

WESTFIELD STRATFORD CITY

Westfield



DESTINATION FOOD & DRINK

THE DRIVING FORCE

Westfield Stratford City opened in 2011, spearheading East London's Olympic legacy. More than a destination for domestic and international visitors, it became a catalyst for regeneration of the area.

Today, 250 stores and 65 restaurants make up an exciting offer that's just the right mix of retail, food and beverage, leisure and entertainment.

Operators benefit from state-of-the-art facilities, a beautiful environment and a dedicated support team. Unibail-Rodamco-Westfield strives to be not only a landlord, but also a partner.

Renowned as a driving force behind the future of retail, at Stratford, Westfield has perfected the modern shopping experience.

A ROUND-THE-WORLD FOOD
JOURNEY THAT'S AS INNOVATIVE
AS IT IS DELICIOUS

SUPER FOOD

At Westfield Stratford City, food is celebrated at the heart of the experience and restaurant operators are treated as partners.

Previously, eating at a shopping centre usually meant a quick fix, a moment to drop the shopping bags for a bite. Food courts in shopping centres were traditionally tucked away, rather than forming a key part of the retail space.

Westfield London's experiential approach to dining spurred a new era of eating in London, and Westfield Stratford City perfected the mix.





1

FEAST OF FIVE FOOD DESTINATIONS

At Westfield Stratford City, dining is a prominent part of the centre's offering, occupying five premium positions. The mix of food operators forms pockets throughout the centre, each a well designed environment to relax, eat and enjoy. Shoppers can sample Yo Sushi and Comptoir Libanais in the world food court, choose from independent restaurants like Pasta Remoli in the Great Eastern Market, or unwind on the Chestnut Plaza with a Wahaca burrito.

IT'S NOT ABOUT FAST FOOD, BUT FRESH FOOD FAST

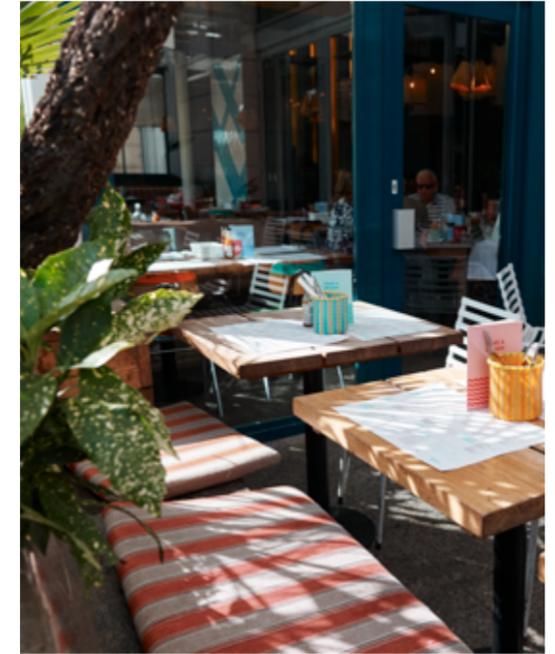
To complement the sit-down restaurant offering at the world food court, Westfield Stratford City has a selection of takeaway and grab-and-go vendors. This isn't about fast food, but fresh food fast. Key restaurants were engaged to open express locations at Westfield Stratford City, translating their traditional restaurant model to an express format. The differentiation: fresh ingredients, delivered every day, cooked on site and served on china and glass – perhaps with a cold beer or a glass of wine on the side.

PASTA REMOLI, THERE FROM THE BEGINNING



"We were there at the beginning of the Westfield Stratford story. The centre had just opened; we were a new brand and a new concept in a challenging location for food leasing within the centre. But the relationship kicked off on the right note, the Westfield team listened to our ideas, and were responsive to our feedback. It's clear that the variety and quality of food operators at Stratford has gotten better and better, and, most importantly, we've seen increasing sales for ourselves year on year."

— Simone Remoli, Chairman and CEO



- 1 Fresh ingredients are delivered every day and cooked on site
- 2 Dining is offered in five premium positions
- 3 The Chestnut Plaza's restaurants are perfect to unwind

3

RHYTHM KITCHEN'S CARIBBEAN CUISINE FINDS A NEW AUDIENCE



"There's always been demand for Caribbean food, but the challenge was cultivating demand from a different demographic. The cuisine was established within the community, but not among the wider populace. Westfield and Rhythm Kitchen gave Caribbean food the chance to reach a mass audience."

— Chef and founder Delroy Dixon

A FOOD OFFERING THAT'S AT THE HEART OF THE EXPERIENCE



4



1

CHAMPIONING UP-AND-COMING TALENT

Westfield's customers want to be taken on a culinary journey and that relies on understanding the diverse customers who shop here and what they want. While that means bringing in the right large operators, it also means bringing in the new and undiscovered. Above all, it means a global offering waiting to be tasted.

Restaurants like Pasta Remoli and Rhythm Kitchen were at the very beginning of their journeys before they opened at Westfield Stratford City. Since opening here, both operators gathered the tools and awareness needed to grow into new locations around London.

Up-and-coming chefs are actively invited to join Westfield Stratford City. For small businesses, that's often a game changer. In turn, it gives customers the opportunity to choose from a selection of some of London's most exciting restaurants – however big or small.

