

**WE SET
THE STAGE.
YOU STEAL
THE SHOW.**



WROCLAW
FASHION OUTLET



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.





WROCLAW FASHION OUTLET

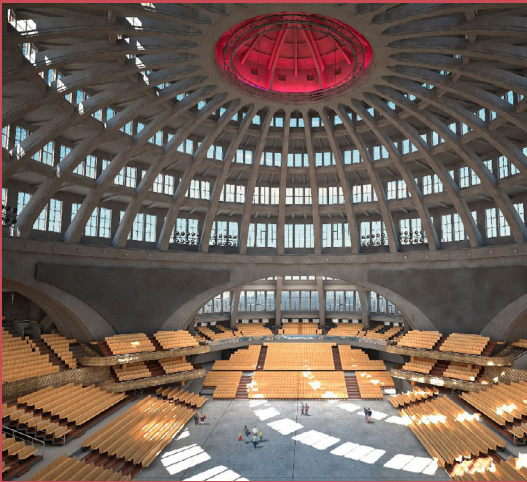
STRATEGIC LOCATION

- 6.2M tourists visited Wrocław in 2023. Wrocław Fashion Outlet is only 15 minutes away from historic city centre of Wrocław.
- Wrocław is a 3rd biggest (population of 674K) and 3rd richest (GDP growth of 60% in the last 10 years) city in Poland.
- New tram connection between city centre and Wrocław Fashion Outlet was concluded in 2023, with travel time of ~20 min.
- Wrocław is noting record low unemployment rate in 2024: 1.7% (data for March 2024)
- The only outlet centre in the Lower Silesia region, with 2.6 million catchment area (within 90 minutes).
- 5 minutes from Wrocław Airport, handling 3,9 million passengers in 2023.
- Wrocław is an important academic location, with over 115K people starting college every year.



PREMIUM LOCATIONS

- The centre is located right next to the A8 motorway, with over 37 million cars passing Wrocław every year.
- New Horizons cinema - 15 minutes from the centre - hosts the biggest, international film festival in Poland, attracting 120,000 participants per year. Wrocław Fashion Outlet sponsors the festival since 2018.
- Wrocław was named the most business-friendly city in Poland. The city is a home to the Polish headquarters of Amazon, Credit Suisse, Google, HP, Intel, IBM, LG, Nokia, Toyota and many other international companies.
- 15 minutes away from one of the biggest tourism attractions of the region - Wrocław's main square, home to restaurants, cafés, museums and monuments.
- Six 5-star hotels - Altus Palace, Monopol, Platinum Palace, Radisson Blu, The Bridge & The Granary - are located within 30 min distance from the centre.
- The Centennial Hall, part of UNESCO World Heritage List - only 30 minutes from Wrocław Fashion Outlet - is one of the masterpieces of 20th century architecture.



POLAND



CZECH REPUBLIC



Key figures

80

STORES

+9%

+9% SALES INCREASE 2023 VS 2022

2M+

FOOTFALL*

13,700

SQ. M. GLA

TOP 10 BRANDS:

GENERATE 7,800€/M2
IN ANNUALISED SALES

GOOD TO KNOW:

