

Field's celebrates 20 years

A journey, from being a solitaire shoppingcenter in Ørestad to a destination and a strong local player in the heart of an expansive neighborhood.

Field's, Denmark's largest shopping center in terms of turnover¹, is celebrating 20 years. The celebration took place together with visitors, tenants - many of whom have been with the center since the beginning - and restaurants in Field's. But also local, external partners in Ørestad was invited to the celebration.



” We have strong local presence, which is very important to us. We want to continue to be the good, inclusive, and welcoming neighbor that always has something to offer our visitors and that comes with local responsibility both in terms of activities and for our environment. We will continue to contribute to strengthen Ørestad's position as Denmark's green innovation district. A young and expansive neighborhood in constant development - just like Field's.

Janek Gram, Center Manager in Field's

Field's is a member of Ørestad Innovation City Copenhagen (ØICC) and Janek Gram is member of the board ØICC aim to create activities and environments that boost the attractiveness of Ørestad.



Field's is constantly developing and adapt to the needs within the community

At the opening in 2004, practically the only shops in Ørestad were in Field's, which by then was a shopping center with a retail mix of specialty stores and clothing chain concepts. Today this has changed!

Today there is a wider range of shops surrounding Field's. Field's has developed into a destination, containing not only retail but also many services such as a kindergarten, dentist, chiropractor, and a private hospital.

The shopping and service functions are complemented by experiences such as the Jumpyard trampoline park (opened 2021), outdoor padel courts (2021) and a cinema (2015).



One of the most attractive shopping centers in Denmark

According to the Retail Trade Analysis 2023 (Cowi), turnover in Vestamager continues to be significantly higher than consumption, which is reflected in high trade balances. However, there is a decrease in the trade balance, which is due to the high population growth and thus higher local consumption in the neighborhood. Thus, the decline in the trade balance is not a sign of a weakened retail sector.

Total turnover in the district has increased by 11 percent, and Field's remains one of the most attractive shopping centers in Denmark¹.

As Vestamager/Ørestad has expanded, the population in the area has also increased and Field's total catchment area has grown along with consumption in the neighborhood.

Today, approximately 85,000 people live in Amager Vest/Ørestad, and the population is expected to increase to almost 100,000 by 2050².

Field's continues to play an important regional role as a destination with shopping, entertainment, services and restaurants.

Field's strong retail mix and high visitor numbers continue to attract international retailers such as JD (which is currently expanding), Illum, Footlocker, Magasin, Elgiganten, Esprit, Babysam, McDonalds, Zara, Mango, H&M, H&M Home, Ginatricot, Kaufmann, Sunset, and KFC.

Some of these players have selected Field's as one of two to three locations in Denmark.



A retail mix that attracts almost 9 million visitors annually

The international retail mix is complemented by Scandinavian and local brands like Gorms, Dhaba, JumpYard, Sats, High Score Arcade and Nordisk Film. The strong retail mix combined with entertainment and service continues to attract close to 9 million visitors annually.

475 students are dancing weekly in the studio of Balletkompagniet in which was established in 2015.

In 2015, Nordisk Film established a cinema in the building and two years later the Royal Arena opened in the area. And Field's Food Lounge became even more popular!

Today, Field's Food Lounge is fully leased and has a total of 12 restaurants, complemented by another seven restaurant and café concepts in the building.

Extensive range of services

The growing range of services in Field's has not only strengthened Field's as a destination but also as a workplace. Today, about 2,200 people work at Field's. In the entire Ørestad, 24,337 people worked last year, and this number is expected to grow by another 10,000 by 2030. According to Janek Gram, it is important to create good conditions for the tenants and their employees by focusing on and protecting the indoor and outdoor environment as well as security.

To maintain Field's strong attractiveness, it is also important to constantly develop the customer journey. Field's restrooms have been refurbished (2023/2024), the indoor playground has been upgraded, and more electric car charging points have been established, as well as more opportunities for recycling and reuse.