INDIGO: A 'LITTLE MAN' BUSINESS GETS THEIR CHANCE

“We are pleased to have been with Westfield Stratford City right from the beginning. We have always found all of the staff to be supportive and understanding. Westfield Stratford City gave us this opportunity as a new 'little man' business, instead of taking a safe bet on an established 'big man' brand. This takes a canny, insightful eye that sees the bigger picture, and a willingness to take a punt on a new idea rather than just playing safe.”
— Ranu Miah, Director

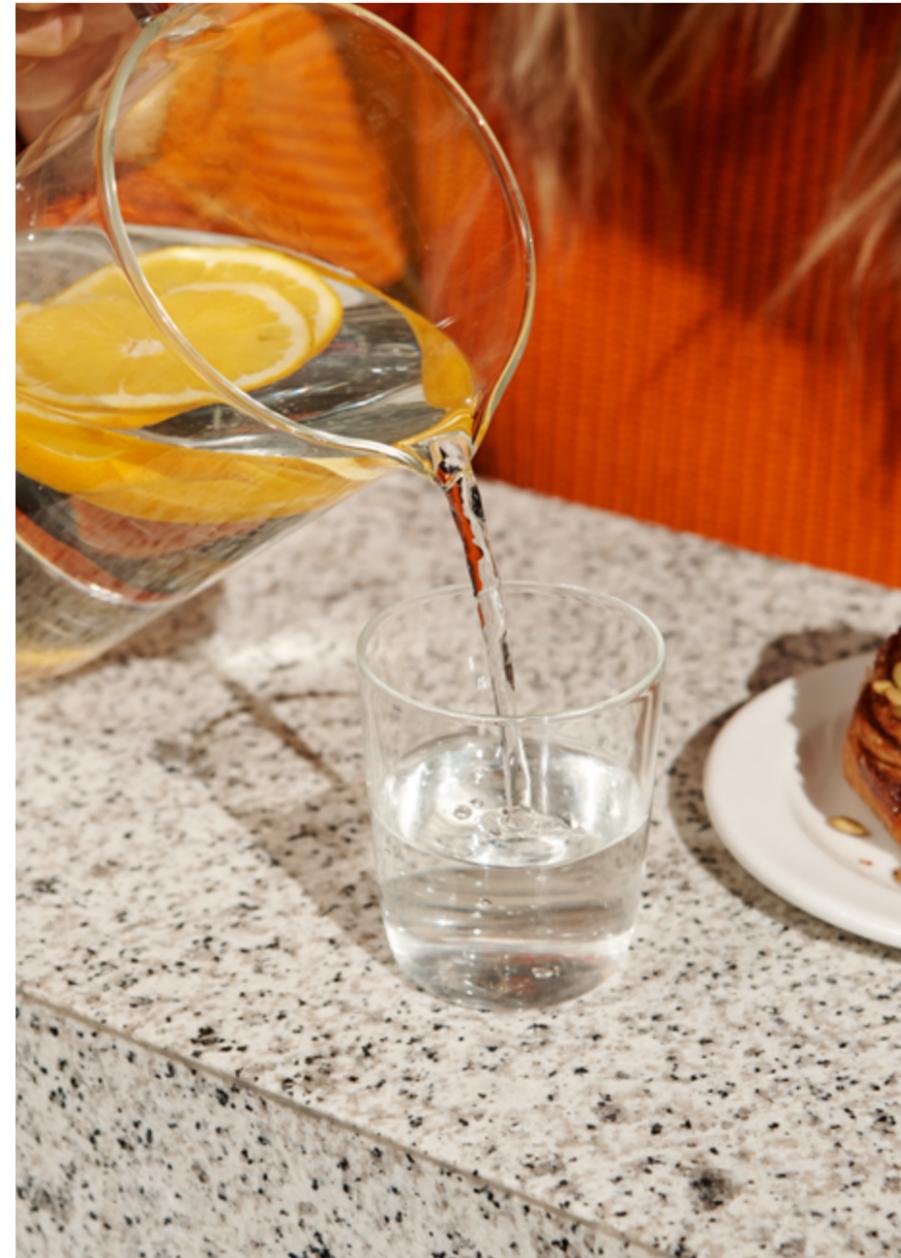
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OUR TEAM CONTAINS FOOD INDUSTRY EXPERTS

Westfield Stratford City's dedicated restaurant team have an extensive combined background in food and hospitality. They understand the business, its logistical challenges and the ergonomic requirements of the physical spaces. Their specialist experience is put to use every day to ensure Westfield Stratford City's food operators have the tools to thrive.

3



- 1 A global offering waiting to be tasted
- 2 The food offering includes the right large operators and the new and undiscovered
- 3 Westfield's team understand the logistical and ergonomic requirements of operators

A GAME-CHANGER FOR TALENTED UP-AND-COMING CHEFS

RHYTHM KITCHEN
CHEF AND FOUNDER

DELROY DIXON



What does Rhythm Kitchen bring to Westfield Stratford's dining offer?

Rhythm Kitchen is a family-run business offering home-cooked food. We were the only Caribbean food outlet in the world food hall when we opened in 2011. We approached Westfield in 2010, back when we had no high street presence.

That was quite visionary, going to Westfield before you had a restaurant. What did you see in the opportunity?

Looking at Westfield was like putting your finger in the air and seeing which way the wind was blowing. I was brought up around Stratford and I knew that it would give me the traction to grow my business. Westfield is a large operation with large numbers of customers going in and out, and I wanted to be part of it.

There's always been demand for Caribbean food, but the challenge was cultivating demand from a different demographic. The cuisine was established within the community, but not among the wider populace. Westfield and Rhythm Kitchen gave Caribbean food the chance to reach a mass audience.

