

X March 2020

Hammerson unveils next stage of Grand Central transformation

Hammerson has announced the next stage of the transformation of Grand Central's New Street Mall, with the commencement of the second phase of a £2m investment to upgrade the key link to New Street and Stephenson Place.

The latest works will create an enhanced sense of arrival in Grand Central with a new double-height atrium to complement the first phase. Finished in November last year, the initial investment included an innovative lighting installation in the ceiling to lead visitors through to Grand Central's concourse, new seating to provide a more relaxed atmosphere and increase dwell time, and pilaster treatments to revitalise the destination's store fronts. The new atrium will be completed this spring.

Part of the Bullring Estate, Grand Central is integrated with the UK's busiest train station outside London and is one of the most vibrant destinations in the country.

Jon Wynne, Senior Asset Manager at Hammerson, said: *"Across our portfolio we're always looking for ways to make our destinations even more vibrant and engaging. New Street Mall forms a crucial entrance to Grand Central and Birmingham New Street station, and our investment will enable us to deliver an even better experience for consumers."*

In addition to the investment programme by Hammerson, Holy Moly has completed a £300,000 redesign of its Harlem-inspired Grand Central restaurant, unveiling a quirky,

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revamped space. The soul food restaurant has also extended its opening hours and menu to serve a day-to-night offer, beginning with breakfast and now including cocktails. The investment follows a successful first 18 months at Grand Central for Holy Moly, with the recently completed works already delivering a significant increase in sales and footfall for the brand. Such is the redesign's success, Holy Moly is set to use its enhanced space at Grand Central as a blueprint for its wider expansion plans.

Paul Elliott, Head of Business at Holy Moly Macaroni added: *“We’ve been delivering Harlem inspired food at Grand Central for nearly 18 months now, and its success in generating return custom was the reason behind the revamp to expand the offer. The new breakfast menu and cocktails have really pushed Holy Moly Macaroni to the next level in Birmingham, and its popularity has endorsed our decision to invest in Grand Central.”*

Hammerson has secured a number of key brands at Grand Central in the last 12 months, including designer children’s fashion retailer, Base, US fried chicken brand, Slim Chickens, feline friendly eatery, Kitty Café, and Virgin Holidays.

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Notes to Editors

Hammerson

Hammerson create vibrant, continually evolving spaces, in and around thriving European cities, with a focus on flagship retail destinations and Premium Outlets. As of 31st December 2019, our portfolio of high-quality venues had a value of £8.3 billion and includes 21 flagship destinations in thriving cities, and investments in 20 premium outlet villages, through our partnership with Value Retail and the VIA Outlets joint venture. Key retail venues include, Bullring & Grand Central, Birmingham, Bicester Village, Oxfordshire, Freeport Lisboa Fashion Outlet, Lisbon, Dundrum Town Centre, Dublin; and Les Terrasses du Port, Marseille. We manage over 2,000 brand relationships and during trading hours, over 80,000 people visit our shopping centres hourly across our flagship destinations in the UK, France & Ireland.