” We want to be a natural part of everyday life for our visitors, those who live and work in the building or in the area. A place for good shopping, but also for recreation and social interaction. We want to engage and inspire and at the same time make an impact on the environment by encouraging, enabling, and contributing to a sustainable attitude and lifestyle for our visitors and tenants. To support local stakeholders and provide space for their activities is still important

Janek Gram, Center Manager in Field's



To feel welcome and included is key

All visitors should feel welcome and comfortable in Field's and we try to meet the different needs of our visitors. This includes everything from a bicycle pump station, first aid kit, three defibrillators, wide aisles, and family parking to support for the Sunflower Program.

The mission of the Sunflower Program is to make society better for the 25 percent of Danes who live with an invisible disability.

Wearing a Sunflower lanyard signals a hidden disability.



CSR initiatives

- In the spring of 2023, families in the area were invited to join to collect rubbish and to prepare nature for spring. The collected rubbish could then be exchanged for Easter eggs and gifts. Over 240 families came, and the event is being repeated this year.
- In cooperation with Kirkens Korshær, the reuse campaign Byt till Nyt is organized three times a year with the aim of reducing textile waste and ensuring that discarded clothes are reused as much as possible.
- During #takearetuesday, every week we highlight products and services in Field's with an environmental perspective. This is done to inspire an environmentally conscious lifestyle.
- Three times a year, it is possible for local associations based on Amager/Ørestad to apply for sponsorship of a specific local initiative. In 2023, Field's chose to sponsor Paperland, whose vision is to create a place where children can explore nature through movement and creativity, as well as Copenhagen Footvolley and Amager Pigefodbold, class of 2011.
- Every Christmas there is a wish tree on site. It is a collaboration with Rotary, where they collect wishes from underprivileged families and put them in the Christmas tree. Visitors can pick a wish and buy a gift!

#takearetuesday





The aim, together with the other shopping centers of the Klépierre Group³, is to be the most sustainable platform for commerce by 2030.

³ which owns 56.1% of Steen & Strøm (APG owns the remaining 43.9%)

A pioneer in many areas

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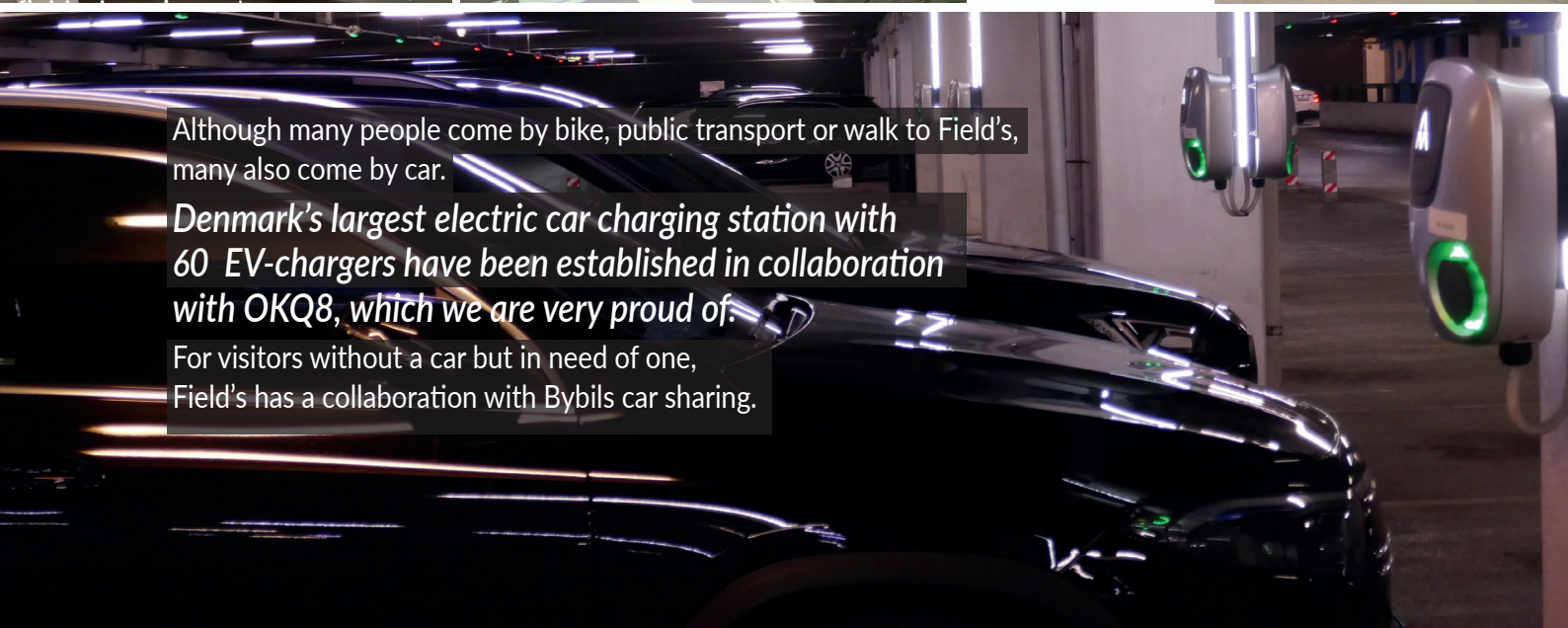
The deposit station where you can easily deposit both glass and PET bottles unsorted is still one of the few deposit stations of this kind in Denmark. Again, we have proved to be a pioneer, which we are proud of.

