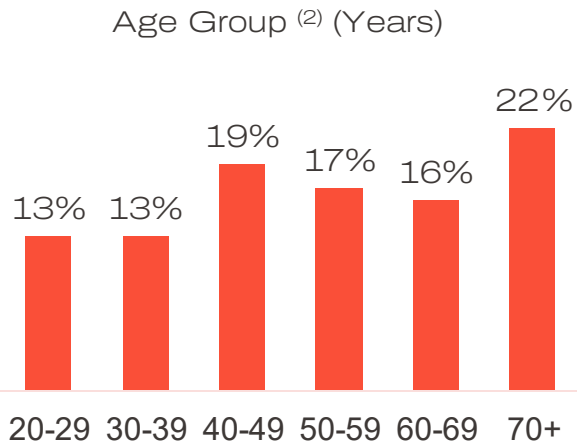
## CUSTOMER PROFILE



74% Residents <sup>(2)</sup>

2% Workers <sup>(2)</sup>

8% Tourists <sup>(2)</sup>



42%  
Affluent profiles <sup>(3)</sup>

€94 k  
Purchasing Power <sup>(4)</sup>

1) Tableau interna URW Tool

2) Telekom Data Tracking; May 2022- May 2023

3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)

4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.

# Experiential Spaces

## Overview

### Ground Floor



1 E1\_SP\_005

2 E1\_SP\_015

SURFACE	1 DAY	3 DAYS	1 WEEK
5m x 8m	3.349 €	7.816 €	11.165 €
9m x 3m	1.733 €	4.043 €	5.775 €

- ▲ Entrance from Parking
- Escalator
- Elevator

Terms and conditions apply, please see [Considerations](#) for further details.

# E1\_SP\_005



\*Surcharge  
of 30% in  
Q4

E1_SP_005	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large experiential space at the heart of the centre. The central space has exposure over two levels with a viewing balcony allowing customers to see into the space.	5m x 8m	3.349 €	7.816 €	11.165 €

Terms and conditions apply, please see [Considerations](#) for further details.



# E1\_SP\_015



\*Surcharge  
of 30% in  
Q4

E1_SP_015	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
The largest experiential space on a walkway in the centre, close to C&A and Intersport.	9m x 3m	1.733 €	4.043 €	5.775 €

Terms and conditions apply, please see Considerations for further details.

Media

# Digital Totems



*16 double-sided digital totems meet the needs of the most demanding advertisers.*

Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach  
[operations@eisbach.media](mailto:operations@eisbach.media)



# Overview

Ground Floor



▲ Entrance

Escalator

📍 Digital Totems

# Non-digital



GROPIUS PASSAGEN offers a wide range of non digital media. A variety of formats and different variants are available on site in order to offer the right option for each of our customers.

You are guaranteed to reach your desired target group.



# Bridge Banner



BRIDGE BANNER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
The big bridge banner is located above the busy road. This guarantees you good visibility and a large number of contacts.	Quantity: 2 Size: 10 x 3,2 m	6.000 €	10.020 €	



# Door Sticker



\*Surcharge of 30% in Q4

DOOR STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Double-sided door sticker can be placed on all or certain entrance doors to the shopping center to increase visitor awareness.	72 stickers (2 stickers per entrance: inside and outside); Size 40 cm in Diameter	200 €	334 €	

# Lift Branding



LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>The stickers on the lift doors are an effective type of branding to reach your desired target group. So your brand can, for example, target young parents who use the lifts to transport strollers.</p>	<p>Outside: 3 lifts, 7 Floors; 1,1 x 2,12 m Inside: 3 lifts; 1,1 x 2,12 m</p>	<p>N/A</p>	<p>5.400 €</p>	

# Overview

Ground Floor



↗ ↘ Bridge banner

▲ Entrance

Escalator

📍 Digital Totems



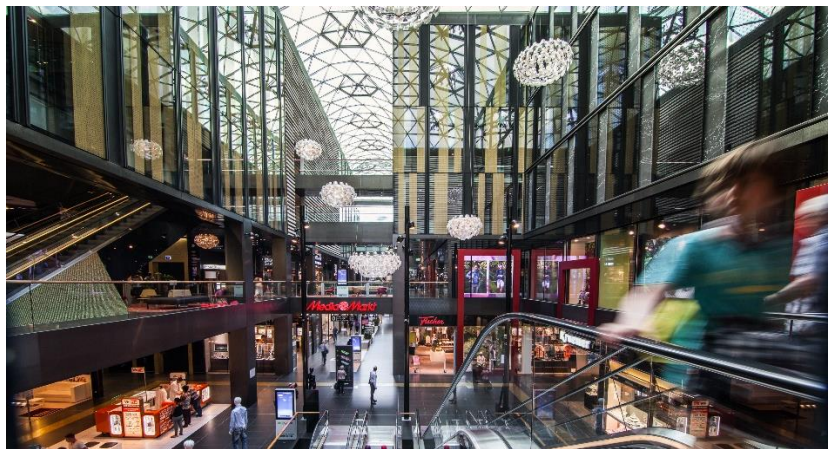
# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

# Höfe am Brühl

Leipzig, Germany



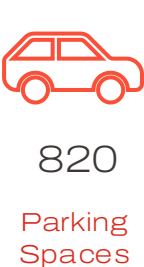
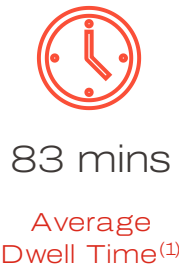
Located in the heart of Leipzig, the shopping centre offers a large selection of exclusive retailers and indoor and outdoor dining options.

104  
Stores

50.697 sqm  
GLA

Monday – Saturday  
10.00 - 20:00

## CENTRE PROFILE

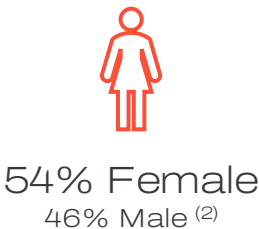


25%  
By Car or Motorbike <sup>(1)</sup>

47%  
By Public Transport <sup>(1)</sup>

27%  
On Foot or by Bike <sup>(1)</sup>

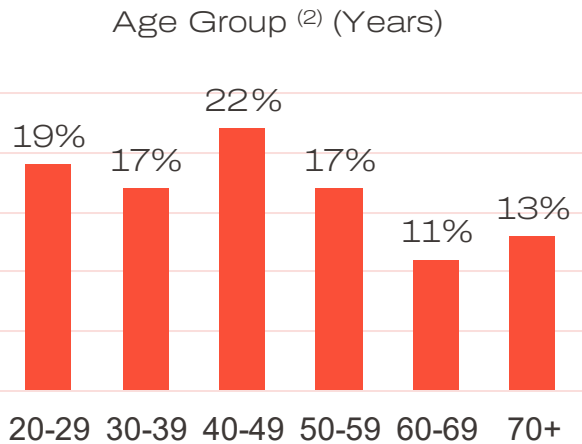
## CUSTOMER PROFILE



56% Residents <sup>(2)</sup>

2% Workers <sup>(2)</sup>

21% Tourists <sup>(2)</sup>



47%  
Affluent profiles <sup>(3)</sup>

€88 k  
Purchasing Power <sup>(4)</sup>




- 1) Tableau interna URW Tool
- 2) Telekom Data Tracking; May 2022- May 2023
- 3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)
- 4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.

# Experiential Spaces

## Overview

### Ground Floor



-  Entrance from Parking
-  Escalator
-  Elevator

1 E1\_SP001

2 E1\_SP005.1

3 VORPLATZ  
PLAUENSCH  
E GASSE

SURFACE	1 DAY	3 DAYS	1 WEEK
6m x 5m	2.048 €	4.778 €	6.825 €
4,4 x 5m	1.271 €	2.695 €	4.235 €
8m x 2,5m	1.386 €	3.234 €	4.620 €



# E1\_SP001



\*Surcharge  
of 30% in  
Q4

E1_SP001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large experiential space at the heart of the centre. The space has exposure over two levels with a viewing balcony allowing customers to see into the space. The large screen above the space may be combined with experiential campaigns.	6m x 15m	2.048 €	4.778 €	6.825 €

Terms and conditions apply, please see [Considerations](#) for further details.

# E1\_SP005.1



\*Surcharge  
of 30% in  
Q4

E1_SP005.1	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Two large Experiential spaces situated by the lifts, escalators to Müller and in between multiple entrances to the centre. The spaces may be combined for large activations.	4,4m x 5m	1.271 €	2.965 €	4.235 €

Terms and conditions apply, please see [Considerations](#) for further details.



# Vorplatz Plaunsche Gasse



\*Surcharge  
of 30% in  
Q4

VORPLATZ PLAUENSCHER GASSE	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Outdoor experiential space located between different entrances to the centre. Ideal for a smaller setup and well-suited to sampling activations.	8m x 2,5m	1.386 €	3.234 €	4.620 €

Terms and conditions apply, please see [Considerations](#) for further details.



Media

# Digital

## HÖFE AM BRÜHL

★ ★ ★ ★



*23 double-sided digital totems meet the needs of the most demanding advertisers.*

Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach  
[operations@eisbach.media](mailto:operations@eisbach.media)

# Digital totems

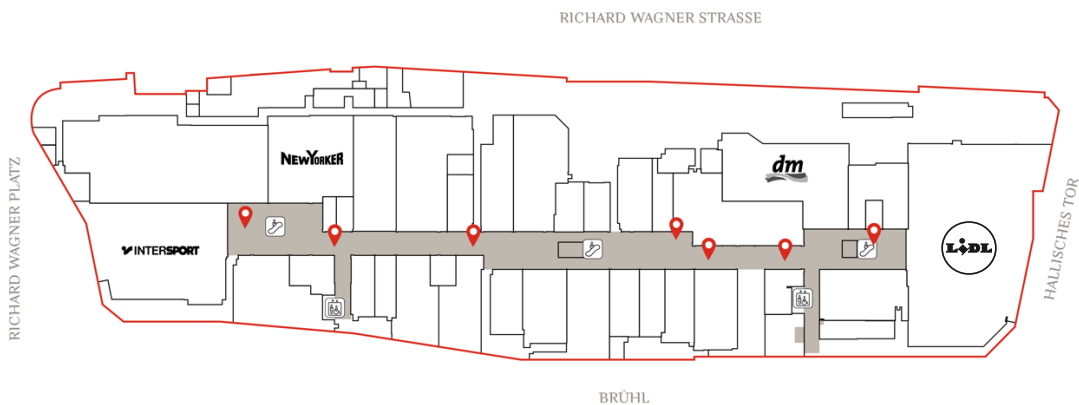


DIGITAL TOTEMS	DETAILS
Package offer for double-sided digital steles and large LED screen  High resolution quality   Common formats   Spot length 10 seconds	UPON REQUEST 23 digital totems (46 Screens) 1 Video wall

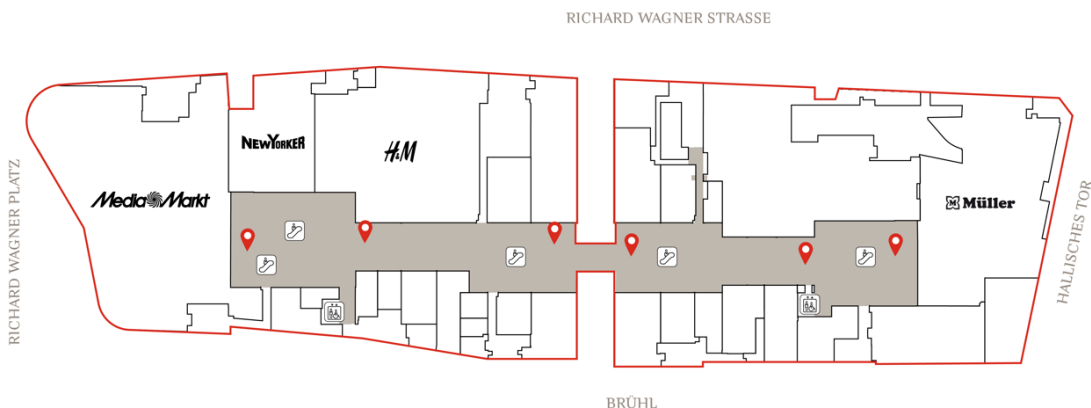


# Floor plan

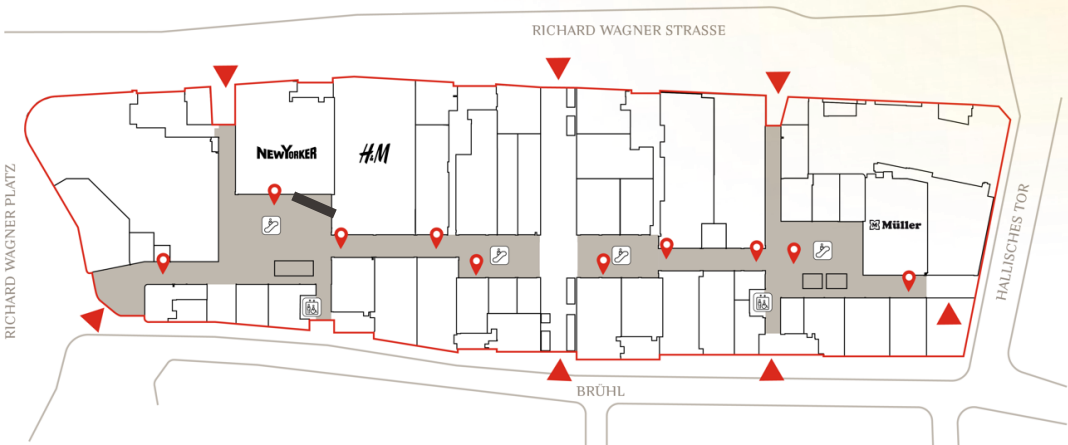
Basement




1 Floor



Ground Floor



-  Digital Totems
-  Videowall

# Non-digital



HÖFE AM BRÜHL offers a wide range of non digital media. A variety of formats and different variants are available on site in order to offer the right option for each of our Customers.

You are guaranteed to reach your desired target group.



# Facade Banner



FACADE BANNER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>The size and location of the facade banner enables the advertisers to reach not only visitors of the center, but also pedestrians and car flow</p>	<p>1 poster (10 x 6 m)</p>	<p>N/A</p>	<p>5.500€</p>	



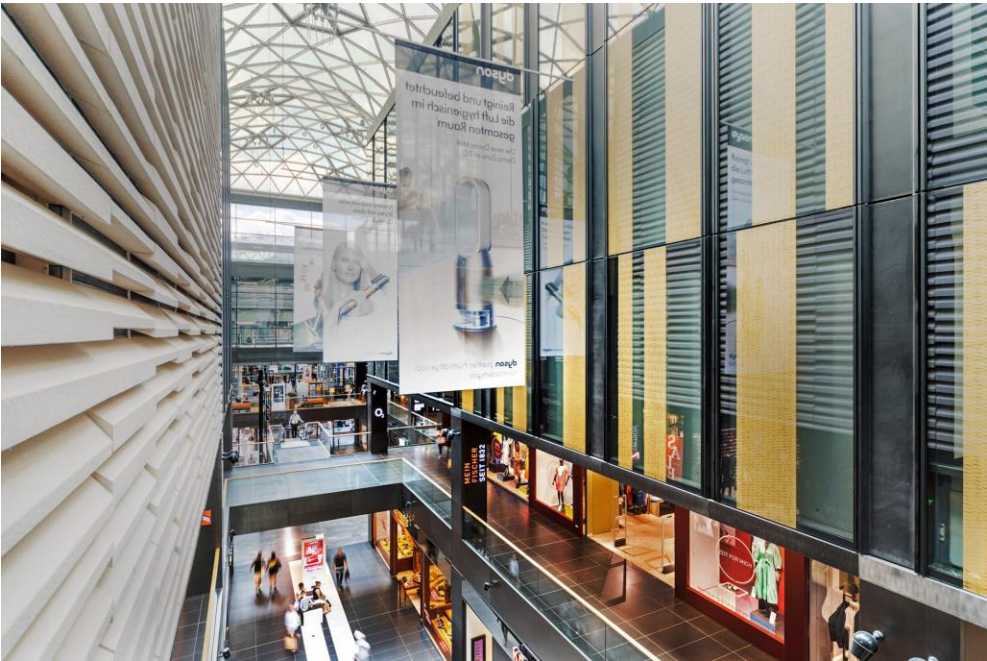
# Door Stickers



DOOR STICKERS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Double-sided door stickers can be placed to all or certain entrance doors to the shopping center to increase visitor awareness.	56 stickers (covering all entrances to the center); Size: 30 cm in diameter	3.000€	5.010€	



# Flags



Flags	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
A group of 4 large hanging flags in the atrium guarantees high visibility and brand dominance.	Quantity: 4 Size: 1.500 x 7.000 mm	800€ Price per flag	1.336€ Price per flag	



# Escalator Branding



ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Stickers on the escalators sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer journey and are therefore very effective	6 Escalators; 12 Side 1 Escalator from -1 to 0 floor 3 Escalators from 0 to 1 floor 2 Escalators from 1 to 2 floor	600€ Per 1 escalator (2 sides)	1.002€ Per 1 escalator (2 sides)	



# Inner Decking on Escalators



INNDER DECKING ON ESCALATORS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Narrow stickers on the escalators sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer journey and are therefore very effective	6 Escalators; 12 Side 1 Escalator from -1 to 0 floor 3 Escalators from 0 to 1 floor 2 Escalators from 1 to 2 floor	N/A	1.050€ Per 2 sides	

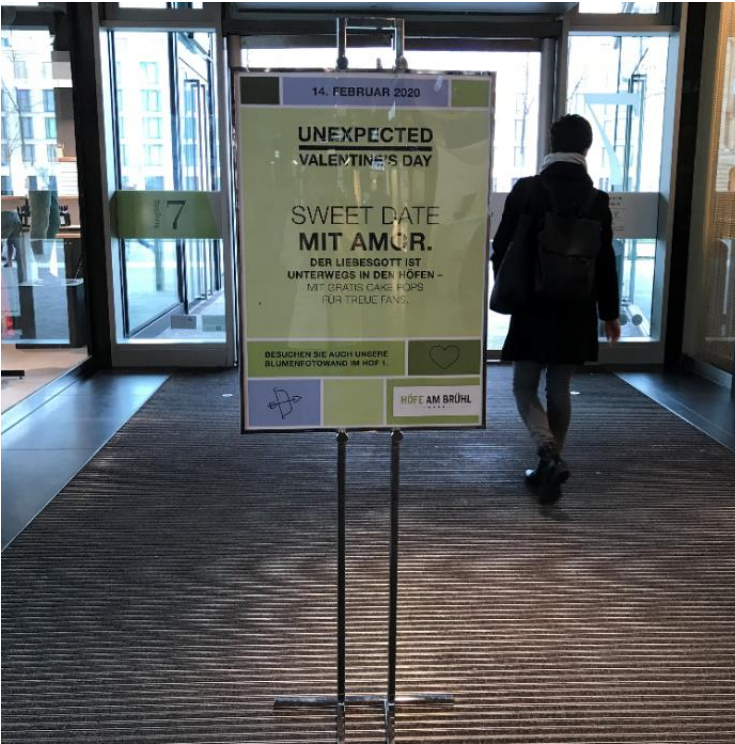
# Print Totems



PRINT TOTEMS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
High quality print format that is clearly visible throughout the shopping center is ideal for advertising and navigation purposes. Locations can be agreed on-site with the center management.	5 doublesided totems 628 x 1.828 mm	800€ Per package of 5	1.336€ Per package of 5	



# Poster (size A1)



POSTER (SIZE A1)	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
High quality print format that is clearly visible throughout the shopping center is ideal for advertising and navigation purposes. Locations can be agreed on-site with the center management.	32 doublesided totems Size: DIN A1	N/A	2.000€ Price for a group of 10	



# Lift branding - exterior



LIFT BRANDING -EXTERIOR	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
The stickers on the lift doors are an effective way of branding to reach your desired target group. So your brand can, for example, target young parents who use the elevators to transport strollers.	Doors outside: 12 (4 lifts per floor); 2m x 2.3m	600 € per door	1.002€ per door	

# Lift branding – interior



LIFT BRANDING - INTERIOR	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
The stickers on the lift doors are an effective way of branding to reach your desired target group. So your brand can, for example, target young parents who use the elevators to transport strollers.	Doors inside : 4 doors; 2m x 2.3m	500€ per door	835€ per door	



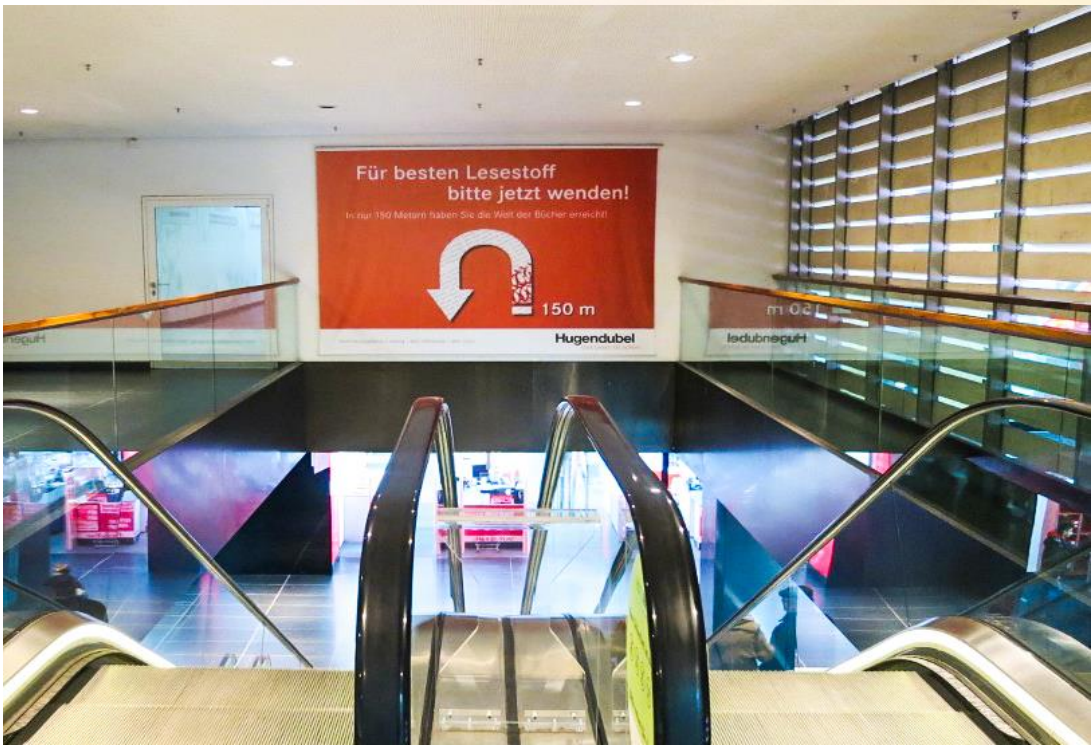
# Balustrade



BALUSTRADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
A complete or partial covering of the balustrades can be carried out in various places in the shopping center. Perfect for navigation purposes or to additionally highlight your campaign.	Price per running meter	N/A	500€	



# Balustrades and Poster – above Escalator



BALUSTRADES AND POSTER – ABOVE ESCALATOR	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Double-sided navigation stickers are designed to catch attention and guide customers to your store. Could be strategically placed in multiple locations throughout mall. The indoor banner above the escalator reaches visitors directly on the way from the parking garage to the Shopping center.	Poster above Escalator: 8.8m²	Balustrade N/A  Poster above Escalator 500€	Balustrade 870-1.500€  Poster above Escalator 835€	

# Poster from Car Park to Mall & Poster Car Park



WALL POSTER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
The Poster Car Park and the Poster from Car Park to Mall reach customers directly on the way from the parking garage to the mall.	Poster Car Park: 400 x 200 cm	400€	668€	
	Poster from Car Park to Mall: 230 x 110 cm	300€	501€	



# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.



# Köln Arcaden

Cologne, Germany



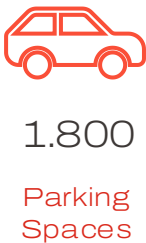
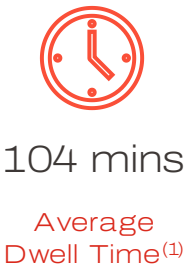
110  
Stores

Köln Arcaden is the only shopping centre in Cologne situated on the right side of the Rhine. The centre is located in an up-and-coming, multicultural district of the city, where it was opened in 2005 and renovated in 2017.

43.300 sqm  
GLA

Monday – Saturday  
10.00 - 20:00

## CENTRE PROFILE

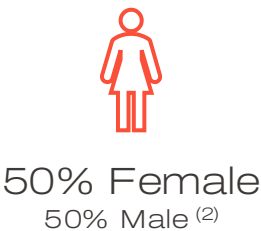


66%  
By Car or Motorbike <sup>(1)</sup>

21%  
By Public Transport <sup>(1)</sup>

13%  
On Foot or by Bike <sup>(1)</sup>

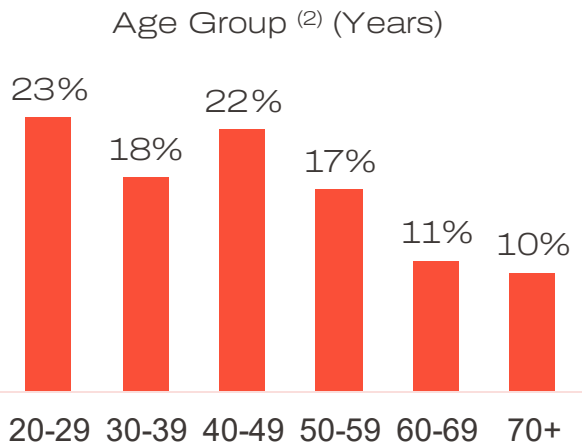
## CUSTOMER PROFILE



64% Residents <sup>(2)</sup>

2% Workers <sup>(2)</sup>

12% Tourists <sup>(2)</sup>



54%  
Affluent profiles <sup>(3)</sup>

€105 k  
Purchasing Power <sup>(4)</sup>

1) Tableau interna URW Tool

2) Telekom Data Tracking; May 2022- May 2023

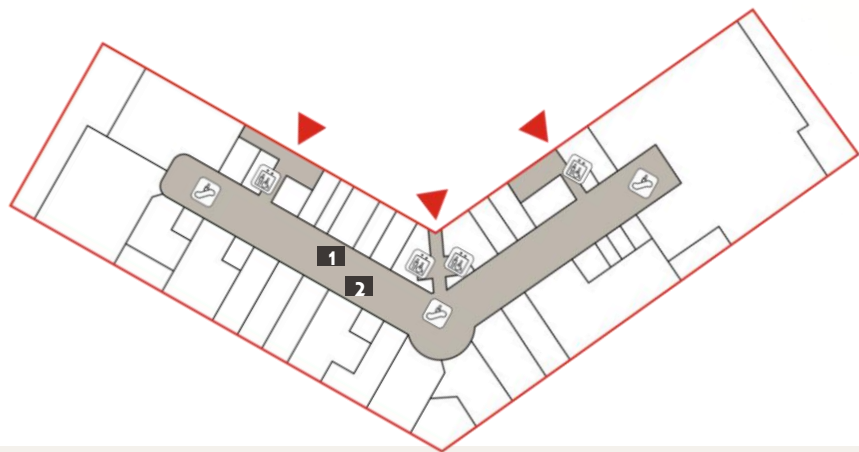
3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)

4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.

