

VIA Outlets continued its strong growth trajectory in 2025 with annual brand sales rising 4.9% to a record €1.52 billion and footfall up 2.5% to a new high of 33 million

Amsterdam, 25 February 2026 – VIA Outlets, owner-operator of the world’s most sustainable* fashion outlet centres, continued its strong growth trajectory in 2025, setting new records in brand sales and footfall. Previous investments in its ‘3R Strategy’ of remodelling, remarketing, and remerchandising fed through to individual centre performance along with the continued outlet-retail dynamism in European tourism-driven markets.

The portfolio, which consisted end 2025 of 11 destinations in nine European countries, recorded a 4.9% total rise in brand sales year-on-year to a new high of €1.52 billion and a 2.5% growth in footfall with total guests’ visits reaching over 33 million.

Otto Ambagtsheer, CEO of VIA Outlets, said: “We are driving strong and steady growth across all our assets through VIA Outlets’ ‘3R’ remodelling, remarketing, and remerchandising strategy. In 2025, we prioritised two key expansion projects in Portugal and Switzerland, while elevating all centres with the addition of new premium brands. Furthermore, achieving our sustainability goals will remain at the heart of everything we do at VIA Outlets.”

A 25% extension of Vila do Conde Porto Fashion Outlet in Portugal of 6,500 m², which brought the total GLA to 31,000 m², was unveiled in November and added 31 stores and four restaurants to the centre. At Freeport Lisboa Fashion Outlet, a major remodelling project is underway, with the first phase scheduled for completion in March this year, while at Landquart Fashion Outlet in Switzerland, an approximately 4,800 m² GLA development comprising 15 new units is expected to open in April 2026.

All centres across the portfolio refreshed their brand mix and F&B offering for guests, with over 300 remerchandising deals completed including the addition of several new brands such as Bally, Copenhagen Studios, L’Osteria, Merrell, New Era, Nile, and Stivali.

VIA Outlets’ successful issuance of €500 million of green bonds in October 2025, which was 3.6x oversubscribed with a €1.8 billion-plus orderbook, propelled the inorganic growth strategy forward, funding two major acquisitions completed in January 2026: Scalo Milano Outlet & More in Italy and The Outlet Stores Alicante in Spain. In 2026, the focus will be on elevating these two new locations to become even more compelling destinations for guests and brand partners.

VIA Outlets was also recognised in 2025 for its outstanding level of ESG accomplishments as VIA Outlets achieved its highest ever score of 98/100 and a 5-Star rating for the sixth consecutive year in the annual GRESB Real Estate Sustainability Benchmark report. Alongside this remarkable achievement, all the previous 11 centres in the portfolio have been awarded either ‘Excellent’ or ‘Outstanding’ ratings in BREEAM-In Use Part 1 (Asset Performance) and Part 2 (Building Management) sustainability certifications. Vila do Conde Porto Fashion Outlet scored 97.7% in Part 1 and 97.2% in Part 2, representing the highest rating ever obtained in either of the two parts for any BREEAM In-Use certification to date in the world.

ENDS

**Global Leader for the Retail (Commercial Real Estate) Sector in the 2025 GRESB Real Estate Sustainability Benchmark report.*