# WE SET THE STAGE. YOU STEAL THE SHOV







# 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, experiencedriven fashion outlets, proactively driving footfall and partnering with brands to grow sales and create value.

**PORTO** VILA DO CONDE PORTO FASHION OUTLET

> SEVILLE SEVILLA FASHION OUTLET

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FREEPORT LISBOA FASHION OUTLET

MALLORC



## GOTHENBURG

HEDE FASHION OUTLET

#### AMSTERDAM

BATAVIA STAD FASHION OUTLET

#### WROCLAW

WROCLAW FASHION OUTLET

### FRANKFURT

ZWEIBRÜCKEN FASHION OUTLET

# ZURICH

LANDQUART FASHION OUTLET

## PRAGUE

FASHION ARENA PRAGUE OUTLET

## PALMA

MALLORCA FASHION OUTLET

# **VIA OUTLETS**

**EUROPE'S LEADING OWNER-OPERATOR** IN REDEFINING THE OUTLET SHOPPING EXPERIENCE

# **TOTAL BRAND SALES\***

# 30.7M+ 290K+ FOOTFALL\*

860+ **BRAND PARTNERS** 

**X** apg SHAREHOLDER (100%) \*2023 PERFORMANCE

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BOA FASHION OUTLET / PRIVILEGED & CO









# 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.



# **ISBOA ISBOA** ISBO/A **ISB**

# FREEPORT LISBOA FASHONOUTLET



# STRATEGIC LOCATION

- Catchment area 3.8 million within 90 minutes.
- Lisbon International Airport 15 minutes.
- 30 minutes from Lisbon city centre (free shuttle service available).



# PREMIUM LOCATIONS

- Lisbon is one of the fastest growing tourism destinations in Europe.
- Lisbon is ranked one of the best European Shopping cities by Global Blue Index.
- Widely Awarded: Europe's Leading City Break Destination 2024; Europe's best culinary city destination 2024; Europe's Best MICE Destination in 2023.
- Lisbon Airport handled 33.6 million passengers in 2023, ranked one of the largest Airports in Europe (+12% vs 2022).
- 6.5 million international tourists stayed in Lisbon hotels in 2023 (+19% vs 2022 / +8% vs 2019).



AMADORA







150 STORES

# FOOTFALL\*

# KPIs OF KEY BRANDS 2024 Q2:



#### GOOD TO KNOW:

52 TRADING SUNDAYS PER YEAR

11 RESTAURANTS/CAFÉS

\*2023 PERFORMANCE





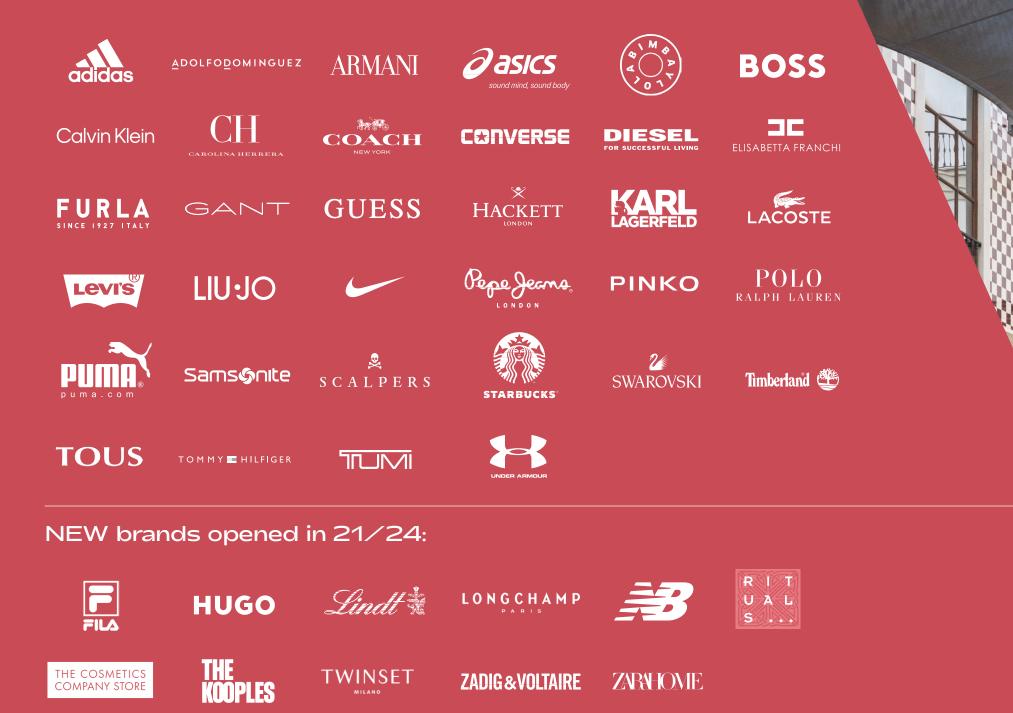






AVERAGE VISITS PER YEAR BY GUESTS

# OVER 150 BRANDS



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# WHO'S OUR GUEST

**3.8M** 90 MINUTES CATCHMENT AREA

ARE BETWEEN 35-54 YEARS OLD

60% OF GUESTS ARE FEMALE

96% WILL RETURN WITHIN 12 MONTHS

58 NET PROMOTER SCORE OF TOTAL BRANDSALES DONE BY TOURISTS

**RESULTS 2023 EXIT SURVEY** 



#### TOURISM

- European tourism: 40% Non-European tourism: 60%
- Top 3 European nationalities: France, Spain, Germany
- Top 3 Non-European nationalities: Brazil, Mozambique, USA
- On-site TAX refund service
- Free daily shuttle from/to Lisbon City Center
- Guest Service with a specialized and multilingual team.