# Experiential Spaces

## Overview

### Ground Floor



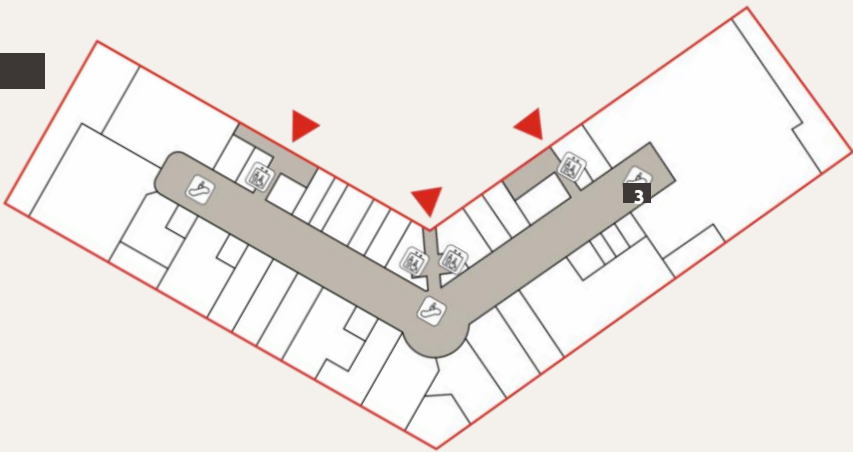
1 E1\_SP002

2 E1\_SP002

3 O1\_SP001

	SURFACE	1 DAY	3 DAYS	1 WEEK
1	3,2m x 3,9m	2.541 €	5.929 €	8.470 €
2	3,2m x 3,9m	2.541 €	5.929 €	8.470 €
3	6m x 6m	1.500 €	3.675 €	5.250 €

### First Floor



- ▲ Entrance from Parking
- Escalator
- Elevator

Terms and conditions apply, please see [Considerations](#) for further details.

# E1\_SP002.1 & E1\_SP002.2



\*Surcharge  
of 30% in  
Q4

E1_SP002.1 & E1_SP002.2	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
These spaces are located directly at the main entrance and reception of the centre. The spaces may be combined for large activations.	3,2m x 3,9m each	2.541 € per space	5.929 € per space	8.470 € per space

Terms and conditions apply, please see [Considerations](#) for further details.



# O1\_SP001



\*Surcharge  
of 30% in  
Q4

O1_SP001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
These spaces are located directly at the main entrance and reception of the centre. The spaces may be combined for large activations.	6m x 6m	1.500 €	3.675 €	5.250 €

Terms and conditions apply, please see Considerations for further details.

# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

# Minto

Mönchengladbach, Germany



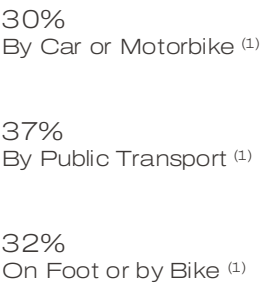
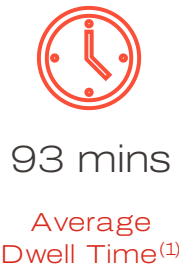
104  
Stores

Opened in 2015, Minto is a popular shopping and leisure destination in Mönchengladbach, just west of Düsseldorf. In 2017, during the international trade faire EXPO REAL, Minto won second place for the best food court in a German shopping centre. Minto was also recognized as the most attractive shopping centre in Germany in 2016.

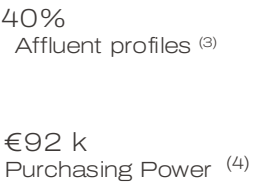
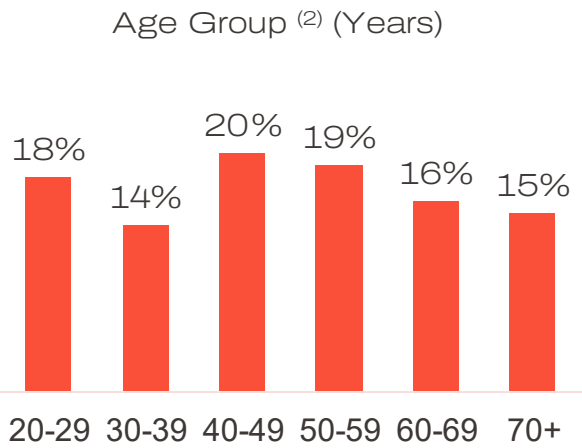
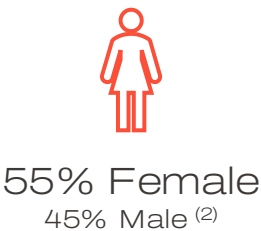
41.547 sqm  
GLA

Monday – Saturday  
10.00 - 20:00

## CENTRE PROFILE



## CUSTOMER PROFILE



1) Tableau interna URW Tool

2) Telekom Data Tracking; May 2022- May 2023

3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)

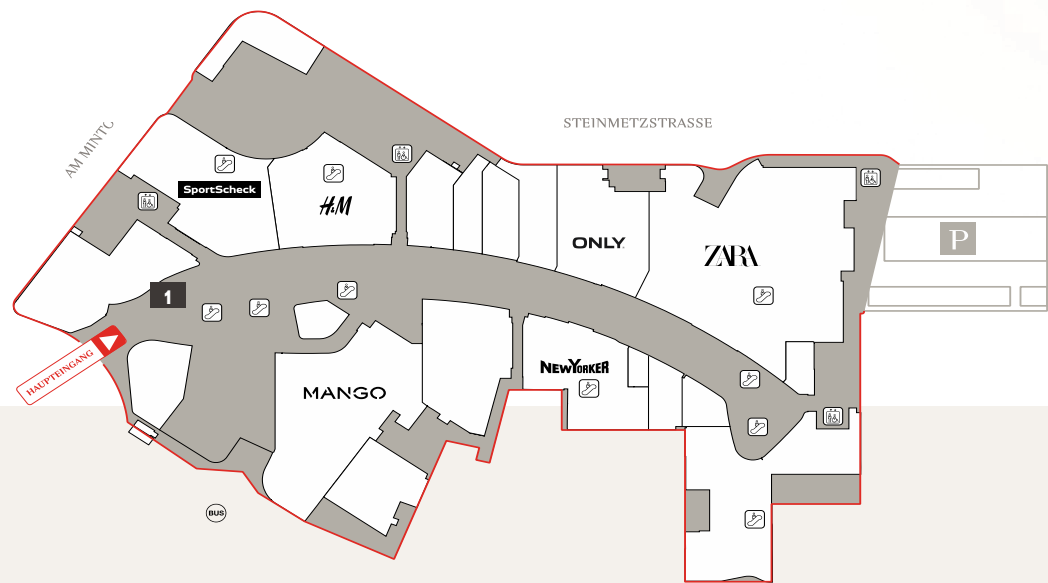
4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.



# Experiential Spaces

## Overview

1 Floor



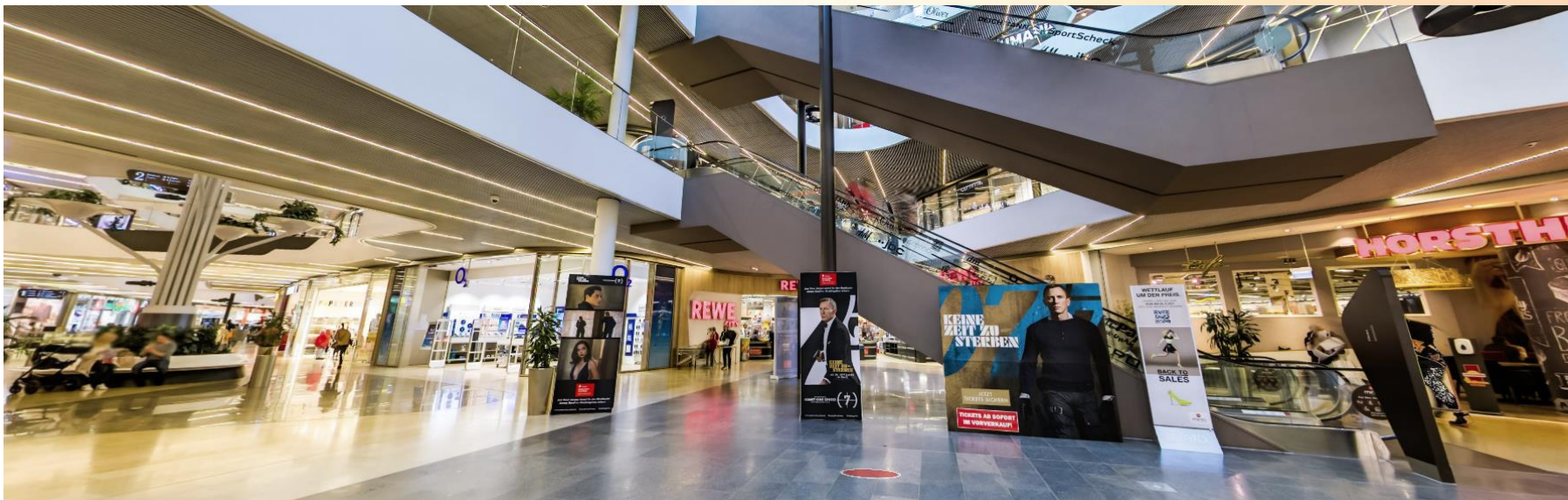
- ▲ Entrance from Parking
- Escalator
- Elevator

1 E3\_AF001

SURFACE	1 DAY	3 DAYS	1 WEEK
24m²	1.386 €	3.234 €	4.620 €

Terms and conditions apply, please see [Considerations](#) for further details.

# E3\_AF001



\*Surcharge  
of 30% in  
Q4

E3_AF001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Highly visible experiential space located by one of the main entrances to the centre, next to REWE, DM and Aldi. Visible from the floors above.	24m²	1.386 €	3.234 €	4.620 €

Terms and conditions apply, please see [Considerations](#) for further details.

Media



# Digital



***8 double-sided digital totems meet the needs of the most demanding advertisers.***

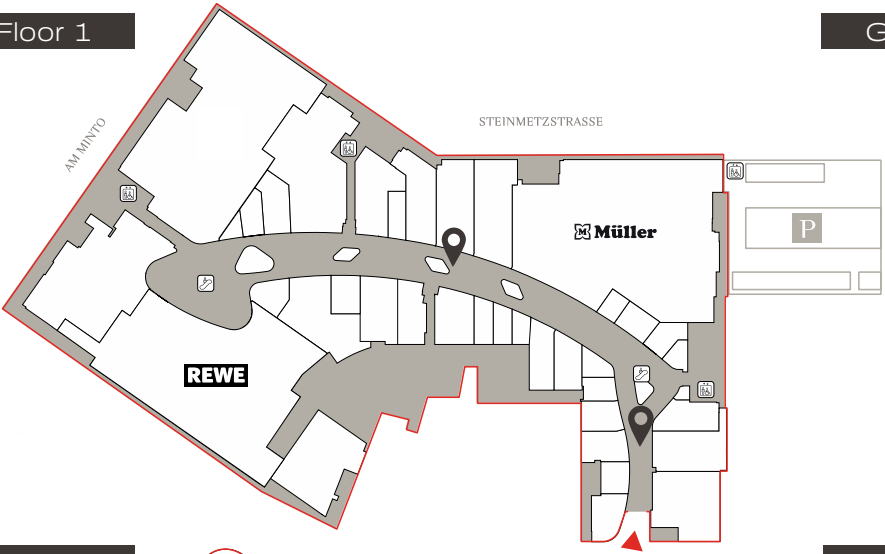
Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach

[operations@eisbach.media](mailto:operations@eisbach.media)

# Overview

Ground Floor 1



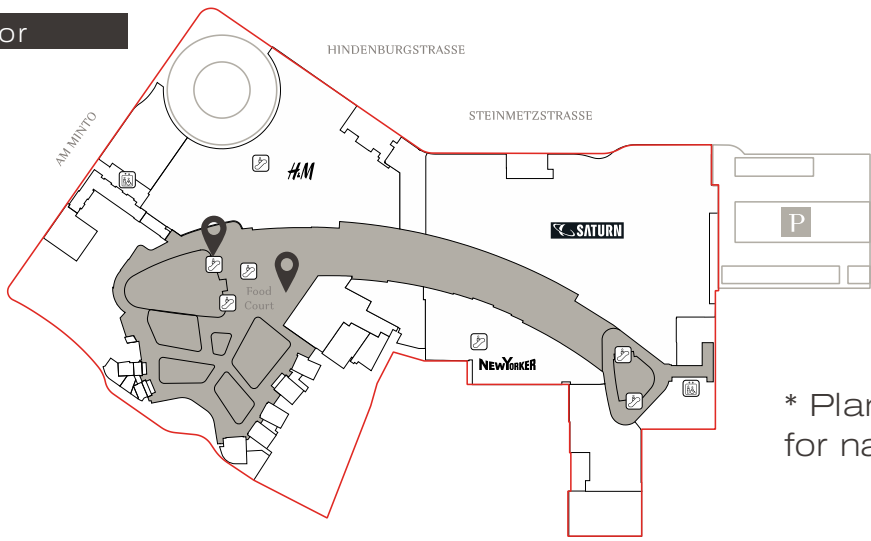
Ground Floor 2



Ground Floor 3



1 Floor



- ▲ Entrance
- Escalator
- 📍 Digital Totems

\* Plans are for navigation

# Non-digital



MINTO offers a wide range of non digital media.  
A variety of formats and different variants are  
available on site in order to offer the right option  
for each of our Customers.

You are guaranteed to reach your desired target  
group.



# Billboard



BILLBOARD	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Large Billboards that are clearly visible on busy streets are a great advertising opportunity that guarantees large amount of contacts.	Pair 1 & 2: 1.032 x 110 cm Pair 3: 1.038 x 110 cm Pair 4: 1.180 x 110 cm Pair 5: 2.744 x 87 cm  1.400-2.100€/month			



# Print Totems



PRINT TOTEMS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
High quality print format that is clearly visible throughout the mall   Excellent for navigation and advertising purposes.	1.828 x 628 mm (4x)	700€ per totem	1.169€ per totem	

# Lift Branding - exterior



LIFT BRANDING - EXTERIOR	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>The stickers on the lift doors are an effective type of branding to reach your desired target group. So your brand can, for example, target young parents who use the lifts to transport strollers.</p>	<p>50 x 50 cm 229 x 208cm 25 DOORS, 4 door pannels</p>	<p>N/A</p>	<p>3.300€ for a package of 5 doors</p>	



# Lift Branding - interior



LIFT BRANDING - INTERIOR	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>The stickers on the lift doors are an effective type of branding to reach your desired target group. So your brand can, for example, target young parents who use the lifts to transport strollers.</p>	<p>5 DOORS</p>	<p>N/A</p>	<p>835€ per door</p>	

# Escalator Branding



\*Surcharge  
of 30% in  
Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>Stickers on the escalators sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer journey and are therefore very effective.</p>	<p>816 cm x 67 cm</p>	<p>600€</p>	<p>1.002€</p>	



# Balustrade



BALUSTRADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Double-sided navigation stickers are designed to catch attention and guide customers effortlessly to your store. Couldmbe strategically placed in multiple locations throughout mall. Whether you're on the 1st floor or above, these stickers are perfect for tenants seeking a convenient and eye-catching wayfinding solution.	167cm x 112cm	N/A	1.500€	



# Parking Tickets



PARKING TICKETS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
In average of 65,000 tickets are issued per month. Minimum order quantity of 300,000 tickets.	54 x 86,5 mm	N/A	3.500€	

# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

# Neukölln Arcaden

Berlin, Germany



## CENTRE PROFILE



9.0 MN

Visitors per annum



90 euros

Average Spending Basket<sup>(1)</sup>



650

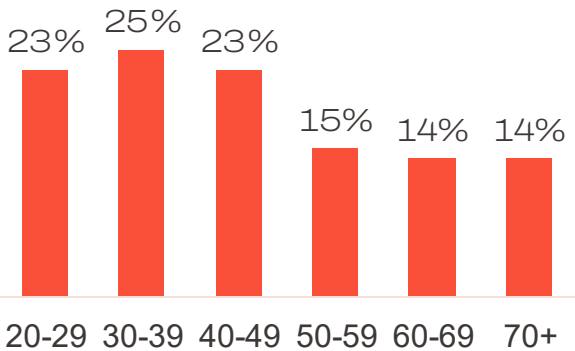
Parking Spaces

## COSTUMER PROFILE

32%  
Affluent profiles <sup>(3)</sup>

€94 k  
Purchasing Power <sup>(4)</sup>

Age Group <sup>(2)</sup> (Years)



38  
Stores

Opened in 2000, Neukölln Arcaden is a meeting place for young and old, original Berliners and capital city tourists in the middle of the popular district between Neukölln and Kreuzberg. Over five floors, shopping fans come together in search of the hottest fashion and beauty trends, the

37.500 sqm  
GLA

Monday – Saturday  
10.00 – 21.00

latest technological innovations and cool lifestyle products. More than 9 million visitors are attracted to the shopping center every year, not just by the more than 50 stores with a comprehensive range of products, but also by the in-house fitness center and modern multiplex cinema.

A special highlight is the “Klunkerkranich”, the cultural garden on the roof of the centre with a large, green outdoor area and two huts where visitors are treated to a diverse program: Concerts and DJ sets, readings and poetry slams and even markets have a well-established place here. On top of that, there is the panoramic views of Berlin.

1) Tableau interna URW Tool

2) YouGov Profiles May 2022- May 2023

3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)

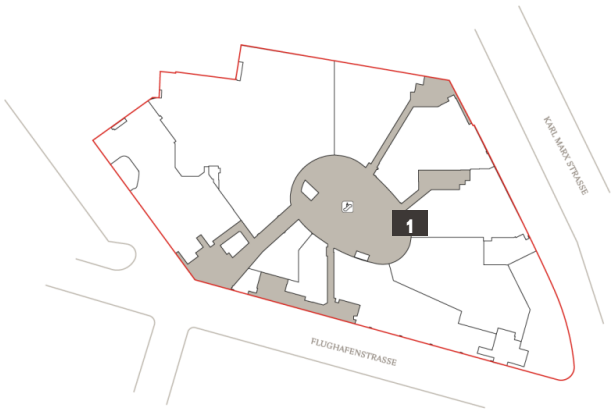
4) JMB Research (2023) - Purchasing power index of the district in which the centre is located



# Experiential Spaces

## Overview

1 Floor



Ground Floor

1 O1\_SL\_001

2 E1\_AF001

SURFACE	1 DAY	3 DAYS	1 WEEK
55m²	1.890 €	4.410 €	6.300 €
16m x 3m	2.079 €	4.851 €	6.930 €

- ▲ Entrance from Parking
- Escalator
- Elevator



Terms and conditions apply, please see [Considerations](#) for further details.

# O1\_SL\_001



\*Surcharge  
of 30% in  
Q4

O1_SL_001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large, highly visible experiential space located at the center of the first floor.	55m²	1.890 €	4.410 €	6.300 €

Terms and conditions apply, please see [Considerations](#) for further details.

# E1\_AF001



\*Surcharge  
of 30% in  
Q4

E1_AF001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large, highly visible experiential space located at the center of the first floor.	16m x 3m	2.079 €	4.851 €	6.930 €

Terms and conditions apply, please see [Considerations](#) for further details.



Media

# Digital Totems



**NEUKÖLLN  
ARCADEN**

*11 double-sided digital totems meet the needs of the most demanding advertisers.*

Digital totems in portrait format in high-resolution quality - common formats.

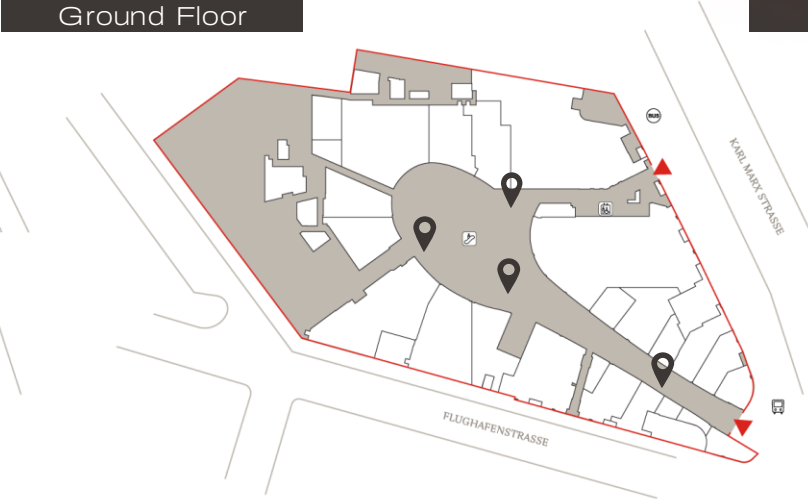
External Partner: Eisbach  
[operations@eisbach.media](mailto:operations@eisbach.media)

# Overview

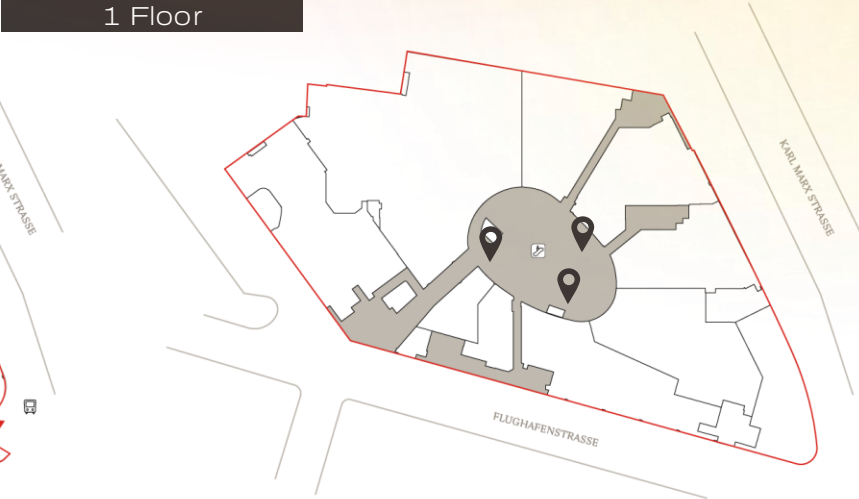
-1 Floor



Ground Floor



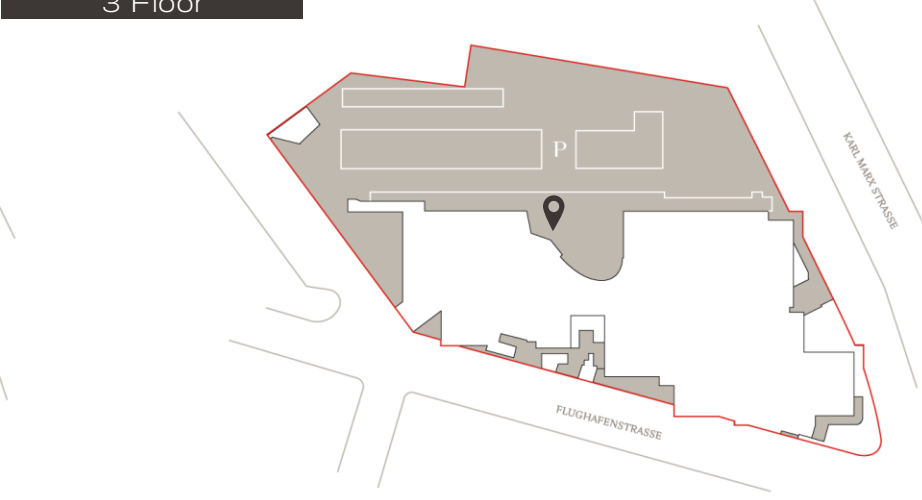
1 Floor



2 Floor



3 Floor



- ▲ Entrance
- Escalator
- 📍 Digital Totems



# Non-digital



NEUKÖLLN ARCADEN offers a wide range of non digital media. A variety of formats and different variants are available on site in order to offer the right option for each of our Customers.

You are guaranteed to reach your desired target group.

# Billboard on Facade



\*Surcharge  
of 30% in  
Q4

BILLBOARD ON FACADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/ INSTALLATION
The size and location of the Big Poster enables the advertisers to reach not only visitors of the center, but also pedestrians and car flow.	Quantity: 1 Size: 8,95 x 5,5 m	2.600€	4.342€	



# Escalator Branding



\*Surcharge  
of 30% in  
Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Stickers on the escalators sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer journey and are therefore very effective	<p>8 escalators; 16 sides</p> <p>Size: 7,2 x 88,3 m</p> <p>price per side</p>	400€	668€	



# Lift Branding - exterior



LIFT BRANDING - EXTERIOR	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>The stickers on the lift doors are an effective type of branding to reach your desired target group. So your brand can, for example, target young parents who use the lifts to transport strollers.</p>	<p>4 lifts over 6 floors including parking Size: 110 x 212 cm 24 outside stickers</p>	<p>1.000€ per lift</p>	<p>1.670€ per lift</p>	

# Lift Branding - interior



LIFT BRANDING - INTERIOR	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
The stickers on the lift doors are an effective type of branding to reach your desired target group. So your brand can, for example, target young parents who use the lifts to transport strollers.	4 lifts over 6 floors including parking Size: 110 x 212 cm 4 inside stickers	800€ per lift	1.336€ per lift	



# Door Sticker



\*Surcharge of 30% in Q4

DOOR STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Double-sided door sticker can be placed to all or certain entrance doors to the shopping center to increase visitor awareness.	4 entrances; 8 stickers per entrance: 32 pieces 2 stickers per door (inside and outside); Size: 30 cm in diameter	3.000€ per entrance	5.010€ per entrance	



# Print Totems



\*Surcharge of 30% in Q4

PRINT TOTEMS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
High quality print format that is clearly visible throughout the mall. Excellent for navigation and advertising purposes.	4 double-sided totems Size: 628 x 1.828 mm; 1000 x 2000 mm	400€ per totem	668€ per totem	

# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

# Pasing Arcaden

Munich, Germany



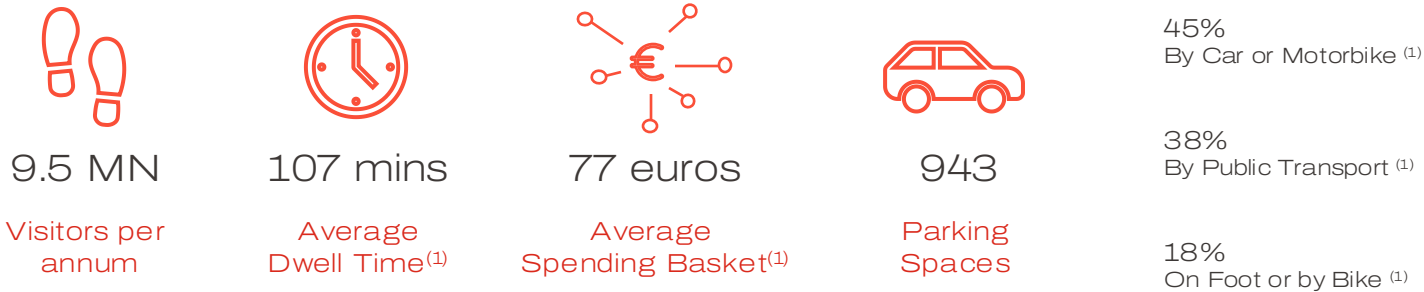
145  
Stores

Directly at the Munich-Pasing S-Bahn station, which some 120,000 commuters pass through daily, Pasing Arcaden attracts around 10 million visitors a year with its extensive range of brands. The centre boasts a light and airy architecture and is the go-to destination in Munich for international brands with exclusive retailers. It offers popular services, such as a personal shopper, shoe-shining, and a large parking area for bikes.

