



PRESS RELEASE

Coming soon to the Mall of Berlin: Activate

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New horizons at the Mall of Berlin: a unique and captivating gaming experience is taking shape across nearly 1,000 m².

The games await: Welcome to Activate

Activate Games, an entertainment company founded in Canada in 2019, offers an interactive, live-action gaming experience where players—in groups of two to five—physically immerse themselves in various rooms. Instead of playing at an arcade machine or using a VR headset, players move around in real rooms; floors, walls, and lasers react to touch and movement in real time.

A new chapter for the Mall of Berlin

The Mall of Berlin is entering the final stretch of an extensive repositioning process: a modern shopping experience is taking shape through targeted investments, the restructuring of existing spaces, and the integration of global brands. To create spacious retail areas for new store concepts, smaller units have been combined—making room for high-profile brand outlets and innovative new concepts.

"Activate Games' decision to bring this innovative and extraordinary entertainment concept to the Mall of Berlin underscores the location's appeal and confirms the center's potential," says Harald Gerome Huth, owner and Managing Director of HGHI Holding GmbH.

This demonstrates the mall's enduring strength—and the potential it holds. The Mall of Berlin is thus back on the path to success as one of Germany's most exciting retail destinations, right in the heart of the capital.

For more information, visit www.mallofberlin.de or follow the Mall of Berlin on TikTok (@mallofberlin) and Instagram (@mallofberlin_).

About HGHI Holding GmbH

HGHI Holding GmbH is one of Berlin's leading real estate project developers, investors and builders. The owner-managed company was founded in 2007 and has always stood for the professional management of large commercial properties, efficient management at the highest level and the planning, design and realization of great visions. The real estate specialists can now look back on a wealth of international experience, which already includes more than 1,000,000 m² of successfully marketed retail, office and residential space. Further information can be found at www.hghi.de.

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