

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



ZWEIBRÜCKEN
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.





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ZWEIBRÜCKEN FASHION OUTLET

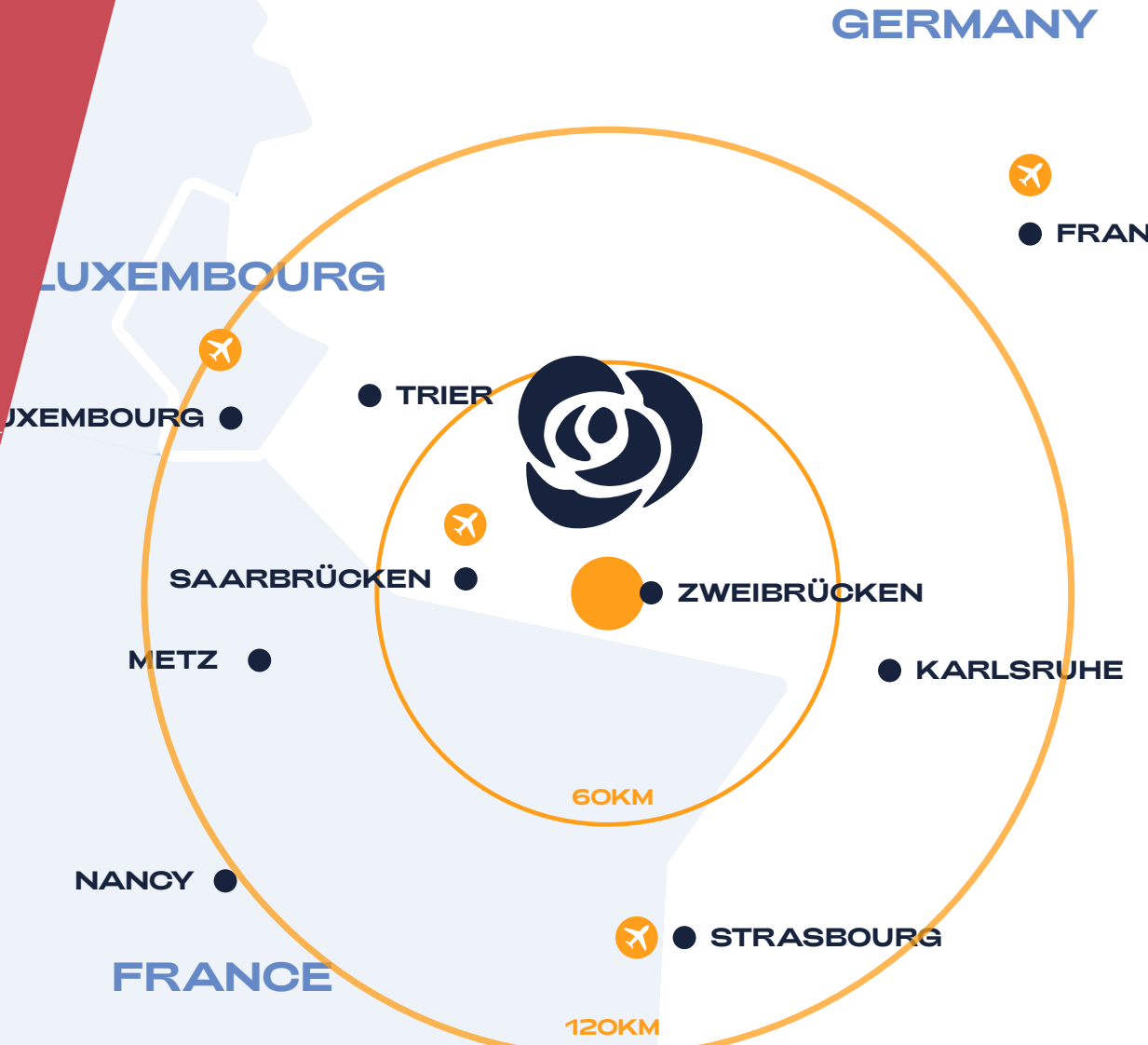
STRATEGIC LOCATION

- Catchment area of 15 million within 120 minutes; tri-border region of Germany, France and Luxembourg.
 - Adjacent to the A6, one of Europe`s busiest motorways.
- Frankfurt Hub Airport 85 minutes away, handling 59 million passengers in 2023, NON-EU mainly coming from US, UK, Canada and UAE.
 - 2.1 million overnight stays in Rhineland-Platinat (2022).



PREMIUM LOCATIONS

- Trier, oldest city in Germany (more than 2.000 years), birthplace of Karl Marx, lots of Roman historical sites incl. Port Nigra, Amphitheatre, Kaiserthermen. 470k visitors in 2019.
 - Located on the German Wine route, welcoming 300k visitors per year.
 - Zweibrücker Rosengarten, 2.000 different kind of roses, one of the biggest rosegardens “Rosarium” in Germany.
- Gourmet Region Rhineland-Palatinate, Alsace-Lothringen with lots of Michelin Star Restaurants in 45 minute catchment.
 - Europa-Park Rust, more than 4m visitors per year, best voted theme park in Europe, 3 years in a row.
 - Ramstein Air Base (Largest outside US) with 60k expats within 30 minute catchment.





KEY FIGURES

125

STORES

€15M

INVESTED IN REMODELLING

3.2M

FOOTFALL*

30,400

SQ. M. GLA

KPIs OF KEY BRANDS 2023:



€10,000+
Turnover
Density



€50
Average
Transaction Value



2.55
Units Per
Transaction



7%
Capture
Rate



14.5%
Conversion
Rate

GOOD TO KNOW:

14

TRADING SUNDAYS PER YEAR

2,900

PARKING SPACES

6

RESTAURANTS/CAFÉS

5x

AVERAGE VISITS PER YEAR BY GUESTS

OVER 120 BRANDS



NEW brands opened in 23/24:



WHO'S OUR GUEST

90 MINS INCL. FRANCE & LUXEMBOURG

CATCHMENT AREA FOR DOMESTIC GUESTS

57%

OF GUESTS ARE FEMALE



41%

ARE BETWEEN 35-54 YEARS OLD

86%

WILL RETURN WITHIN 12 MONTHS

31

NET PROMOTER SCORE

90%

BUY AT LEAST ONE ITEM WHEN THEY VISIT THE CENTRE



TOURISM

- 21% are international guests from France, Luxembourg, Belgium, Netherlands
- VAT - Form refund for US expats
- Luxembourg Customer spend 2x more than average German customer.

RESULTS 2023 EXIT SURVEY

FASHION *Club*

290K

FASHION CLUB MEMBERS

88%

PARTICIPATING STORES

35%

FASHION CLUB SALES AS
A % OF TOTAL CENTRE SALES

19%

HIGHER ATV VS NON-MEMBERS

€5M

INCREMENTAL SALES



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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