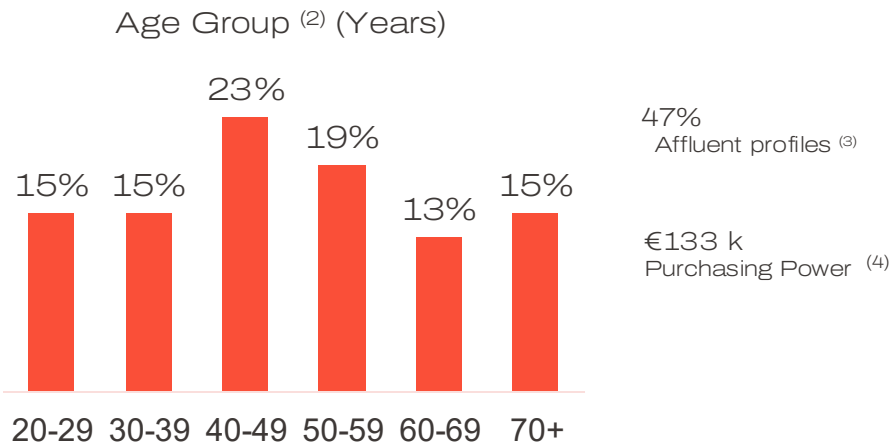
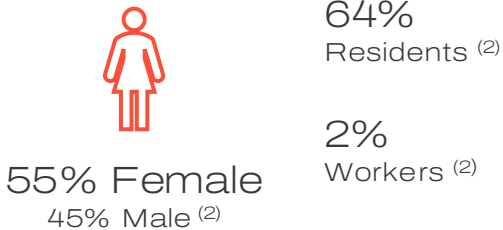
53.113 sqm  
GLA

Monday – Saturday  
09.30 - 20:00

## CENTRE PROFILE



## CUSTOMER PROFILE



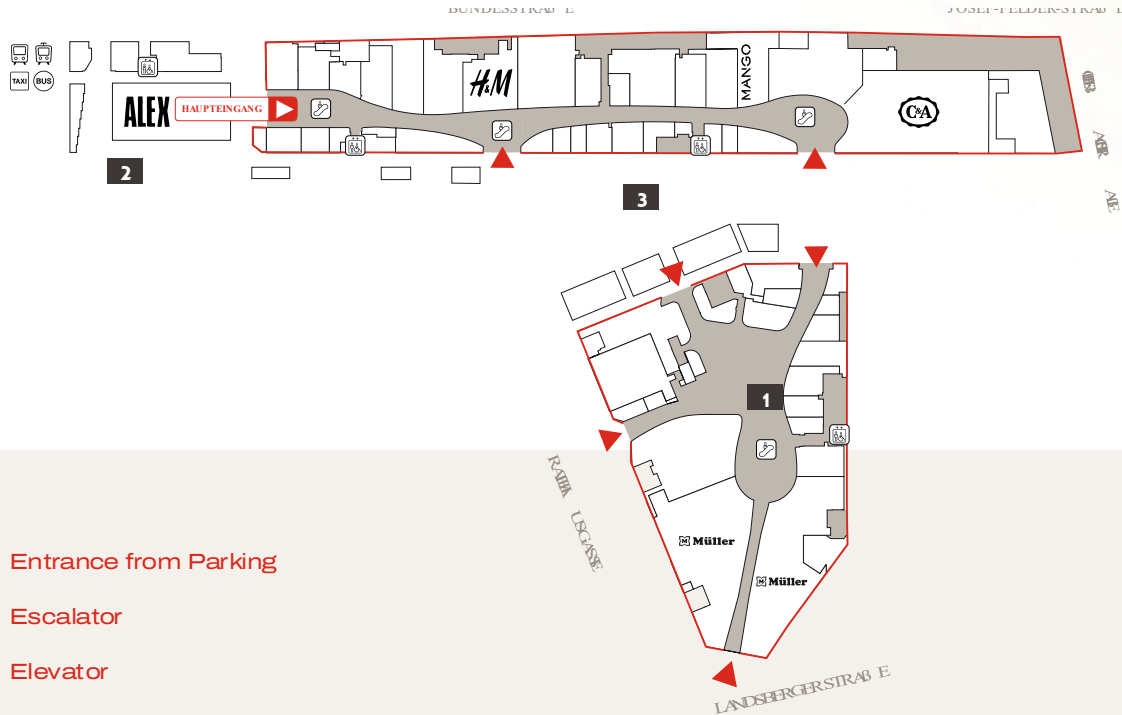
- 1) Tableau interna URW Tool
- 2) Telekom Data Tracking; May 2022- May 2023
- 3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)
- 4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.



# Experiential Spaces

## Overview

### Ground Floor



1 E1\_AF002

2 VORPLATZ

3 PASEO

	SURFACE	1 DAY	3 DAYS	1 WEEK
1	8m x 3m	2.888 €	6.738 €	9.625 €
2	Up to 120m <sup>2</sup>	3.061 €	7.142 €	10.203 €
3	Up to 460m <sup>2</sup>	5.575 €	13.475 €	19.250 €

Terms and conditions apply, please see [Considerations](#) for further details.

# E1\_AF002



\*Surcharge  
of 30% in  
Q4

E1_AF002	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Highly visible experiential space located on the ground floor in a very busy environment with a high dwell time. Suitable for bigger builds.	8m x 3m	2.888 €	6.738 €	9.625 €

Terms and conditions apply, please see Considerations for further details.

# Vorplatz



\*Surcharge  
of 30% in  
Q4

VORPLATZ	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Outdoor experiential space located close to the main entrance of the centre and Pasinger Bahnhof, the second busiest train station in Munich.	Up to 120m²	3.061 €	7.142 €	10.203 €

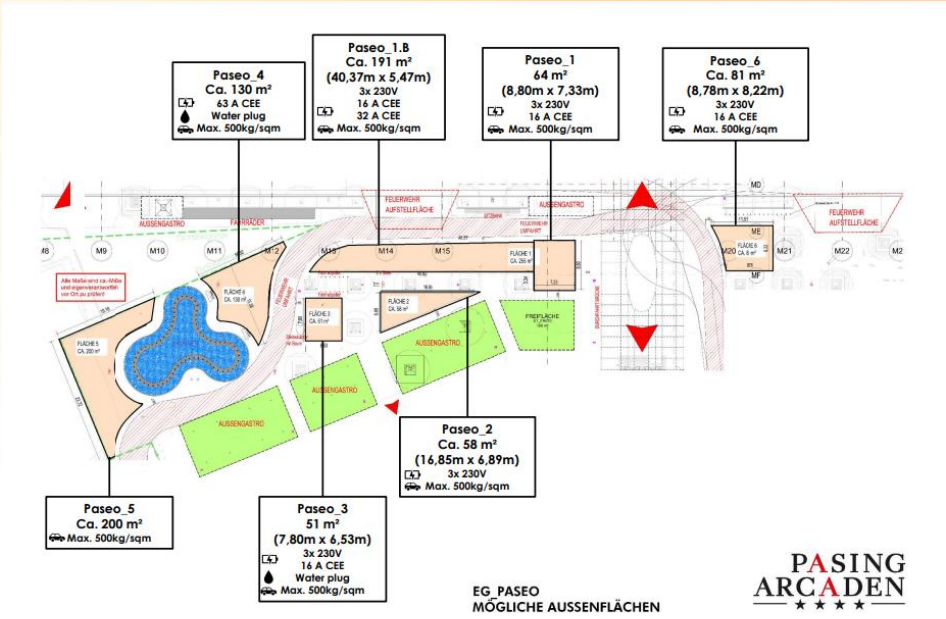
Terms and conditions apply, please see [Considerations](#) for further details.



# Paseo



\*Surcharge  
of 30% in  
Q4

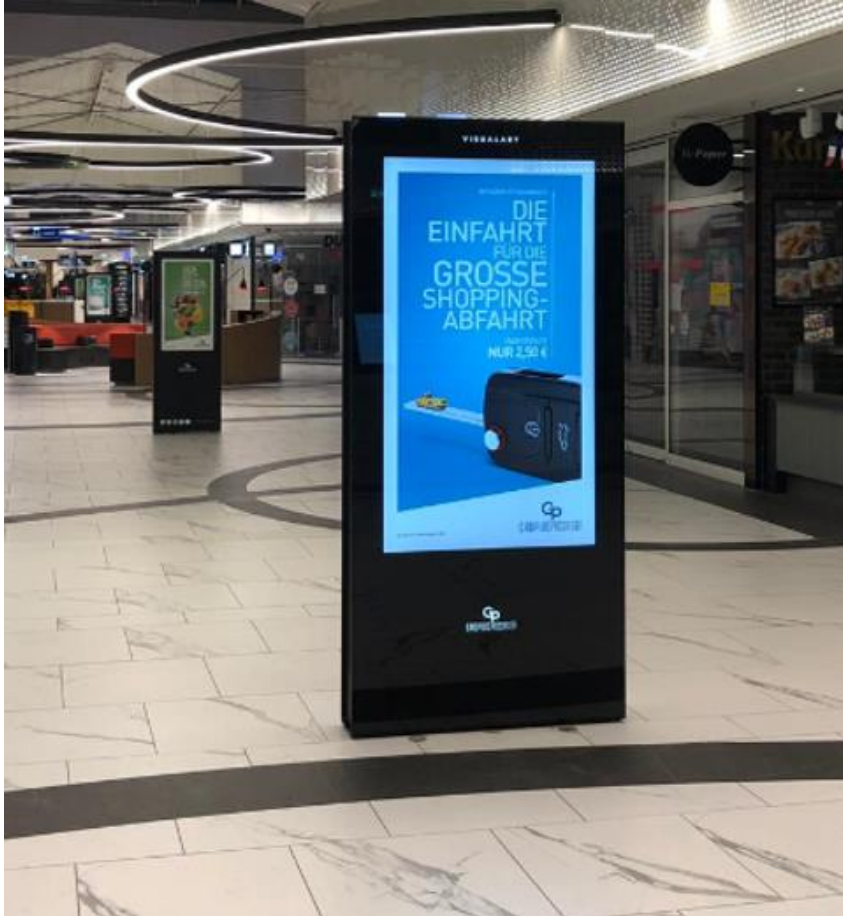


PASEO	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large, popular outdoor experiential space. The 460m2 space can also be used for smaller events and thus split the Paseo into several parts. Possible to combine with test drives for automotive activations.	Up to 460m <sup>2</sup>	5.775 €	13.475 €	19.250 €

Terms and conditions apply, please see [Considerations](#) for further details.

Media

# Digital



18 double-sided digital totems meet the needs of the most demanding advertisers.

Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach  
[operations@eisbach.media](mailto:operations@eisbach.media)



# Digital Totems

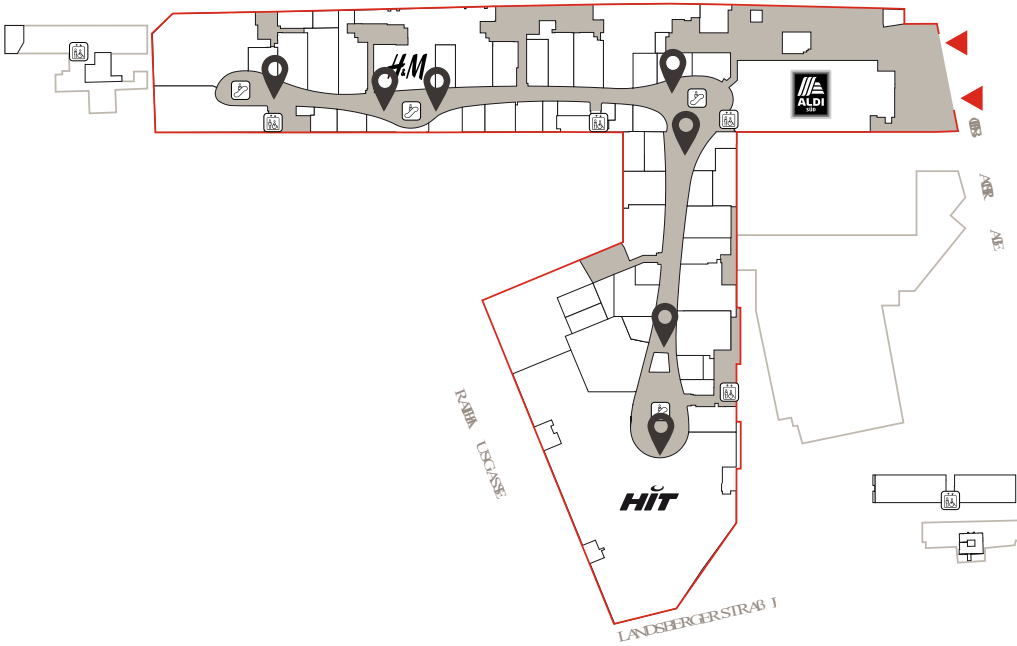


\*Surcharge  
of 30% in  
Q4

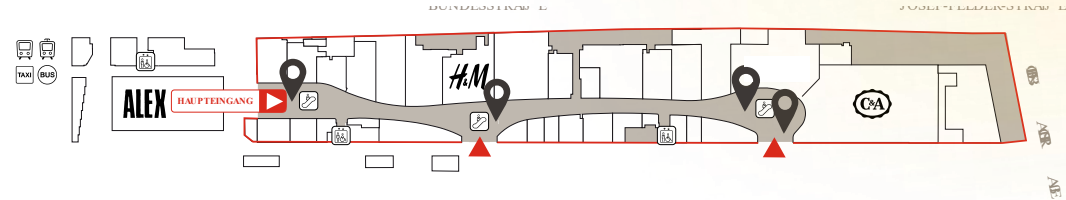
DIGITAL TOTEMS	DETAILS
<p>Double-sided digital steles High resolution quality Common formats</p>	<p>UPON REQUEST 18 digital totems (36 screens)</p>

# Overview

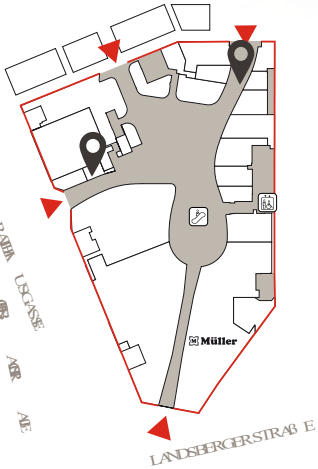
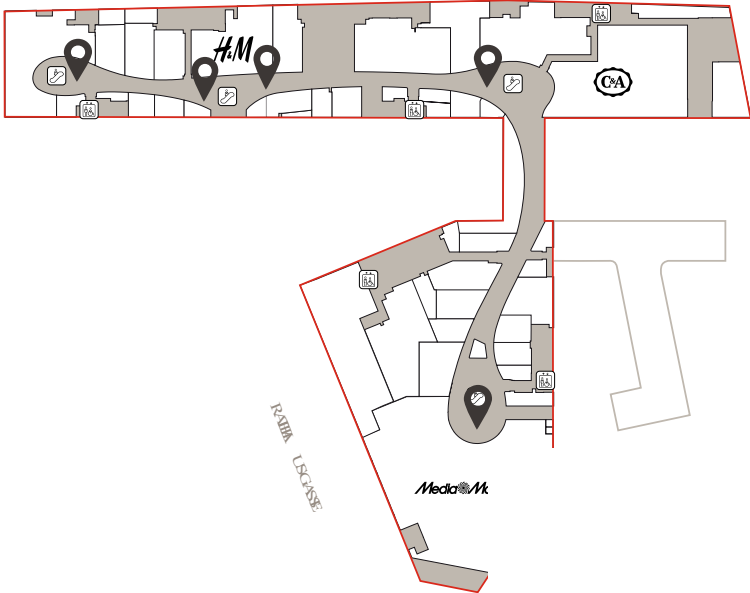
-1 Floor



Ground Floor



1 Floor



 Digital Totems

\* Plan is for navigation

# Non-digital



PASING ARCADEN offers a wide range of non digital media. A variety of formats and different variants are available on site in order to offer the right option for each of our Customers.

You are guaranteed to reach your desired target group.



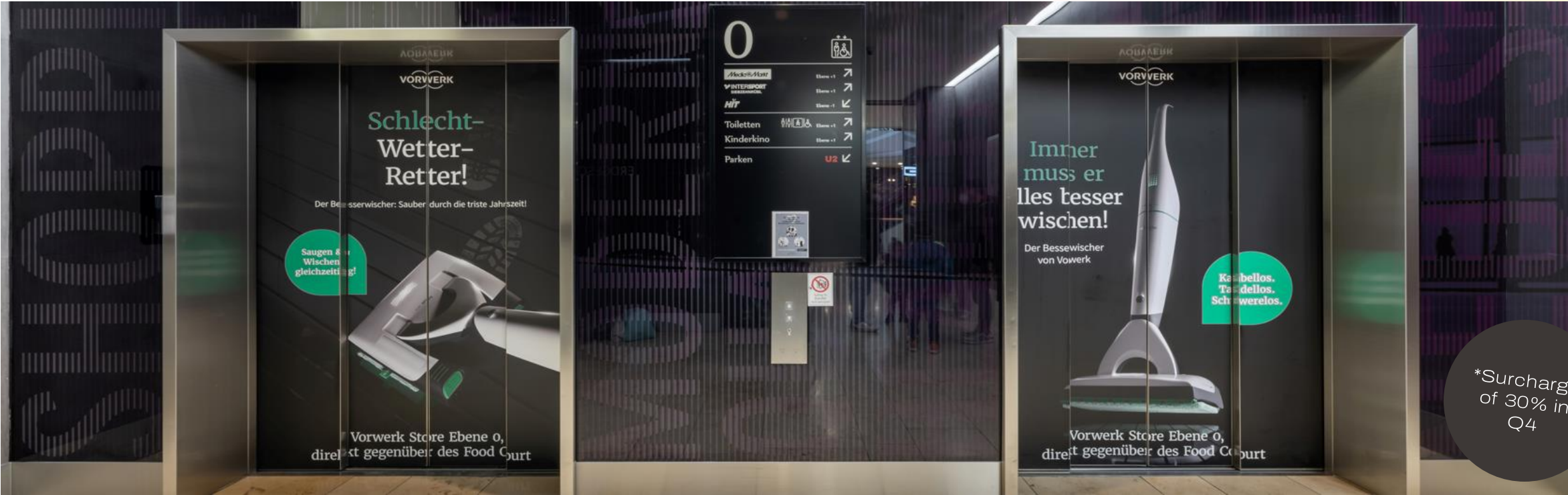
# Escalator Branding



\*Surcharge of 30% in Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Stickers on the escalators sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer journey and are therefore very effective	18 escalators; 36 sides 1.000 x 66,5cm max	N/A	3.100€ / 2 sides	

# Lift Branding

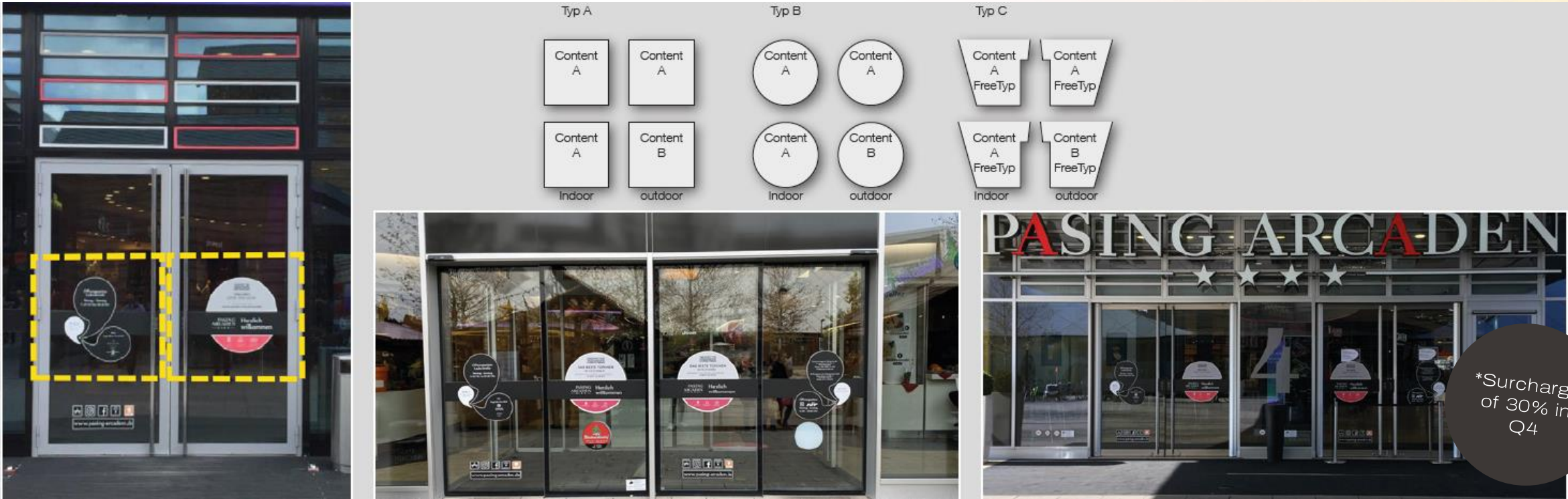


\*Surcharge of 30% in Q4

LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
The stickers on the lift doors are an effective way of branding to reach your desired target group. So your brand can, for example, target young parents who use the elevators to transport strollers.	6 lifts over 5 floors including underground parking 1 lift over 3 floors including underground parking 33 outer surfaces, 7 inner surfaces	N/A	1.400€ / 2 doors	



# Door Sticker



DOOR STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Double-sided door sticker can be placed to all or certain entrance doors to the shopping center to increase visitor awareness.	Door stickers at 7 entrances with 2 x 2 door Total: 56 stickers inside and outside	N/A	8.350€	



# Balustrade



BALUSTRADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Branded balustrades can be placed in multiple places in the mall to improve navigation for visitors	Height: 115 cm Length varies	N/A	5.000€	

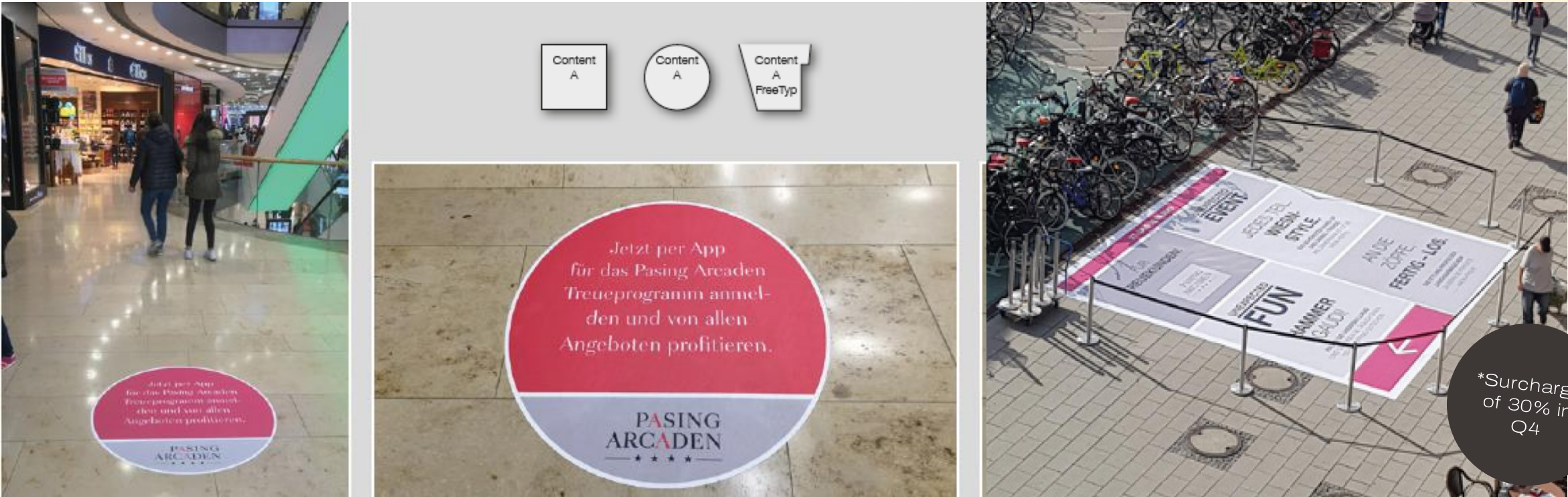
# Pillar Branding



PILLAR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Branding the pillars is a creative and unusual way to draw attention to your advertisement	A total of 19 pillarsHeight: 340 cm, circumference: 163/197 cm, visible area approx. 50 cm 10 pillars	N/A	4.300€	



# Floor Sticker

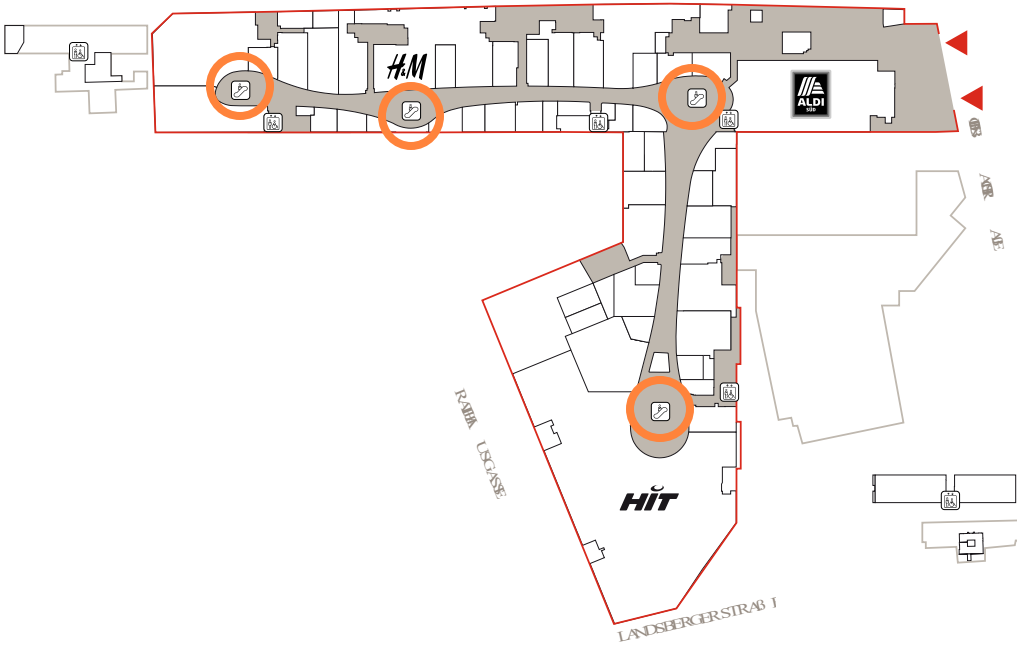


FLOOR STICKERS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Floor sticker inside the shopping center or outside: in front the center between the train station and the main entrance, or on the paseo.	Inside: 25 stickers are possible per floor (total: 75 floor stickers) Outside: Size and number are to be defined with the respective brand	N/A	1.750€  10 indoor stickers or 1 outdoor sticker	

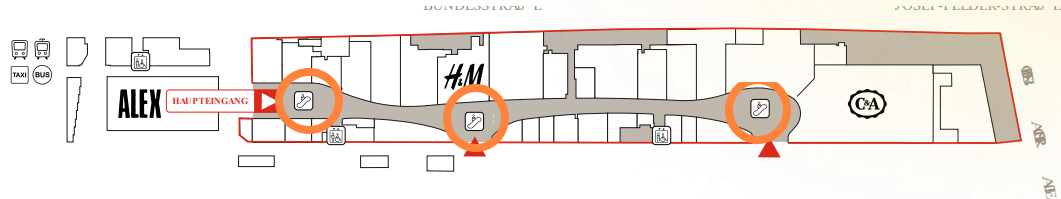


# Overview

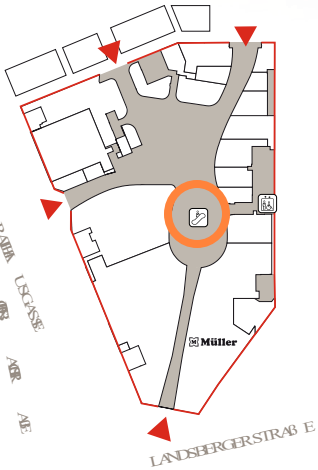
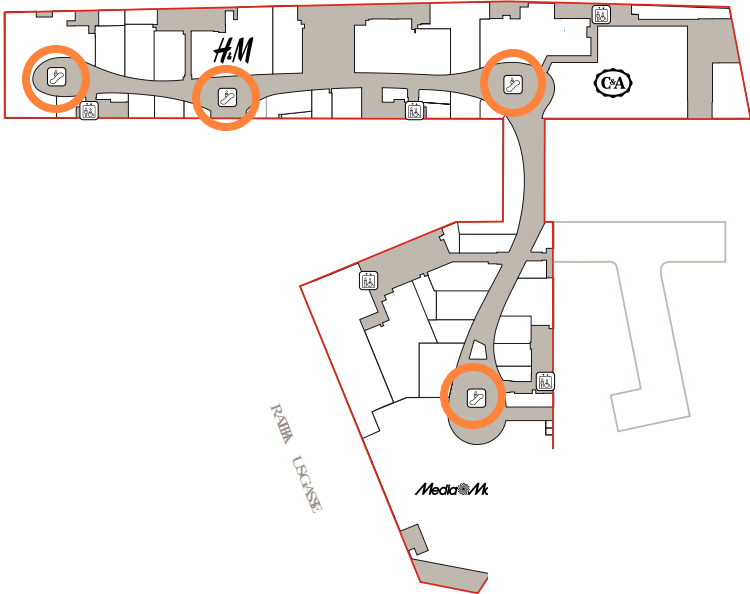
-1 Floor



Ground Floor



1 Floor



- ▲ Entrance
- Escalator
- Balustrades

\* Plan is for navigation

# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

# Paunsdorf Center

Leipzig, Germany

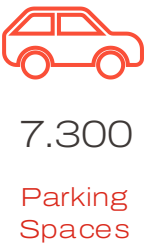
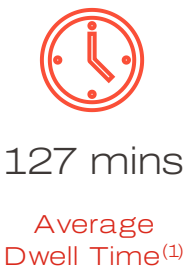


143  
Stores

Paunsdorf Center has become the go-to destination for people in the area. In terms of size, Paunsdorf Center in Leipzig is the third largest shopping centre in Germany and provides customers with a wide grocery and retail offer. In 2016, Paunsdorf Center was voted Germany's most family-friendly shopping centre — the fourth consecutive year the shopping centre has won the award.

