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Press release

Unibail-Rodamco-Westfield and The VOID announce global partnership that brings cutting edge virtual reality entertainment to URW's portfolio in the United States and in Europe

- *The partnership will bring more than 25 state-of-the-art virtual reality destinations to Unibail-Rodamco-Westfield flagship centres in the US and Europe, making The VOID the world leader in immersive virtual reality experiences.*
- *Pop-ups at Westfield centres in New York, San Francisco, Los Angeles and San Diego will open this summer and will later become permanent locations.*
- *New permanent venues will be rolled out in US and European cities including Paris, London and Stockholm. Full roll-out will be completed by 2022.*
- *The partnership, an industry first, is evidence of the power of URW's portfolio of premier assets to attract international brands.*

Unibail-Rodamco-Westfield (URW), the premier global developer and operator of flagship shopping destinations, and **The VOID**, the industry-leader in immersive virtual reality experiences, today announced the formation of a partnership to bring more than 25 permanent, state-of-the-art immersive virtual reality destinations to URW centres in the United States and in Europe.

The VOID, a Utah-based venture with experiential content deals spanning entertainment studios, including Disney and Sony, is recognised as the most immersive of virtual reality experiences and represents the future of entertainment. Titles include *Star Wars™: Secrets of the Empire*, the award-winning experience by ILMxLAB and Lucasfilm; *Ralph Breaks VR*, by ILMxLAB created in collaboration with Walt Disney Animation Studios; *Ghostbusters: Dimension*, and original content *Nicodemus: Demon of Evanishment*, with several new experiences still to be released. The partnership will allow The VOID to scale its presence globally, taking advantage of URW's unique network of flagship destinations. Together with The VOID, URW will offer its visitors a cutting-edge, first-to-market entertainment across its locations, in line with the Group's strategy to differentiate through exceptional and memorable experiences.

The two companies will kick off their partnership this summer with four temporary pop-ups expected to open in August and September with *Star Wars™: Secrets of the Empire* and *Ralph Breaks VR*. URW flagship destinations set to debut these pop-ups include **Westfield World Trade Center** in New York, **Westfield San Francisco Centre**, **Westfield Santa Anita** in the Los Angeles metro area and **Westfield UTC** in San Diego. All of these centres will open permanent The VOID locations in the subsequent months.

Additional permanent locations – to be announced in due time – are slated to include URW centres in cities such as Paris, London, Amsterdam, Chicago, Copenhagen, Oberhausen, San Jose, Stockholm and Vienna.

Christophe Cuvillier, Group CEO at Unibail-Rodamco-Westfield, said: *“Over the past years, our industry has evolved dramatically. In a connected world, shopping is not enough anymore. Today, our customers expect to be entertained and brought together to share memorable, engaging sensory experiences. We are very happy to partner with The VOID in an industry-first, to bring cutting edge immersive experiences like these to our visitors”.*

“This perfectly illustrates our strategy of differentiation, sourcing the number one concepts in retail and entertainment. It also shows how our new transatlantic platform allows us to implement great concepts across our portfolio worldwide and how we can leverage our scale to create value. In return, we are helping The VOID to scale its truly revolutionary experiences for consumers in the US and Europe and to pursue its path of growth.”

“As the leader in immersive entertainment, The VOID recognizes that consumers are looking for deeper and more meaningful experiences that will bring them closer together with family and friends. The VOID transports consumers as far as their imaginations will go, providing them with an unforgettable entertainment experience that they will want to relive over and over again,” said Curtis Hickman, Co-Founder and Chief Creative Officer of The VOID.

“Partnering with URW and utilizing their footprint of premier destinations will allow us to deliver unprecedented social, out-of-home, and immersive entertainment experiences on a global scale.”

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About Unibail-Rodamco-Westfield

Unibail-Rodamco-Westfield is the premier global developer and operator of flagship shopping destinations, with a portfolio valued at €65.2 Bn as at December 31, 2018, of which 87% in retail, 6% in offices, 5% in convention & exhibition venues and 2% in services. Currently, the Group owns and operates 92 shopping centres, including 55 flagships in the most dynamic cities in Europe and the United States. Its centres welcome 1.2 billion visits per year. Present on 2 continents and in 12 countries, Unibail-Rodamco-Westfield provides a unique platform for retailers and brand events, and offers an exceptional and constantly renewed experience for customers.

With the support of its 3,700 professionals and an unparalleled track-record and know-how, Unibail-Rodamco-Westfield is ideally positioned to generate superior value and develop world-class projects. The Group has a development pipeline of €11.9 Bn. Unibail-Rodamco-Westfield distinguishes itself by its Better Places 2030 agenda, that sets its ambition to create better places that respect the highest environmental standards and contribute to better cities.

Unibail-Rodamco-Westfield stapled shares are listed on Euronext Amsterdam and Euronext Paris (Euronext ticker: URW), with a secondary listing in Australia through Chess Depositary Interests. The Group benefits from an A rating from Standard & Poor's and from an A2 rating from Moody's.

For more information, please visit www.urw.com

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Access the URW 2018 report at <https://report.urw.com/2018/>

About The VOID

The VOID is a critically-acclaimed global leader in immersive virtual reality experiences and the future of entertainment. Set to elevate immersive experiences, The VOID aims to transform virtual reality into a dynamic and social event on a global scale. The VOID is developing an entirely new category of interactive and immersive experiences where guests become active participants in the story. Combining state-of-the art technology, physical stages and multi-sensory effects, including touch and smell, with Hollywood characters and storylines, The VOID allows participants to experience fully-immersive worlds that, until now, have only lived in the imagination. To learn more, visit www.thevoid.com or follow The VOID on [Facebook](https://www.facebook.com/thevoid), [Instagram](https://www.instagram.com/thevoid) and [Twitter](https://twitter.com/thevoid).