

Europe’s Premier Retail Destination

WESTFIELD STRATFORD CITY E20

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REINVENTION + GROWTH



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Stratford is now a vibrant community of affluent families and young professionals. Positioned at the heart is Westfield Stratford City within this thriving neighbourhood of stunning property developments, an iconic leisure destination, London's latest business hub and the UK's newest cultural centre.

RESIDENT GROWTH

+14%
Newham Council Growth
Vs 7% Overall London Growth

6,000+
New homes by 2030

25,000
Workers by 2030

+80%
Against average UK property value
(Stratford £508k Vs UK £277k)

Source: 2021 Census

NEW HOMES

- **A** Coppermaker Square (1,225 new homes)
- **B** East Village (3,824 new homes)

MIXED USE

- **C** Stratford Cross (683 Homes, 8,400 sqm Retail & 239,300 sqm Office Space)
- **D** East Bank (BBC Music studios, 550 seat Sadler's Wells theatre, V&A East, 10,500 students - UAL Campus and UCL campus)

TRANSPORT HUBS

- **E** Stratford International Station
- **F** Stratford Station
- **G** Stratford Bus Station

SPORT COMPLEXES

- **H** London Stadium
- **I** London Aquatics Centre
- **J** Queen Elizabeth Olympic Park

DESTINATION

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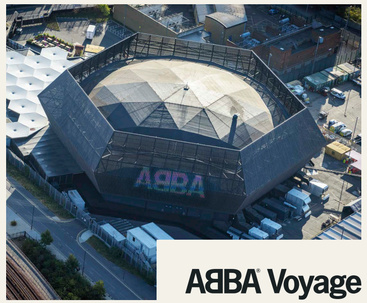
A short walk from Westfield Stratford City are iconic sports, music, leisure, entertainment and education venues that draw thousands of visitors each day.



Groundbreaking virtual concert residency

ABBA Voyage



BBC Music Studios

550

SEAT THEATRE

Sadler's Wells

The V&A East





10,500

STUDENTS

ual: london college of fashion

UCL EAST CAMPUS



178 METRES

LONG SLIDE

ArcelorMittal Orbit is the world's tallest and longest tunnel slide

68,000

SEAT LONDON STADIUM

West Ham's Home



Westfield Stratford City is the most connected shopping centre in the UK

Stratford underground station offers access to the Central Line, Jubilee Line, DLR, Overground, National Rail and the Elizabeth Line, with over 200 trains every hour during peak times. Stratford is also served by the Cycle Superhighway 2.

- Northern Line
- Central Line
- Jubilee Line
- London Overground
- Docklands Light Railway
- Elizabeth Line
- TFL Rail / Greater Anglia

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CONNECTIVITY

5TH

Busiest station in London Ahead of London St Pancras and London Euston

< 1HR

to all London International airports

2,000+

Secure cycle spaces in E20 - 750 at Westfield

15MINS

to the West End

48M

Underground & DLR passengers per year

44M

National Rail Passengers per year

AND GROWING

2025 ACORN CONSUMER GROUPS

LUXURY LIFESTYLES	4%	Exclusive Addresses	
		Flourishing Capital	2%
		Upmarket Families	2%
ESTABLISHED AFFLUENCE	15%	Commuter-Belt Wealth	5%
		Prosperous Professionals	10%
THRIVING NEIGHBOURHOODS	29%	Mature Success	2%
		Settled Suburbia	3%
		Metropolitan Surroundings	13%
		Up-and-Coming Urbanites	8%
		Aspiring Communities	3%
STEADFAST COMMUNITIES	19%	Semi-Rural Maturity	1%
		Traditional Homeowners	1%
		Family Renters	3%
		Urban Diversity	13%
		Stable Seniors	1%
STRETCHED SOCIETY	34%	**Tenant Living**	13%
		Limited Budgets	1%
		Hard-Up Households	2%
LOW INCOME LIVING	18%	**Cash-Strapped Families**	15%
		Constrained Pensioners	
		Challenging Circumstances	3%