113.600 sqm GLA | Monday – Saturday 10:00- 20:00

## CENTRE PROFILE

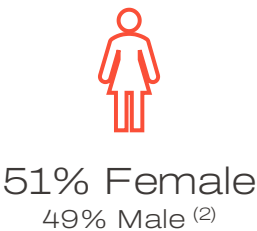


78%  
By Car or Motorbike <sup>(1)</sup>

17%  
By Public Transport <sup>(1)</sup>

5%  
On Foot or by Bike <sup>(1)</sup>

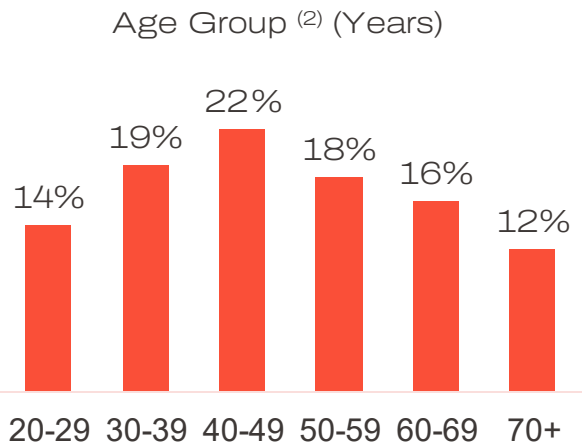
## CUSTOMER PROFILE



70% Residents <sup>(2)</sup>

2% Workers <sup>(2)</sup>

11% Tourists <sup>(2)</sup>



35%  
Affluent profiles <sup>(3)</sup>

€88 k  
Purchasing Power <sup>(4)</sup>

1) Tableau interna URW Tool

2) Telekom Data Tracking; May 2022- May 2023

3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)

4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.



# Experiential Spaces

## Overview

### Ground Floor



1 EVENTS\_1

2 EVENTS\_2

3 VORPLATZ

4 E1\_SP020

SEVERAL SPOTS IN THE CENTRE

SURFACE	1 DAY	3 DAYS	1 WEEK
Up to 240m <sup>2</sup>	3.675 €	8.575 €	12.250 €
Up to 240m <sup>2</sup>	3.675 €	8.575 €	12.250 €
10m x 3m	2.888 €	6.738 €	9.625 €
Up to 200m <sup>2</sup>	2.678 €	6.248 €	8.925 €
From 20m <sup>2</sup> to 100m <sup>2</sup>	upon request	-	-

Terms and conditions apply, please see [Considerations](#) for further details.

# Events\_1 & Events\_2



\*Surcharge  
of 30% in  
Q4

EVENTS_1 & 2	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
The two massive outdoor experiential areas located close to the two lateral entrances of the centre.	Up to 240m²	3.675 €	8.575 €	12.250 €

Terms and conditions apply, please see [Considerations](#) for further details.

# Vorplatz



\*Surcharge  
of 30% in  
Q4

VORPLATZ	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Outdoor experiential space located by the main entrance to the centre.	10m x 3m	2.888 €	6.738 €	9.625 €

Terms and conditions apply, please see [Considerations](#) for further details.



# E1\_SP020



\*Surcharge  
of 30% in  
Q4

SEVERAL SPOTS IN THE CENTER	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Central location right in the heart of the center, with foot traffic from all sides.	Up to 200m²	2.678 €	6.248 €	8.925 €

Terms and conditions apply, please see Considerations for further details.

Media

# Digital



***20 double-sided digital totems meet the needs of the most demanding advertisers.***

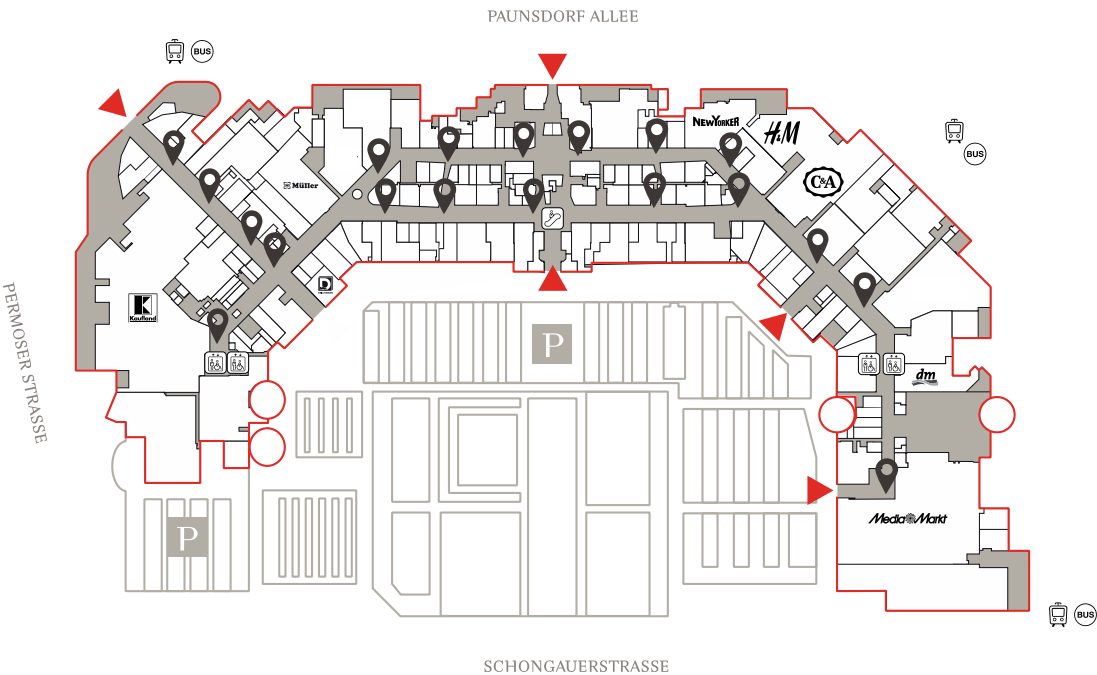
Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach  
[operations@eisbach.media](mailto:operations@eisbach.media)



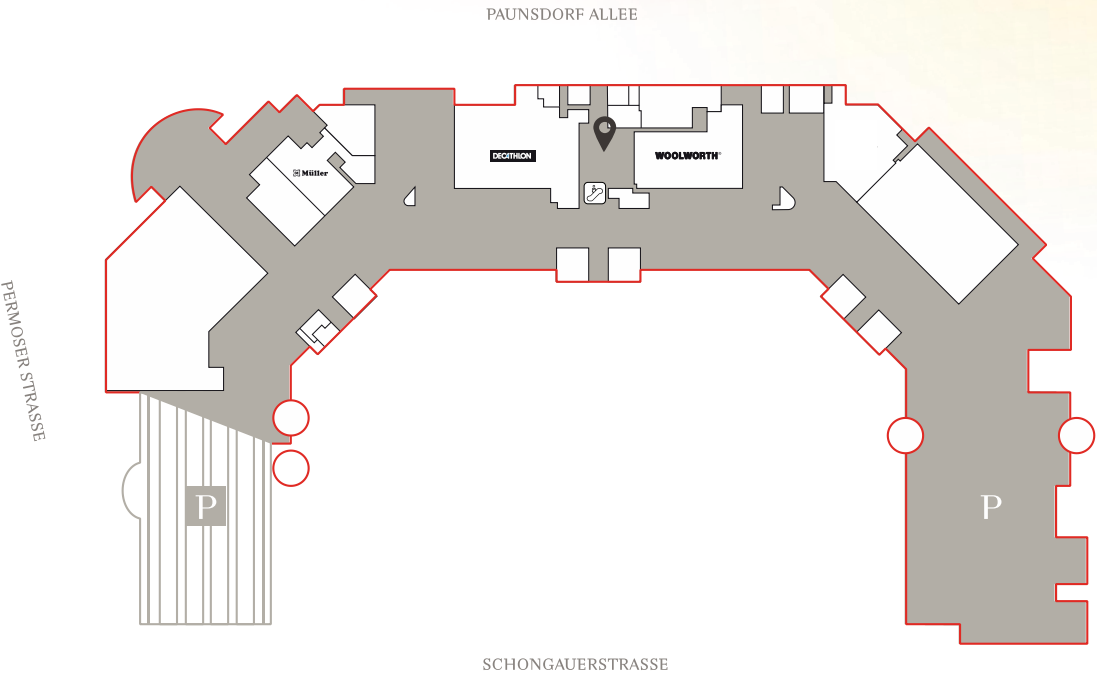
# Overview

Ground Floor



- ▲ Entrance
- Escalator
- 📍 Digital Totems

1 Floor



\* Plan is for navigation

# Non-digital



PAUNSDORF CENTER offers a wide range of non digital media. A variety of formats and different variants are available on site in order to offer the right option for each of our Customers.

You are guaranteed to reach your desired target group.

# Rooftop Banner



\*Surcharge  
of 30% in  
Q4

ROOFTOP BANNER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Large Rooftop Banners on the car park roof are oriented towards the main roads and are visible from a great distance. The minimum internship period is 12 months.	Quantity: UPON REQUEST Größe: 14 x 3,5 m	N/A	2.004€	



# Big Indoor Banner



BIG INDOOR BANNER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>4 Big Posters located in the busy parts of the mall. You are guaranteed a good view and a large number of contacts.</p> <p>The minimum placement period is 6 months.</p>	<p>Quantity: 4</p> <p>Size: 9,3 x 2,4m</p>	N/A	1.670€	

# Flags



FLAGS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
A group of 5 large hanging flags in the main atrium of the mall guarantees high brand visibility and dominance.	Quantity: 5 Size: 2x3 m	N/A	5.000€	



# Lift Branding – outside & inside poster



LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
The stickers on the lift doors are an effective type of branding to reach your desired target group. So your brand can, for example, target young parents who use the lifts to transport strollers.	Outdoor: 17 Doors   Indoor: 5 Doors Size approx. 2 x 2,3m Inside poster (1,5x0,9m)	N/A	1.002€ 3 doors 668€ 3 posters	



# Door Sticker



DOOR STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Double-sided door sticker can be placed to all or certain entrance doors to the shopping center to increase visitor awareness.	6 entrances to the mall (1–3 large and/or 2 small stickers per entrance inside & outside) Size: 30 cm (diameter)	N/A	5.000€	

# Balustrade



\*Surcharge  
of 30% in  
Q4

BALUSTRADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Balustrade branding can be done in multiple locations in the mall to improve visibility and navigation.	UPON REQUEST	N/A	1.500€	



# Floor Sticker



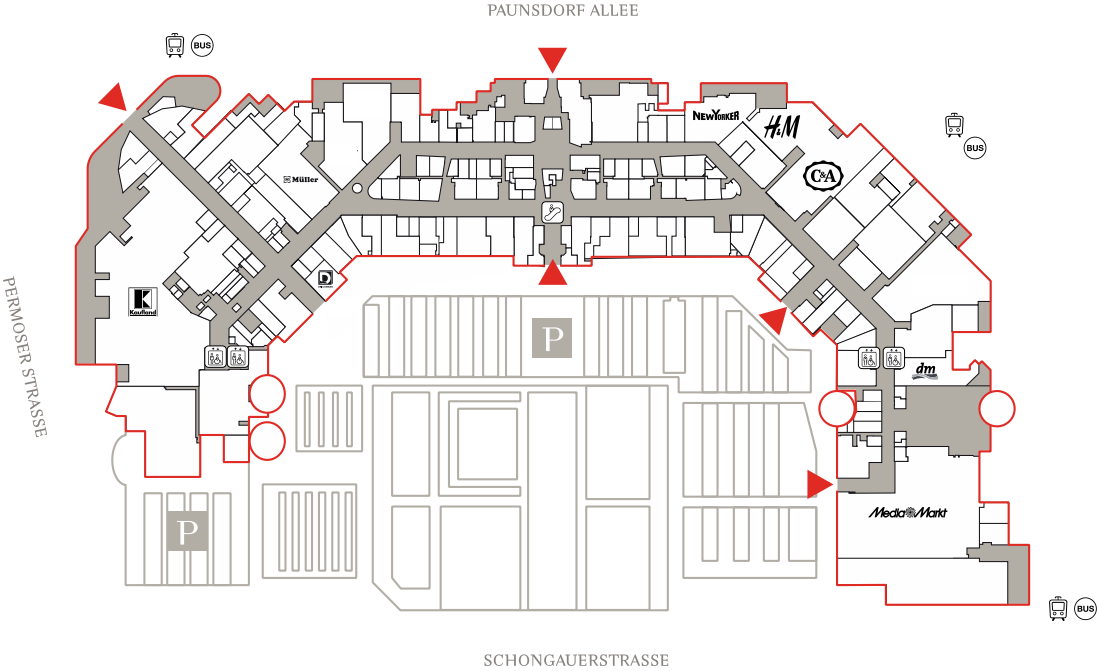
\*Surcharge of 30% in Q4

FLOOR STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Floor sticker are a great way to communicate your special offer or to navigate visitors to your store right from the main entrance.	Quantity: 20 stickers inside the center Max. size: 2 m diameter (round)	N/A	2.004€	



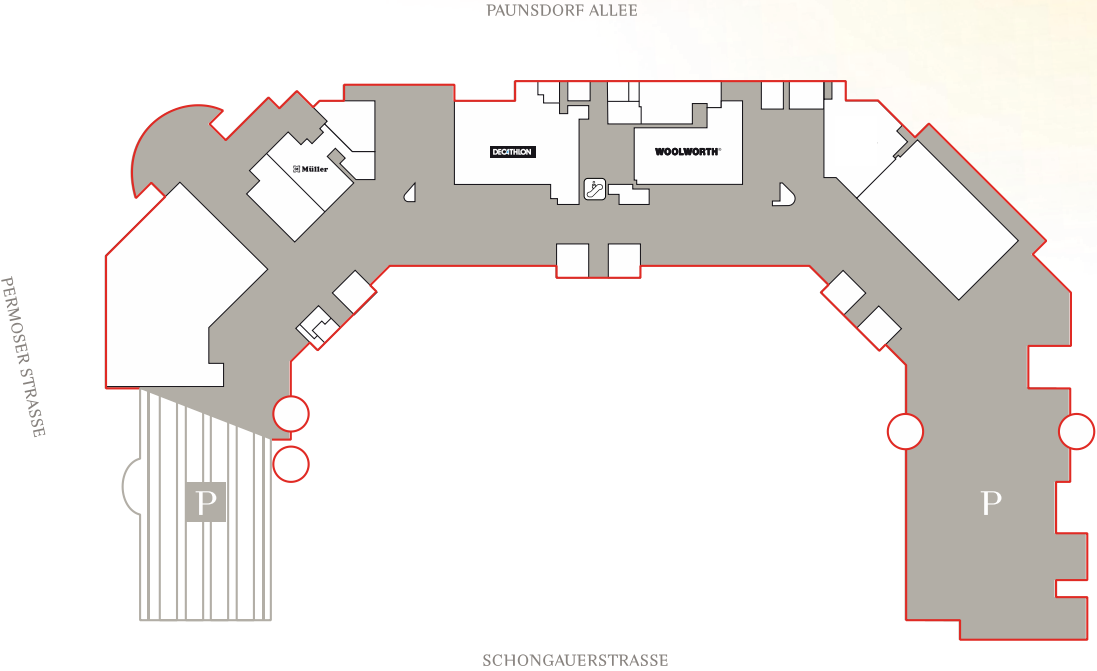
# Overview

Ground Floor



- ▲ Entrance
- Escalator
- Lift

1 Floor



\* Plan is for navigation

# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

# Palais Vest

Recklinghausen, Germany



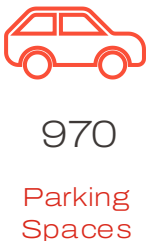
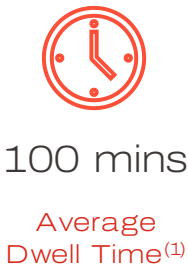
90  
Stores

With 2.4 million residents in a 30-minute radius, Palais Vest is located in the densely-populated, economic heart of Recklinghausen, the northernmost city in Germany's Ruhr region. The shopping centre offers a large selection of brands (such as the first Reserved store in Germany), food options, and spaces dedicated to art, design, and culture. Palais Vest also has a robust events program and a number of personalised services.

45.917 sqm  
GLA

Monday – Saturday 10.00  
- 20:00

## CENTRE PROFILE

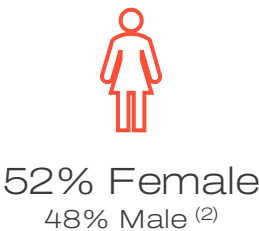


56%  
By Car or Motorbike <sup>(1)</sup>

20%  
By Public Transport <sup>(1)</sup>

22%  
On Foot or by Bike <sup>(1)</sup>

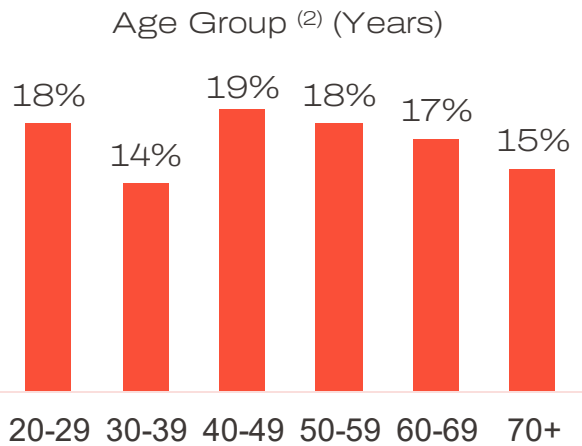
## CUSTOMER PROFILE



78% Residents <sup>(2)</sup>

1% Workers <sup>(2)</sup>

7% Tourists <sup>(2)</sup>



46%  
Affluent profiles <sup>(3)</sup>

€94 k  
Purchasing Power <sup>(4)</sup>

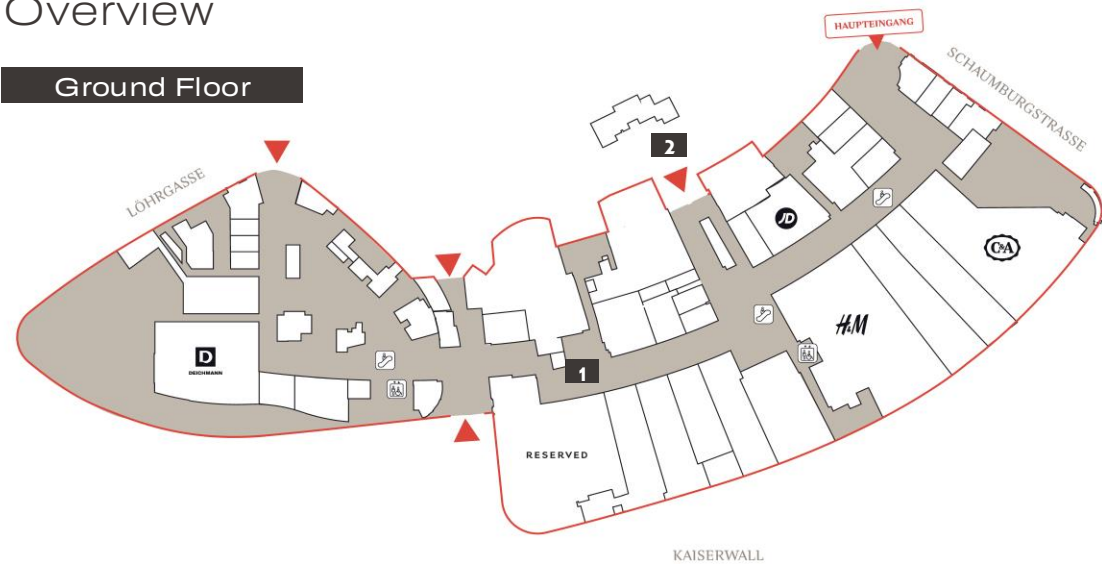
- 1) Tableau interna URW Tool
- 2) Telekom Data Tracking; May 2022- May 2023
- 3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)
- 4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.



# Experiential Spaces

## Overview





### Ground Floor



1 E1\_AF001

2 LÖHRHOF (E1\_FA004)

SURFACE	1 DAY	3 DAYS	1 WEEK
7m x 3.5m	1.278 €	2.982 €	4.620 €
Up to 300m²	2.888 €	6.738 €	9.625 €

-  Main Entrance
-  Entrance from Parking
-  Escalator
-  Elevator

Terms and conditions apply, please see [Considerations](#) for further details.

# E1\_AF001



\*Surcharge  
of 30% in  
Q4

E1_AF001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Experiential space located to the heart of the centre.	7m x 3,5m	1.278 €	2.982 €	4.620 €

Terms and conditions apply, please see Considerations for further details.

# Löhrhof (E1\_FA004)



\*Surcharge  
of 30% in  
Q4

LÖHRHOF (E1_FA004)	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Massive event space in front of the centre, ideal for large outdoor activations on one of the main city squares.	Up to 300m²	2.888 €	6.738 €	9.625 €

Terms and conditions apply, please see [Considerations](#) for further details.



Media

# Digital



*16 double-sided digital totems meet the needs of the most demanding advertisers.*

Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach  
[operations@eisbach.media](mailto:operations@eisbach.media)

# Digital Totems



\*Surcharge of 30% in Q4

DIGITAL TOTEMS	DETAILS
Digital Totems in portrait format in high resolution quality   Common formats	UPON REQUEST 16 digital totems (32 screens)



# Non-digital



## PALAIS VEST

PALAIS VEST offers a wide range of non digital media. A variety of formats and different variants are available on site in order to offer the right option for each of our Customers.

You are guaranteed to reach your desired target group.

# Print Totems



PRINT TOTEMS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
High quality print format that is clearly visible throughout the center is ideal for navigation and advertising purposes.	Quantity: 9 (doublesided) Size: 600 x 1.600 cm	1.400 €	2.338 €	



# Lift Branding



LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>The stickers on the lift doors are an effective way of branding to reach your desired target group.</p> <p>Your brand can, for example, target young parents who use the lifts to transport strollers. You can brand the lift from the inside and outside.</p>	<p>Doors outside: 15 (5 lifts,3 floors), 2m x 2.3m</p> <p>Doors inside: 5 lifts; 2m x 2.3 m</p>	<p>400 € (inside)</p> <p>800 € (outside)</p>	<p>668 € (inside)</p> <p>1.336 € (outside)</p>	



# Door Sticker



\*Surcharge of 30% in Q4

DOOR STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Double-sided door sticker can be placed to all or certain entrance doors to the shopping center to increase visitor awareness.	From 15 to 26 stickers (2 stickers per entrance, inside and outside); Size 30 cm in diameter	4.000 €	6.680 €	

# Balustrade



BALUSTRADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>Balustrade branding can be done in multiple places in the mall   The minimum duration for the placement is 6 months.</p>		5.000 €	8.350 €	



# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.



# Riem Arcaden

Munich, Germany



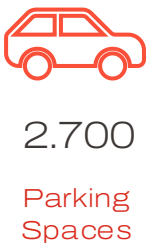
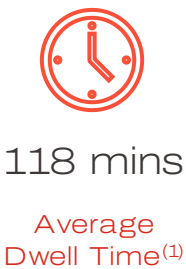
135  
Stores

Originally opened in 2004, Riem Arcaden was renovated in 2014 and 2015, with a strong focus on a new design, marketing and bringing in fresh store concepts. In 2018, the shopping centre was extended by 18,500 sqm.