How would you describe the customers you've had over the years?

People from all walks of life converge here. We get old-age pensioners, we get teenagers, we get families. We get regular customers who we see week in and week out. A vast range of customers travel through Westfield.

How has Rhythm Kitchen grown since opening at Westfield?

Before Westfield, we had another restaurant that we'd had to close down. If you don't have corporate backing, a set-back really knocks you, so it's taken us a bit of time to get back on our feet.

Westfield gave us the backdrop to start again. And we've since opened another stand-alone restaurant on a high street, which is going really well.

A VAST RANGE OF CUSTOMERS TRAVEL THROUGH WESTFIELD

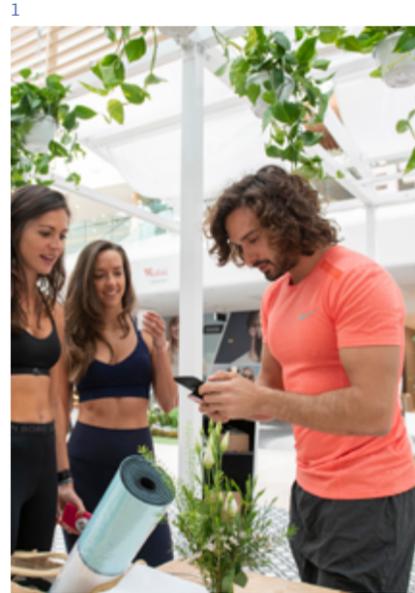


HOW WESTFIELD STRATFORD CITY BECAME A DESTINATION FOR ENTERTAINMENT

THERE'S FUN TO BE



HAD



- 1 Special activations like the Lifestyle Lab keep the fun going year round
- 2 Aspers Casino is a 65,000 sq ft 'super casino' and nightlife complex

Westfield Stratford City blends retail with a robust leisure component. In the end, it's all about having fun.

Customers can enjoy a state-of-the-art cinema, boutique bowling and a casino, or choose from a bustling calendar of events, while out-of-town visitors have three hotels right on site.

The Olympics left a legacy that positioned this area as one of London's most prominent leisure districts. The Olympic stadium, the Copper Box and West Ham's stadium attract visitors far beyond London.

ALL-ENCOMPASSING EXPERIENCES

Concerts, fashion shows and special activations keep the fun going year round. Westfield Stratford City offers events on an unprecedented scale featuring some of the world's biggest stars like Justin Bieber and Rihanna.



2

A DAY-TO-EVENING PROPOSITION THAT COMBINES SHOPPING, DINING, LEISURE AND ENTERTAINMENT



Vue Cinema at Westfield Stratford City is one of the largest all-new, all-digital cinemas in Europe. It is also one of the most successful, the third highest-grossing cinema in the UK.

Westfield Stratford City is home to Aspers Casino, a 65,000 sq ft 'super casino' and East London's largest nightlife complex. This substantial driver for the local night-time economy also offers a food and beverage component, live sport fixtures and special events.

£73M
LEISURE REVENUE

- 1 Vue Cinema is one of the largest all-digital cinemas in Europe
- 2 Fashion shows are part of the leisure offering
- 3 Stars like Tinie Tempah are part of Westfield Stratford City's exclusive events



**A 65,000 SQ FT CASINO,
12 BOWLING LANES AND
20 ALL-DIGITAL CINEMA
SCREENS**

**FROM LARGE-SCALE
EVENTS TO CONCERTS
AND FASHION SHOWS**



WHY IT'S ABOUT MORE THAN
SHOPPING, IT'S ABOUT BEING
THE COMMUNITY HUB

THE FUTURE IS HERE

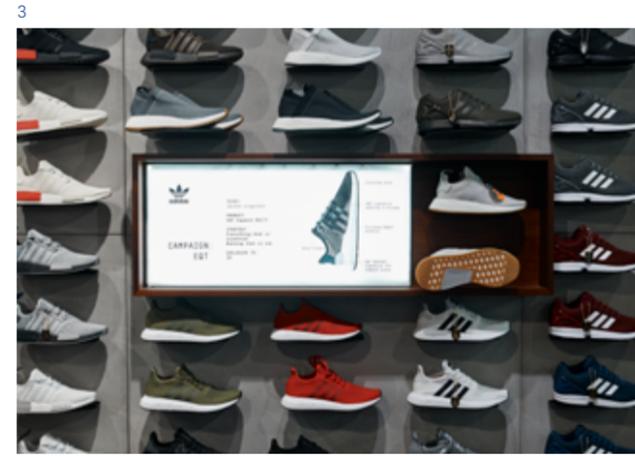
In 2003, Westfield identified Stratford as a key area for regeneration in London: two years later London was awarded the 2012 Olympics. Westfield Stratford City was a £1.75 billion development across 1.9 million sq ft, at the centre of one of London's largest regeneration projects. Within its first year, the centre attracted 49.3 million visitors and £900 million in sales.

Westfield Stratford City uniquely combines retail, dining and leisure, ultimately transforming the role a shopping centre can have in people's lives.





A 360° APPROACH WITH RETAIL, DINING, LEISURE AND EVENTS



MEET THE NEW ARRIVAL: ARKET



Westfield Stratford City is one of the few shopping centres globally where six of the nine brands under the H&M Group umbrella have a home – made possible by Westfield Stratford City's uniquely diverse customer base. ARKET is the latest brand to arrive, their unit fitted out to match their signature Scandinavian aesthetic, designed to include apparel, homeware and even a café.