Source: CACI Mobile Geolocation Data 2025

34%

GROWTH IN FOOTFALL

from the top 2 most affluent Acorn categories since 2019



CATCHMENT

25-44

1 IN 2

of Westfield Stratford City's catchment residents are aged between

8.2M

TOTAL POPULATION

with easy access to Westfield Stratford City

AUDIENCE

90%

RESIDENT

Primary - Tertiary catchments

12.6%

TOURISM

International & Domestic

Source: 2025 CACI Retail Footprint CACI Exit Surveys



PREMIUM IN EAST LONDON

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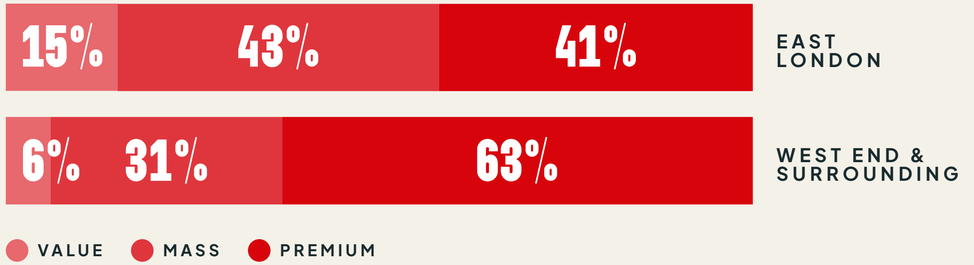
East London has a lower proportion of Premium brands compared to the congested West End market, proving the untapped potential for Premium brands to trade here and serve the demand.

MARKET POSITIONING OF RETAIL IN EAST LONDON VS WEST END

There is potential for Premium brands to capitalise on this gap in the retail mix.



Note: East London includes Stratford Westfield City, Dalston, Hackney, Shoreditch, London Fields and Whitechapel. West End and surrounding includes West End, Covent Garden, King's Road and Marylebone.

Source: Location Dynamics

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THE UK'S NUMBER 1 SHOPPING CENTRE FOR FOOTFALL & SALES

ANNUAL SALES	£1.2BN
WEIGHTED SPEND POTENTIAL	£3.1BN
RETAIL CONVERSION	77%
VISIT FREQUENCY PER YEAR	78
DWELL TIME	71MINS
CAR PARKING SPACES	4,727
GROSS LETTABLE AREA	190,300SQM
AVERAGE RETAIL SPEND	£98

ANNUAL FOOTFALL **53.8M**

Source: 2025 CACI Transactional Spend / CACI Retail Footprint

RETAIL

Westfield Stratford City is where brands come to grow, with many upsizing due to the ever-growing customer demand.

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OUR BRANDS:

JD

WATCHES OF SWITZERLAND

Calvin Klein

THE WHITE COMPANY
LONDON

TOMMY HILFIGER
TAILORED

ZARA

next

PRIMARK



300+
RETAIL STORES

NEW BRANDS:

Abercrombie & Fitch

POLO RALPH LAUREN

Subdued

Lindt

crocs

URBAN REVIVO

xiaomi

SEPHORA

GYMSHARK

CharlotteTilbury

OYSHO

Aēsop

FOOD +BEVERAGE



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AVERAGE SPEND	£17
AVERAGE SPEND FROM TABLE SERVICE RESTAURANTS	£45
TOTAL ANNUAL SALES	£172M
WEIGHTED SPEND POTENTIAL	£0.7BN



PLACES TO EAT & DRINK **85+**

Source: 2025 CACI Transactional Spend
CACI Retail Footprint

LEISURE

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£30
Average spend

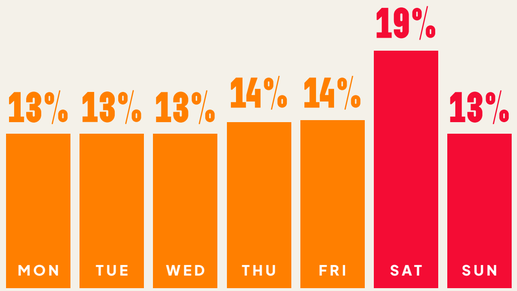
£56M
Total annual sales

£0.1BN
Weighted spend potential



DATE NIGHT
FAMILY FUN
COMPETITIVE SOCIALISING
IMMERSIVE EXPERIENCES

FOOTFALL BY DAY



Source:
2025 CACI Transactional Spend
CACI Retail Footprint

WESTFIELD RISE

PARTNERING WITH URW – OUR ECOSYSTEM



ECOSYSTEM OF PERFORMANCE



WESTFIELD RISE

Our unique in-house media support team providing greater exposure through **digital media, data insights and experiential**.

FLAGSHIP PORTFOLIO

66 centres in **11** countries.

UNIQUE AND ENGAGED AUDIENCE

73% of Europeans visit our malls at least once a month. (**+53%** average household income vs the EU average).

OPTIMUM RETAIL MIX

A varied retail mix across fashion, food and leisure, with a combined annual footfall of **+900 million** across Europe and the US.

BEST IN CLASS DESIGN

With a total of **€12 billion capex** spent since 2026 across our centres.

