

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



 **MALLORCA**  
FASHION OUTLET

 **VIA**  
OUTLETS

## 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.





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# 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.







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FASHION OUTLET



# STRATEGIC LOCATION

- Only outlet centre on the island.
- From January to June 2024 tourism growth of 9% vs January to June 2023 (Which closed the year with 12.5M arrivals).
- Average stay of tourists on the island is 6.4 days.
- Direct train from city centre to own train station in 10 minutes.



# PREMIUM LOCATIONS

- Mallorca Fashion Outlet is located near the main highway of Mallorca connecting the city of Palma and the airport with the north of the island (one of the highest hotel density areas).
- The number of 5\* hotels and 5\*GL in Mallorca in the past 6 years has increased by 78%.
- Mallorca has been ranked #1 Trending destination in the world by Tripadvisor in 2022.







BOSS

 **MALLORCA**  
FASHION OUTLET

BOSS

BOSS

Calvin Klein



# KEY FIGURES

86

STORES

+33.9%

SPV 2023 vs 2019

4.7M+

FOOTFALL\*

33,000

SQ. M. GLA

TOP 15 BRANDS:

GENERATE A MINIMUM OF 9,600€/M2  
IN ANNUALISED SALES

GOOD TO KNOW:

52

TRADING SUNDAYS PER YEAR

2,700

PARKING SPACES

18

RESTAURANTS/CAFÉS

9.5x\*\*

AVERAGE VISITS PER YEAR BY GUESTS



# OVER 150 BRANDS



## NEW brands opened in 2024:





# WHO'S OUR GUEST

150MINS

CATCHMENT AREA ENTIRE ISLAND

53%

OF GUESTS ARE FEMALE



54%

ARE BETWEEN 35-54 YEARS OLD

93%

WILL RETURN WITHIN 12 MONTHS

64

NET PROMOTER SCORE

3%

OF TOTAL BRANDSALES DONE BY NON-EU TOURISTS



## TOURISM

- Non-European nationalities top 2 in Mallorca Fashion Outlet: Argentina, Switzerland
- European nationalities top 3 in Mallorca: Germany, UK, France
- 51% of all centre sales are made by international guests
- 15% higher ATV from international guests
- Only tax free refund point in Mallorca for Global Blue, outside the airport.

RESULTS 2023 EXIT SURVEY



# FASHION Club

## 174K

FASHION CLUB MEMBERS

## 75%

PARTICIPATING STORES

## 16%

FASHION CLUB SALES AS  
A % OF TOTAL CENTRE SALES

## 61%

HIGHER ATV VS NON-MEMBERS

## 6.1K

AVERAGE FASHION CLUB MEMBERS VISITS



### 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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**VIAOUTLETS.COM**





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