

PRESS RELEASE

Mattel to open its first “Mission: Play!”™ European family entertainment center at Potsdamer Platz in 2022

- Mattel Brands will anchor a 4.000 sqm family entertainment center
- Part of the re-launch of Potsdamer Platz as the leading lifestyle and entertainment destination in Berlin

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Berlin, 22 February 2021 – Potsdamer Platz today announced that “Mission: Play!”™, Mattel’s first European entertainment experience will open in Spring 2022, as part of Brookfield Properties’ relaunch of the estate. The 4,000 square meters center will bring Mattel’s iconic brands to life through themed zones for Barbie®, Hot Wheels® and Mega Bloks®. The center will combine physical and digital play experiences as well as offering educational programs, events and experiential retail: Join Barbie in a world where You Can Be Anything, strap in for a challenge with Hot Wheels and use your imagination when building amazing creations with Mega Bloks. The site will be developed by iP2Development B.V. and operated by Planet Leisure Germany GmbH.

The Mattel-branded family entertainment center reflects Brookfield’s vision in re-launching Potsdamer Platz as Berlin’s premier lifestyle, food and entertainment destination for all age groups. In 2020, Brookfield Properties relaunched a major redevelopment of the Arkaden shopping center which will include around 90 shops and flagship shops of well-known brands from the fields of gastronomy, sport & entertainment, mobility & leisure, among others. Mattel’s entertainment center will be located inside the new Arkaden at Potsdamer Platz, Berlin.

Karl L. Wambach, Executive Vice President Europe at Brookfield Properties, comments: “We are very pleased to welcome Mattel to Potsdamer Platz in the near future. The opening of Mattel’s first family entertainment center in Europe marks a major milestone in the redevelopment of Potsdamer Platz, alongside the opening of the Mercato Metropolitano community market. These planned openings highlight the continued demand for high-quality retail, entertainment and food offerings. Families can look forward to this unique attraction at Potsdamer Platz in Berlin.”

Jonathan Doughty, Global Head of Foodservice, Leisure and Placemaking at shopping center operator ECE Maketplaces, says: “Shopping centers are

increasingly turning into shopping, leisure and entertainment destinations where people can meet, make new experiences and spend their free time. This is why Brookfield and ECE are repositioning the Potsdamer Platz Arkaden to a shopping center with international highstreet flair including various offerings such as sports, entertainment, and gastronomy. In this context, we are very pleased that we were able to attract Mattel with their Mission Play concept as another anchor tenant which at the same time marks their market entry in Europe with this concept. This is another important step in creating a true destination in the heart of Berlin.”

Julie Freeland, Senior Director of Global Location Based Entertainment at Mattel, Inc. says: “Mission: Play! is where kids will be able to play out adventure in endless ways. This family entertainment center allows Mattel to continue bringing wonder to families and will extend the emotional connection of our iconic brands in truly unique experiences where play has no boundaries. We are excited to be partnering with premiere leaders in the industry to bring this experience to life.”

Roger Houben, CEO at iP2Development, comments: “We are very proud to be able to become the unique anchor family entertainment destination at Potsdamer Platz by launching our first European Mattel center. Lifestyle malls such as Potsdamer Platz have a need for a diversified offering of entertainment whereby iP2 is aiming at the high end of the offering. Our partnership with Mattel reimagines the indoor entertainment center experience and the gamification system will be delivering all the fun challenging elements found in games to drive customer engagement and repeat visitation. We are creating a meaningful community for the children where they will learn by having fun, all the playful activities heighten creativity, boost critical thinking and improve collaborative and communicative skills.”

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The use of the image files provided is permitted for reporting on Potsdamer Platz and the Potsdamer Platz Arcades. Please cite the following source for the visualization: MATTEL. The photo may only be edited within the scope of normal image processing.

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About Potsdamer Platz

Potsdamer Platz is a new kind of urban centre in Berlin's dynamic community. An energetic place attuned to what's happening now in global and local culture. Embracing its iconic past while responding to the rhythms of contemporary life; Potsdamer Platz is where much loved local brands meet world-class entertainment and events, and everyday conveniences blend with extraordinary experiences. Consisting of 17 buildings, planned and designed by renowned architects Renzo Piano, Richard Rogers and Hans Kollhof in the 1990s, Potsdamer Platz is undergoing a major renovation to its retail and public realm to complete in 2022. The estate is owned and managed by Brookfield Properties. For more information, please visit www.potsdamerplatz.de.

About Brookfield Properties

Brookfield Properties is a leading global developer and operator of high-quality real estate assets. We are active in nearly all real estate sectors, including office, retail, multifamily, hospitality and logistics, operating more than 650 properties and nearly 325 million square feet of real estate in gateway cities around the globe on behalf of Brookfield Asset Management, one of the largest asset managers in the world. With a focus on sustainability, a commitment to excellence, and the drive for relentless innovation in the planning, development and management of buildings and their surroundings, Brookfield Properties is reimagining real estate from the ground up. For more information, visit www.brookfieldproperties.com.

About ECE Marketplaces

ECE Marketplaces is a leading European service provider for the management of shopping centers and offers comprehensive expertise and more than 55 years of experience in the professional operation and marketing of shopping centers as well as their continuous development into lively marketplaces and attractive urban districts. Across Europe, ECE Marketplaces manages about 200 shopping centers as well as around 160 car parks. Each day, about 4 million customers visit the shopping centers managed by ECE where some 20,000 retail partners generate total annual sales of around 22.7 billion euros on a total sales area of approx. 7 million m². ECE Marketplaces is a part of the ECE Group which offers asset management, project development expertise, investment management, and other full-service real estate services for all asset classes under one roof. For more information, please visit www.ece.com

About Mattel

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming, music and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. www.mattel.com

About iP2Development B.V.

iP2 is a developer and operator of family entertainment centers based on some of the most iconic brands in the world. The company's mission is to immerse families into the worlds of the brands and characters they know and love through innovative, memorable, and compelling experiences designed to entertain as well as educate through play and fun. iP2 is based in Amsterdam and is the exclusive partner of Mattel to roll-out Mission: Play! by Mattel worldwide. Visit www.mission-play.com for more information or contact Roger Houben at roger.houben@ip2development.com.

About Planet Leisure Germany GmbH

Planet leisure Germany is a Joint Venture created with iP2Development B.V. to build and operate Family Entertainment Centers within Europe.