



P R E S S R E L E A S E

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For immediate release

LANDSEC LAUNCHES SHOPPING PORTAL

Landsec has announced a new retail portfolio innovation with the launch of an online shopping portal trial for Bluewater, Europe's leading retail and leisure destination.

Featuring over one million items from Bluewater's retailers, the new portal (www.bluewater.co.uk/shopping) provides guests with the opportunity to conduct research on particular products or product categories, seek alternatives and, ultimately, to purchase for delivery or collection at Bluewater. In addition, the portal identifies the location of the store so they can physically experience the brand as part of their purchase.

The innovation is part of Landsec's strategy of using technology to enhance the guest experience across its portfolio of retail and leisure destinations. By trialling the portal at Bluewater, Landsec are creating additional means by which guests can interact with destinations when not physically there, reflecting their position as lifestyle brands.

Commenting on the launch, Ailish Christian-West, Head of Shopping Centres at Landsec, said: "Our priority at Landsec is providing guests with a unique experience, one that complements their needs and aspirations. Whilst nothing quite beats the physical experience of visiting one of our retail and leisure destinations, the new shopping portal reflects how people are increasingly living their lives. Our guests can now move seamlessly between the physical and virtual worlds to make purchases and enjoy experiences."

The launch of the shopping portal is the latest in a series of experience-focused innovations from Landsec. Earlier this year, the company launched guest experience measurement tools and analysis across its portfolio of retail and

leisure destinations in partnership with Service Management Group (SMG). The launch followed a successful pilot over three years at Bluewater.

SMG's technology, which utilises voluntary online surveys, real time analysis of results and instant messaging of key findings, is being used by Landsec to understand guests' responses to events, new guest experience initiatives, and the wider retailer experience at each asset.

Ends

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Landsec

At Landsec, we believe great places are for people to experience and are made with the experience of great people. As the UK's largest listed commercial property company, with 23.2 million sq ft of real estate and a portfolio valued at £14.4 billion, we own and manage some of the most successful and recognisable assets in the country.

In London, our portfolio totals more than £8.3 billion, and consists of 6.5 million sq ft of real estate. From the world-famous Piccadilly Lights to the transformation of Victoria, SW1, we deliver exceptional experiences for the businesses and people that live and work in, and visit, the capital.

In Retail, across our 16.7 million sq ft of assets, we create outstanding experiences for customers and guests alike. Combined with the strength and resilience of our portfolio, this means we regularly outperform industry benchmarks for footfall and sales. We offer more than convenience and choice, recognising that memorable destinations are key to attracting the shoppers and retailers of today, and tomorrow.

We also aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon and climate resilience. Everything we do is grounded in experience and begins with people.

We deliver value for our shareholders, great experiences for our customers and positive change for our communities. At Landsec, everything is experience.

Find out more at [landsec.com](https://www.landsec.com)