

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



 **SEVILLA**  
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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# SEVILLA FASHION OUTLET



# STRATEGIC LOCATION

- Catchment area of 4.2 million people within 90 minutes.
- Sevilla Airport is 5 minutes away, handling 8 million passengers in 2023
- 15 minutes away from Seville city centre.
- Sevilla Santa Justa train station 15 minutes away (direct trains from Cordoba, Malaga and Madrid).
- Sevilla welcomed 3.5 million tourists in 2023. Mainly coming from France, Italy and USA.



# PREMIUM LOCATIONS

- Sevilla Airport upsized and remodelled in 2022 to increase capacity to welcome 10 million passengers per year.
- Located at one of the main highways of Andalusia connecting western Andalusia with the east.
- Sevilla Fashion Outlet located 5 minutes away from the biggest Aerospace Technological Park in Andalusia home to over 75 companies including Airbus.
- The Latin Grammys will be held in Seville in 2023
- Tourism Innovation Summit Headquartered in Seville
- Since 2018, 25 new 4\* and 5\* hotels have been confirmed to open in Seville. Marriot and Radisson are two of the chains along with the hotels Nobu and Mercer.









# KEY FIGURES

84

STORES

+5.6%

SPV VS 2019

2.3M+

FOOTFALL\*

19,800

SQ. M. GLA

TOP 15 BRANDS:

GENERATE 6,800/M2  
IN ANNUALISED SALES

GOOD TO KNOW:

11

TRADING SUNDAYS PER YEAR

1,900

PARKING SPACES

6

RESTAURANTS/CAFÉS

7.4x

AVERAGE VISITS PER YEAR BY GUESTS



# OVER 150 BRANDS



## NEW openings in 2023/2024:





# WHO'S OUR GUEST

60MINS

CATCHMENT AREA FOR DOMESTIC GUESTS

51%

OF GUESTS ARE FEMALE



43%

ARE BETWEEN 35-54 YEARS OLD

90%

WILL RETURN WITHIN 12 MONTHS

67

NET PROMOTER SCORE

4%

OF TOTAL TAX FREE SALES



## TOURISM

- Top 2 Non-European nationalities: Moroccan, Chinese
- Top 3 European nationalities: French, Portuguese, German
- On-site TAX free refund service for Global Blue
- 41% higher ATV from international guests.

RESULTS 2023 EXIT SURVEY



# FASHION Club

## 185K

FASHION CLUB MEMBERS

## 68%

PARTICIPATING STORES

## 13.5%

FASHION CLUB SALES AS  
A % OF TOTAL CENTRE SALES

## 40%

HIGHER ATV VS NON-MEMBERS

## 5.8

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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