- 1 The retail mix at Stratford City caters to a diverse customer mix
- 2 Bigger shop fronts allow retailers to express their character
- 3 Sportswear is one of the sectors booming at Stratford City
- 4 Fashion flagships like Zara are part of a rich mix that also includes department stores and independent brands



250+ STORES

A RETAIL MIX FOR EVERYONE

There's no retailer too big or small for Westfield Stratford City. It's a strategic mix of department stores like John Lewis & Partners, fashion flagships like Zara and H&M and up-and-coming brands such as Morphe.

For retailers like IKEA, Armani Jeans, Missguided and almost 100 others, Westfield Stratford City was the chosen location to launch first-to-market stores.

Westfield Stratford City listens to what customers want. COS, Russell & Bromley and Reiss are all a direct response to a growing customer demand for premium brands.

BRANDS AS PARTNERS

The success of these last 10 years is the proof of the Unibail-Rodamco-Westfield approach: to act as a partner, not a landlord. Meaningful partnerships enable Westfield Stratford City to champion operators' businesses wherever possible. As a result, nearly 160 brands operate out of both Westfield London and Westfield Stratford City.

OUR ROLE IN THE FUTURE OF STRATFORD, AN AREA GROWING IN SIZE AND INFLUENCE

A REGENERATION OF OLYMPIC PROPORTIONS



STRATFORD TODAY IS A NEIGHBOURHOOD REBORN

Stratford today is a neighbourhood completely turned around – a reborn part of London with a bit of everything.

The 2012 London Olympic and Paralympic Games took place in the area directly surrounding Westfield Stratford City, one year after the centre opened. Stratford benefitted from significant investment that revitalised the area and provided excellent rail and bus connections.

JOB CREATION AND TRAINING PROGRAMMES

Westfield Stratford City continues to bring new jobs to the area, with more than 10,000 created to date. A robust training programme ensured people from the existing community benefitted from the area's regeneration.

THE ELIZABETH LINE, UCL AND THE V&A

Stratford is one of London's fastest-growing hubs. A new Victoria and Albert Museum and a new campus for University College London are both set to open in 2018. Crossrail will serve Stratford with high-speed rail connections to Heathrow and Central London, making Westfield Stratford City even more accessible to even more people.



OUR STRATFORD NEIGHBOURS



HACKNEY WICK

This street art-covered neighbourhood has long been one of London's hubs for creativity and light industry.

HERE EAST

The former Olympic broadcast hub is now home to makerspaces, innovative SMEs and BT Sport.



LEE VALLEY VELOPARK

The Olympic venue for cycling is now a hub for track cycling, road racing, BMX and mountain biking – for professional athletes and amateurs alike.



QUEEN ELIZABETH OLYMPIC PARK

The largest urban park to be built in Europe in more than a century.

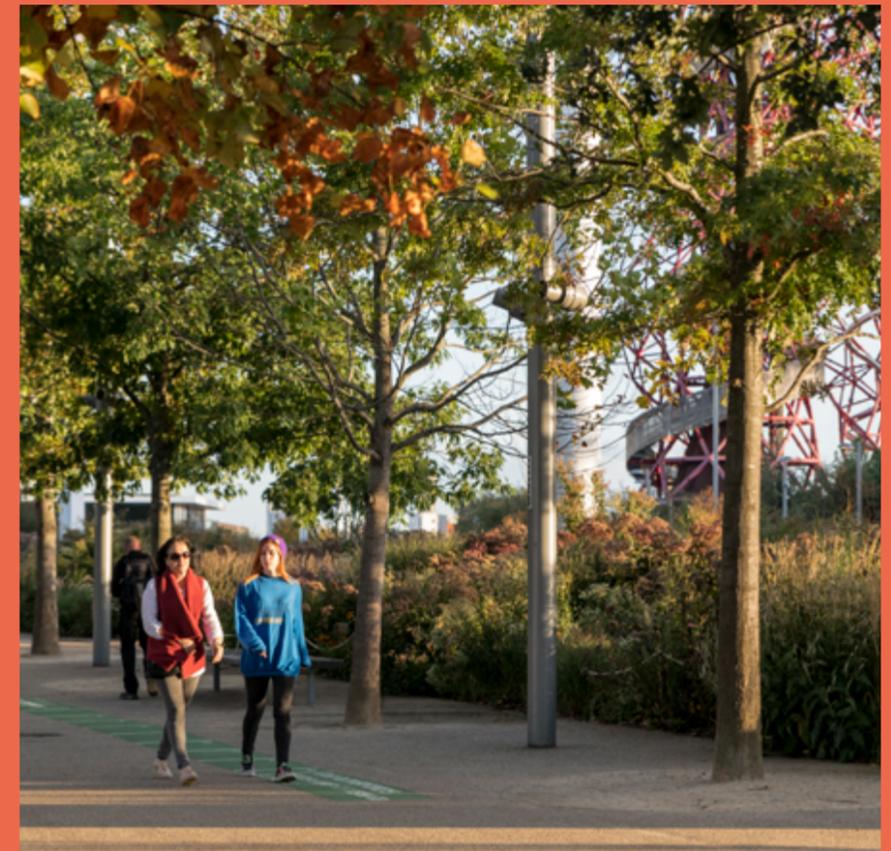


ARCELORMITTAL ORBIT

Anish Kapoor's sky-high structure that's part sculpture, part observation deck and Europe's longest tunnel slide.

