

EDITION

2024

VIA Outlets *Yearly Overview*

VIA OUTLETS 2024
HIGHLIGHTS MAGAZINE



2024 EDITION

VIA
Outlets
*Yearly
Overview*

CONTENTS

06

A WORD FROM OUR CEO

08

OUR YEAR IN NUMBERS: 2024 REVIEW

10

PREMIUM LOCATIONS

12

IN CONVERSATION WITH JOHAN BERGENTHAL, COO

14

EVOLVING & EXPANDING

20

FITNESS - FIND YOUR FLOW

24

MEET OUR NEWEST BRAND PARTNERS

26

IN WITH THE NEW

30

INTERNATIONAL WOMEN'S DAY

32

OUR JOURNEY SO FAR

34

SPRING - IN FULL BLOOM

38

FASHION CLUB

42

SUMMER - ENDLESS SUMMER

46

LISTEN. ENHANCE. REPEAT.

48

GO BEYOND

56

BEYOND SUSTAINABLE CAMPAIGN

60

TWO STEPS AHEAD

62

BEAUTIFULLY LOCAL

64

BATAVIA STAD FASHION OUTLET

70

FASHION ARENA PRAGUE OUTLET

74

FREEPORT LISBOA FASHION OUTLET

80

HEDE FASHION OUTLET

84

LANDQUART FASHION OUTLET

90

MALLORCA FASHION OUTLET

94

OSLO FASHION OUTLET

98

SEVILLA FASHION OUTLET

102

VILA DO CONDE FASHION OUTLET

108

WROCŁAW FASHION OUTLET

112

ZWEIBRÜCKEN FASHION OUTLET

118

WINTER - CURIOSITY & WONDER

122

OUR PORTFOLIO



2024
EDITION

14

EVOLVING &
EXPANDING



24

MEET OUR
NEWEST BRAND
PARTNERS



34

SPRING
IN FULL BLOOM



48

GO BEYOND



62

BEAUTIFULLY
LOCAL





A WORD FROM OUR CEO

Redefining the outlet shopping experience is at the heart of everything we do. Across Europe, we are aligned in our 3R growth strategy of remerchandising, remodelling, and remarketing to create premium destinations that inspire, surprise, and delight.

Across our portfolio, 2024 was a continuation of the record year we had in 2023. We achieved a 6.8% increase in brand sales and a 5% rise in footfall. One of the contributing factors to this growth was the opening of the 4,000 m2 expansion of Sevilla Fashion Outlet in Q4 2023, which helped drive double-digit brand sales and footfall growth at the centre last year.

In 2024, we continued to innovate and offer our guests even more engaging opportunities to connect with brands they love. Some of our biggest successes and most innovative projects include breaking ground with new expansions at Landquart Fashion Outlet and Vila do Conde Porto Fashion Outlet, the strides we have taken in our ESG initiatives, and, as always, welcoming new premium brands to our portfolio. As we look forward, we're optimistic that our future will be as bright as our past.

Enjoy reading our magazine and see you at one of our outlets soon.

OTTO AMBAGTSHEER
CEO, VIA OUTLETS

OUR YEAR IN NUMBERS

2024 REVIEW

1

Continental Europe's
fastest-expanding
owner-operator of
premium fashion
outlets by GLA over
the past decade.

CENTRES

11

GLA (SQM)

280K

FOOTFALL

32.2M

TOTAL BRAND SALES

€1.45B

STORES

1,100+

BRAND PARTNERS

860+

GRESB SCORE



PREMIUM LOCATIONS

From Seville in the South to Oslo in the North, our 11 centres are located where the action is. Guided by our 3R elevation strategy – remerchandising, remodelling, and remarketing – we ensure that our premium fashion outlets are destinations attracting guests from all over the world.



IN CONVERSATION WITH JOHAN BERGENTHAL

JOHAN BERGENTHAL SHARES HIS FIRST YEAR AS COO OF VIA OUTLETS

Looking back on his first three months at VIA Outlets, Johan had plenty to take in: “It was so energising to meet the people behind the numbers. It was the only way to start my journey at VIA Outlets.”

Johan Bergenthal was appointed as our Chief Operating Officer in October 2023. With a wealth of experience, including 12+ years at Klépierre, Europe’s second-largest listed retail real estate company, he is now responsible for leading our teams forward in enhancing our organic growth strategy. Stepping into a company that has established its position in the market as Continental Europe’s fastest-expanding owner-operator of premium fashion outlets by GLA over the past decade, strong foundations were already in place. In his first year, Johan has paid particular attention to maturing two elements of our business.