61.000 sqm  
GLA

Monday – Saturday  
07.45 - 20:30

## CENTRE PROFILE

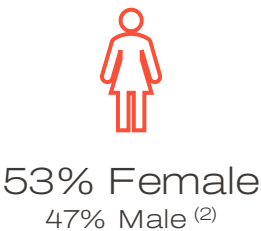


60%  
By Car or Motorbike <sup>(1)</sup>

19%  
By Public Transport <sup>(1)</sup>

21%  
On Foot or by Bike <sup>(1)</sup>

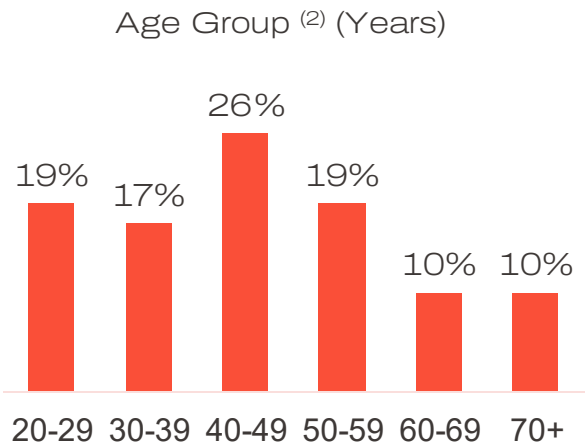
## CUSTOMER PROFILE



61% Residents <sup>(2)</sup>

1% Workers <sup>(2)</sup>

14% Tourists <sup>(2)</sup>



48%  
Affluent profiles <sup>(3)</sup>

€133 k  
Purchasing Power <sup>(4)</sup>

1) Tableau interna URW Tool

2) Telekom Data Tracking; May 2022- May 2023

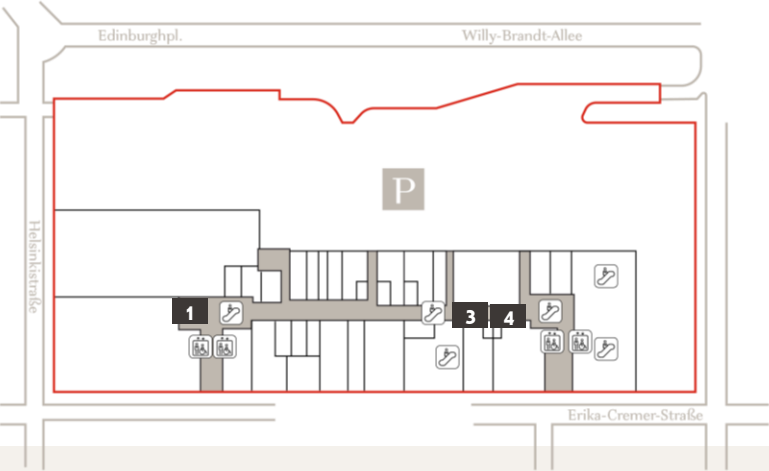
3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)

4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.

# Experiential Spaces

## Overview

-1 Floor

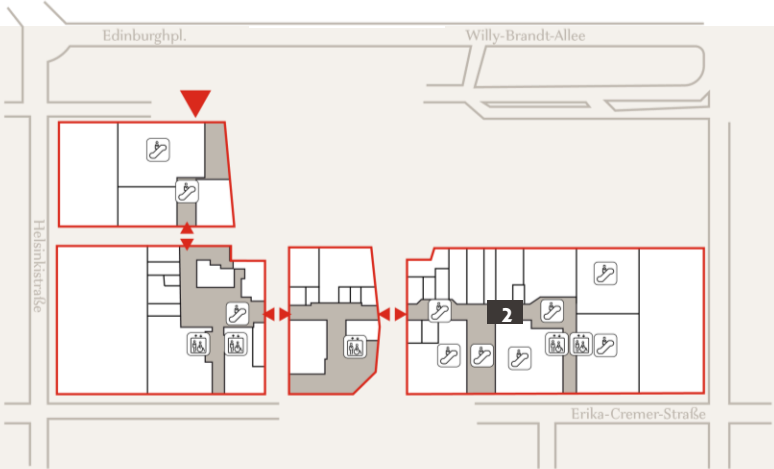


- ▲ Entrance from Parking
- Escalator
- Elevator

- 1 B1\_SP001
- 2 E1\_SP002
- 3 B1\_SP007
- 4 B1\_SP008

SURFACE	1 DAY	3 DAYS	1 WEEK
Up to 60m²	3.696 €	8.624 €	12.320 €
6m x 4m	2.888 €	6.738 €	9.625 €
7m x 4m	2.888 €	6.738 €	9.265 €
7m x 4m	2.888 €	6.738 €	9.265 €

Ground Floor



Terms and conditions apply, please see [Considerations](#) for further details.

# B1\_SP001



\*Surcharge  
of 30% in  
Q4

B1_SP001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large experiential space in front of Saturn (multi-brand electronics) and Edeka supermarket in the highly-frequented basement level of the centre.	Up to 60m²	3.696€	8.624 €	12.320 €

Terms and conditions apply, please see Considerations for further details.



# E1\_SP002



\*Surcharge  
of 30% in  
Q4

E1_SP002	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Experiential space located on the ground floor close to the main entrance of the centre.	6m x 4m	2.888€	6.738 €	9.625 €

Terms and conditions apply, please see [Considerations](#) for further details.

# B1\_SP007 & B1\_SP008



\*Surcharge  
of 30% in  
Q4

B1_SP007 & B1_SP008	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Experiential space in the highly-frequented basement level of the centre.	7m x 4m each  Together 56m²	2.888 € per space	6.738 € per space	9.625 € Per space

Terms and conditions apply, please see [Considerations](#) for further details.

# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.



# Spandau Arcaden

Berlin, Germany



104  
Stores

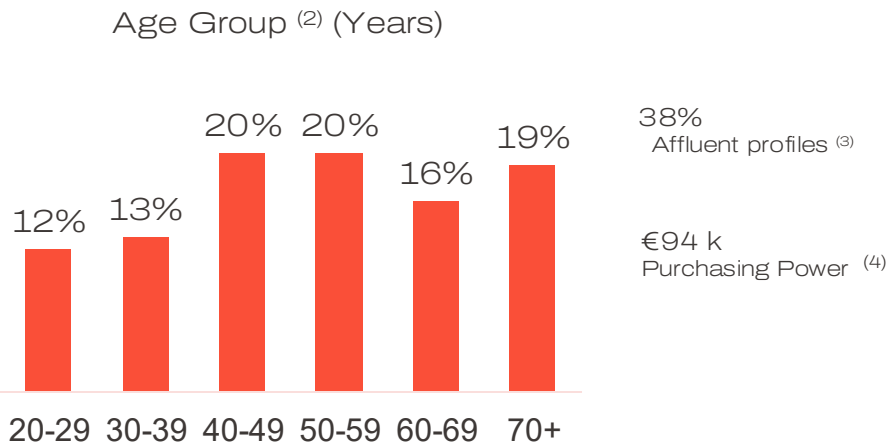
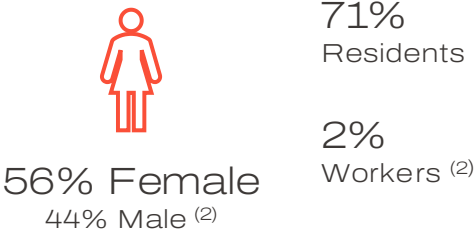
On the western edge of the capital, Spandau Arcaden combines modern shopping pleasure with an in-house spa and wellness area. Located directly adjacent to the S-Bahn, U-Bahn and regional train stations, this popular mall delights shoppers with its wide range of products from well-known brands to everyday necessities.

49.200 sqm GLA | Monday – Saturday  
10.00 – 20.00

## CENTRE PROFILE



## CUSTOMER PROFILE

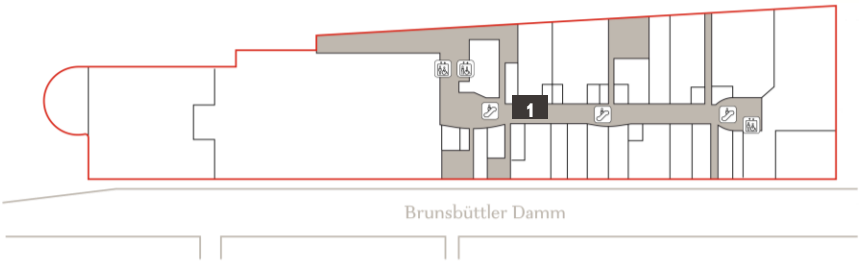


1) Tableau interna URW Tool  
2) Telekom Data Tracking; May 2022- May 2023  
3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)  
4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.

# Experiential Spaces

## Overview

-1 Floor



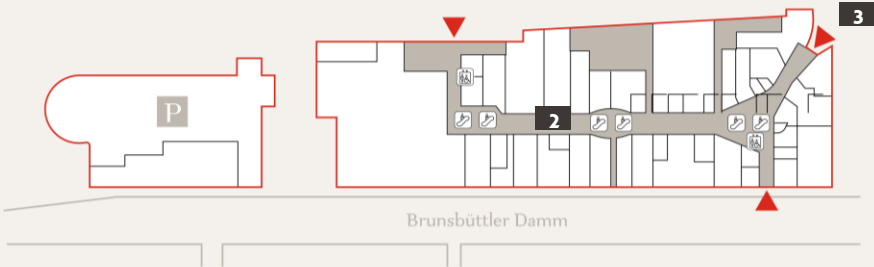
1 B1\_SL002

2 E1\_SL\_003

3 VORPLATZ  
(EINGANG)

SURFACE	1 DAY	3 DAYS	1 WEEK
6m x 3,4m	1.115 €	2.695 €	3.850 €
14m x 3,4m	2.520 €	5.880€	8.400 €
10m x 3m	2.541 €	5.929 €	8.470 €

Ground Floor



▲ Entrance from Parking

Escalator

Elevator

Terms and conditions apply, please see [Considerations](#) for further details.

# B1\_SL002



\*Surcharge  
of 30% in  
Q4

B1_SL002	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Experiential space located close to Real (supermarket) in the basement of the centre.	6m x 3,4m	1.115 €	2.695 €	3.850 €

Terms and conditions apply, please see Considerations for further details.



# E1\_SL\_003



\*Surcharge  
of 30% in  
Q4

E1_SL_003	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
The largest indoor experiential space of the centre, located on the ground floor and highly visible from the escalators.	14m x 3,4m	2.520 €	5.880 €	8.400 €

Terms and conditions apply, please see [Considerations](#) for further details.

# Vorplatz (Eingang)



\*Surcharge  
of 30% in  
Q4

VORPLATZ (EINGANG)	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Outdoor experiential space located by the main entrance of the centre and Bahnhof Spandau, the second busiest train station in Berlin.	10m x 3m	2.541 €	5.929 €	8.470 €

Terms and conditions apply, please see [Considerations](#) for further details.

Media



# Banner on Facade



BANNER ON FACADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
The Big Poster faces streets with high traffic is a great advertising option that guarantees multiple amount of contacts.	15,5 x 5,9 m	N/A	6.500€	

# Flags in front of main entrance

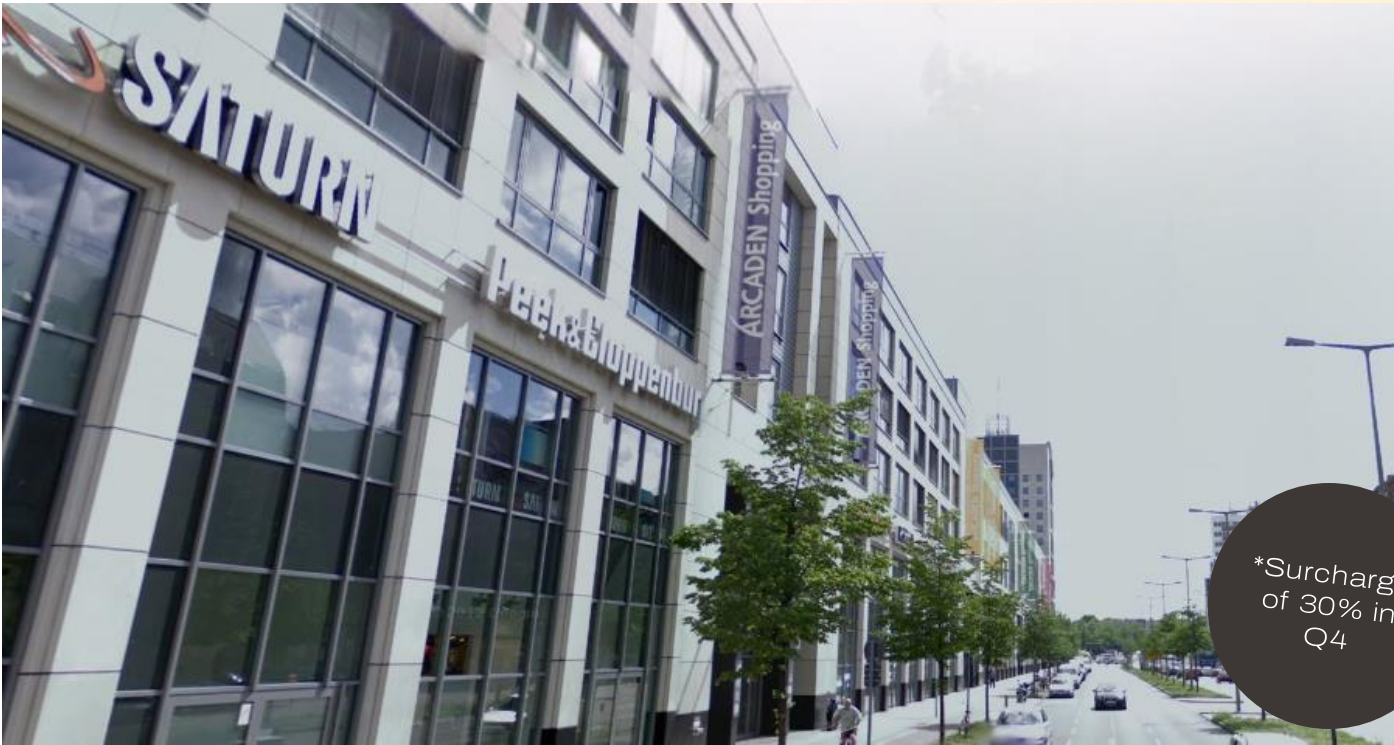


\*Surcharge  
of 30% in  
Q4

FLAGS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
A group of 5 large flags at the main entrance of the mall can be used separately or combined with the facade banner to draw even more attention to your brand.	5 Flags Size: 1,5 x 5 m	N/A	4.500€	



# Flags on Facade



\*Surcharge  
of 30% in  
Q4

FLAGS ON FACADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
A group of 8 large flags on the facade is perfect for announcing the new opening or a special event.	8 flags Size: 1,44 x 9,3m	N/A	3.500€	



# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

# Wilma

Berlin, Germany



## CENTRE PROFILE



5.8 MN

Visitors per annum



52 mins

Average Dwell Time<sup>(1)</sup>



65 euros

Average Spending Basket<sup>(1)</sup>



300

Parking Spaces

8%  
By Car or Motorbike <sup>(1)</sup>

34%  
By Public Transport <sup>(1)</sup>

59%  
On Foot or by Bike <sup>(1)</sup>

## CUSTOMER PROFILE



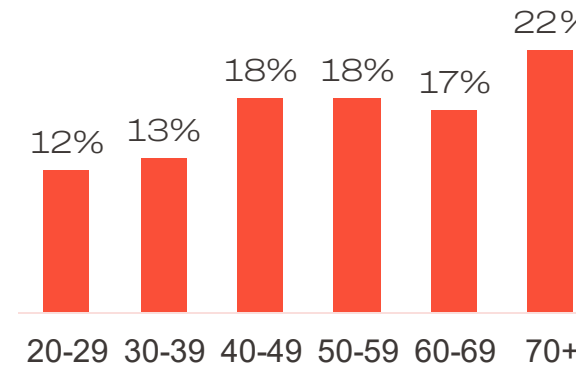
52% Female  
48% Male <sup>(2)</sup>

56%  
Residents <sup>(2)</sup>

3%  
Workers <sup>(2)</sup>

8%  
Tourists <sup>(2)</sup>

### Age Group <sup>(2)</sup> (Years)



55%  
Affluent profiles <sup>(3)</sup>

€94 k  
Purchasing Power <sup>(4)</sup>



81  
Stores

Opened in 2007 and recently modernised, Wilma is very well connected in the Berlin district of Charlottenburg and attracts up to six million visitors a year. It offers numerous shopping opportunities for domestic and international brands as well as doctor's practices, a dance studio, citizen's bureau and numerous services. The center was refurbished in 2020.

32.100 sqm  
GLA

Monday – Saturday  
10.00 – 20.00

1) Tableau interna URW Tool

2) Telekom Data Tracking; May 2022- May 2023

3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)

4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.

# Experiential Spaces





## Overview

-1 Floor



Ground Floor



-  Main Entrance
-  Entrance from Parking
-  Escalator
-  Elevator

1 B1\_SL\_009

2 E1\_SL\_009

	SURFACE	1 DAY	3 DAYS	1 WEEK
1	6m x 2m	1.964 €	4.582 €	6.545 €
2	10m x 3m	1.964 €	4.582 €	6.545 €

Terms and conditions apply, please see [Considerations](#) for further details.



# B1\_SL\_009



\*Surcharge  
of 30% in  
Q4

B1_SL_009	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Highly visible experiential space located close to the main entrance of the centre.	6m x 2m	1.964 €	4.582 €	6.545 €

Terms and conditions apply, please see Considerations for further details.

# E1\_SL\_009



\*Surcharge  
of 30% in  
Q4

E1_SL_009	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Highly visible experiential space located close to the main entrance of the centre.	10m x 3m	1.964 €	4.582 €	6.545 €

Terms and conditions apply, please see Considerations for further details.

Media



# Digital



**Wilma**  
SHOPPEN

***12 double-sided digital totems meet the needs of the most demanding advertisers.***

Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach  
[operations@eisbach.media](mailto:operations@eisbach.media)

# Overview

-1 Floor



Ground Floor



1 Floor



- ▲ Entrance
- Escalator
- 📍 Digital Totems

# Non-digital



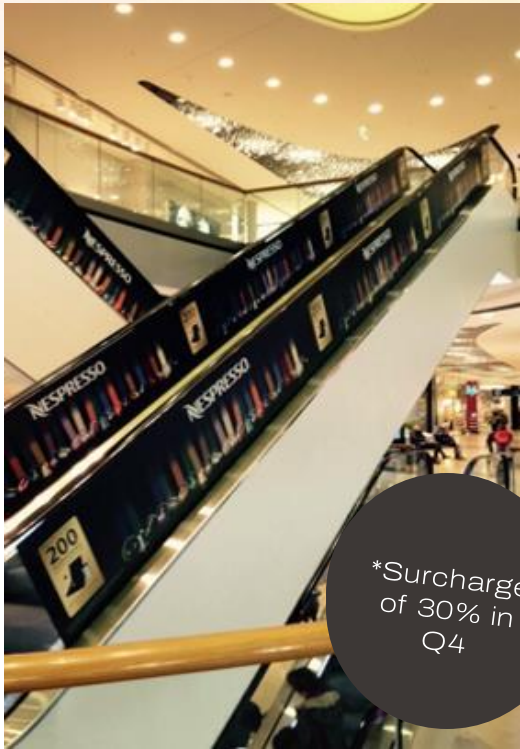
*Wilma*  
S H O P P E N

WILMA offers a wide range of non digital media.  
A variety of formats and different variants are  
available on site in order to offer the right option  
for each of our Customers.

You are guaranteed to reach your desired target  
group.



# Escalator Branding



\*Surcharge  
of 30% in  
Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Stickers on the escalators sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer journey and are therefore very effective.	7 Escalators; 14 sides	400 €	668 €	



# Print Totems



PRINT TOTEMS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
High quality print format that is clearly visible throughout the shopping center is ideal for advertising and navigation purposes. Locations can be agreed on-site with the center management.	Quantity: 10 (double-sided) Size: 628 x 1.828 mm	400 €	668 €	

# Lift branding



\*Surcharge of 30% in Q4

LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>The stickers on the lift doors are an effective way of branding to reach desired target group. So your brand can, for example, target young parents who use the elevators to transport strollers.</p>		<p>1.600 € (inside) 1.600 € (outside)</p>	<p>2.672 € (inside) 2.672 € (outside)</p>	



# Door Stickers



DOOR STICKERS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Double-sided door stickers can be placed to all or certain entrance doors to the shopping center to increase visitor awareness.	4 entrances to the mall Size: 30 cm (diameter)	500 €	835 €	

# Balustrades and indoor banner



BALUSTRADES AND INDOOR BANNER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Balustrades and indoor banners can be branded in multiple places in the mall for better visibility and navigation.		300 €	501 €	

# Overview

-1 Floor



Ground Floor



1 Floor



▲ Entrance

Escalator

Lift



# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

02.2

---

Austria

# Westfield Donau Zentrum

Vienna, Austria



262  
Stores

Located in Vienna, Austria, Donau Zentrum is a mixed-use destination featuring fabulous retail offerings, a fitness centre, hotel, and entertainment centre. A family-friendly destination, it is home to our signature Family Experience, a concept offering tailor-made family activities (playgrounds and workshops), childcare, specially trained staff, and dedicated parking spaces.

127.000 sqm  
GLA

Mon. – Wed. 09h – 19h  
Thu – Fri: 09h – 20h  
Sat. 09h – 18h

## CENTRE PROFILE



18.8 MN

Visitors per  
annum



127 mins

Average  
Dwell Time<sup>(1)</sup>



88 euros

Average  
Spending Basket<sup>(1)</sup>



3.000

Parking  
Spaces

68%  
By Car or Motorbike <sup>(1)</sup>

24%  
By Public Transport <sup>(1)</sup>

8%  
On Foot or by Bike <sup>(1)</sup>

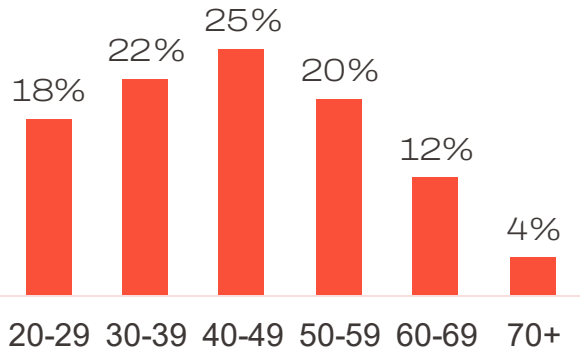
## CUSTOMER PROFILE



53% Female

47% Male <sup>(1)</sup>

Age <sup>(1)</sup> (Years)



85%  
Affluent Profiles in  
Catchment Area<sup>(1)</sup>

1) Tableau interna URW Tool

3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)

4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.







# Experiential Spaces

## Overview

### Ground Floor



-  Main Entrance
-  Entrance from Parking
-  Escalator
-  Elevator

- 1** ARENA PLAZA
- 2** PANORAMA
- 3** VKFF 21
- 4** VKFF 30
- 5** KITCHEN PLAZA

SURFACE	1 DAY	3 DAYS	1 WEEK
240m <sup>2</sup>	2.415 €	4.830 €	9.900 €* <sup>*</sup>
50m <sup>2</sup>	1.715 €	3.430 €	7.900 €* <sup>*</sup>
25m <sup>2</sup>	1.500 €	2.100 €	6.000 €* <sup>*</sup>
40m <sup>2</sup>	1.925 €	3.850 €	8.500 €* <sup>*</sup>
56m <sup>2</sup>	1.715 €	3.430 €	7.900 €* <sup>*</sup>

\* Incl. post campaign Data report

**\*\*Service charges vary depending on activation**

# Arena Plaza



\*Surcharge  
of 30% in  
Q4

ARENA PLAZA	SURFACE	1 DAY	3 DAYS	1 WEEK
Main promotion area of WZ Located in a high frequented iconic area of WZ Electricity V 230 / V 400 available	240 m <sup>2</sup>	2.415 €*	4.830 €*	9.900 €**

\*\* Incl. post campaign Data report

\*(excl. VAT and Marketing Fee (5%))  
Terms and conditions apply, please see Considerations for further details.

# Panorama



\*Surcharge  
of 30% in  
Q4

PANORAMA	SURFACE	1 DAY	3 DAYS	1 WEEK
Located in a high frequented iconic area of WDZ Electricity V 230 (16 A)	50 m²	1.715 €*	3.430 €*	7.900 €**

\*\* Incl. post campaign Data report

\*(excl. VAT and Marketing Fee (5%))  
Terms and conditions apply, please see Considerations for further details.



# VKFF 21



\*Surcharge  
of 30% in  
Q4

VKFF 21	SURFACE	1 DAY	3 DAYS	1 WEEK
Close to Interspar supermarket Electricity: 1 x 230 V   Water Supply: No   Ground Floor	25 m²	1.500 €*	2.100 €*	6.000 €**

\*\* Incl. post campaign Data report

\*(excl. VAT and Marketing Fee (5%))  
Terms and conditions apply, please see Considerations for further details.

# VKFF 30



\*Surcharge  
of 30% in  
Q4

VKFF 30	SURFACE	1 DAY	3 DAYS	1 WEEK
Large Space close to an important entrance of the center, available for experiential events	40 m <sup>2</sup>	1.925 €*	3.850 €*	8.500 €**

\*\* Incl. post campaign Data report

\*(excl. VAT and Marketing Fee (5%))  
Terms and conditions apply, please see Considerations for further details.