OLYMPIC STADIUM

The site of Olympic opening and closing ceremonies is now a permanent home for West Ham F.C. Artists like Jay-Z and Beyonce have performed here.



STRATFORD IS BOOMING

STRATFORD RIVERSIDE

- 172 apartments and penthouses
- 27-storey tower

UNIVERSITY COLLEGE LONDON

- Academic district within the 'Olympicopolis' masterplan
- 125,000 sq m of teaching and research including a new Centre for Experimental Engineering

STRATFORD STATION

- Crossrail opens in 2019 carrying an estimated 200 million passengers per year

CHERRY PARK

- 1,100 apartments

HACKNEY WICK

- 112 new apartments

THE INTERNATIONAL QUARTER

- 4 million sq ft of new workspace
- 275,000 sq ft hotel
- Up to 350 new homes

STRATFORD OFFICES

- 1.1 million sq ft of office space
- More than 8,000 jobs

ONE STRATFORD PLACE

- 130,000 sq ft of Grade A commercial office space

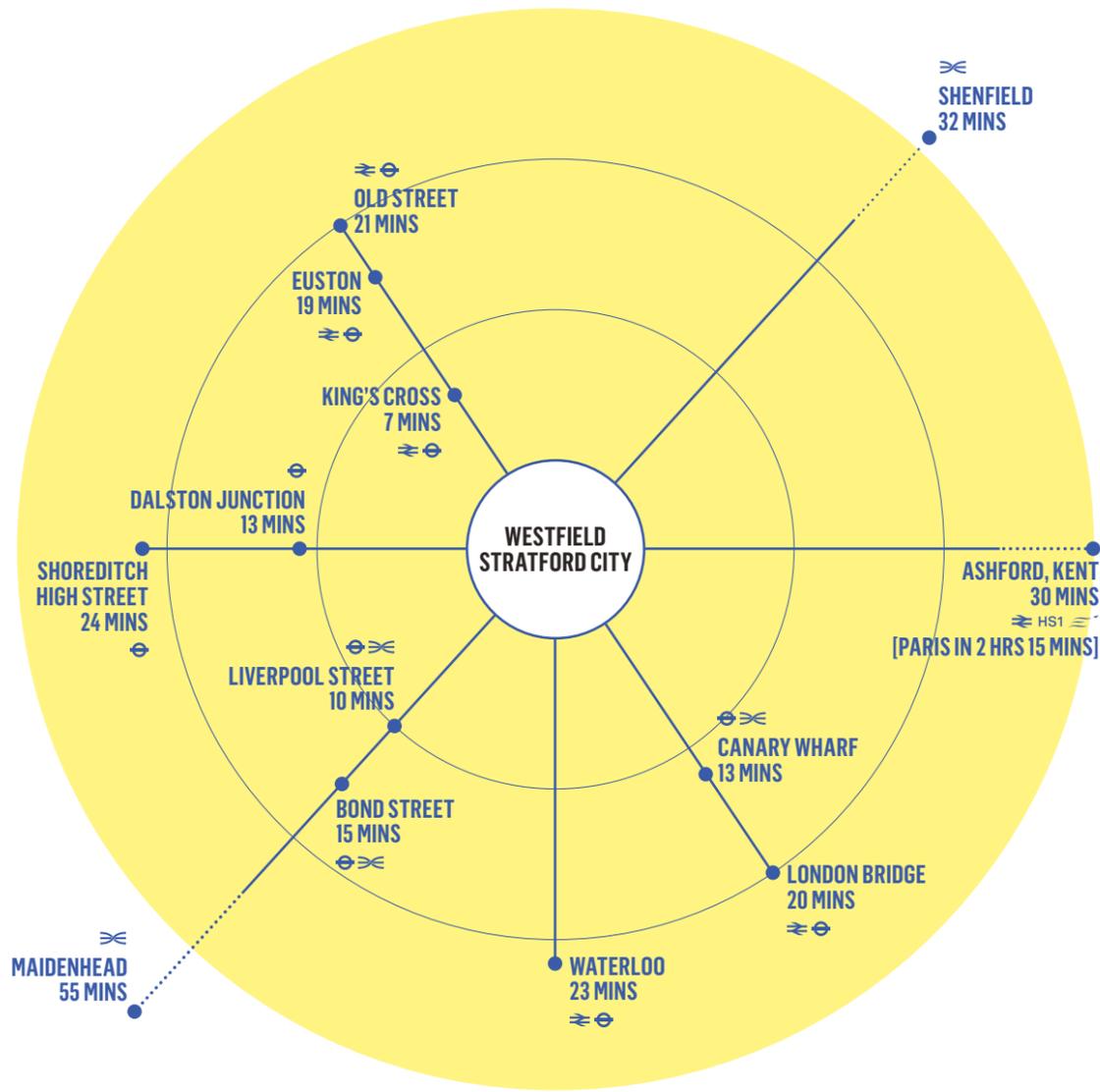
MANHATTAN LOFT GARDENS

- 245 apartments, hotel and leisure facilities
- Adjacent to Stratford International station

EAST VILLAGE

- Redeveloped athletes' Olympic Village
- 2,818 new homes with up to 8,000 residents

The area within the Queen Elizabeth Olympic Park has spurred the fictional E20 postcode to become a reality. By 2030, more than 10,000 new homes will have been built in this area, divided into five neighbourhoods inspired by traditional London squares. This means opportunities for first-time buyers and several new luxury developments.



