

News Release

5 April 2018

Luxury cinema brand Showcase Cinema de Lux announced for the £1.4bn Brent Cross extension

Hammerson and Aberdeen Standard Investments, joint owners of Brent Cross, have secured National Amusements' luxury cinema brand, Showcase Cinema de Lux, for the new £1.4bn Brent Cross extension in London.

This is the cinema's first location in London and it is the first leisure brand to be announced as part of the proposed regenerated and extended Brent Cross.

The 1,800 seat, 80,000 sq ft cinema with 12 auditoriums will provide state-of-the-art innovation in film presentation, including sight, sound and design. With cutting-edge audio visual technology as standard in every screen, the new Cinema de Lux at Brent Cross will bring viewers the sharpest and brightest image quality and multi-dimensional sound. The cinema will also offer a full service bar and a wide range of hot food, in addition to favourite cinema snacks. The first Showcase Cinema de Lux with full laser projection technology was opened as part of Hammerson's Westquay centre in Southampton during 2017 and has been trading well since.

The regeneration of Brent Cross, London will double the size of the existing centre to 2 million sq ft of retail and leisure space. In addition to the 'state of the art' leisure and cinema offer, the plans include up to 150 new retail stores and 50 new restaurants, hotel accommodation and improved public spaces including a new town square. The plans also include a relocated and enlarged bus station as well as improved transport and highways infrastructure.

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The current centre, an iconic part of the local community for over 40 years, will remain open as usual throughout the development programme, which is due to begin later this year.

Robin Dobson, Director, Retail Development at Hammerson, commented: “To secure London’s first Showcase Cinema de Lux is a key milestone in our plans to transform Brent Cross and is testament to the long-term strength of the centre. Brent Cross remains a key location for brands and this announcement is the latest of many exclusive brand openings, including worldwide, European and UK firsts in the centre’s 40 year history. The cinema will anchor the new leisure offer at Brent Cross, promoting a vibrant and exciting evening economy.”

James Stevens, Head of UK Development, at Aberdeen Standard Investments commented: “Cinema de Lux is a hugely exciting example of how we’re injecting new energy into Brent Cross. It also represents a key milestone in the evolution of this iconic retail destination. It will be the foundation for a step change in vibrancy and diversity, delivered through a market leading leisure, dining and entertainment offer.”

“We are excited to once again partner with Hammerson at Brent Cross to create another, unparalleled cinema experience in the UK,” said Duncan Short, Senior Vice President, USA and International Operations at Showcase Cinemas. “Showcase Cinema de Lux in Southampton was the first cinema in the UK to offer the latest laser projection and Dolby Atmos sound system in each screen as standard. Coupled with fully reclining seats in every auditorium, the cinema offers an unrivalled movie-going experience to which our customers have responded enthusiastically. We look forward to continuing to push the boundaries of film exhibition in the UK with Showcase Cinema de Lux Brent Cross.”

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“We are extremely pleased to expand upon our valued relationship with Hammerson, as Showcase continues to thrive in the UK.” said Shawn Sullivan, Vice President – Real Estate and US & International Legal and Business Affairs at Showcase Cinemas. “Working closely with Hammerson and Aberdeen Standard Investments, we will create an extraordinary ‘best-in-class’ cinema experience for Brent Cross.”

Brent Cross currently employs 2,300 people and supports £47m of wages per year as part of its positive socio-economic contribution to the local area. Through plans to extend and revitalise the centre, wages and jobs are expected to double upon completion.

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Notes to Editors

Brent Cross, London is part of the wider regeneration of Brent Cross Cricklewood. Barnet Council will deliver the new Brent Cross West Thameslink station and associated critical infrastructure and is working with Argent Related to deliver Brent Cross South, including more than 7,200 new homes and commercial space and up to 27,000 jobs.

Hammerson

Hammerson is an owner, manager and developer of retail destinations in Europe. Our portfolio of high-quality retail property has a value of around £10.6 billion and includes 22 prime shopping centres, 15 convenient retail parks and investments in 20 premium outlet villages, through our partnership with Value Retail and the VIA Outlets joint venture. Key investments include Bullring, Birmingham; Bicester Village, Oxfordshire; Dundrum Town Centre, Dublin; and Les Terrasses du Port, Marseille.

Aberdeen Standard Investments

Aberdeen Standard Investments is a leading global asset manager dedicated to creating long-term value for our clients, and is a brand of the investment businesses of Aberdeen Asset Management and Standard Life Investments.

With over 1,000 investment professionals we manage £575.5 billion* of assets worldwide. We have clients in 80 countries supported by 50 relationship offices. This ensures we are close to our clients and the markets in which they invest.

Aberdeen Standard Investments is Europe's second largest real estate investment manager, managing £43.4 billion of real estate assets across UK, Europe and Asia. Our dedicated team of more than 280 real estate investment professionals manages more than 1,600 real estate assets

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worldwide and are based in 18 global offices (including London, Edinburgh, Frankfurt, Paris, Stockholm, Copenhagen, Amsterdam, Hong Kong, Singapore and Boston).*

*as of 31 December 2017.

National Amusements

Showcase and **Showcase Cinema de Lux** are owned and operated by National Amusements, Inc., a world leader in the motion picture exhibition industry operating more than 946 screens in the US, UK, Brazil and Argentina. National Amusements delivers a superior entertainment experience under its Showcase, Showcase Cinema de Lux, Multiplex and UCI brands. Based in Massachusetts, National Amusements is a closely held company operating under the third generation of leadership by the Redstone family. National Amusements is the parent company of both Viacom and CBS Corporation.