BETTER PLACES STRATEGY

Westfield's sustainability initiative helping meet regulations, reduce operational costs and strengthening brand positioning in the market. URW are one of the **Worlds Top 100 Most Sustainable Companies***.

*CORPORATE KNIGHTS GLOBAL 100 (2025) - 25TH GLOBALLY.

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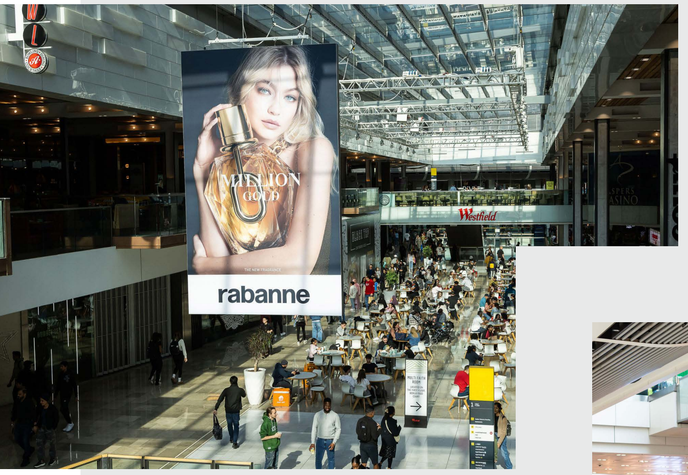
WESTFIELD RISE

Westfield Rise - Our in-house digital media, consumer data and experiential team. Connecting brands to the right audience at the right moment.



OUR BRAND PARTNERS

SALOMON · adidas · Disney · SPACE NK · Timberland · NIKE · LEGO · TESLA · SAMSUNG · BYD



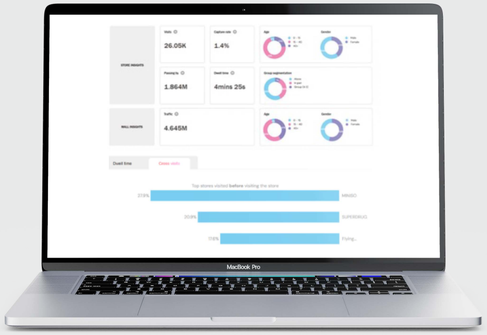
BEYOND A PHYSICAL STORE

Engage **27M People** with **94%** conversation rate through digital screens, immersive experiences, or wider media activity.



RISE+

Unique Retail Analytics - Driving performance like no other retail destination. Helping brands understand their audience with RISE+ data that defines who your customer is (age, gender & group size). Mapping movement, recording dwell time (in store) and tracking onward store visits.



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THE RESULTS

Measure immediate footfall data resulting from live media activations.

Retailers can gain access to exclusive brand services through lease agreements.

With recurring brand partnership agreements, retailers receive 2x value through our 'You Spend, We Match' offer.

OUR PROVEN USE CASES

+28% average visit uplift on Digital Out of Home (DOOH) campaigns*

Sport brand → **379K** exposed audience (2 weeks DOOH campaign)

Jewellery brand → **+41.8%** visit uplift (1 week DOOH campaign)

Fashion brand → **+19% in-store visits** (1 week DOOH campaign) vs -8% for competitors.

SOURCE: CACI LOCATION DYNAMICS/ ACORN, TRANSACTIONAL SPEND DATA

SUSTAINABILITY

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BETTERPLACES

Unibail-Rodamco-Westfield (URW) has developed Better Places, a robust sustainability roadmap that drives urban regeneration and environmental transition in retail.

Partnering with Good On You, Bureau Veritas, and WWF France, our Better Places strategy operates across three pillars: Environmental Transition, Sustainable Experiences, and Thriving Communities. We're committed to net-zero carbon emissions for scopes 1 and 2 by 2030, and scopes 1, 2, and 3 by 2050.

Approved by the Science Based Targets initiative, Better Places focuses on biodiversity, water and waste management, and transitioning toward sustainable retail practices.

SUSTAINABILITY ROADMAP SUPPORTING 3 CORE COMMITMENTS



ENVIRONMENTAL TRANSITION

SUSTAINABLE EXPERIENCES

THRIVING COMMUNITIES



GREEN SNAPSHOT

93%

OF VISITORS ARRIVE VIA SUSTAINABLE MEANS OF TRANSPORT
(electric car, bike, on foot, public transport / 2024 CACI)

34%
reduction in energy since 2019

40%
reduction in carbon emissions since 2019

2025 WASTE TOTALS:

6,608
tonnes of waste

64%
recycled (number in tonnes: 3,471t, note 45% should be industry standard)

26 TONNES
of food waste in digester

Sustainable Retail Index

With the Sustainable Retail Index, developed in collaboration with Good On You, Unibail-Rodamco-Westfield introduces an insightful tool to gauge the sustainability performance of retailers on a five-level scale. This index analyses a retailer's environmental and social ambitions, commitments, and initiatives at a company, product, and specific store level.

