



# Wereldhave

## Corporate update | Wereldhave strengthens its Full Service Center concept with leisure in Tilburg

Schiphol, March 11, 2020

Wereldhave welcomes leisure concepts 'Nondejeu' and 'The VR Room' in the city-center of Tilburg. These tenants create outstanding new additional alibi's to visit Pieter Vreedeplein, which increases relevance and footfall for this location. This is in line with Wereldhave's new strategy, which focuses on Full Service Centers for a better everyday life by broadening the palette of functions within its centers. Next to retail, F&B and residential, Pieter Vreedeplein will be the leisure hot-spot of Tilburg for a refreshing new experience. Leasing has been priced in-line and above ERV levels, which provides support for the economic viability of Full Service Centers.

### Nondejeu: a unique combined leisure-formulate by local entrepreneurs from Tilburg

The combined-leisure formulate Nondejeu consists of Jeu de boules and F&B in combination with the, originally Scandinavian, escape-room formula 'Prison Island'. Prison Island is a real-life game involving a prison, with cells where players have to crack codes, solve riddles and engage in physical challenges. It requires a level of intelligence, strength or speed to be successful. There is only one way to escape: together. Nondejeu is operated by two local entrepreneurs and has a surface of 1,300 sqm. Opening of the venue is set for the Summer of 2020.

### Adding an innovative experience-concept by the VR Room Pop-up

Virtual Reality Rooms are one of the latest innovations within leisure & entertainment industry. The **VR Room** will embark on a tour throughout several of Wereldhave's centers. It will add the potential for a unique experience to its Full Service Centers for friends, bachelor-parties, families or business-events. The first VR Room pop-up location will be opened at the Pieter Vreedeplein in Tilburg. This successful concept has already been present in Amsterdam and Utrecht. It provides access to the world of the latest high-end Virtual Reality on a 125 sqm VR Arena or VR Lasergaming. Opening of this location is set for mid-March 2020.

It is a logical strategic choice, according to the Business Development Manager Erik Kleemans of Wereldhave: *"These two new concepts have a perfect fit within our new strategy of Full Service Centers for a better everyday life. The modern-day consumer has more requirements to balance out daily life. For Pieter Vreedeplein it means that entertainment will add another alibi to the visit that originally has a strong fashion and F&B purpose."* For more information:

For more information:  
Ruud van Maanen  
Director IR & Corporate Development  
[Ruud.van.maanen@wereldhave.com](mailto:Ruud.van.maanen@wereldhave.com)  
+ 31 (0) 20 702 78 43

### **About Wereldhave - make every day count**

Wereldhave Full Service Centers contribute to a more joyful and comfortable everyday life. A one-stop location for groceries, shopping, leisure, relaxation, sports, health, work and other daily needs – all supported by smart concepts and digital services. By investing sustainably to meet the needs of customers and local areas, we enrich communities, while caring for the environment, and have a positive effect on the way people live, work and shop. Wereldhave Full Service Centers play a vital role in people's everyday lives in leading regional cities in the Netherlands, Belgium and France.

For more information, visit [www.wereldhave.com](http://www.wereldhave.com)

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Wereldhave N.V.  
WTC Schiphol, Tower A, 3rd floor Schiphol  
Boulevard 233 1118 BH Schiphol  
P.O. Box 75837, 1118 ZZ Schiphol  
The Netherlands  
T +31 20 702 78 00  
F +31 20 702 78 01

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