# Kitchen Plaza



\*Surcharge  
of 30% in  
Q4

KITCHEN PLAZA	SURFACE	1 DAY	3 DAYS	1 WEEK
Promotion space with ca. 56 m <sup>2</sup> (7 x 8 m) Located in a high frequented iconic area of DZ near the food court and cinema Electricity V 230	56 m <sup>2</sup>	1.715 €*	3.430 €*	7.900 €**

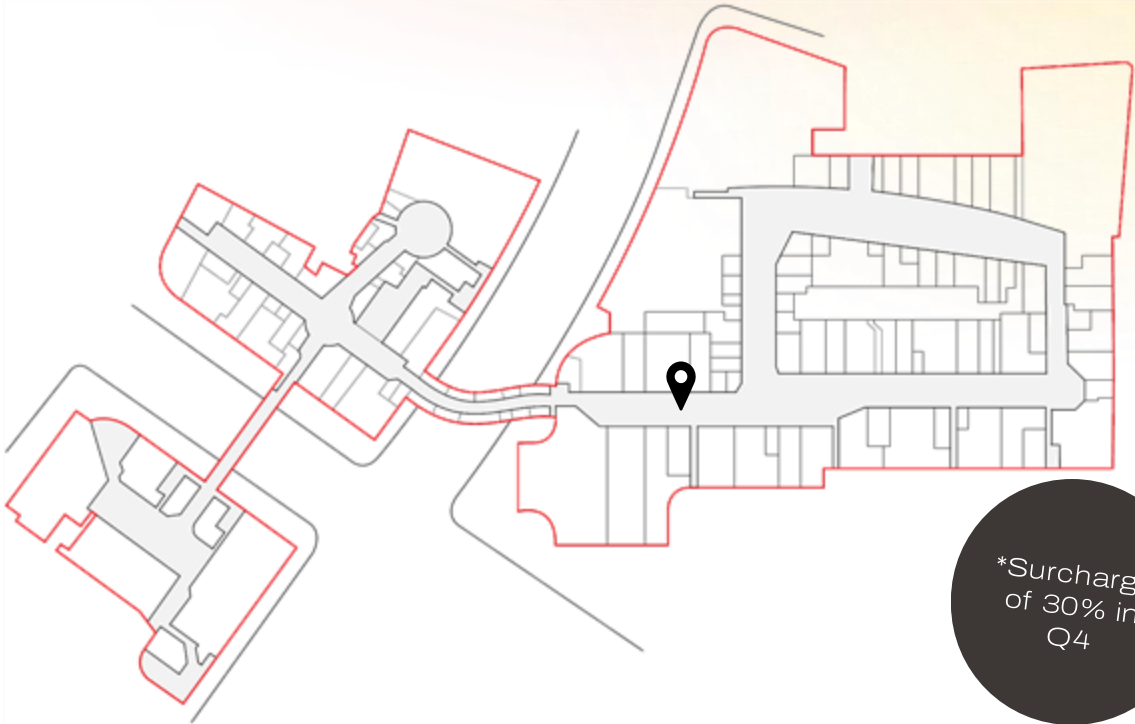
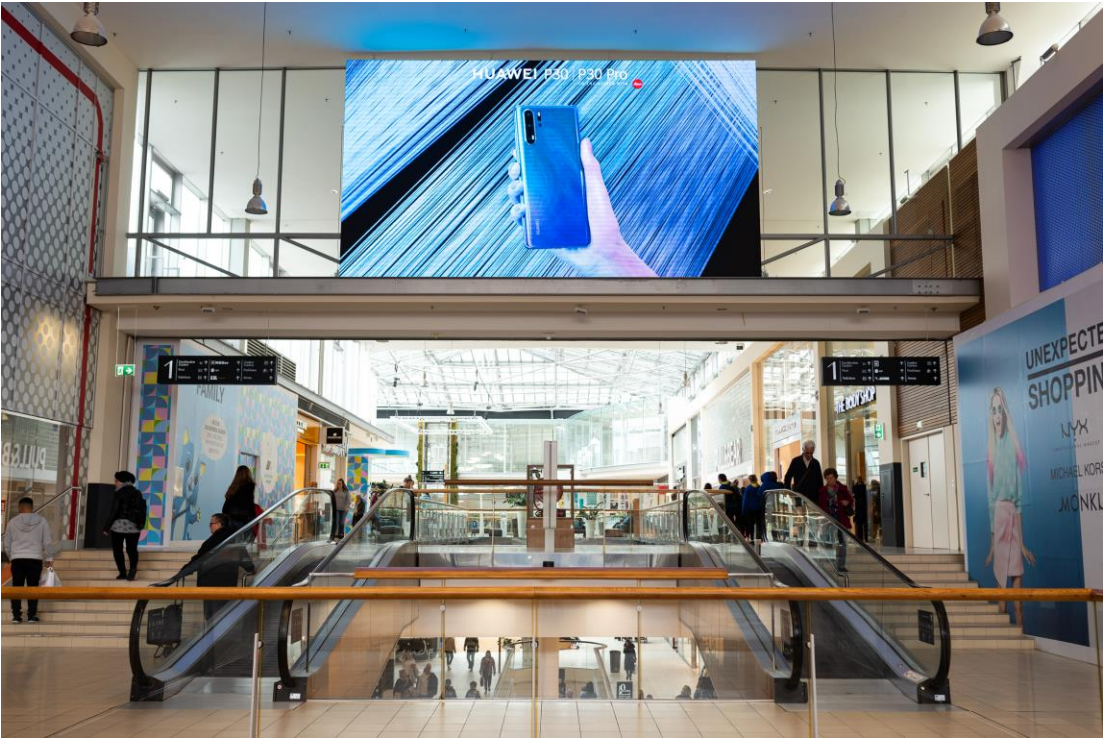
\*\* Incl. post campaign Data report

\*(excl. VAT and Marketing Fee (5%))  
Terms and conditions apply, please see Considerations for further details.



Media

# LED Megascreen



\*Surcharge  
of 30% in  
Q4

LED MEGASCREEN	DETAILS
<p data-bbox="715 1082 1123 1108"><b>ICONIC AREA OF DONAU ZENTRUM</b></p> <p data-bbox="417 1148 1424 1243">Excellent location right after the bridge from West Mall to Main Mall Standard Format 16:9 with the size of 30 m². 240,000 contacts/week.</p>	<p data-bbox="1770 1096 2405 1162">Final price and availability to be checked with partner agency</p> <p data-bbox="1862 1200 2313 1232">marcus.zinn@goldbach.com</p>

# Digital Totems



**CONTACT**

Heike Fischer  
Shopping Center  
Advertising Manager

heike.fischer@gewista.at  
Tel: +43 676 5698031



DIGITAL TOTEMS	DETAILS
<p data-bbox="690 1115 1151 1139"><b>AT DIFFERENT LOCATIONS IN THE MALL</b></p> <p data-bbox="552 1182 1289 1210">30 screens on our digital totems all over the mall.</p>	<p data-bbox="1865 1096 2311 1125">Format: 1.080 x 1.920 pixels</p> <p data-bbox="1765 1168 2410 1229">Rent: upon request at our partner agency Gewista</p>



# Kakemonos

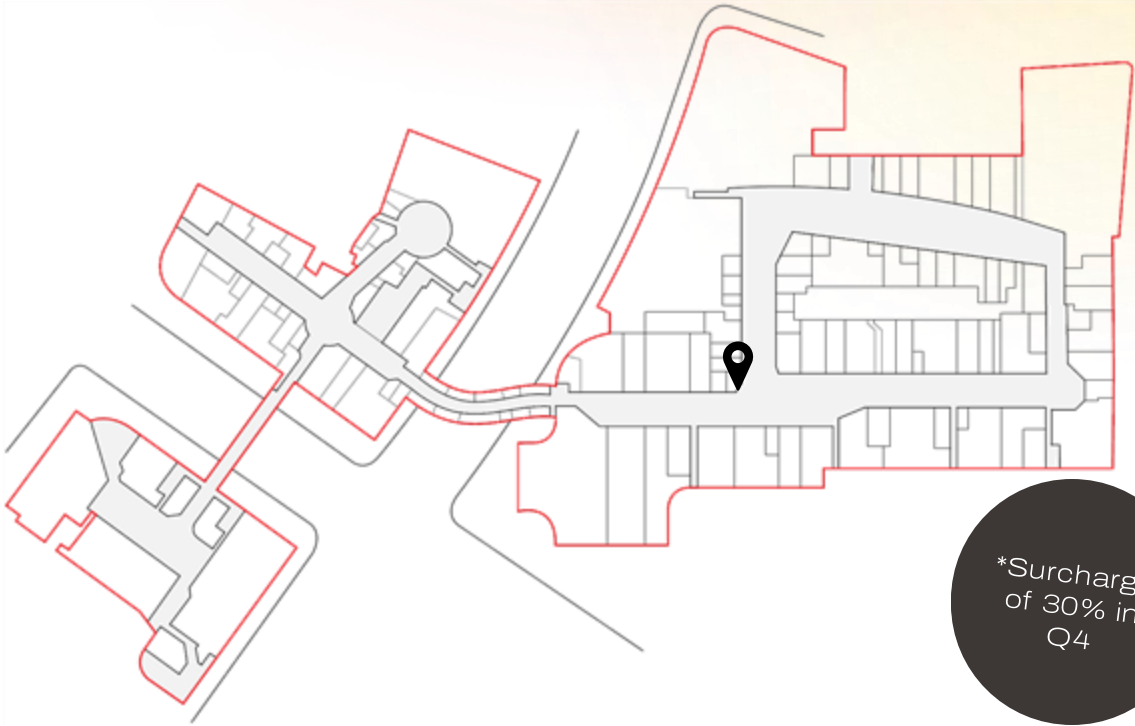


\*Surcharge  
of 30% in  
Q4

KAKEMONOS ARENA PLAZA	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
With their special format and size, the 3 Kakemonos allow an eye-catching presence in the Arena Plaza, with a high frequency guaranteed in this area.	3x 7,2m <sup>2</sup> per Kakemono  Costs for production, installation and removal borne by the tenant	N/A	4.000€* for 1 7.500€* for 3	

\*(excl. VAT and Marketing Fee (5%))

# Billboard - Swarovski



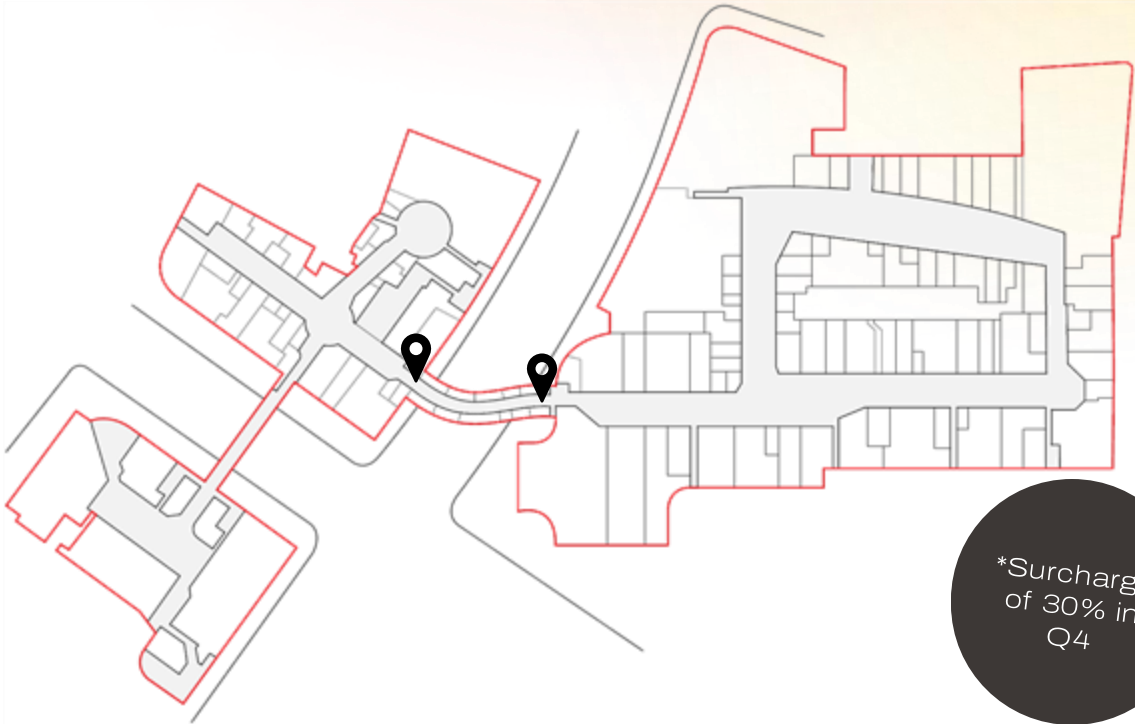
\*Surcharge  
of 30% in  
Q4

BILLBOARD - SWAROVSKI	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>FRAMELESS LED FLEXFACE</b></p> <p>Excellent location in the premium area of the center above the Swarovski Store.</p>	<p>Size: 7.70 x 2.75 m (21.175 m²)</p> <p>Costs for production, installation and removal borne by the tenant</p>	N/A	4.500€*	

\*(excl. VAT and Marketing Fee (5%))



# Billboard – Bridge 1 & 2



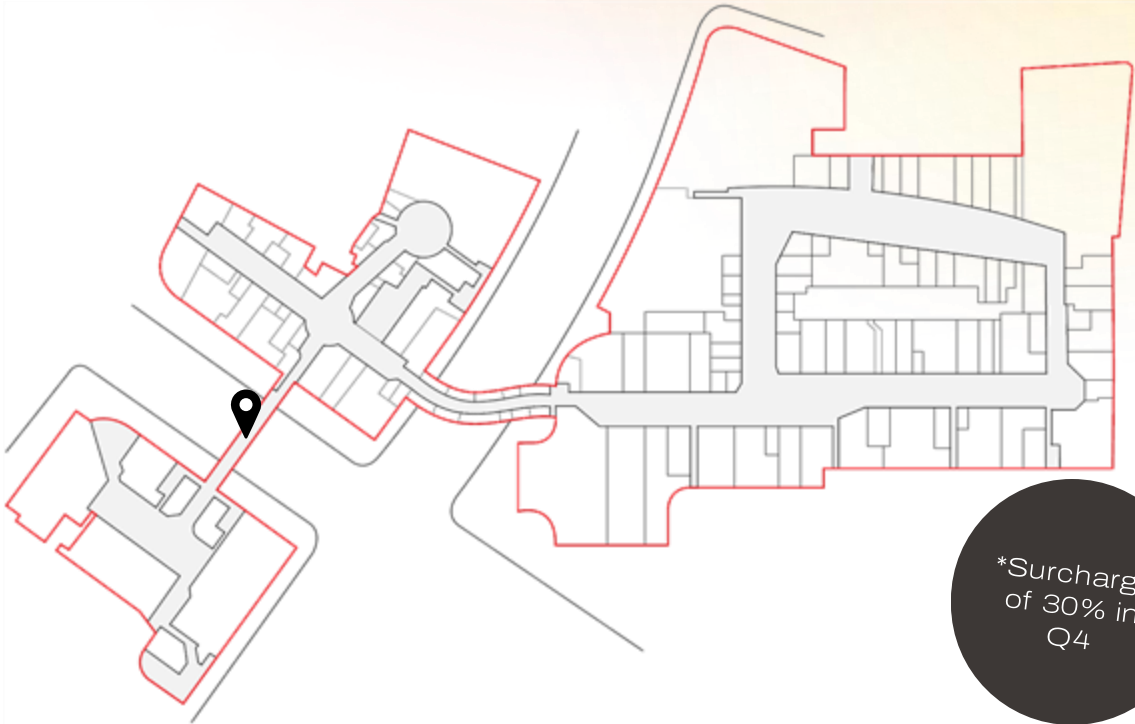
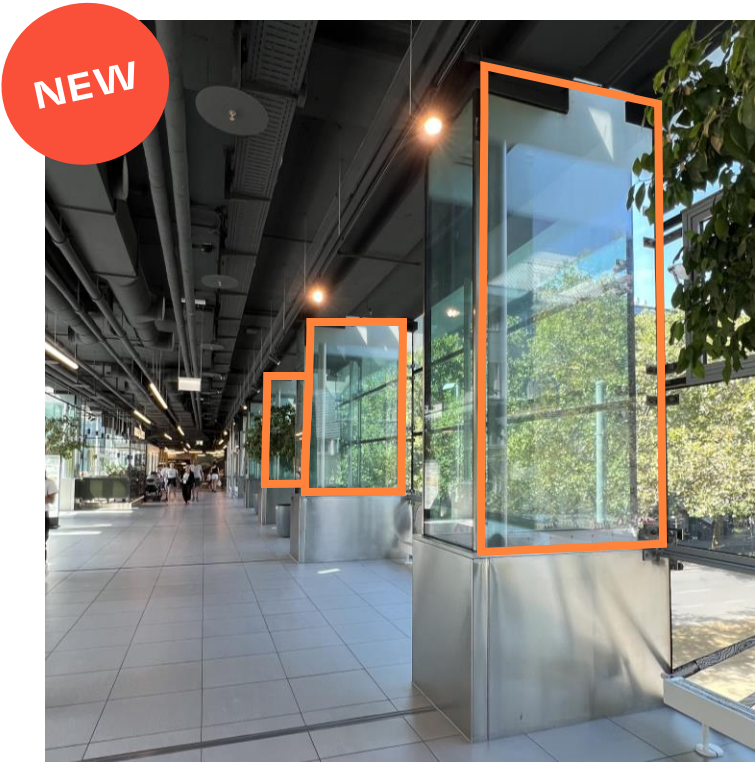
\*Surcharge  
of 30% in  
Q4

BILLBOARD – BRIDGE 1 & 2	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>HIGH FREQUENTED AREA LINKING TWO PARTS OF THE CENTRE</b></p> <p>Static advertising. Long-term contract (duration of at least 6 months).</p>	<p>Costs for production, installation and removal borne by the tenant *(excl. VAT and Marketing Fee (5%))</p>	N/A	700€* / space	

\*(excl. VAT and Marketing Fee (5%))



# Bridge Sticker



BRIDGE STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>BRIDGE TO DINING &amp; ENTERTAINING PART "THE KITCHEN"</b></p> <p>Static advertising. Both directions are possible.</p>	<p>Bundle of 8</p> <p>Cost for production, installation and removal boren by the tenant</p>	<p>N/A</p>	<p>3.000€*</p>	

\*(excl. VAT and Marketing Fee (5%))

# Panorama Glass Ring 360°



\*Surcharge  
of 30% in  
Q4

PANORAMA GLASS RING 360°	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>PANORAMA PROMOTIONAL AREA CLOSE TO MAIN ENTRANCE</b></p> <p>Panorama Glass Ring - Sticker 360° (about 40 m²). Not only a great complement for your promotion on Panorama.</p>	Costs for production, installation and removal borne by the tenant	N/A	4.000€*	

\*(excl. VAT and Marketing Fee (5%))



# Escalator Branding



ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>9 POSSIBLE LOCATIONS IN THE MALL</b></p> <p>Iconic locations: Panorama, Arena, P&amp;C.</p> <p>Escalator Branding in the center (metal area possible to put a sticker on).</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>3.900€*</p>	

\*(excl. VAT and Marketing Fee (5%))



# Escalator Branding



Escalator Branding	Details	2 Weeks	1 Month	Production + de-/Installation
<p><b>9 Possible Locations in the Mall</b></p> <p>Locations: Starbucks, H&amp;M, Interspar, Cineplexx</p> <p>Escalator Branding in the center (metal area possible to put a sticker on).</p>	Costs for production, installation and removal borne by the tenant	N/A	3.400€*	

\*(excl. VAT and Marketing Fee (5%))

# Escalator Branding



ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>9 POSSIBLE LOCATIONS IN THE MALL</b> Locations: Müller, Bank Austria.</p> <p>Escalator Branding in the center (metal area possible to put a sticker on).</p>	Costs for production, installation and removal borne by the tenant	N/A	2.900€*	

\*(excl. VAT and Marketing Fee (5%))



# Lift Branding - Arena Plaza



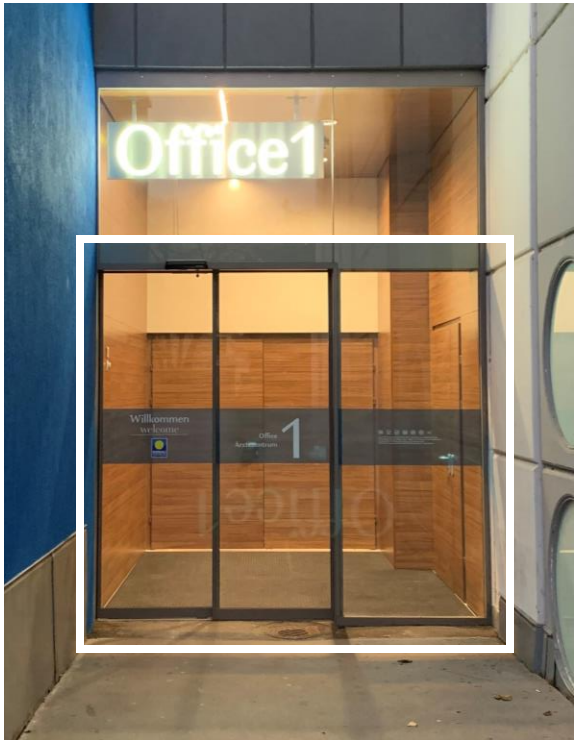
\*Surcharge of 30% in Q4

LIFT BRANDING - Arena Plaza	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Elevator at the main promotional space. Location: Arena Plaza.	Costs for production, installation and removal borne by the tenant	N/A	4.500€*	

\*(excl. VAT and Marketing Fee (5%))



# Entrance Branding Medical Center



\*Surcharge of 30% in Q4

ENTRANCE BRANDING MEDICAL CENTER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>2 ENTRANCES AVAILABLE</b></p> <p>Branding of the entrance to the Medical Center next to the mall. Ground floor. One or both entrances of the Medical Center are possible.</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>3.500€/1 entrance 5.600€/2 entrances</p>	

\*(excl. VAT and Marketing Fee (5%))

# Lift Branding



LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Group of 6 elevators either on ground floor or on first floor on the way to Parking 1.	Costs for production, installation and removal borne by the tenant	N/A	1.500€/1 door 3.500€/3 doors	

\*(excl. VAT and Marketing Fee (5%))



# Flyering / Sampling / Walking Acts



First Floor

Ground Floor

\*Surcharge of 30% in Q4

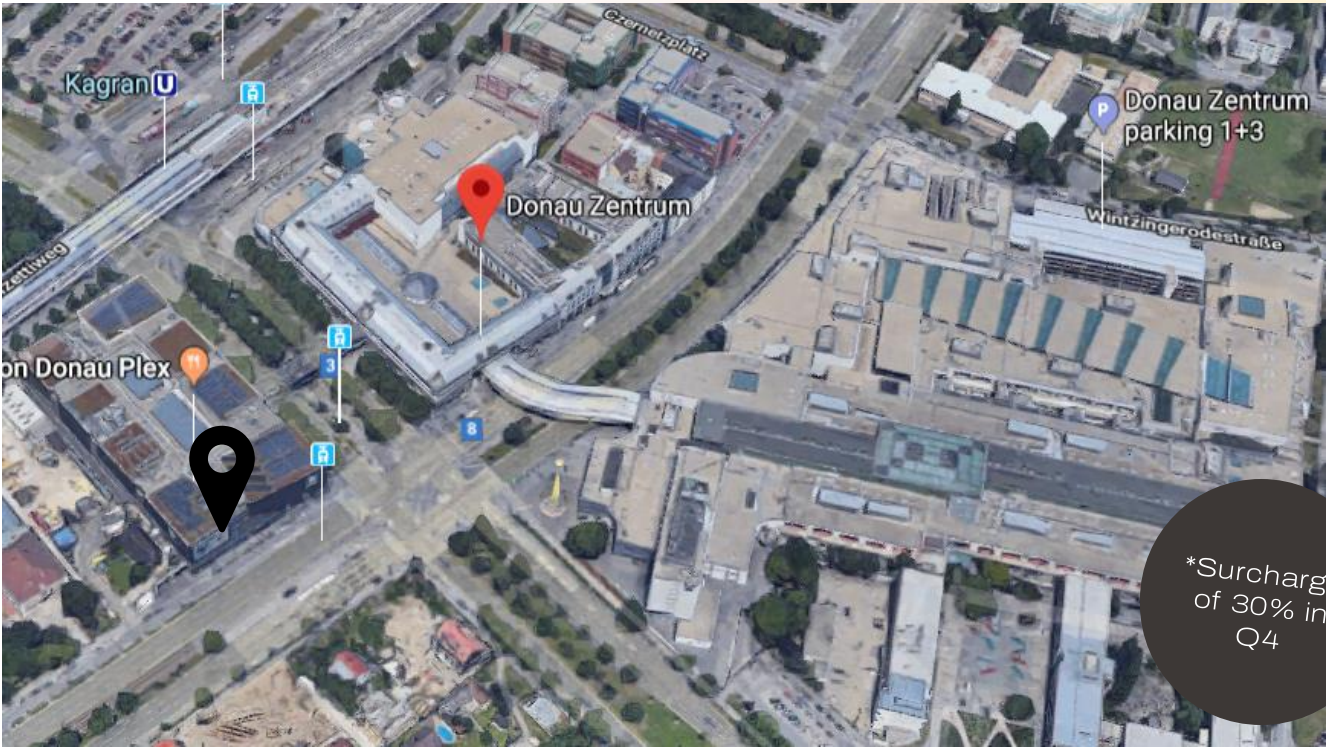
SAMPLING	DETAILS	FLYERING	SAMPLING	WALKING PROMOTION
10 fixed positions in the center possible	The promotion staff as well as production of the leaflet or samplings is borne by the tenant	250 €/position/day/pers on	500 €/position/day/pers on	690 €/position/day/pers on

\*(excl. VAT and Marketing Fee (5%))



Outdoor Media

# Billboard - Kitchen Facade

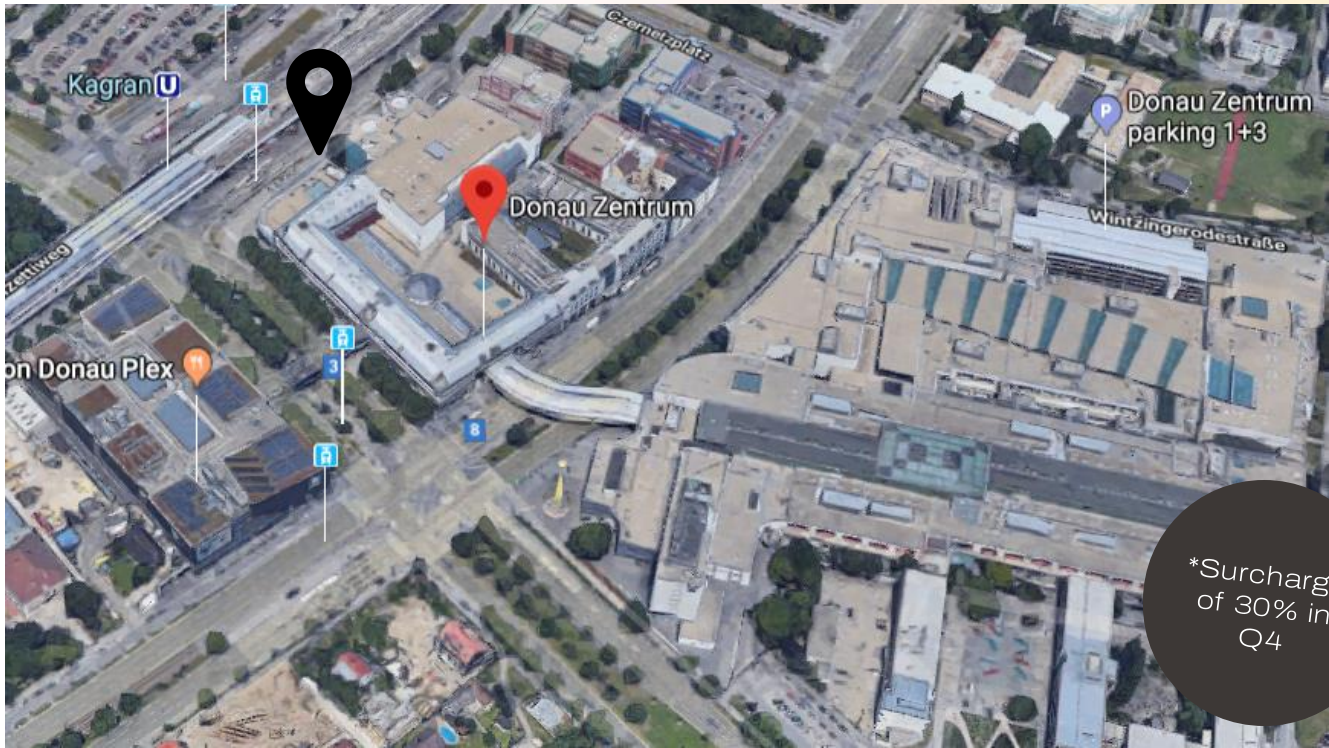


BILLBOARD - KITCHEN FACADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>An existing illuminated billboard on The Kitchen Façade on Wagramer Straße with the size of 155 m² (16 x 9,7 m).</p> <p>Excellent location with high visibility from the crossroads Wagramer Straße &amp; Donaustadtstraße with ca. 45,000 cars / day passing by.</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>5.530 €* </p>	<p>Upon request</p>	