BREEAM®
in-use Asset Performance certified - Excellent

ISO
ISO 14001 accredited

ISO
ISO 45001 accredited

Source: Unibail-Rodamco-Westfield
targets approved by SBTi
Deloitte audit sustainability data annually

SUSTAINABLE EXPERIENCES

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ACTING AS A CHANGE AGENT FOR SUSTAINABLE EXPERIENCES



WESTFIELD RE-LOVED

A unique and enriching annual event dedicated to fostering sustainability and conscious living among shoppers. The Westfield Re-Loved Festival invites attendees to go on a journey of discovery, exploring small yet impactful changes in purchasing habits and daily routines that contribute to a healthier planet.

At the heart of the festival lies a commitment to sustainability education and empowerment. Through interactive workshops, and provoking content discussions, participants gain valuable insights into the principles of sustainable fashion and the circular economy.

£12.5M+

SOCIAL VALUE SINCE 2021

Source: Social Value Portal

OPPOR-TUNITY

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Unit: XX
Lower Ground

THE

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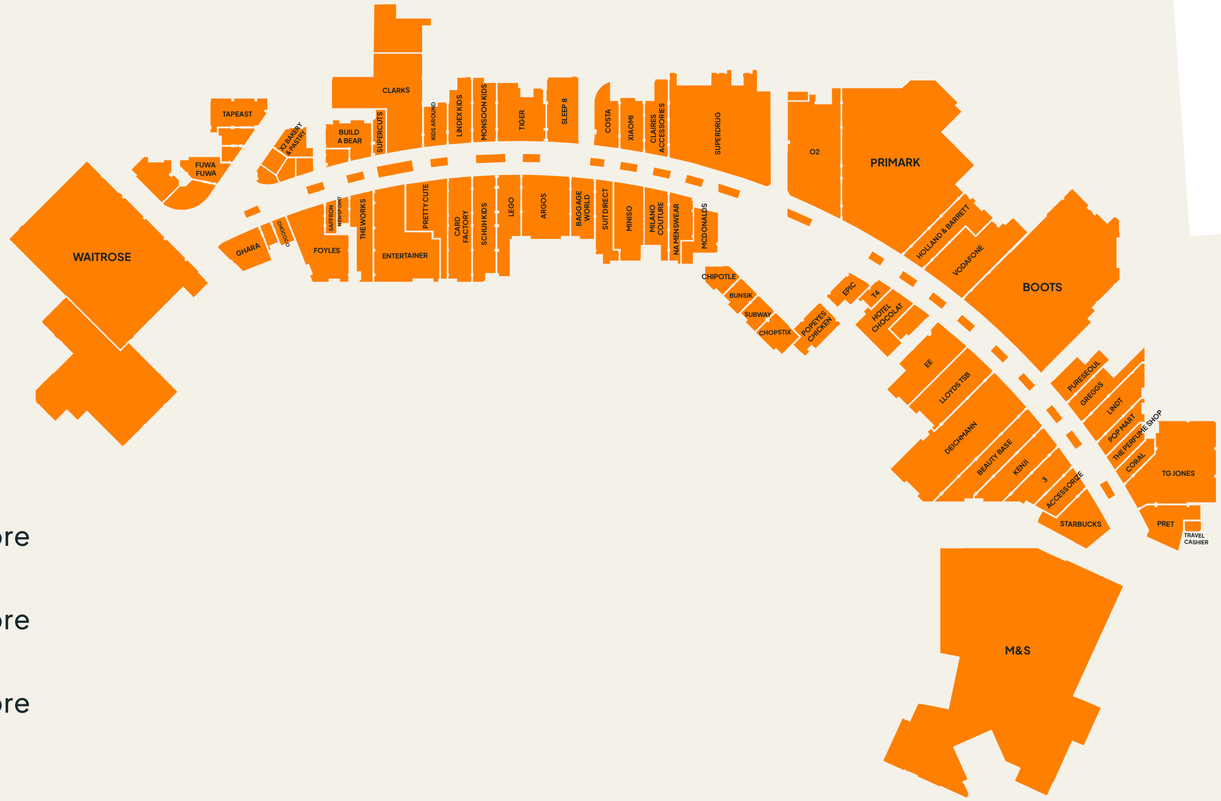

