

WE SET
THE STAGE.
YOU STEAL
THE SHOW.



DISCOVER 11 PREMIUM FASHION OUTLETS IN EUROPE'S MOST EXCITING DESTINATIONS

VISION

Welcoming guests to Europe's premium shopping destinations, and best-in-class, beautifully local, shopping experiences.

MISSION

Through talented people, dedication and our elevation strategy, we transform our centres into premium, experience-driven fashion outlets, proactively driving footfall and partnering with brands to grow sales and create value.



15
YEARS

VIA OUTLETS

EUROPE'S LEADING OWNER-OPERATOR
IN REDEFINING THE OUTLET SHOPPING EXPERIENCE

€1.36B

TOTAL BRAND SALES*

1,100

STORES*

30.7M+

FOOTFALL*

290K+

SQ. M. GLA*

860+

BRAND PARTNERS

5-STAR

GRESB SCORE*



SHAREHOLDER (100%)

*2023 PERFORMANCE



BRINGING ORIGINALITY & AUTHENTICITY

Guided by a strategy we call the three R's - re-merchandising, remodeling and re-marketing - we are routinely transforming our centres into premium fashion outlets, ensuring that they are destinations attracting guests from all over the world.

WE SET THE STAGE. YOU STEAL THE SHOW.

We pride ourselves on redefining the future for our brand relationships and contributing to our brands' success through thoughtful and innovative marketing campaigns. We are establishing digitally enabled outlet shopping, delivering data enabled business transformation and creating incremental sales growth. We join forces with global brands and major industry leaders across beauty, automotive and airlines to create local and pan-European retail campaigns, host memorable shopping events and build a brand immersive world.



REDEFINING THE BRAND PARTNERSHIP

We know shopping. Our exceptional industry knowledge and expertise means we understand what is needed to support our brand partners and ensure our guests have the best possible shopping experience. Our dedicated, experienced and vibrant retail teams are located at each centre and at a pan-European level. When new brands and stores open, we collaborate using our store design team and central and local, legal and financial teams to ensure smooth planning and successful launches.

THE GLOBAL STAGE

Our centres are located in Europe's top destinations, and tourism is an important part of the business - with a substantial part of our guests being international visitors.

Dedicated tourism teams promote our key services: direct shopping shuttles from/to city centres, tourist information centres, on-site tax refund and currency exchange, multilingual staff, comfortable lounges, luggage storage and seasonal tourism campaigns with global appeal.

SHOPPING JUST GOT GREENER

We know our guests and brand partners care about the planet. VIA Outlets strongly believes that being a successful owner and operator should be reinforced by sustainability. Our "Beyond Sustainable" strategy - based on the 4 pillars Sustainable Buildings, Resilient Communities, Conscious Consumers and Engaged Stakeholders - underpins this vision. For us this means finding a balance between promoting the interests of our stakeholders, being successful in our business and protecting the environment.





HEDE FASHION OUTLET

STRATEGIC LOCATION

- Catchment area of 1.8 million within 60 min.
- June to August and October to December we extend our catchment area to parts of Denmark and Norway
- Hede Fashion Outlet only 20min away from Gothenburg city.
- Adjacent to Hede train station which connects Gothenburg in 15 min.
- Landvetter Airport 30 min away, handling 5 million passengers in 2023 (+17% vs 2022).
- 90% comes by car. Easy access from the motorway.
- Hede Fashion Outlet has 788 parking spaces with 20 EV charging stations.
- Kungsbacka is one of the fastest growing municipality within Sweden, with a growing residential area.





KEY FIGURES

70

STORES

+6%

YTD SPV UPLIFT

1.8M+

FOOTFALL*

19,600

SQ. M. GLA

+11%

2023 RECORD YEAR

+7.5%

YTD 2024 SALES VS. 2023

TOP 15 BRANDS:

ADIDAS, CALVIN KLEIN, FILIPPA K, GANT, GUESS, BOSS, J.LINDBERBERG, PEAK PERFORMANCE, SAMSONITE, SAND COPENHAGEN, POLO RALPH LAUREN, TOMMY HILFIGER, MICHAEL KORS, ECCO, LINDT, LYKO, LACOSTE, NORRØNA, SELECTED, RITUALS

GOOD TO KNOW:

52

TRADING SUNDAYS PER YEAR

730

PARKING SPACES

*2023 PERFORMANCE

OVER 150 BRANDS



WHO'S OUR GUEST

51%

OF GUESTS ARE MALE

49%

OF GUESTS ARE FEMALE



43%

ARE BETWEEN 35-54 YEARS OLD

81%

WILL RETURN WITHIN 12 MONTHS

RESULTS 2023 EXIT SURVEY



TOURISM

- Top nationalities: Norway, Denmark, Germany, China
- Top 3 tax free visitors (Non-EU): China, USA, Turkey
- Easy public transportation by train.

FASHION Club

200K

FASHION CLUB MEMBERS

96%

PARTICIPATING STORES

32%

HIGHER ATV VS NON-MEMBERS

39%

EMAILS OPENING RATE



BENEFITS OF FASHION CLUB

- Incremental sales thanks to higher ATV and higher conversion
- Encourage repeat visits
- Insight into who is shopping your brand and how, with robust monthly reporting
- Increased marketing via email, in-centre collateral, exclusive events, and potential for dedicated campaigns
- No integration into POS (Point of Sale) required
- No additional set-up and maintenance costs as they are already part of the SPM charges.



LET'S TALK

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