\*(excl. VAT and Marketing Fee (5%))



# Billboard - Subway Station

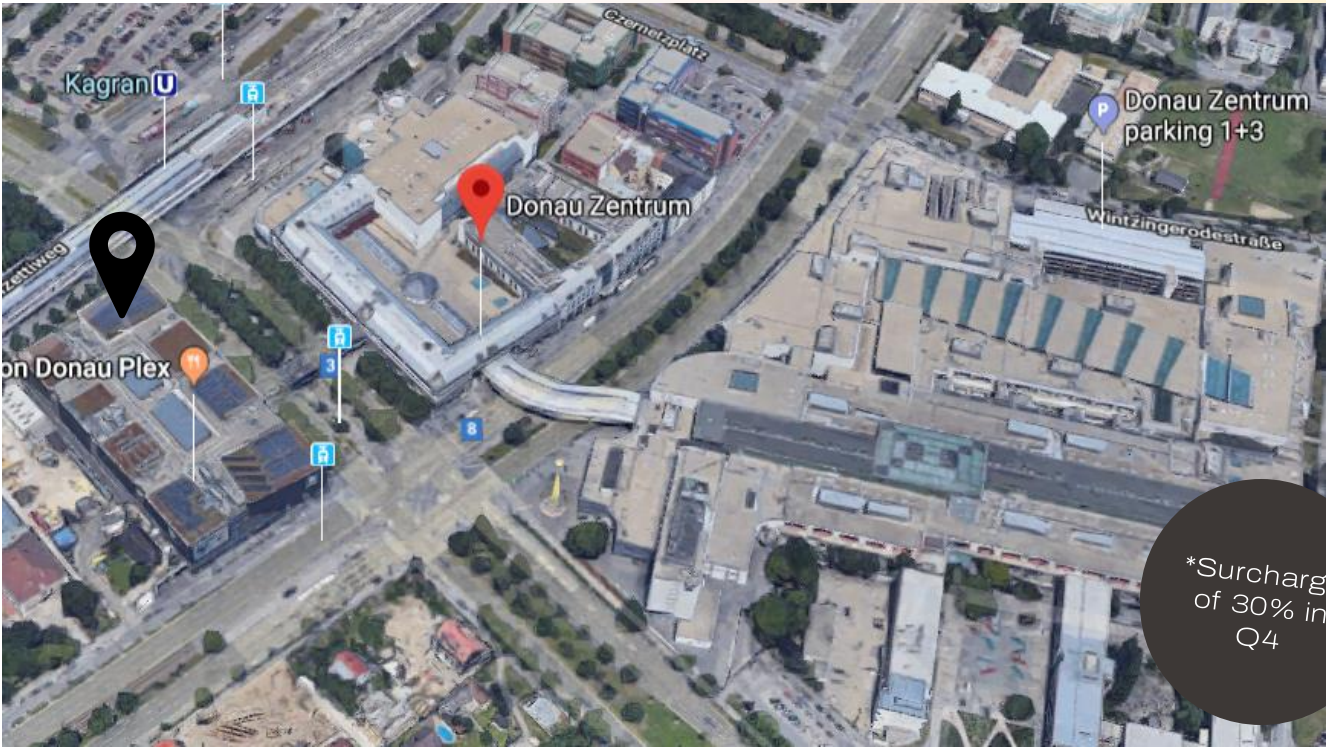
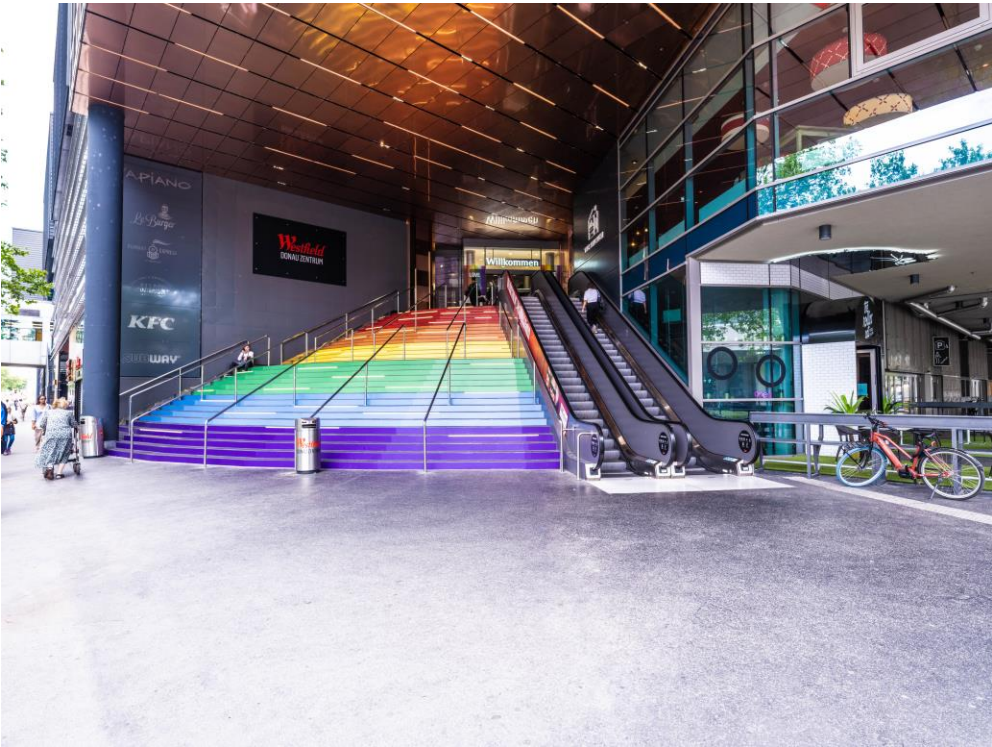


BILLBOARD – SUBWAY STATION	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Great opportunity with an amazing location right next to the main entrance to Donau Zentrum with the size of 2 x 117 m² (13 x 9 m) ( = 234 m²). Good visibility from U1 metro station Kagran.	Costs for production, installation and removal borne by the tenant	5.530 €*	Upon request	

\*(excl. VAT and Marketing Fee (5%))



# Cinema Stairs Branding



CINEMA STAIRS BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Wide staircases infront of the cinema offer great possibilities for a creative branding. Combine with escalator side branding for the WOW- effect.	Costs for production, installation and removal borne by the tenant	N/A	4.500€*	

\*(excl. VAT and Marketing Fee (5%))

# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

# Westfield Shopping City Süd

Vienna, Austria



300  
Stores

Shopping City Süd, located in the Vienna area, is the largest shopping centre in Austria. As the main shopping and leisure destination in the region, it offers a broad mix of international premium retailers. Shopping City Süd was fully renovated in 2013, and features modern designs, using materials such as marble and incorporating large indoor trees.

200.000 sqm GLA	Mon. – Wed.	09h – 19h
	Thu – Fri:	09h – 20h
	Sat.	09h – 18h

## CENTRE PROFILE



24.7 MN

Visitors per  
annum



142 mins

Average  
Dwell Time<sup>(1)</sup>



113 euros

Average  
Spending Basket<sup>(1)</sup>



10.000

Parking  
Spaces

79%  
By Car or Motorbike <sup>(1)</sup>

20%  
By Public Transport <sup>(1)</sup>

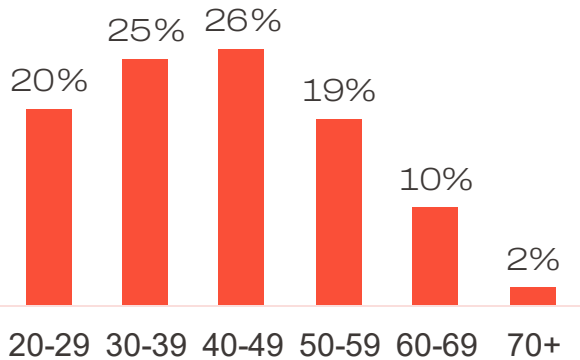
1%  
On Foot or by Bike <sup>(1)</sup>

## CUSTOMER PROFILE



52% Female  
48% Male <sup>(1)</sup>

Age <sup>(1)</sup> (Years)



75%  
Affluent Profiles in  
Catchment Area<sup>(1)</sup>

3) YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)

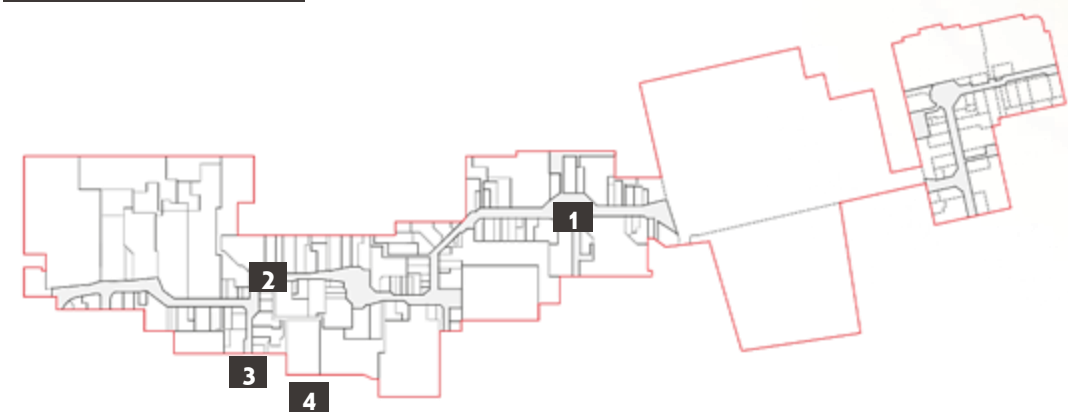
4) JMB Research (2023) - Purchasing power index of the district in which the centre is located.



# Experiential Spaces

## Overview





Ground Floor



- 1 WATER PLAZA
- 2 NEW YORKER PLAZA
- 3 OUTDOOR SPACE #1 ENTRANCE 5
- 4 OUTDOOR SPACE #2 ENTRANCE 5

SURFACE	1 DAY	3 DAYS	1 WEEK
90m²	2.415 €	4.830 €	9.900 €*
30-40m²	1.715 €	3.430 €	7.900 €*
90m²	3.115 €	6.230 €	8.900 €
20m²	1.330 €	2.660 €	3.800 €

\* Incl. post campaign Data report

-  Main Entrance
-  Entrance from Parking
-  Escalator
-  Elevator

Terms and conditions apply, please see [Considerations](#) for further details.

# Water Plaza



\*Surcharge  
of 30% in  
Q4

WATER PLAZA	SURFACE	1 DAY	3 DAYS	1 WEEK
Main promotion area of WSCS Located in an iconic area of WSCS right next to the LED Mega Screen Electricity V 230/V 400 available	90 m²	2.415 €* 	4.830 €* 	9.900 €** 

\*\* Incl. post campaign Data report

\*(excl. VAT and Marketing Fee (5%))  
Terms and conditions apply, please see Considerations for further details.

# New Yorker Plaza



\*Surcharge  
of 30% in  
Q4

NEW YORKER PLAZA	SURFACE	1 DAY	3 DAYS	1 WEEK
Promotion space located near the most frequented entrance of Westfield Shopping City Süd Electricity V 230 available	30-40 m²	1.715 €* 	3.430 €* 	7.900 €** 

\*\* Incl. post campaign Data report

\*(excl. VAT and Marketing Fee (5%))  
Terms and conditions apply, please see Considerations for further details.



# Outdoor Space #1 Entrance 5



\*Surcharge  
of 30% in  
Q4

OUTDOOR SPACE #1 ENTRANCE 5	SURFACE	1 DAY	3 DAYS	1 WEEK
Promotion space located near the most frequented entrance of Westfield Shopping City Süd Electricity V 230 available	up to 90 m²	3.115 €* <small>(incl. VAT)</small>	6.230 €* <small>(incl. VAT)</small>	8.900 €* <small>(incl. VAT)</small>

\*(excl. VAT and Marketing Fee (5%))

Terms and conditions apply, please see [Considerations](#) for further details.

# Outdoor Space #2 Entrance 5



\*Surcharge  
of 30% in  
Q4

OUTDOOR SPACE #2 ENTRANCE 5	SURFACE	1 DAY	3 DAYS	1 WEEK
Promotion space located near the most frequented entrance of Westfield Shopping City Süd Electricity V 230 available	up to 20 m²	1.330 €* 	2.660 €* 	3.800 €* 

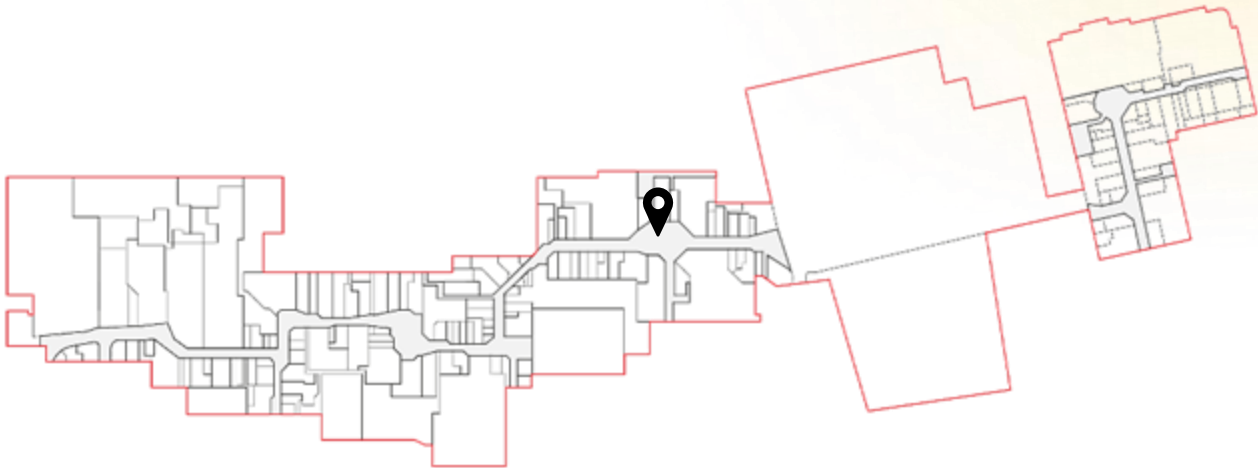
\*(excl. VAT and Marketing Fee (5%))  
Terms and conditions apply, please see Considerations for further details.





Media

# LED Megascreen



LED MEGASCREEN	DETAILS
<p data-bbox="496 1100 1342 1125"><b><i>BIGGEST DOUBLE-SIDED TRANSPARENT DIGITAL SCREEN IN THE WORLD</i></b></p> <p data-bbox="175 1132 1666 1193">Excellent location in the middle of the mall right next to Water Plaza, the main promotional space of WSCS</p> <p data-bbox="563 1200 1279 1225">Standard Format 16:9 with the size of 2 x 18 m<sup>2</sup></p>	<p data-bbox="1770 1096 2405 1163">Final price and availability to be checked with partner agency</p> <p data-bbox="1862 1200 2313 1232">marcus.zinn@goldbach.com</p>

# Outdoor Screen



Outdoor Screen	DETAILS
<p data-bbox="580 1096 1263 1125"><b>DIGITAL SCREEN AT THE HIGHLY FREQUENTED ENTRANCE 5</b></p> <p data-bbox="170 1162 1676 1228">Excellent location at the highly frequented entrance 5 next to the main outdoor promotional space of WSCS</p>	<p data-bbox="1773 1096 2402 1162">Final price and availability to be checked with partner agency</p> <p data-bbox="1865 1199 2311 1228">marcus.zinn@goldbach.com</p>



# Digital Totems



## CONTACT

Heike Fischer  
Shopping Center  
Advertising Manager

heike.fischer@gewista.at  
Tel: +43 676 5698031



DIGITAL TOTEMS	DETAILS
<p data-bbox="690 1115 1149 1142"><b>AT DIFFERENT LOCATIONS IN THE MALL</b></p> <p data-bbox="552 1182 1286 1209">28 screens on our digital totems all over the mall.</p>	<p data-bbox="1865 1096 2313 1123">Format: 1.080 x 1.920 pixels</p> <p data-bbox="1765 1163 2412 1229">Rent: upon request at our partner agency Gewista</p>

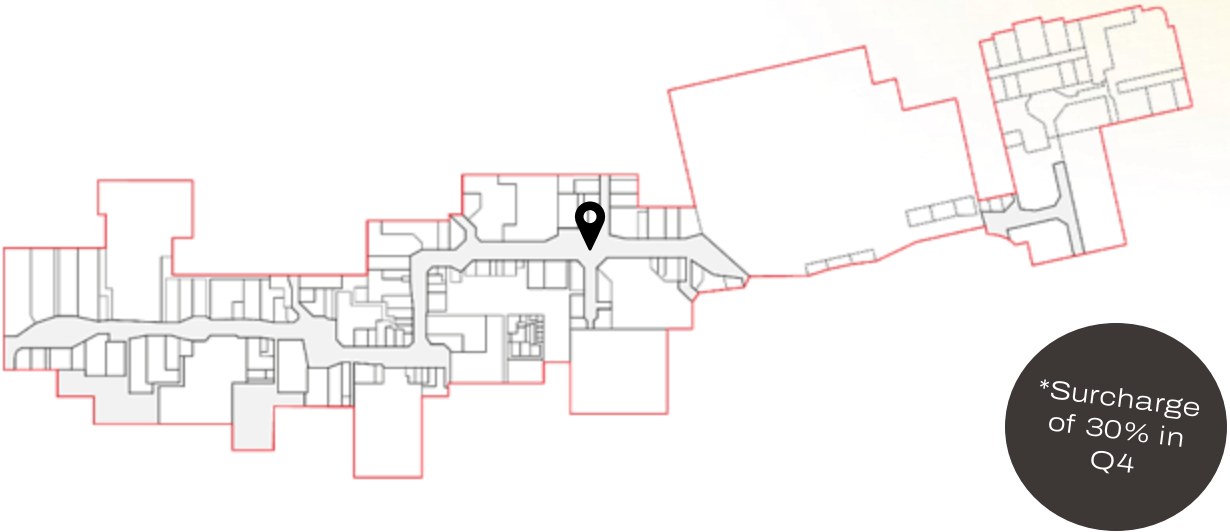
# Escalator Branding



ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<b>5 POSSIBLE LOCATIONS IN THE MALL</b> Escalator branding in the center (glass area possible to put a sticker on) Locations: New Yorker, Garden Plaza, Humanic, Water Plaza	Costs for production, installation and removal borne by the tenant	N/A	3.900 €* 	

\*(excl. VAT and Marketing Fee (5%))  
 Terms and conditions apply, please see Considerations for further details.

# Kakemonos Water Plaza

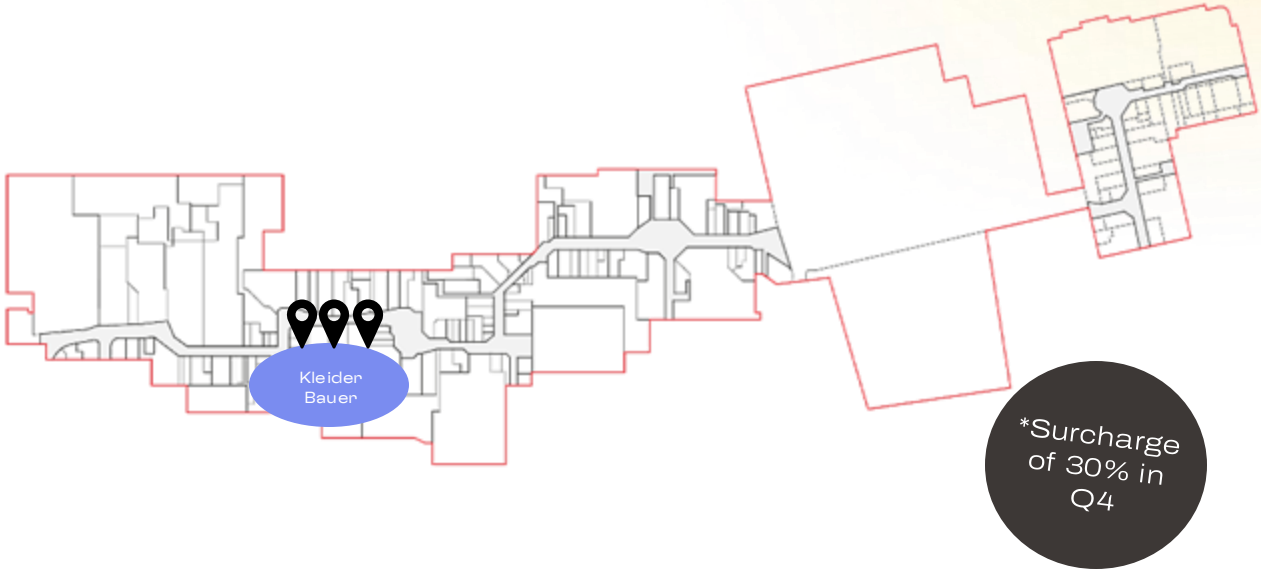


KAKEMONOS WATER PLAZA	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>GROUP OF 2 THREE-SIDED BANNERS OVER WATER PLAZA</b></p> <p>Over the main promotional space</p> <p>Kakemono = three-sided banner of 5 x 1.2 m</p> <p>Not only a great complement for your promotion on Water Plaza</p>	Costs for production, installation and removal borne by the tenant	N/A	4.000 €* for 1 7.500 €* for 2	

\*(excl. VAT and Marketing Fee (5%))  
 Terms and conditions apply, please see Considerations for further details.



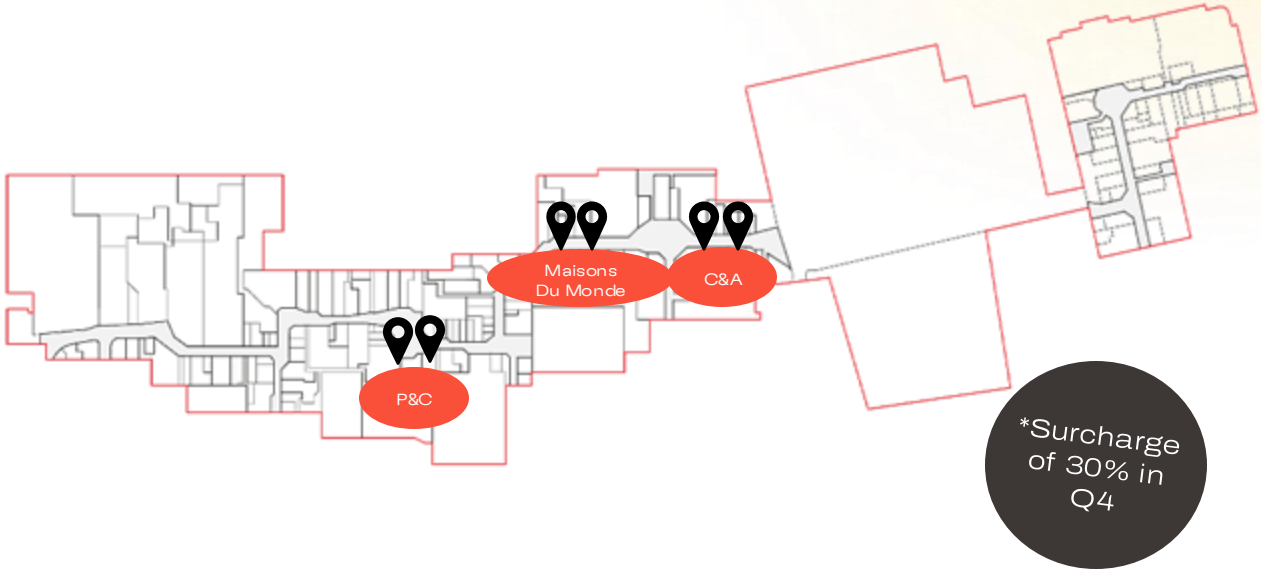
# Flags Location #1



FLAGS KLEIDERBAUER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>GROUP OF 3 DOUBLE-SIDED FLAGS IN ONE LOCATIONS</b></p> <p>1 group = 3 x 2 banner sides of 5 x 1.2 m</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>2.900 €* for 1 5.400 €* for 3</p>	

\*(excl. VAT and Marketing Fee (5%))  
Terms and conditions apply, please see Considerations for further details.

# Flags Additional



Flags Additional	Details	2 Weeks	1 Month	Production + De-/Installation
<p><b>Group of 2 Double-Sided Flags in Three Locations</b></p> <p>1 group = 2 x 2 banner sides of 6 x 2 m</p>	Costs for production, installation and removal borne by the tenant	N/A	<p>2.900 €* for 1</p> <p>4.200 €* for 2</p>	

\*(excl. VAT and Marketing Fee (5%))  
 Terms and conditions apply, please see Considerations for further details.

# Bridge Banner MUX



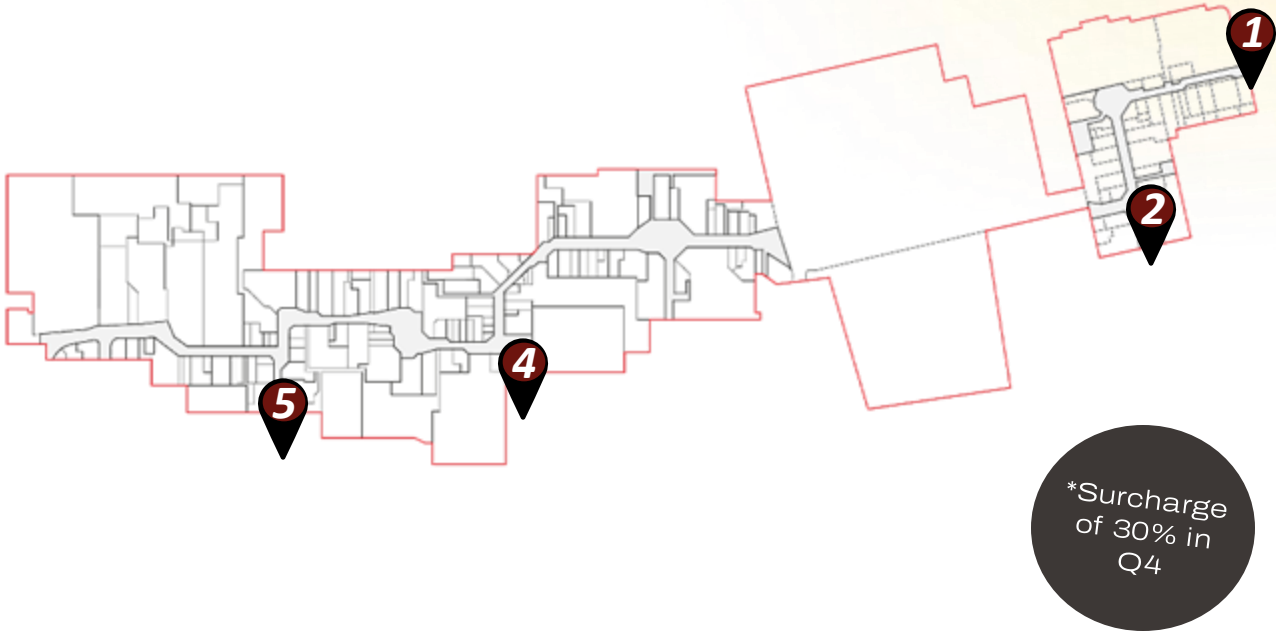
BRIDGE BANNER MUX	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<b>BRIDGE BANNER NEAR THE MUX ENTRY</b>  Banner with dimensions of 6,8m x 4,5m	Costs for production, installation and removal borne by the tenant	N/A	4.000€*	

\*(excl. VAT and Marketing Fee (5%))  
 Terms and conditions apply, please see Considerations for further details.



