

WE SET
THE STAGE.
YOU STEAL
THE SHOW.



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.



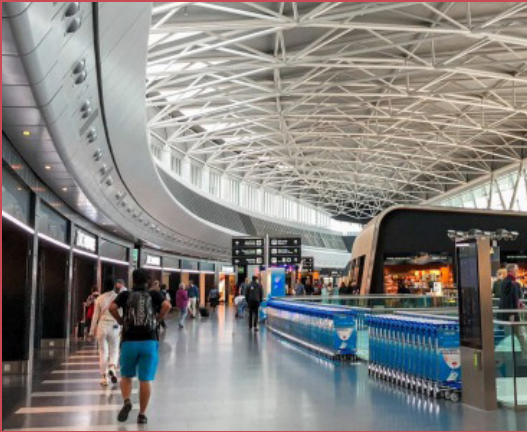


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LANDQUART FASHION OUTLET

STRATEGIC LOCATION

- Catchment area 4 million within 90 minutes.
- Zurich was ranked as one of the top 4 world's most livable cities by Monocle and the Economist. The start-up ecosystem in Zürich was ranked as number 1 in Switzerland with notable start-ups like; On Shoes, Doodle or Soeder. Zürich was also ranked by Britain's IG Bank as most sustainable city in Switzerland.
- 60 minutes from Zurich.
- At exit 14 on A3/A13 motorway, with 40 million cars passing every year.
- Adjacent to Landquart train station, with 2 IC trains arriving per hour from Zurich, serving 800K passengers per year.
- 80 minutes from Zurich Airport, handling more than 28.9 million passengers in 2023.



TOURISM IN THE GRAUBÜNDEN REGION

- The canton of Grisons is not only the biggest Canton of Switzerland, but also one of Switzerland's top leisure regions, with more than 5 million overnight stays in 2023. Grisons is called little Switzerland since it has everything Switzerland is well known for: wild nature, tranquil mountains and culinary highlights.
- Beautiful, unique alpine landscape.
- Canton of Grisons has a variety of historic places including 3 UNESCO World Heritage sites. It's also here where the well-known Bernina Express, the panoramic train from Italy goes to. It is the highest and one of the steepest in the world.
- Average stay 2.8 nights.
- Offering a wide range of leisure activities like skiing, hiking, biking, golf and wellness. In the winter the region is beloved for skiing, whereas in summer, it is the perfect location for hiking.
- Top 3 international visitors to Canton of Grisons: Germany, UK, BeNeLux.
- This Swiss holiday region is centrally located in Europe. Thanks to the well-developed transport network, you can reach any destination in Switzerland & Europe easily.
- Gateway to the internationally renowned destinations of Davos Klosters and St. Moritz.





KEY FIGURES

83

STORES

+1.2%

ATV VS 2022

1.57M

FOOTFALL*

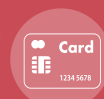
21,844

SQ. M. GLA

TOP 15 BRANDS:



€11,223
Turnover
Density



€339
Average
Transaction Value



3.6
Units Per
Transaction



21.5%
Capture
Rate



26%
Conversion
Rate

GOOD TO KNOW:

52

TRADING SUNDAYS PER YEAR

1,200

PARKING SPACES

5

RESTAURANTS/CAFÉS

2.8x

AVERAGE VISITS PER YEAR BY GUESTS

OUR ACHIEVEMENTS



+93%

INCREASE IN BRAND TURNOVER
VS. 2014

+53%

INCREASE IN CENTRE FOOTFALL
VS. 2014

+26%

INCREASE IN CENTRE SPV VS. 2014



BEST PERFORMING OUTLET CENTRE AWARD (2022)