BY TUBE

15 minutes from the West End on the Central and Jubilee lines. DLR and Overground connections too.

BY RAIL

Westfield Stratford City is the seventh busiest station in the country with 195 trains per hour stopping at its two railway stations and including high-speed services.

BY BUS

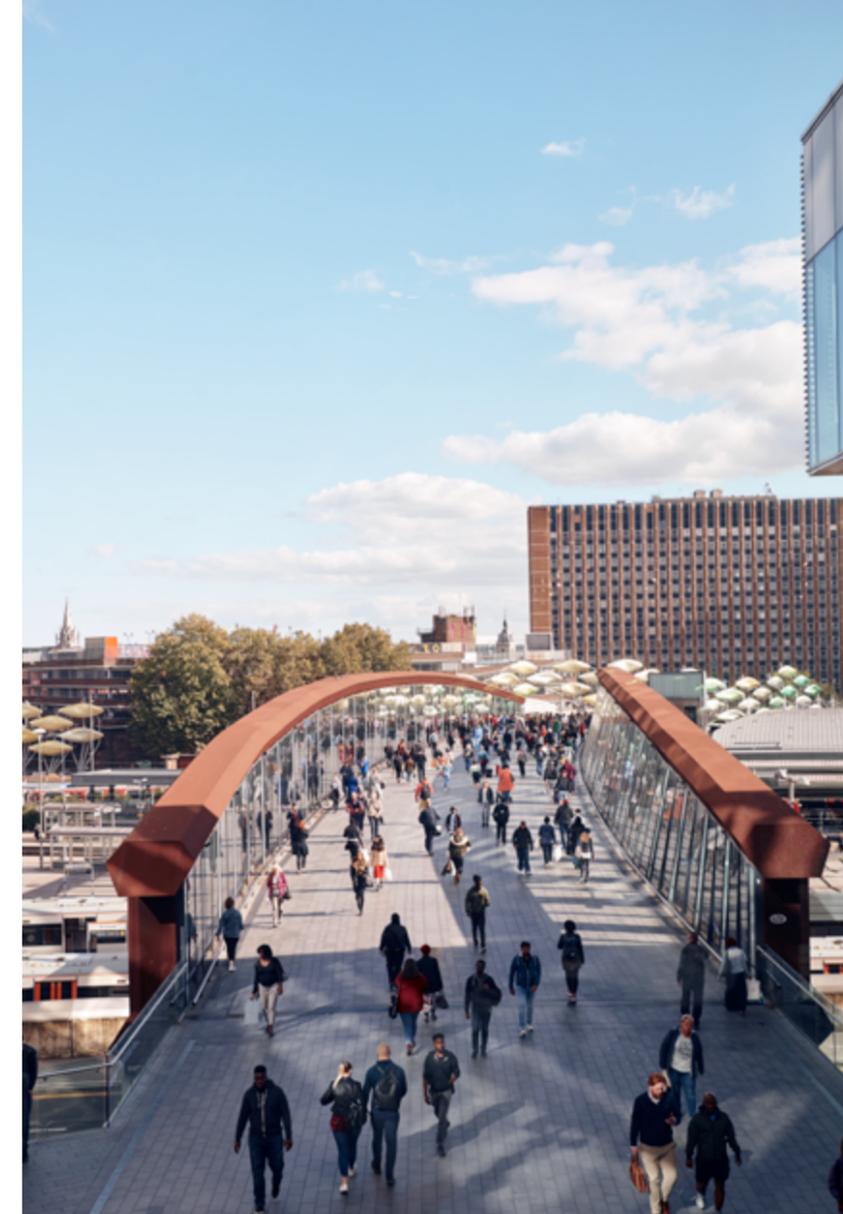
The new interchange at Westfield Stratford City and the main Stratford bus station are serviced by 20 lines.

BY ROAD

The centre is outside the Congestion Charge zone and has just under 5,000 parking spaces in three car parks.

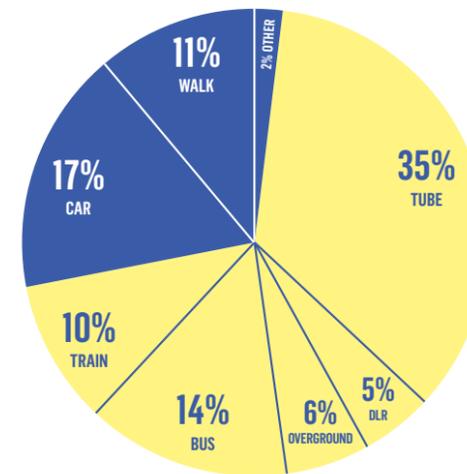
BY COACH

The centre has a dedicated free pick-up and drop-off coach bay for tour operators.



**WELL SERVED
BY EXCELLENT
TRANSPORT
CONNECTIONS**

FOOTFALL BY TRANSPORT



**A LOOK AT WESTFIELD
STRATFORD CITY'S DIVERSE
CUSTOMER LANDSCAPE**

They're fashion-forward, aspiring and hungry for culture and entertainment. As one of Europe's biggest shopping and entertainment destinations, we cater to a diverse base across different age groups, backgrounds and tastes. From families to millennials, our centres are a playground for visitors seeking distinct experiences. Our footfall of 50 million is the highest in the country and generates sales of over £1 billion. Domestic and international tourism accounts for 22% of our customers, making Westfield Stratford City a truly global destination.