LOWER GROUND

Area (sqft)	Rent (per annum)	Service Charge (per annum 2025)	Rates Payable (per annum 2026/27)	Term	Rent Reviews	Brand Services Commitment	Rent Deposit	Comments
LO8 (LGF) XXXsq.ft L14 (GF) XXX sq.ft L20 (FF) XXXsq.ft L25 (Mezz) XXX sq.ft Total: XXXsq.ft	€[X] pax, or 10% of turnover (the higher of)	Internal €24.63 psf External €17.72 psf (Subject to weighting)	EXXX per annum Please carry out own investigation into this new assessment with local rating authority	10 year lease Outside the L&T Act 1954	Annual CPIH increases (Min 2%. Subject to an open market rent review at year x5	The Tenant will enternto an Annual Brand Services commitment. The following fee scale to apply and is payable quarterly in advance:- [Enter rate per sq.ft or annual rate]	Tenant will provide a rent deposit equivalent to (x) months of the annual rent + VAT.	e.g. Unit will be handed over in its current condition. ‘As seen’.

OPPOR-TUNITY

THE

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Unit: XX
Ground Floor

GROUND FLOOR

Area (sqft)	Rent (per annum)	Service Charge (per annum 2025)	Rates Payable (per annum 2026/27)	Term	Rent Reviews	Brand Services Commitment	Rent Deposit	Comments
LO8 (LGF) XXXsq.ft L14 (GF) XXX sq.ft L20 (FF) XXXsq.ft L25 (Mezz) XXX sq.ft Total: XXXsq.ft	€[X] pax, or 10% of turnover (the higher of)	Internal €24.63 psf External €17.72 psf (Subject to weighting)	EXXX per annum Please carry out own investigation into this new assessment with local rating authority	10 year lease Outside the L&T Act 1954	Annual CPIH increases (Min 2%. Subject to an open market rent review at year x5	The Tenant will enternto an Annual Brand Services commitment. The following fee scale to apply and is payable quarterly in advance:- [Enter rate per sq.ft or annual rate]	Tenant will provide a rent deposit equivalent to (x) months of the annual rent + VAT.	e.g. Unit will be handed over in its current condition. 'As seen'.

THE OPPOR-TUNITY

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FIRST FLOOR

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Unit: XX
First Floor

Area (sqft)	Rent (per annum)	Service Charge (per annum 2025)	Rates Payable (per annum 2026/27)	Term	Rent Reviews	Brand Services Commitment	Rent Deposit	Comments
LO8 (LGF) XXXsq.ft L14 (GF) XXX sq.ft L20 (FF) XXXsq.ft L25 (Mezz) XXX sq.ft Total: XXXsq.ft	€[X] pax, or 10% of turnover (the higher of)	Internal €24.63 psf External €17.72 psf (Subject to weighting)	EXXX per annum Please carry out own investigation into this new assessment with local rating authority	10 year lease Outside the L&T Act 1954	Annual CPIH increases (Min 2%. Subject to an open market rent review at year x5	The Tenant will enternto an Annual Brand Services commitment. The following fee scale to apply and is payable quarterly in advance:- [Enter rate per sq.ft or annual rate]	Tenant will provide a rent deposit equivalent to (x) months of the annual rent + VAT.	e.g. Unit will be handed over in its current condition. 'As seen'.

OPPOR-TUNITY

THE

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Unit: XX
Mezzanine

MEZZANINE

Area (sqft)	Rent (per annum)	Service Charge (per annum 2025)	Rates Payable (per annum 2026/27)	Term	Rent Reviews	Brand Services Commitment	Rent Deposit	Comments
LO8 (LGF) XXXsq.ft L14 (GF) XXX sq.ft L20 (FF) XXXsq.ft L25 (Mezz) XXX sq.ft Total: XXXsq.ft	€[X] pax, or 10% of turnover (the higher of)	Internal €24.63 psf External €17.72 psf (Subject to weighting)	EXXX per annum Please carry out own investigation into this new assessment with local rating authority	10 year lease Outside the L&T Act 1954	Annual CPIH increases (Min 2%. Subject to an open market rent review at year x5	The Tenant will enternto an Annual Brand Services commitment. The following fee scale to apply and is payable quarterly in advance:- [Enter rate per sq.ft or annual rate]	Tenant will provide a rent deposit equivalent to (x) months of the annual rent + VAT.	e.g. Unit will be handed over in its current condition. 'As seen'.

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