

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



VILA do CONDE
PORTO 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.



A close-up photograph of a person with curly hair looking up at a large, illuminated sign. The sign features the text 'VILA do CONDE' in large, white, three-dimensional letters, with 'PORTO FASHION' visible below it. The background is dark, and the sign is brightly lit, creating a strong contrast. A red geometric shape is visible in the top left corner of the image.



VILA DO CONDE PORTO FASHION OUTLET

STRATEGIC LOCATION

- Catchment area 4 million within 90 minutes.
- Vila do Conde Porto Fashion Outlet Metro station with direct connection to Porto downtown in 30 minutes.
- Direct access to motorway, connecting to Spain.
- Porto International Airport, 10 minutes away (Best European Airport 2023,ACI Awards).
- Porto Cruise terminal, 15 minutes away.



PREMIUM LOCATIONS

- Porto Region has the highest GDP of Portugal. The 2nd wealthiest region in the country and is a rising tourism destination.
- 3.8 million international tourists stayed in the North of Portugal in 2023, +22% vs 2022.
- 4 Unesco World Heritage Sites in the Porto Region.
- Porto city named 3 times best European Destination.
- Europe's Leading Seaside Metropolitan Destination 2024.
- Europe's Best Emerging Culinary City Destination 2024.
- World's Leading City Break Destination 2023.





KEY FIGURES

115

STORES

+32%

SPV VS 2019

5M+

FOOTFALL*

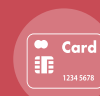
27,500

SQ. M. GLA

KPIs OF KEY BRANDS 2024 Q2:



€8,500
Turnover
Density



€47
Average
Transaction Value



2.22
Units Per
Transaction



14%
Capture
Rate



13%
Conversion
Rate

GOOD TO KNOW:

52

TRADING SUNDAYS PER YEAR

4,200

PARKING SPACES

15

RESTAURANTS/CAFÉS

12x

AVERAGE VISITS PER YEAR BY GUESTS

OVER 150 BRANDS



NEW brands opened in 21/24:



WHO'S OUR GUEST

4M

90 MINUTES CATCHMENT AREA

53%

OF GUESTS ARE FEMALE



43%

ARE BETWEEN 35-54 YEARS OLD

97%

WILL RETURN WITHIN 12 MONTHS

55

NET PROMOTER SCORE

13%

OF TOTAL BRAND SALES DONE BY TOURISTS



TOURISM

- Total tourism Q2 2024: 13% total center sales
- European tourism: 60%
Non-European tourism: 40%
- Top 3 European nationalities: Spain, France, Germany
- Top 3 Non-European nationalities: Brazil, Switzerland, UK
- On-site TAX refund service
- Guest Service with a specialized and multilingual team.

RESULTS 2023 EXIT SURVEY

FASHION *Club*

+170K

FASHION CLUB MEMBERS

80%

PARTICIPATING STORES

13%

FASHION CLUB SALES AS
A % OF TOTAL CENTRE SALES

76%

HIGHER ATV VS NON-MEMBERS

9.3M

EMAILS SENT IN 2023



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.

OUR FUTURE STARTS HERE





 **VILA do CONDE**
PORTO FASHION OUTLET

A NEW PHASE BEGINS

TOTAL
GLA
31,000 SQM

NUMBER
OF UNITS
150

PARKING
SPACES
4,200



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**INDOOR GARDEN
RESTAURANTS**

**LOCAL HERITAGE
WITH MODERN FLAVOR**

SUSTAINABLE BUILDINGS



 **VILA do CONDE**
PORTO FASHION OUTLET

 **VILA do CONDE**
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10,000
SQM
TOTAL NEW AREA



VILA do CONDE
PORTO FASHION OUTLET



31 NEW
STORES

5,700 SQM
RETAIL GLA





4 NEW RESTAURANTS

800 SQM GLA



SCAN AND
UNLOCK
OUR NEXT
ADVENTURE





LET'S TALK

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VIAOUTLETS.COM



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PORTO | PRAGUE | SEVILLE | WROCŁAW | ZURICH