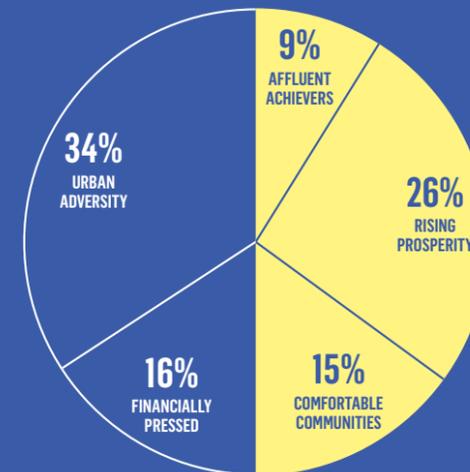
BY THE NUMBERS

FOOTFALL PER ANNUM

50^M

SHOPPER PROFILE

CACI RETAIL FOOTPRINT 2018



FOOD & DRINK SALES

£147^M

**GROWTH IN FOOD & BEVERAGE SALES
SINCE OPENING**

30%

THE SHOPPERS

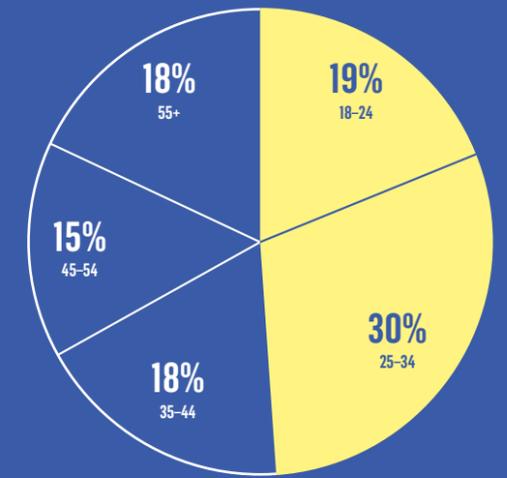
AVERAGE SPEND PER SHOPPER

££ **91**



SHOPPER AGE PROFILE

50% FEMALE
50% MALE



AVERAGE DWELL TIME

101
MINS



FOOTFALL FROM TOURISM

22%

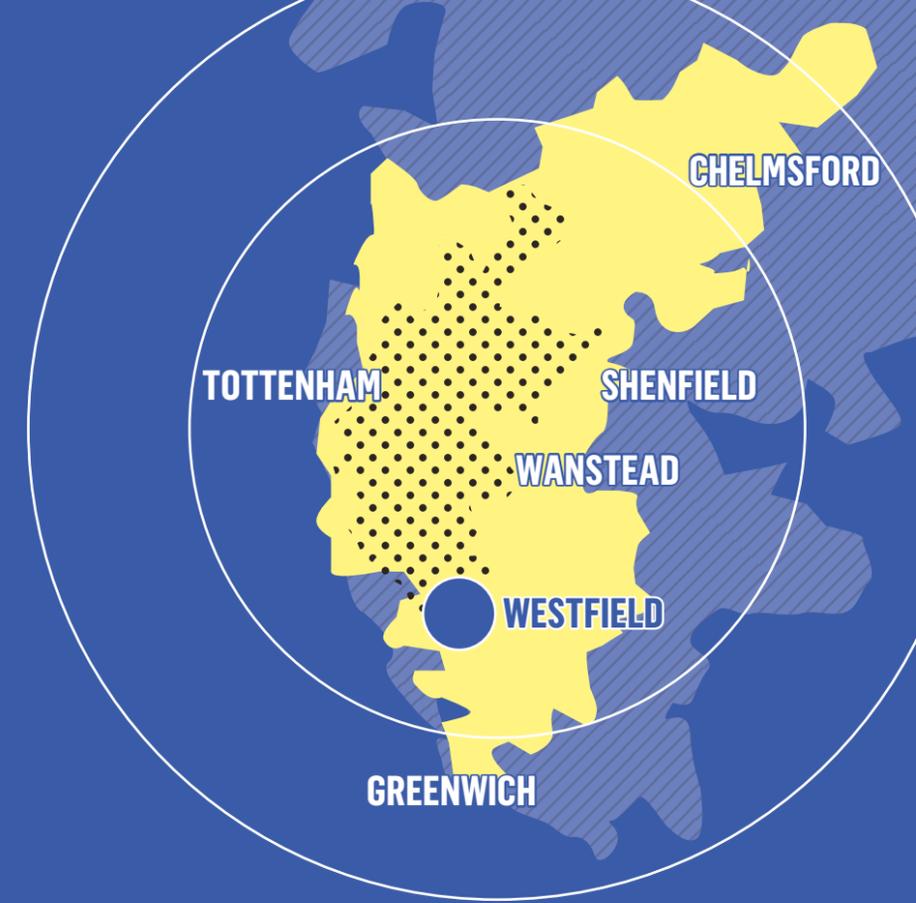
THE CENTRE

TOTAL RETAIL SPEND

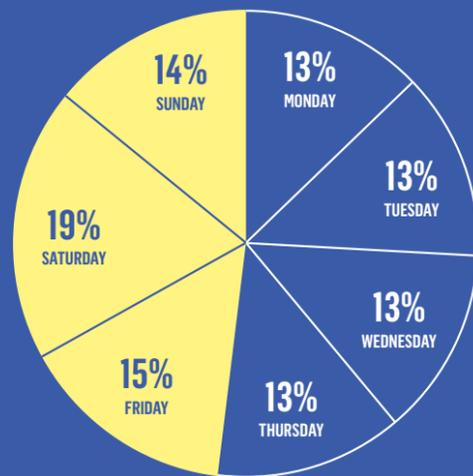
£ **17** BN

CATCHMENT AREA

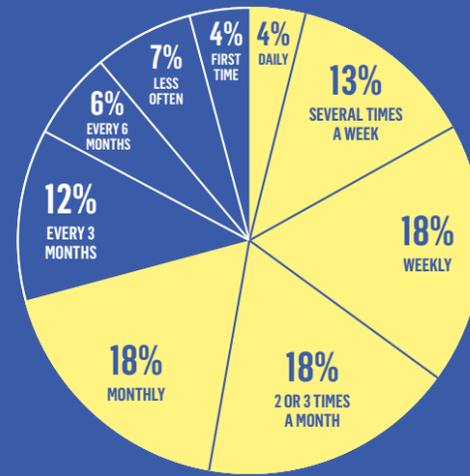
- PRIMARY
- SECONDARY
- TERTIARY



FOOTFALL



FREQUENCY OF VISIT



PEOPLE (TOTAL TRADE AREA)

3.3 M

YOUR BEST- IN-CLASS PARTNER

**FROM EVENTS TO MARKETING,
THE WESTFIELD STRATFORD CITY
APPROACH TO PARTNER BRANDS**



SANTA'S SNOWFLAKE GROTTO

Santa's magical snow factory is usually in the North Pole, but for a few weeks families explored its special outpost in Stratford and even met the man himself.

Westfield Stratford City's multichannel strategy helps operators go above and beyond the shop floor to reach customers wherever they are, with distinct experiences and innovative promotions.

Operators can easily keep in touch with their dedicated support teams through the Retailer Intranet app, where they can upload offers, events, campaign participation or job opportunities.

There are many ways for retailers to have their stories heard at Westfield Stratford City. Newsletter campaigns, social media platforms with nearly 300,000 followers between them, the Westfield website or app: there are multiple touchpoints for brands to be discovered by new audiences.

The dedicated marketing team creates compelling content to ensure Westfield Stratford City stays top of mind, co-promoting and reposting retailer partner content where possible. Operators will also benefit from Unibail-Rodamco-Westfield's close relationships with national and international media outlets.

EVENT CALENDAR HIGHLIGHTS