STORIES



BOGGI
M I L A N O

BOSS

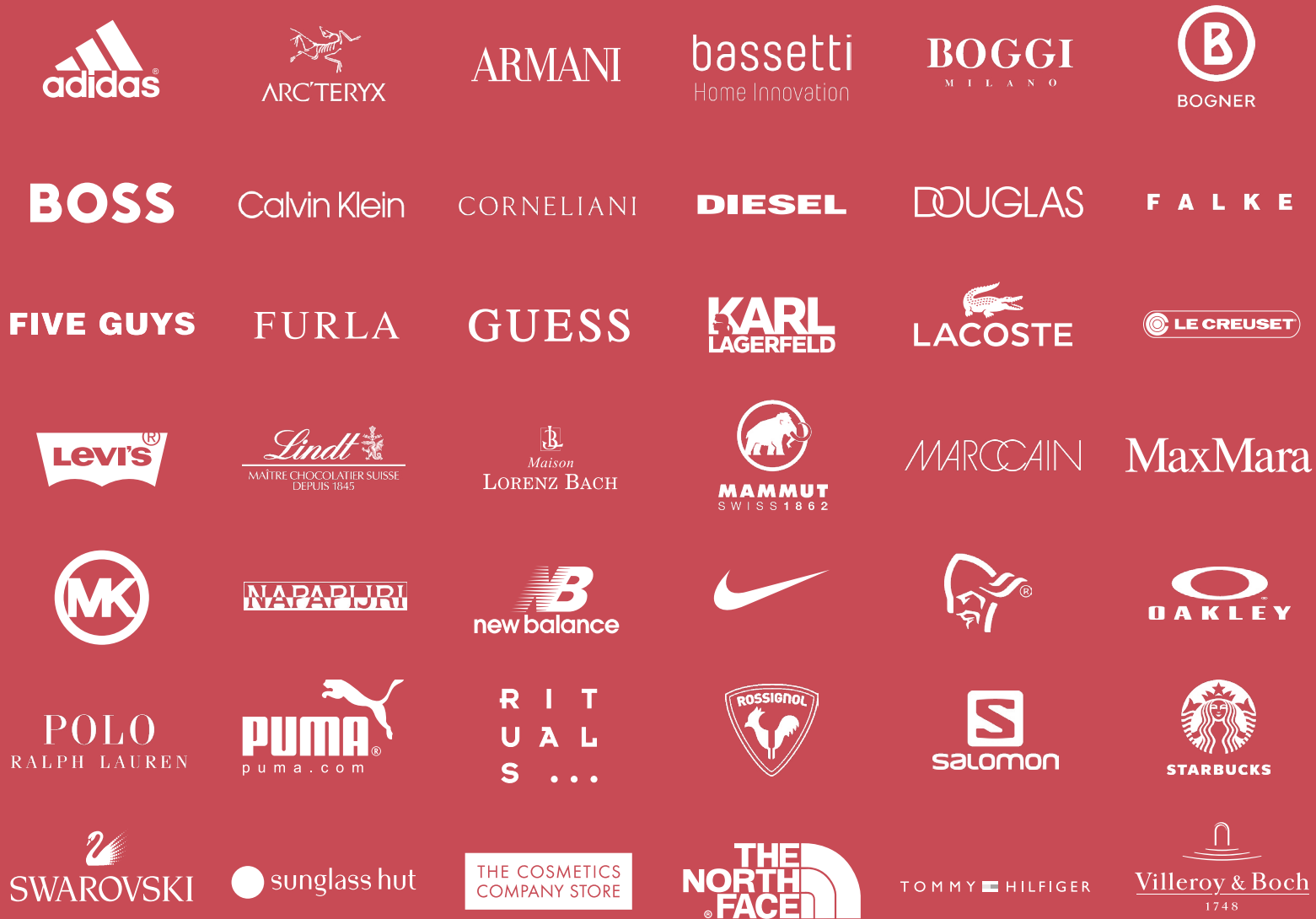
DIESEL

FURLA

POLO
RALPH LAUREN

R I T
U A L
S . . .

OVER 150 BRANDS



WHO'S OUR GUEST

90MINS

MAIN CATCHMENT AREA - DOMESTIC GUESTS

60%

OF GUESTS ARE FEMALE



44%

ARE BETWEEN 35-54 YEARS OLD

93%

WILL RETURN WITHIN 12 MONTHS

56

NET PROMOTOR SCORE

85%

DWELL-TIME BETWEEN 60-180MIN



TOURISM

- Non-European nationalities top 4: Malaysia, Indonesia, India and China
- Non-European shoppers average spend is 27% higher than the average local guest
- On-Site Tax Refund offered
- European nationalities top 3: Germany, UK, BeNeLux.

RESULTS 2022 EXIT SURVEY

FASHION Club

150K

FASHION CLUB MEMBERS

92%

PARTICIPATING STORES

23%

FASHION CLUB SALES AS
A % OF TOTAL CENTRE SALES

39%

HIGHER ATV VS NON-MEMBERS

42%

ACTIVE MEMBERS (SHOP MIN 1X/YEAR)



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.