7

TRADING SUNDAYS PER YEAR

630

PARKING SPACES

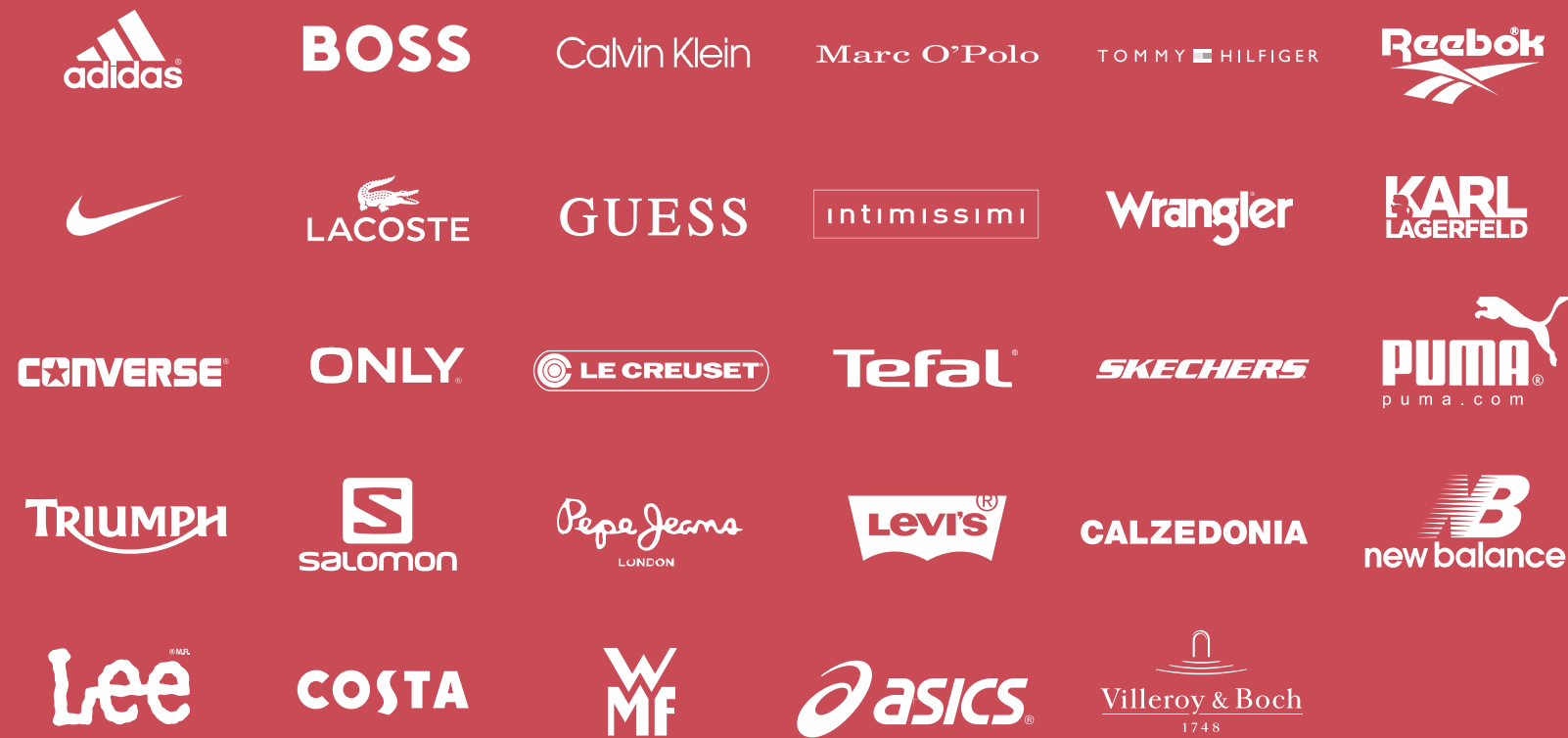
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RESTAURANTS/CAFÉS
+ 2 TO BE OPENED IN 2025

9x

AVERAGE VISITS PER
YEAR BY GUESTS

OVER 100 BRANDS



NEW openings, refits & relocations in 23/24:



WHO'S OUR GUEST

90 MINS

CATCHMENT AREA FOR DOMESTIC GUESTS

57%

OF GUESTS ARE FEMALE



45%

ARE BETWEEN 35-54 YEARS OLD

84%

WILL RETURN WITHIN 12 MONTHS

52

NET PROMOTER SCORE

9

VISITS DURING THE YEAR



TOURISM

- TAX FREE sales growth 2023 vs. 2022 Wrocław Fashion Outlet +76%
- Non-European nationalities top 3 in Wrocław Fashion Outlet: Belarus (26%) / South Korea (20%) / Ukraine (9%)
- European nationalities top 3 in Wrocław: Germany (35%) / Czech Republic (9%) / Italy (4%)
- Global Blue refund point at Wrocław Airport - 5 minutes away from the centre.

RESULTS 2023 EXIT SURVEY

FASHION Club

61K

FASHION CLUB MEMBERS

62%

PARTICIPATING STORES

9%

FASHION CLUB SALES AS
A % OF TOTAL CENTRE SALES (YTD 2024)

56%

HIGHER ATV VS NON-MEMBERS (YTD 2024)

27K

VISITS PER YEAR



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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