



# UNIBAIL-RODAMCO-WESTFIELD

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## Unibail–Rodamco-Westfield förstärker commercial partnership teamet

Under mars månad tillsatte Unibail-Rodamco-Westfield ytterligare två personer till Commercial Partnerships avdelningen. Ulrica Frisk-Forsman ansluter som ny Senior Manager och Glenn Jaako som Sales Manager. Unibail-Rodamco-Westfield fortsätter sin satsning på kommersiella samarbeten och temporära popup butiker i samtliga Unibail-Rodamco-Westfields nordiska portfölj som inkluderar Mall of Scandinavia, Täby Centrum, Nacka Forum och Solna Centrum i Sverige samt Fisketorvet i Danmark.

Unibail-Rodamco-Westfield förstärker sitt Commercial Partnership team med tillträde av Ulrica Frisk-Forsman som Senior Manager-Commercial Partnership Nordic och Glenn Jaako som Sales Manager Commercial Partnership Nordic. Ulrica har tidigare arbetat i ledande befattningar inom evenemang och kommersiella samarbeten på Bonnier, TV4, TUI, American Express och Spendrups. Hon kommer närmast från Birka Cruises som säljansvarig för B2B events and partnerships. Ulrica blir ansvarig för Commercial Partnerships avdelningen och ingår i Unibail-Rodamco-Westfields operativa nordiska ledningsgrupp.

Glenn Jaako har över 20 års erfarenhet inom media med huvudfokus på försäljning och affärsutveckling. Med tidigare tjänster på Metro, Jernhusen och Orbitz Worldwide kommer Glenn att jobba med samtliga nordiska köpcentrum i Unibail-Rodamco-Westfields portfölj.

- Vi är oerhört glada att få hälsa både Ulrica och Glenn välkomna till Unibail-Rodamco-Westfield. Med detta tillför vi förutom energi, både djup erfarenhet och ett stort nätverk till vårt nuvarande team, säger Martin Lindgren, Director of Operations Nordic. Att vår affär inom brand event, media och retail popup växer, visar tydligt att det ökande antalet besökare till våra köpcentrum skapar bra möjligheter att kommunicera och exponera varumärken. Vi kommer fortsätta att växa inom denna affär och ser fram emot utvecklingen.

Brand events och kommersiella samarbeten har vuxit kraftigt i Unibail-Rodamco-Westfields verksamhet och kommer att fortsätta att utvecklas avsevärt under kommande år. B2B-partnerskap och varumärkesupplevelser genom uthyrning av event och popup-tytor, samt stora mediekampanjer och

### About Unibail-Rodamco-Westfield

Unibail-Rodamco-Westfield is the premier global developer and operator of flagship shopping destinations, with a portfolio valued at €63.7 Bn as at June 30, 2018, of which 86% in retail, 8% in offices, 5% in convention & exhibition venues and 1% in services. Currently, the Group owns and operates 97 shopping centres, including 56 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 13 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 the largest development pipeline in the industry, worth €12.5 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 Depository Interests. The Group benefits from an A rating from Standard & Poor's and from an A2 rating from Moody's.

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långsiktiga samarbeten med välkända nationella och internationella varumärken tillför unika upplevelser och underhållning för URW gruppens besökare.

**För mer information, vänligen kontakta:**

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