LANDQUART FASHION OUTLET

ENTRANCE
TRAIN STATION

TOTAL
GLA
21,844m²

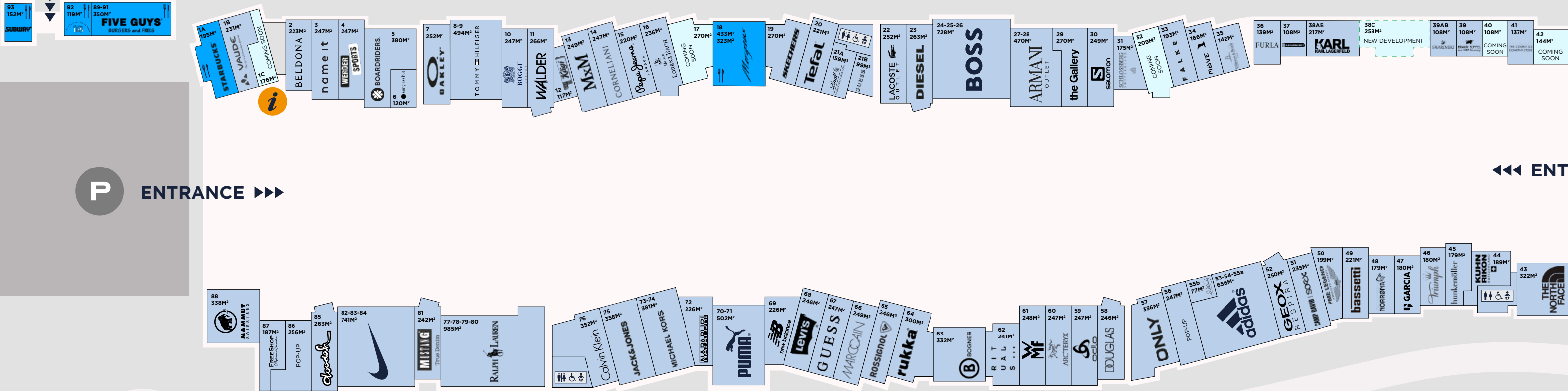
NUMBER
OF UNITS
83

PARKING
SPACES
1,200

FOOD & BEVERAGE

TOURIST INFORMATION

RESTROOMS



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THERE'S MORE
TO COME...

MORE SPACE NEW OPPORTUNITIES

14

NEW UNITS

350

ADDITIONAL PARKING SPACES

4,862

SQM ADDITIONAL GLA

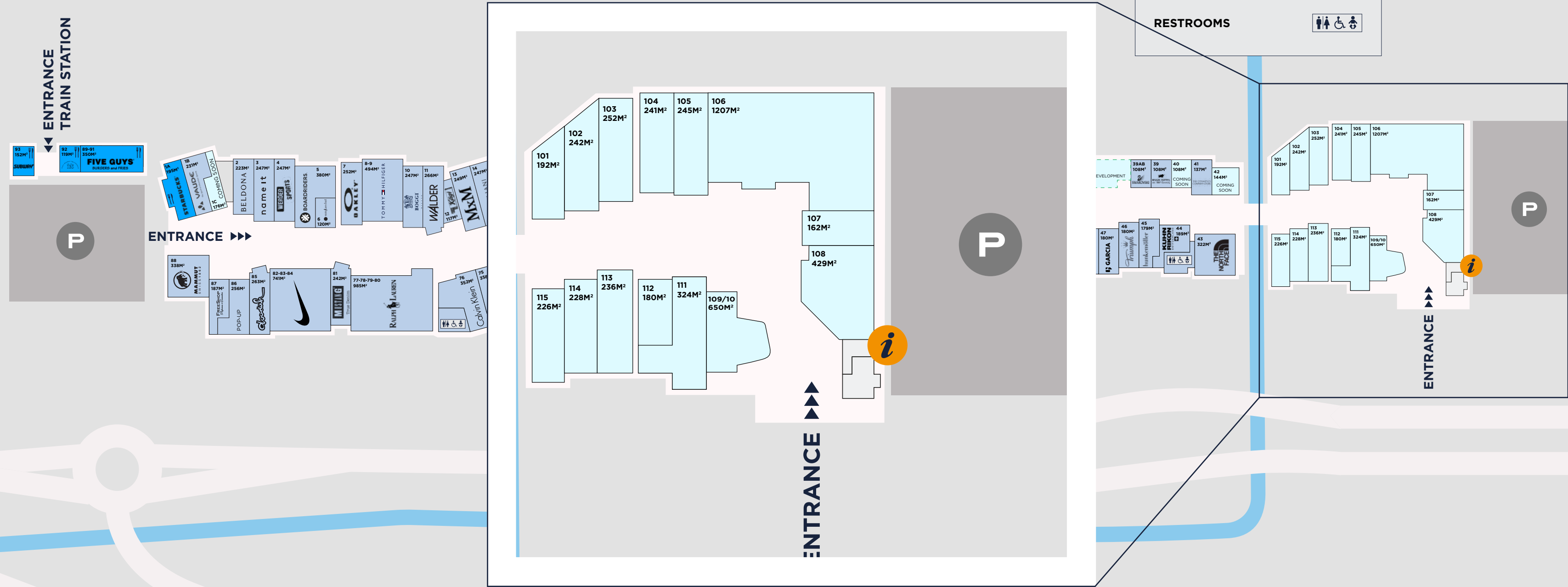
PREMIUM F&B

1 NEW INTERNATIONAL F&B BRAND

LANDQUART FASHION OUTLET

TOTAL GLA
26,916m² (with mountain view unit)

NUMBER OF UNITS 98
PARKING SPACES 1,550









LET'S TALK

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VIAOUTLETS.COM



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