Westfield Stratford City sees some of the UK's highest footfall thanks to a day-to-evening proposition. At the heart of the experience is an exciting programme of events, focussing on five key pillars: fashion, food, music, entertainment and family.

CONCERTS

Westfield Stratford City features the world's biggest artists and up-and-coming talents alike. Highlights include Rihanna and Justin Bieber.



ON TREND

Westfield Stratford City's fashion and beauty brands were showcased at a weekend of live runways – a unique opportunity for retailers to present their products in action. Customers purchased their favourite looks straight from the catwalk, were pampered at beauty pop-ups and explored activations by leading titles like Cosmopolitan and Esquire.

AN AT-YOUR-SERVICE APPROACH TO
ENHANCE EVERY SHOPPING EXPERIENCE

GREAT SERVICE

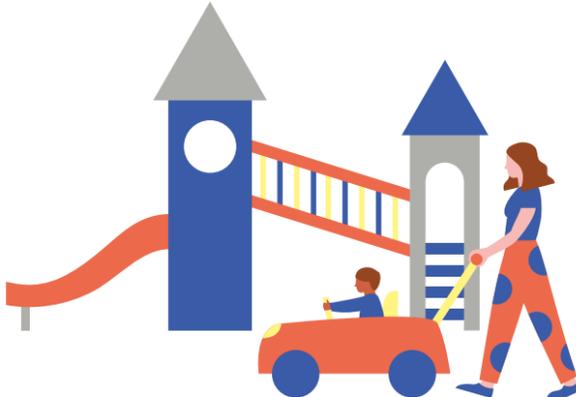


GUEST SERVICES

No more lugging shopping bags! The Hands-free Shopping Passport means visitors' purchases will be collected by a dedicated team. A cloakroom for luggage, bags and coats makes everything even easier.

CHILDREN'S SERVICES

Shopping with children is easy with Kiddy cars, baby-changing facilities and Playworld, an area designed for children under five.



CLICK AND COLLECT SERVICES

Online shoppers can opt for their online purchases to be sent straight to Westfield and pick them up at Doddle during their next visit.

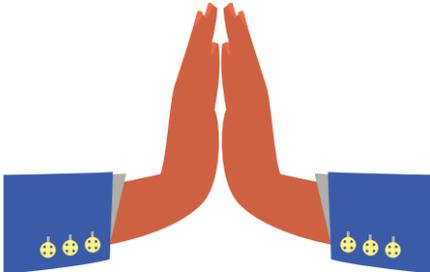
GIFT CARD

The perfect can't-go-wrong gift, redeemable at over 200 stores. A corporate option is also available.



SMART PARKING

Parking goes digital at Westfield Stratford City. An innovative ticketless parking service allows visitors to register their vehicle and payment details in advance and hassle free, automatically opening barriers on arrival and departure. Smart Parking users also get a special discounted parking rate.



MULTI-FAITH PRAYER ROOM

InSpiration is the on-site worship and prayer space, open to people of all faiths.

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UNIBAIL-RODAMCO-WESTFIELD