

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



 **BATAVIA STAD**
FASHION OUTLET

 **VIA**
OUTLETS

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.



KEY
FIGURES

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.



BATAVIA
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**BATAVIA STAD
FASHION OUTLET**

STRATEGIC LOCATION

- Catchment area in Flevoland of 2.7 million overnight stays with 744,000 guests. From these guests 75% come from the Netherlands and 25% are from foreign countries, of which 75% come from Germany and Belgium.
- Amsterdam Schiphol Airport is 45 minutes away, handling 61.9 million passengers in 2023. 70% coming from Europe and 30% Intercontinental.
- Traveling by train is 35 min from Amsterdam with the Amsterdam Region Travel Ticket.
- Shopping is one off the top 3 tourist activities for international visitors.



PREMIUM LOCATIONS

- Good accessibility by car from Schiphol Airport/ Amsterdam - Lelystad.
- Weekly shuttle bus service from Amsterdam, Van der Valk Hotel Lelystad and Leonardo Hotel Lelystad City Center.
- Batavia Harbor, adjacent to Batavia Stad, hosts many events and is a starting point for many river cruises and (sailing) boat trips. The annual HISWA boat show attracts around 30,000 visitors.





KEY FIGURES



140

STORES

+3%

SALES VS 2023 (FORECAST 2024)

2.4M+

FOOTFALL*

31,000

SQ. M. GLA

TOP 15 BRANDS:

TOP 15 YIELD BRANDS GENERATE € 11,300 / M2

TOP 15 SALES BRANDS GENERATE € 7,200 / M2

GOOD TO KNOW:

52

TRADING SUNDAYS PER YEAR

3,500

PARKING SPACES

12

RESTAURANTS / CAFÉS

3.5x

AVERAGE VISITS PER YEAR BY GUESTS

OVER 150 BRANDS



ASPACT

ARMANI



BOSS



maje

SANDRO

REPLAY

DIESEL

Calvin Klein Jeans

NIKKIE

ONLY

GANT

GUESS

my



sunglass hut



LACOSTE



LYLE & SCOTT
VINTAGE



POLO
RALPH LAUREN

SAMSONITE



asics

new balance



TOMMY HILFIGER

American Vintage



NOLABEL

NEW brands opened in 23/24:

crocs



10DAYS

ZADIG & VOLTAIRE



Timberland



WHO'S OUR GUEST

90 MINS

CATCHMENT AREA FOR DOMESTIC GUESTS

55%

OF GUESTS ARE FEMALE



55%

ARE BETWEEN 35-54 YEARS OLD

86%

WILL RETURN WITHIN 12 MONTHS

+18

NET PROMOTER SCORE

5%

TOTAL BRAND SALES BY NON-EU TOURISTS (PRE-COVID)



TOURISM

- Top non-European nationalities: Turkey, China
- On-Site Tax Refund offered
- Top European nationalities: Germany, Belgium, Poland.

RESULTS 2023 EXIT SURVEY

FASHION Club

600K

FASHION CLUB MEMBERS

94%

PARTICIPATING STORES

33%

FASHION CLUB SALES AS
A % OF TOTAL CENTRE SALES

22%

HIGHER ATV VS NON-MEMBERS

15M

EMAILS SENT IN 2024



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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PORTO | PRAGUE | SEVILLE | WROCŁAW | ZURICH