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# FASHIONClub

+208K FASHION CLUB MEMBERS

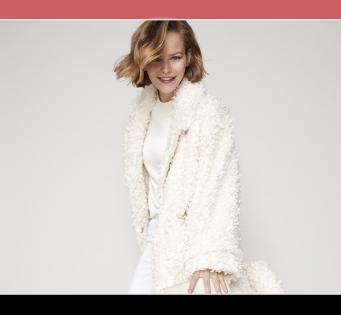
75% PARTICIPATING STORES JB

14%

FASHION CLUB SALES AS A % OF TOTAL CENTRE SALES

37% HIGHER ATV VS NON-MEMBERS

**10.6M** 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

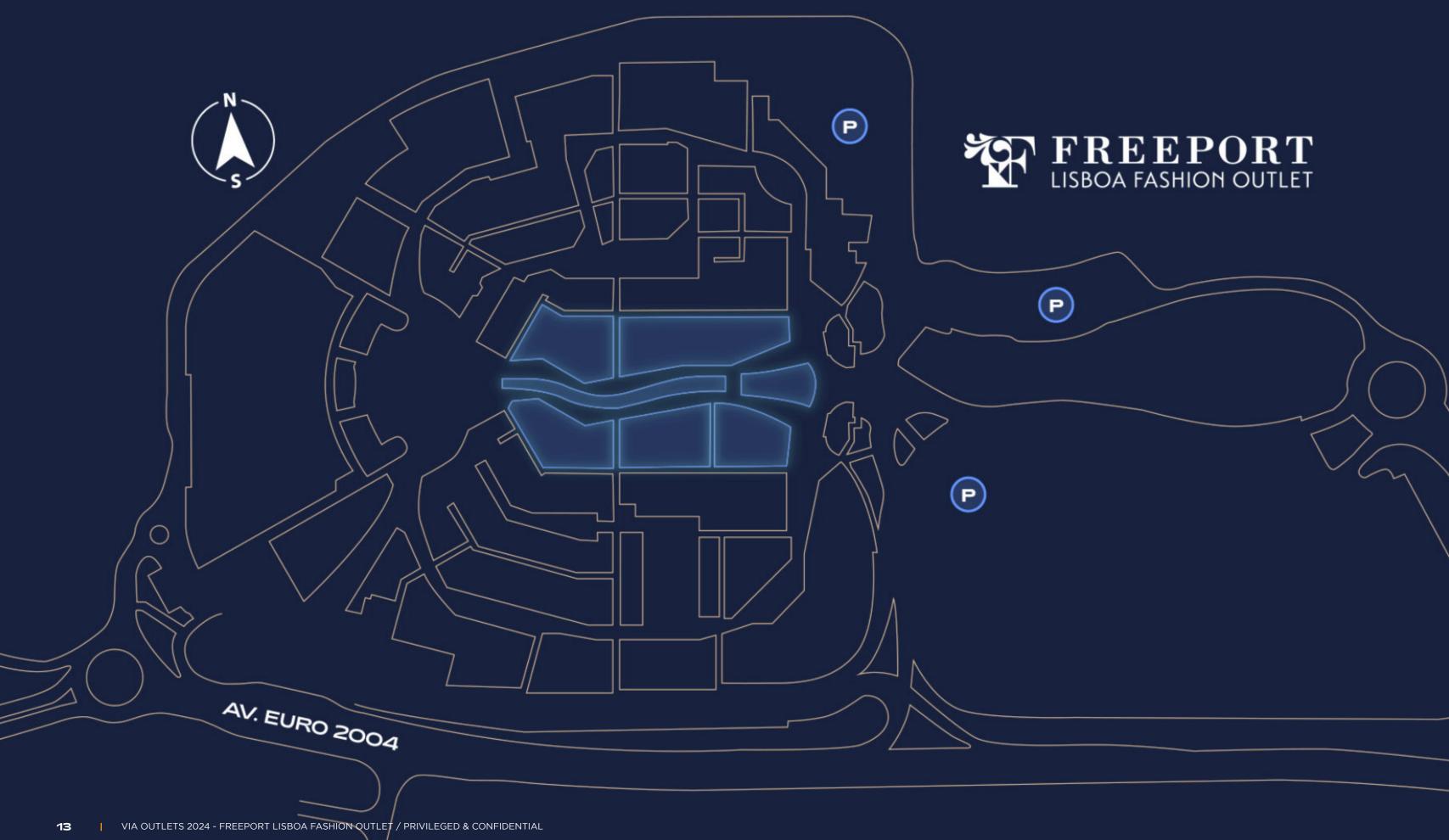
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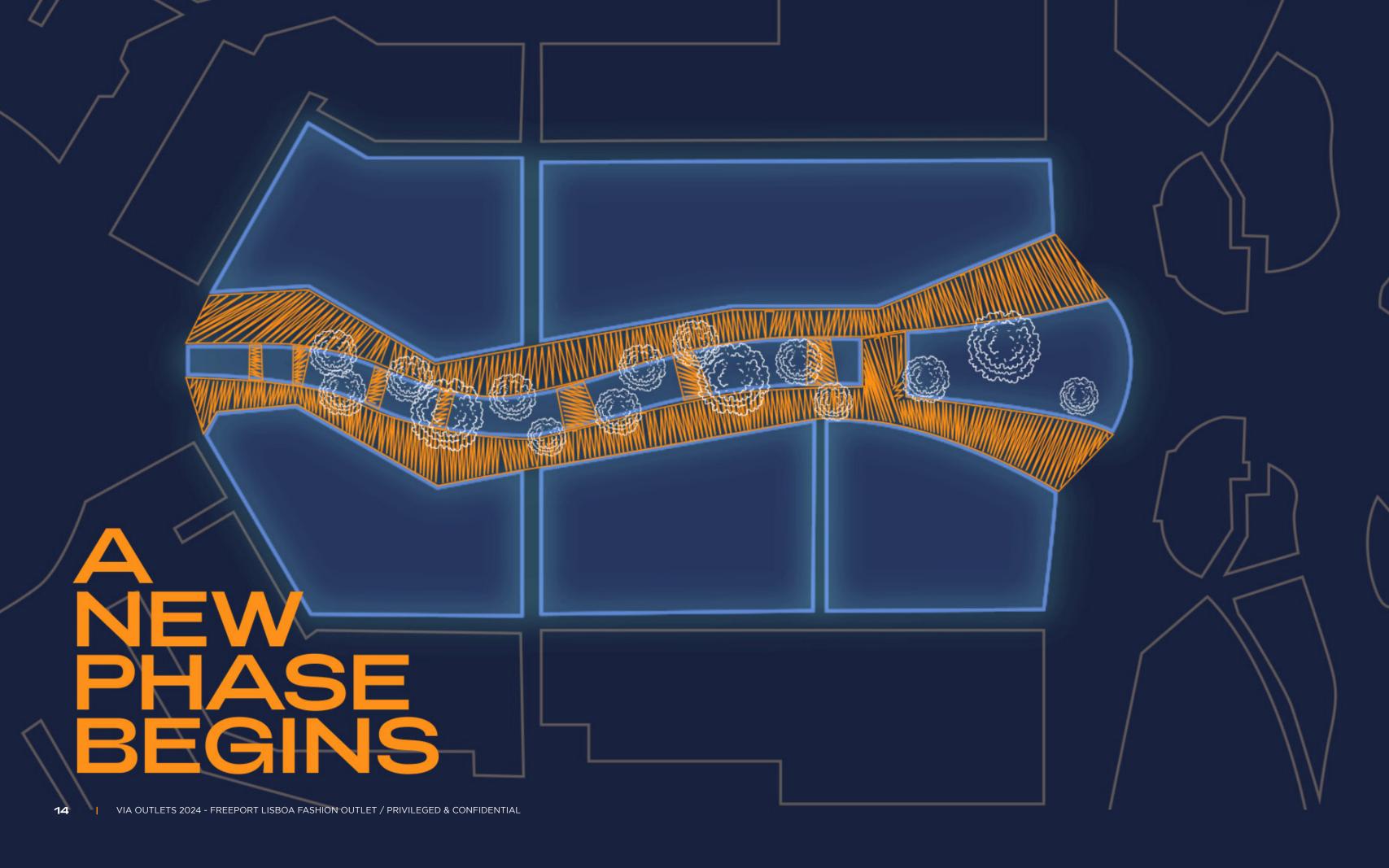
- No integration into POS (Point of Sale) required
- No additional set-up and maintenance costs as they are already part of the SPM charges.

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# CANAL STREET CONCEPT

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# REDEFINING CANAL STREET AND CREATING NEW ENTRANCE PLAZA







# OF THE FAÇADES

# NEW GREEN AND REST AREAS

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# **IMPROVEMENT**

BRAND





# A NEW SKYLINE

# LANDSCAPING AND FLUID INTEGRATION

# SUSTAINABILITY AT HEART





# BEAUTIFULLY LOCAL INSPIRATION

VILLAGE ARCHITECTURAL CHARACTER



# SCAN AND UNLOCK OUR NEXT ADVENTURE

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# LET'S TALK

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# LET'STALK ETSTALK TSTALK





AMSTERDAM I FRANKFURT I GOTHENBURG I LISBON I MALLORCA I OSLO PORTO I PRAGUE I SEVILLE I WROCŁAW I ZURICH