Outdoor Media

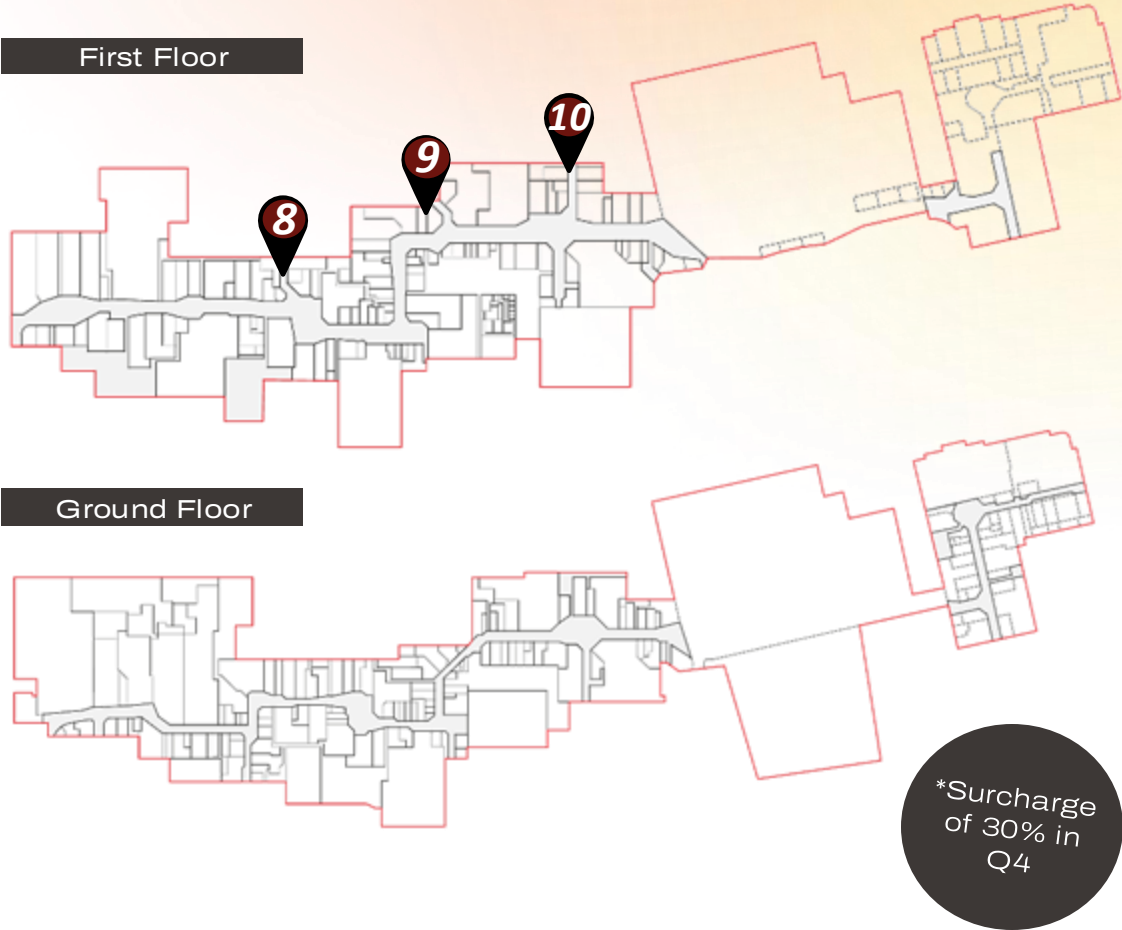
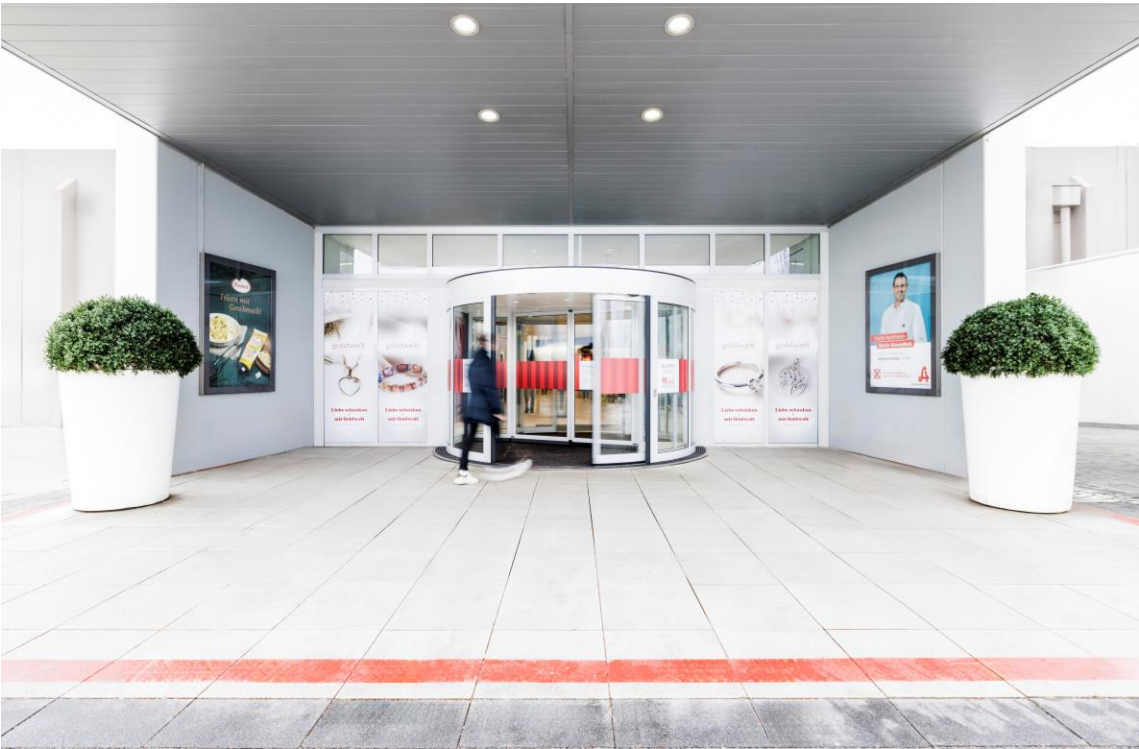
# Entrance Branding



ENTRANCE BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>7 POSSIBLE LOCATIONS IN SCS</b></p> <p>Entrance branding on 7 possible locations in the center</p> <p>High frequented entrances: #1, #2, #4 and #5</p> <p>Entrance Branding can be done double sided to maximize impact</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>4.500 €*</p>	

\*(excl. VAT and Marketing Fee (5%))  
Terms and conditions apply, please see Considerations for further details.

# Entrance Branding



ENTRANCE BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>7 POSSIBLE LOCATIONS IN SCS</b></p> <p>Entrance branding on 7 possible locations in the center</p> <p>Entrance: first floor: #8/#9/#10</p> <p>Entrance Branding can be done double sided to maximize impact</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>3.800 €* </p>	

\*(excl. VAT and Marketing Fee (5%))  
Terms and conditions apply, please see Considerations for further details.



# Billboard 1 – Office Building



BILLBOARD 1 – OFFICE BUILDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Amazing opportunity for a mega billboard with a size of 291 m² (38.80 x 7.50 m)   Located next to the main entrance to IKEA (EG3) with footfall of 125,000 per mont   Great visibility also from: Westring & Triester Straße with 23.000 cars a day   Badner Bahn (56.000 passengers/week) 380.000 contacts/week	Costs for production, installation and removal borne by the tenant	4.970 €* <td>Upon request</td> <td></td>	Upon request	

\*(excl. VAT and Marketing Fee (5%))

# Billboard 1.2 – Office Building



BILLBOARD 1.2 – OFFICE BUILDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Capture attention like never before with our enormous 151m2 outside banner, strategically placed on the facade for maximum impact. With unrivaled visibility from the highway, your message will reach a vast audience, leaving a lasting impression that drives results	Costs for production, installation and removal borne by the tenant		3.500 €*  Min renting period is 6 months	

\*(excl. VAT and Marketing Fee (5%))



# Billboard 2 – East Facade



BILLBOARD 2 – EAST FACADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>VISIBLE FROM HIGHWAY A2</b></p> <p>An already existing illuminated advertising space of 170 m² (20 x 8.5 m)</p> <p>High visibility from the highway A2 with 150.000 cars/day passing by</p> <p>Great potential for a long term advertising 1.827.000 contacts/week</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>6.510 €* </p>	<p>Upon request</p>	

\*(excl. VAT and Marketing Fee (5%))



# Billboard 3 – Entrance 9



\*Surcharge  
of 30% in  
Q4

BILLBOARD 3	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/ INSTALLATION
An illuminated advertising space of 121 m <sup>2</sup> (11 x 11m) on top of entrance 9 Great visibility from the highway A2 Great potential for a long term advertising (entrance branding) 1.000.000 contacts/week	Costs for production, installation and removal borne by the tenant	4.970 €* 	Upon request	

\*(excl. VAT and Marketing Fee (5%))

# Billboard 4 – „Van Graaf“



BILLBOARD 4 – „VAN GRAAF“	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>VISIBLE FROM HIGHWAY A2</b></p> <p>An already existing illuminated advertising space of 112 m² (14 x 8 m)   Great visibility from the highway A2   Great potential for car, electronic and fashion brands as well as FMCG 1.000.000 contacts/week</p>	Costs for production, installation and removal borne by the tenant	4.970 €*	Upon request	

\*(excl. VAT and Marketing Fee (5%))



# Billboard 5 – at Primark



BILLBOARD 5 – AT PRIMARK	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>VISIBLE FROM HIGHWAY A2</b></p> <p>An already existing advertising space with the size of 88 m² (11 x 8 m)   Great visibility from the highway A2 with 150.000 cars / day passing by   Great potential for a long term advertising (entrance branding) 1.827.000 contacts/week</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>4.970 €* </p>	<p>Upon request</p>	



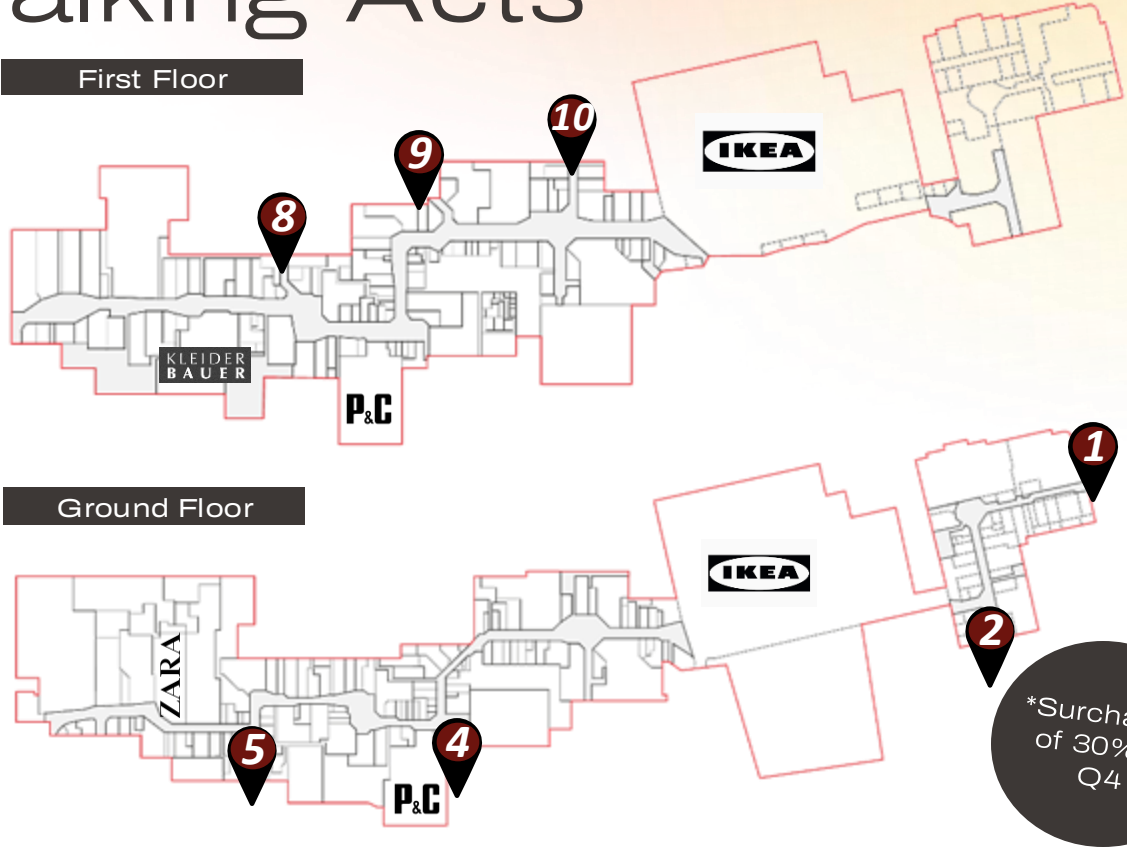
# Billboard 6 – Multiplex



BILLBOARD 6 – MULTIPLEX	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><b>NEXT TO THE DINING &amp; ENTERTAINMENT CENTRE “MULTIPLEX”</b></p> <p>An already existing illuminated advertising space of a size of 40 m² (8 x 5 m)   Great visibility when entering SCS from A2   Best advertising space entering and exiting Multiplex 390.000 contacts/week</p>	Costs for production, installation and removal borne by the tenant	3.500 E*	Upon request	

\*(excl. VAT and Marketing Fee (5%))

# Flyering / Sampling / Walking Acts



SAMPLING	DETAILS	FLYERING	SAMPLING	WALKING PROMOTION
7 fixed positions in the center at the entrances	The promotion staff as well as production of the leaflet or samplings is borne by the tenant	250 €/position/day/pers on	500 €/position/day/pers on	690 €/position/day/pers on


\*(excl. VAT and Marketing Fee (5%))  
Terms and conditions apply, please see Considerations for further details.

# Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.





---

DS

Additional  
Opportunities

# Sampling

## STAFF

- > There must be no aggressive/intrusive approach towards customers.
- > Valuables and clothes need to be hidden from view.
- > Branded uniforms and bins need to be agreed before sampling commences.
- > Staff will not be provided by us

## SAMPLES

- > Samples need to be contained in branded units or bags.
- > Stock must be replenished off the mall.
- > Giveaways and competition mechanics need to be agreed with SCM before contract commences .
- > No sole distribution of flyers, balloons, coupons.
- > For alcohol sampling regulations please speak to a Westfield Rise Manager.

## LOCATION

- > The sampling location needs to be pre agreed with the Westfield Rise Manager (approx. 3m x 2m space).
- > Sampling can only happen in your dedicated area.  
  
If staff sample outside of the dedicated area they will be excluded from any future sampling activity.
- > Anti slip flooring is mandatory for wet sampling (ex: Ice melting).

## FREQUENCY

- > Sampling must happen during the shopping center opening hours unless agreed with the Shopping Center Manager.



Shopping Center	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Westfield Centers → WCentro (GER) – WHamburg-Überseequartier (GER) WRuhr Park (GER) - WShopping City Süd (AT) - WDonau Zentrum (AT)	1.250 €*	2.000 €
All other assets in Germany	1.000 €**	1.600 €

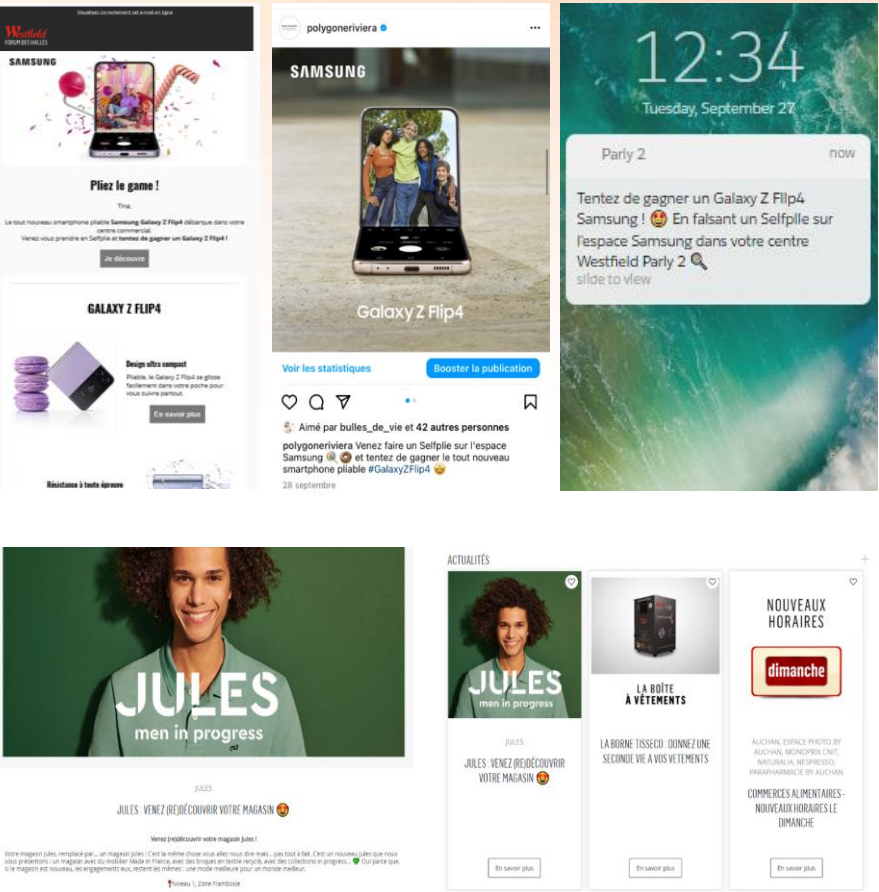
Terms and conditions apply, please see Considerations for further details.

# Media

(D)OOH



ONLINE



Terms and conditions apply, please see Considerations for further details.



# Considerations

## STAND ACTIVATION & DESIGN

### **STRUCTURE**

- > The structure must be modern, simple, attractive and meet the 4-Star Label standard of our Unibail-Rodamco-Westfield shopping centers. Portable pop-up displays are not allowed, and high-quality materials are required.
- > Branding and graphic design should be completely integrated into the stand from initial concept. Ambient lighting levels within the mall may very significantly depend on locations and proximity to skylight areas and should not be relied upon to adequately light your display.
- > Each design (plans side and 3D drawings) and material used when designing the stand must be approved by URW

### **WEIGHT & HEIGHT**

- > Maximum charge is 500kg/sqm - Particularly important for car roadshows. (It may vary depending on the exhibition space).
- > Maximum height is 1,4 meters (4,6 ft) and maximum width for walls, totems and partitions is 2 meters (6,6 ft). The stand must be open enough to leave shops visible.

### **FLOOR**

- > The stand and space allocated must be delimited with a technical floor approved by Unibail-Rodamco-Westfield. Carpeting, linoleum and floors too difficult to clean are forbidden.

### **SIGNS**

- > Communication tools must be double-sided, steady and integrated to the structure. Flags, banners, kakemonos, stickers, floor markings, helium filled balloons or trestle tables are unacceptable.

### **LIGHTING AND ELECTRICITY**

- > Lights and signs must be integrated to the structure. Spotlights located on the floor are forbidden. All power supplies must be hidden in the stand flooring, in the structure or in a wall mounted socket (adhesive tape is prohibited).

### **STOCK**

- > Storage facilities are not provided. We advise you to plan storage areas in your stand as storage facilities won't be provided in the shopping center whether it is for personal belongings or products (samples, goodies, materials).

*Please refer to the operational pack for each center and the site location documents before agreeing your booking.*

## TERMS & CONDITIONS

### **PRICING POLICY**

- > Seasonal variation of the rental fees
- > Possible discount for multiple locations booking
- > Possible discount for long lasting bookings

### **ADDITIONAL INFO ON COSTS**

- > Fees are only for renting the spaces, they don't comprise production, set-up and break-off.
- > Additional costs to be anticipated: control office (mandatory) + eventual security of stand at night.
- > Brands are in charge of safety and security.

### **OPERATIONAL**

- > The setting-up and de-rigging of stands must be completed at night.
- > Timing depends on the center.

*All prices are excluding VAT*

04

DATA

# Data-driven insights

Improve  
campaign  
performance with  
a **data-based**  
process

Holistic end-to-end approach with every campaign  
step based on sophisticated data analysis:



## Planning



## Execution



## Optimisation

**Target audiences**  
with greater  
precision



**Drive-to-store** insight  
for direct impact  
computation

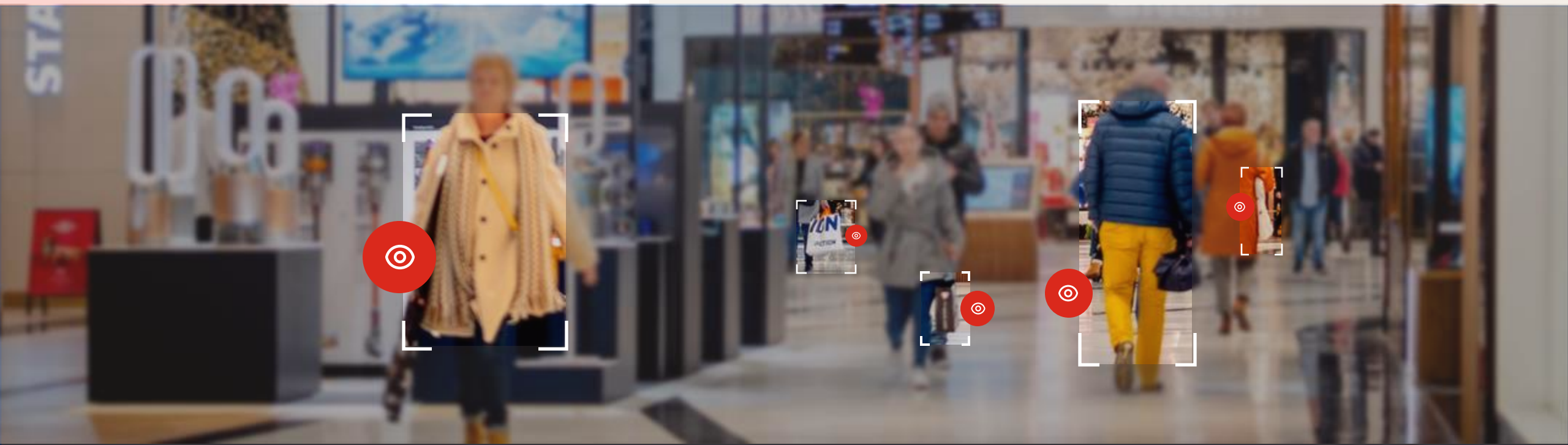
**Maximise ROI** at  
every stage of the  
process



# Understanding powered by real-time **AI-tech**

## WHAT IS IT?

- 🛡️ **GDPR-compliant** AI video analysis
- ✍️ **100%** of the audience measured
- 🔍 High accuracy and reliability **CNIL**  
- ☁️ Near real-time data



# Shopping Centers

## Data availability



### North Rhine-Westfalia

- > [Westfield Centro](#)

### Austria

- > [Westfield Donau Zentrum](#)
- > [Westfield Shopping City Süd](#)

### Hamburg

- > [Westfield Hamburg-Überseequartier](#)

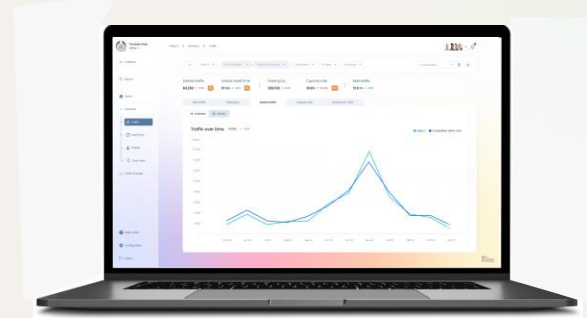
### North Rhine-Westfalia

- > [Westfield Ruhr Park](#)

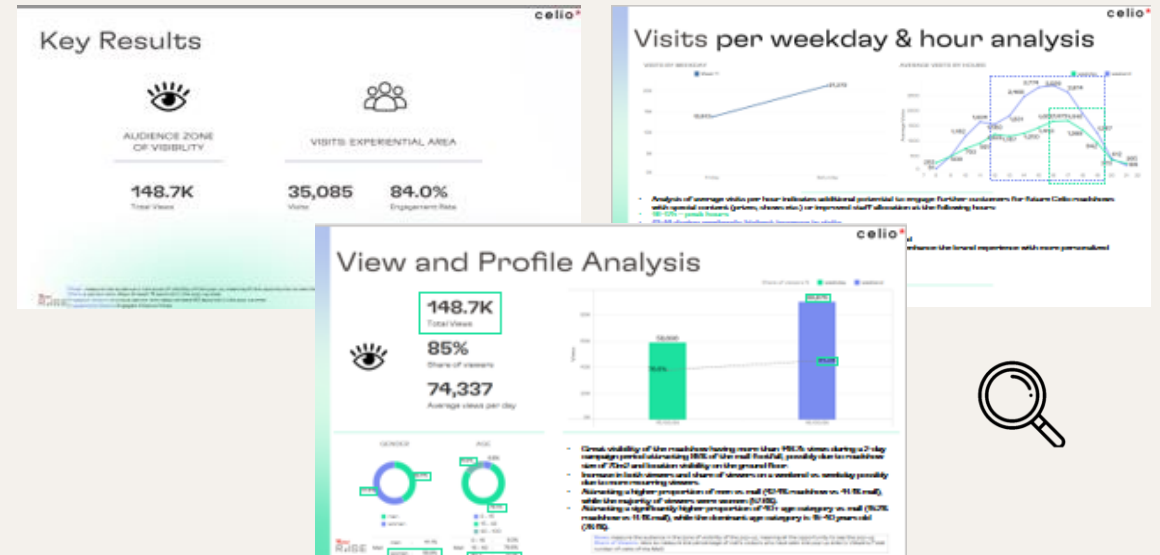
Coming  
2026



Powered by **Data**



→ Specific **post-campaign reports** to analyse your performances **after a media activation**



# Get in touch

## Westfield Rise Team

Austria & Germany



[hello\\_de@westfieldrise.com](mailto:hello_de@westfieldrise.com)



<http://www.westfieldrise.de>



<http://www.westfieldrise.com>

## Stay in the loop

Newsletter



<https://www.westfieldrise.de/newsletter>