

News Release

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Highcross gives Social Climbing its UK debut

Hammerson announces that it is set to welcome, Social Climbing, an exciting new indoor bouldering operator into Highcross shopping centre, marking the brand's all-important first location in the UK.

Leicester's shoppers will be able to enjoy a unique and sociable way of exercising when Social Climbing's 6,800 sq ft space opens in the summer.

Some of the features of the centre include a head-to-head wall, in which climbers can challenge one another, a 'leap of faith' descent and monthly movie nights. As well as a climbing area and workout area the centre will also include a café and living room space.

Across Hammerson's UK portfolio of shopping centres, leisure has continued to perform well, with shoppers demanding more from their day out. The addition of Social Climbing clearly demonstrates Hammerson's strategy of enlivening retail destinations with events and experiences.

Iain Mitchell, UK Commercial Director, at Hammerson, commented: "Social Climbing is an exciting addition to Highcross, bringing visitors an activity that is a new twist on traditional exercise.

When it launches later this year, I have no doubt that the brand's first space in the UK will be extremely popular by appealing to a wide ranging demographic."

Social Climbing, added: "We couldn't have dreamt up a more exciting first location for Social Climbing than Highcross. It's right in the heart of the city and we're hoping that the convenience factor will attract more climbing newbies into our centre. Our 45m long front window will be particularly cool; you'll be able to watch our customers hanging off the wall whilst you wait for the bus outside or amble into Debenhams next-door."

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Notes to Editors

Hammerson is a FTSE 100 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.