

VIA Outlets Appoints Marianne Wesselo as Regional Business Director for its Central Region in Europe

Amsterdam, September 3 2025 — VIA Outlets, owner-operator of 11 premium fashion outlet centres across Europe, has appointed Marianne Wesselo as the new Regional Business Director (RBD) for its Central Region, responsible for overseeing Batavia Stad Fashion Outlet (the Netherlands), Landquart Fashion Outlet (Switzerland), and Zweibrücken Fashion Outlet (Germany). Marianne is part of the VIA Outlets' Executive Leadership Team and reports directly to Johan Bergenthal, Chief Operating Officer.

Johan Bergenthal, COO at VIA Outlets, said: "Marianne's appointment is fundamental for the execution of VIA Outlets' organic growth strategy with our three outlet centres in the central region in the starting blocks poised for further growth. Landquart Fashion Outlet is preparing to open a 4,800m² extension in March next year, and we are actively working on expansion plans for both Zweibrücken Fashion Outlet and Batavia Stad Fashion Outlet. Strong regional leadership will be key to unlocking the full potential of these assets."

Marianne Wesselo brings a proven track record of over 30 years in retail and a wealth of experience in retail real estate management. Her previous roles included senior positions at Corio/Klépierre, including as Head of Development for the entire redevelopment of the major Hoog Catharijne shopping centre in Utrecht. For the past seven years she has been Head of Retail Asset Management for the Netherlands and Belgium at CBRE Investment Management. Her deep industry knowledge and leadership will be instrumental as VIA Outlets accelerates growth across its Central Region.

Marianne Wesselo, Regional Business Director at VIA Outlets, said: "I'm excited to begin this new chapter and look forward to working closely with our centre teams, brand partners and other stakeholders to further develop our three premium outlets in Germany, the Netherlands, and Switzerland. VIA Outlets' growth over the past decade has been remarkable and I feel privileged to be part of this dynamic team."

This strategic hire underscores VIA Outlets' continued commitment to regional excellence and its ambition to drive sustainable growth across its European portfolio.

ENDS
