

VIA Outlets' strong year-to-date performance puts the owner-operator on track for its best year ever

Pioneering sustainability practices underpin a strong ESG vision that's gained momentum. With an appealing brand mix, VIA Outlets exceeded the 2019 total brand sales of 1.2B euros across over 1,100 stores, which until now was a record year in VIA Outlets' history.



Landquart Fashion Outlet, Switzerland

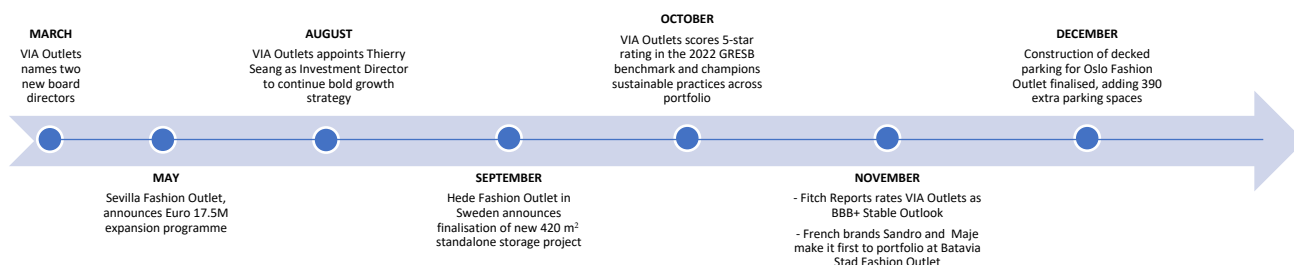


Sevilla Fashion Outlet, Spain

November 28, Cannes– VIA Outlets, the industry-leading owner-operator redefining the outlet shopping experience across 11 premium outlets in Europe, attends MAPIC 2022 to celebrate a successful year—and looks ahead to 2023 with a focus on sustainability and continued growth.

VIA Outlets has adapted to the new post-COVID-19 retail landscape well and is outperforming 2019 total brand sales. Their '3Rs' strategy of growth: **remodelling, remerchandising, and remarketing**, is a successful formula that has enabled it to continue to strengthen its premium fashion outlet offering across Europe. This landmark year is reflected in the recent BBB+ credit rating awarded to VIA Outlets by Fitch Ratings.

2022 Timeline of events



Development across the portfolio

This year also saw important expansion projects for destinations in the VIA Outlets portfolio, in particular Sevilla Fashion Outlet, Spain and Landquart Fashion Outlet, Switzerland.

- Sevilla Fashion Outlet, Spain

VIA Outlets invested 17.5 million euros in the expansion of its Sevilla Fashion Outlet, with an increase of close to 20% in gross leasable area, reaching 18,396.6 m² and creating 17 new spaces to host a total of 80 stores in the centre. Scheduled to be completed in Q4 2023, Sevilla Fashion Outlet will become Andalusia's new landmark Premium shopping offering, facilitating the entry of large national and international fashion brands and a completely new hospitality offer.

In alignment with the Greater Seville sustainable plan, the project is BREAAAM™ Excellent certified for its low-carbon management model and best circular on-site practices.

- Landquart Fashion Outlet, Switzerland

In Switzerland, plans have been finalised to add an additional 4,707m² to the destination, which represents a 22% increase of the existing centre area, as well as creating additional parking with a new multi-deck car park. The planned development will be driven by an investment of over €53 million and will include 15 additional stores. The ground-breaking event is planned for Q1 2023 and the expected opening date for the extension is Q4 2024.

VIA Outlets completed close to 300 leasing deals

VIA Outlets finished the third quarter of the year with strong demand. Year to date 278 leasing deals have been completed which include new store openings, renewals, upsizes, downsizes and exits – strengthening the portfolio brand mix. New openings from international premium brands included Polo Ralph Lauren opening in Landquart Fashion Outlet, Switzerland, at the end of November and Hugo Boss Women in Zweibrücken Fashion Outlet, Germany, with further planned upsizes. Other premium international brands which opened their first stores in the VIA Outlets portfolio are—among others—Corneliani, Sandro, Maje, American Vintage, Hour Passion and Sundek. New notable local brands also joined the VIA Outlets portfolio, including My Jewellery (Netherlands), Lola Casademunt (Spain) and Vaude (Switzerland). 28 deals increased the area leased to top 20 brands by over 2,522 m² (+4%) with top international brands, including Lacoste (+29%), Jack & Jones (12.7%), Guess (+ 9.7%), Gant (+8.5%), and Tommy Hilfiger (+7.3%) expanding their footprint.

Sustainability in shopping

Guided by its '*Beyond Sustainable*' four-pillar holistic approach, VIA Outlets has looked to foster a robust sustainability efforts through an approach that emphasises development practices, conscious consumers, resilient communities, and stakeholder engagement. The outlet portfolio has also benchmarked impressively against industry peers, reconfirming for the 3rd consecutive year a 5-star rating in the 2022 GRESB Benchmark, the ISO 14.001 environment management certification, and recent BREAAAM recertification across its centres.



Looking to the future

With a busy festive season just ahead, as well as exciting site upgrades, expansion plans in 2023 and beyond, and continued progress toward sustainability goals; the future is bright for VIA Outlets.

VIA Outlets CEO, Otto Ambagtsheer, reflects on a landmark year for VIA Outlets: *“2022 has seen a robust recovery in performance. Brand sales have returned to pre-pandemic levels, with 2022 Q2 surpassing 2019 brand sales by 5%. We are pleased to have welcomed several new brands to the portfolio, underlining our strategy to continuously elevate our centres. At the same time, we have progressed with several key expansion projects and asset management initiatives. A 5-star GRESB rating for the third consecutive year, alongside other environmental certifications and consumer and brand partner initiatives, proves our long-term commitment to centring sustainability in everything VIA Outlets does as a business. We look forward to the continued evolution and growth across all facets of the VIA Outlets portfolio in 2023.”*

Ends
