

VIA Outlets' €30m Remodelling and Expansion of Sevilla Fashion Outlet Opens with Debuts by Karl Lagerfeld, Under Armour, G-Star Raw and Columbia in All-Star Brand Line-up

Seville, 1 November 2023 – VIA Outlets, Continental Europe's fastest-expanding owner-operator of premium fashion outlets by gross lettable area (GLA) over the past decade, officially opened the 4,000 m² extension to its Sevilla Fashion Outlet yesterday, culminating a €30m project to modernise and evolve the centre since its acquisition in 2016. With the recent extension, a €17m investment that includes a spectacular glass-covered gallery, Sevilla Fashion Outlet now offers 20,000 m² of prime commercial space.

The extensive remodelling and expansion have transformed Sevilla Fashion Outlet into the premier outlet destination in western Andalusia, attracting premium fashion brand Karl Lagerfeld, Dutch jeans brand G-Star Raw and U.S. leisure leaders Under Armour and Columbia to an all-star line-up of more than 80 national and international fashion and lifestyle brands. Nike is bolstering its existing presence with a 52% increase in GLA, while Boss will be expanding its GLA by 91% at the centre entrance. The centre is situated in a strategic location next to the airport just outside Seville, southern Spain's tourist magnet.

Otto Ambagtsheer, CEO of VIA Outlets, said: "A robust uplift in retail sales in Spain this year, despite inflation remaining high, bodes well for Sevilla Fashion Outlet's future growth. And with its wider range of exceptional brands and extensive remodelling, we expect the centre to become a major draw as part of Seville's tourist scene, helping expand the number of visits from tourists from its current level of 10% of footfall."

Sevilla Fashion Outlet offers a prestigious collection of brands, including: Adidas, Alvara Moreno, Asics, Bimba y Lola, Calvin Klein, Hoff, Boss, Jott, Lacoste, Levi's, Michael Kors, Nike, Pedro del Hierro, Polo Ralph Lauren, Scalpers, Scotta 1985, Silbon and Tous. Adding to the centre's attractions are an extensive food and beverage offering, which includes 100 Montaditos, Belros, Café & Té, Casa Miro, House of Juice, Miros más que Tapas and a newly-opened Starbucks.

The remodelling and new extension, designed by international architects L35, have incorporated a raft of sustainable initiatives that enabled Sevilla Fashion Outlet to achieve BREEAM In-use "Very Good" and BREEAM New Construction "Excellent" ratings. The outlet's photovoltaic panels, covering 3,500 sqm, generate sufficient energy to satisfy 50% of consumption needs. The centre is also home to the biggest electric vehicle supercharger station in Andalusia.

Sevilla Fashion Outlet has an advanced integrated rainwater harvesting system, and works are carried out throughout the year to improve biodiversity in and around the mall and adjacent A4 highway. The centre currently employs 550 people – including 50 new hires as a result of the extension, with additional roles set to be created as new stores open.

Otto Ambagtsheer, CEO of VIA Outlets, added: "The sustainability initiatives incorporated at Sevilla Fashion Outlet demonstrate our commitment to achieving net zero across our portfolio. In addition, the enlarged centre will deliver undoubted economic benefits to Andalusia, derived both from our investment and the large global retailers that have chosen VIA Outlets and Sevilla Fashion Outlet as their partner to expand across the Iberian peninsula."

The opening of Sevilla Fashion Outlet's extension is part of VIA Outlet's wider 3R remodelling,



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remerchandising and remarketing strategy to drive organic growth, with the company advancing plans to expand its outlets in Portugal and Switzerland.

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