Janek Gram



In Field's, clothes and textiles can be handed in for reuse and recycling.

The tenant's waste sorting system separates waste into 25 different fractions.



Although many people come by bike, public transport or walk to Field's, many also come by car.

Denmark's largest electric car charging station with 60 EV-chargers have been established in collaboration with OKQ8, which we are very proud of.

For visitors without a car but in need of one, Field's has a collaboration with Bybils car sharing.

A shift in the retail industry

The retail industry has undergone a revolution in the 20 years since Field's opened. Janek Gram points, among other things, to the development of social media and online shopping, which has resulted in the need for various service functions.

We have noticed that the physical store has become more important again, it serves as a shop window for customers and enables personal service. Online shopping has brought GLS Pakkeshop, Bilka Onestop and Postnord ParcelShop to Field's.

In 2023, 160,000 parcels were handled, including incoming and outgoing deliveries. Many of Field's visitors arrive with luggage on their way to and from the airport or main railway station.

In April 2023, we were able to meet their baggage storage needs when the Fields baggage service opened. In 2023, almost 1 000 bags were handled."

Cecilie Thomsen is a Marketing Manager who creates campaigns that support commerce, the environment, and the local community.

Today, most of the marketing budget is spent on digital channels. Field's has over 81,000 followers on Instagram (200% more than our closest competitor), 30,000 on Tiktok, and the app, the Field's Premium loyalty program, has a total of 60,000 members.

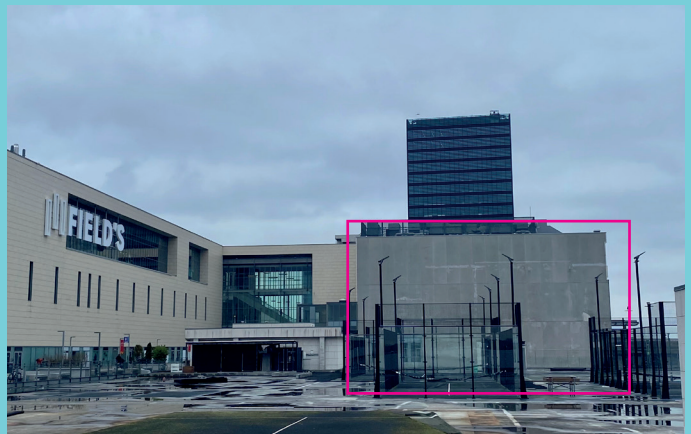
¹ Detailhandelsanalyse 2023, COWI, page 52

² <https://via.ritzau.dk/pressemeddelelse/13675067/kobenhavns-bydele-vokser-isaer-ved-vandet?publisherId=13559194>

Field's 20 years

The 20th anniversary means celebrations. Among other things, a 600 square meter area facing Ove Arups Vej will be decorated by professional artists from the Institute for Urban Art based on ideas and drawings from school and high school students and residents of Ørestad.

The mural is expected to be completed in June.



[Find out more about the celebration in Field's](#)



fieldsshoppping

