VIA OUTLETS

NEWS RELEASE

VIA Outlets unveils 25% expansion to 31,000 m² of Vila do Conde Porto, northern Portugal's only premium fashion outlet, as dynamic regional economy and tourism drive sales growth

- The Vila do Conde Porto Fashion Outlet expansion increases the centre's retail and F&B offering by over 25% or 6,500 m² to a total of 31,000 m² of gross leasable area with space for 31 new stores, and four new restaurants;
- Lottusse, New Era, Pandora, Pedro del Hierro, Tommy Hilfiger Kids, Vans, Volcom, and Zara Home For&From among the new brand partners locating at the centre for the first time;
- The highest sustainability ranking, commissioned art pieces, and the integration of local culture in design, mark the centre's new phase.

PORTO, Portugal, 19 November 2025 — VIA Outlets, the owner-operator of the world's most sustainable* fashion outlets, has expanded the capacity of its Vila do Conde Porto Fashion Outlet -- the only premium outlet centre in northern Portugal -- by over 25% to a total of 31,000 m² of gross lettable area, with the inauguration of a new 6,500 m² extension.

The expansion adds 31 stores and four restaurants to the centre, include the openings of new brands such as Lottusse, New Era, Pandora, Pedro del Hierro, Tommy Hilfiger Kids, Vans, Volcom, Urban Project, Boutique dos Relogios, and Zara Home, alongside renovated spaces for Armani, LINDT, Rituals, and Tommy Hilfiger.

Otto Ambagtsheer, CEO of VIA Outlets, said: "Our investment in the major expansion of Vila do Conde Porto Fashion Outlet reflects our confidence in the continuing strong performance of the centre as the dominant premium outlet destination in northern Portugal. Rising numbers of visitors and brand sales have been bolstered by the region's dynamic local economy and the growing attraction of the city of Porto as a European tourist hotspot. This opening represents the latest materialization of our strategic vision for our centres across Europe. We create spaces that combine memorable experiences for our guests with attractive platforms for our brandpartners through our '3Rs strategy' of Remodelling, Remerchandising, and Remarketing."

The Vila do Conde Porto Fashion Outlet project, conceived by renowned international architects L35 studio, embraces a contemporary and sustainable design, with spacious and bright areas, green spaces, natural materials, and a clear focus on local architecture and culture, matching VIA Outlets' vision that it should be inspired by the beauty of the Porto region. The expansion was designed with a strong emphasis on sustainability, aligned with VIA Outlets' Beyond Sustainable strategy and the centre has achieved the highest BREEAM 'Outstanding' sustainability rating, by incorporating features such as rainwater harvesting, solar panels, low-consumption LED lighting, and smart energy efficiency processes.

Art and culture play a central role in the new conception of Vila do Conde Porto Fashion Outlet with the Women Art Fellowship gallery showcasing works by emerging female artists, and installations by leading designers Joana Astolfi and Cristina Rodrigues. The new Zara Home For&From store also introduces an inclusive employment programme in partnership with VilacomVida.

Dining options have been elevated with the Vila 953 restaurant, offering refined Portuguese cuisine with Mediterranean influences, and Delfina, presenting creative, informal dining. A new VIP Lounge enhances the experience for tourists, who represent nearly 25% of guests visting Vila do Conde Porto Fashion Outlet .

David Kervyn de Lettenhove, Business Director Iberia of VIA Outlets, adds: "This expansion marks the next step in a journey that began in 2017 when VIA Outlets acquired Vila do Conde Porto Fashion Outlet. With a major refurbishment in 2021 and now this expansion, we've created a destination where brands can thrive and guests enjoy an experience defined by quality, architecture, and attention to detail - while incorporating sustainability initiatives that support our goal of achieving net zero emissions target by 20250 across our portfolio."

*Global Leader for the Retail (Commercial Real Estate) Sector in the 2025 GRESB Real Estate Sustainability Benchmark report.

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