First were our teams, and some changes were implemented quickly such as new reporting lines and additions to the Executive team. Johan also joined our Board of Directors. One of the bigger adjustments came with reorganising the Strategy Investment & Asset Management

team. “Carving out the Asset Management department as a separate department was an important step. This Group function is now strongly anchored in the regions to support our centre colleagues to evolve and elevate the strategy for each asset. The Asset Management department really feel responsible for helping to unlock future organic growth as they have important Group-level information and analytics that can be leveraged to help the local teams make healthy business decisions with more speed and accuracy.”

**WE WANT
TO TAKE
OUR DATA
STRATEGY
TO THE NEXT
LEVEL TO
SUPPORT OUR
OPERATIONS.**

Next up were our processes. This year, Johan initiated and is now leading a project to enhance our performance analytics in Yardi. This streamlined tool will connect multiple departments and be tailor-made to fit our outlet- and business-specific requirements. Johan explains: “We want to take our data strategy to the next level to support our operations. The system is not the significant part, it’s the efficiency that we are enhancing. We’ll be doing less number crunching and instead have more time for deep analysis to support not only our initiatives and strategy decision-making, but also that of our brand partners. When development finishes it will be an unparalleled tool in the outlet industry.”

For Johan, this combination of maturing our team structures and processes will solidify our opportunities to innovate. “We’re enhancing the business today so we can move with more speed. By enhancing our framework, we can invest more time in creating the business of tomorrow.”

However, Johan recognises that setting the scene to redefine the outlet shopping experience is only one part of the equation.

The spirit of our teams, who ultimately bring each project to life, is the most important factor. Reflecting on the people he has worked with in his first year at VIA Outlets, Johan saw how our brand values were not just statements on paper – they are part of our DNA. “In all areas of our business I see our teams embrace working in a fast-paced environment with a lot of drive to execute exceptional projects. But what I appreciate the most is that we move forward together. There is support and a great level of camaraderie and I have the feeling nobody will be let down, no matter the challenge. Not every day is picture perfect, there’s no such thing, but there are great ingredients here that are difficult to find.”

With newly-established teams, new tools, and plenty of new projects underway, including two centre expansions that kicked off this year, Johan is optimistic for the future. “We have a lot of things in the cooker that will come out in 2025 and beyond. It won’t be boring, I can tell you that.”



ABOVE:
Johan Bergenthal

EVOLVING & EXPANDING

Vila do Conde Porto Fashion Outlet & Landquart Fashion Outlet

Across our entire portfolio, we are aligned in our 3R elevation strategy of remerchandising, remodelling, and remarketing our centres. In 2024, we began two significant expansions at Vila do Conde Porto Fashion Outlet and Landquart Fashion Outlet.

With every expansion we invest in, we elevate the shopping experience while also ensuring we achieve an organic design enhancement. The overall architectural DNA should feel consistent with a seamless evolution throughout the centre. On a practical level, we also ensure our shopping destinations have all the amenities our guests need for them to enjoy spending time in our modern, fresh, and premium spaces.

Take a closer look at the progress we have made so far at our centres in Portugal and Switzerland.



ABOVE & BELOW:
Landquart Fashion Outlet

RIGHT:
Vila do Conde Porto Fashion Outlet





VILA DO CONDE PORTO FASHION OUTLET

Vila do Conde Porto Fashion Outlet, located just 30 minutes from Porto city centre, is the only premium outlet centre serving Northern Portugal and Galicia. We acquired the centre in 2017, and since then have identified several opportunities to continue broadening our appeal to tourists and residents alike.

When the centre joined our portfolio we set an ambitious five-year plan to improve performance, with a special focus on remerchandising. Over that timeframe, we remerchandised over 50% of the centre's GLA with upsizes, downsizes, and new brand additions. With these strong foundations in place, the centre will enter an exciting new phase as we celebrate its 20th anniversary. We are continuing to elevate the overall premium experience with a new expansion project that is now underway.

Taking our F&B offer to the next level will be our glass atrium. Designed as a modern interpretation of traditional Gaia wine cellars from Porto's historical area, the original wooden style of these cellars has been reimaged with crystal shapes and high ceilings. Here, a table service restaurant

will offer a peaceful view of a new winter garden and lake. This outdoor oasis will bring nature closer to the centre building and provide a more serene dining experience option.

Within the centre, a new shopping wing will be added, which will be the location of the new main entrance. We will increase the number of nearby car parking spaces, and welcome approximately 30 new international premium brands. A premium multipurpose room has also been designed to host exclusive events and offer exceptional hospitality services.

While the centre already has strong sustainability credentials, this new expansion will include the installation of additional solar panels, new water leak detection measures, increased on-site biodiversity, and more.

As more and more tourists continue to visit the city of Porto, in our future we will have a higher capacity to attract these guests with our uniquely designed premium expansion.

2017

Acquired: 2017

GLA: 27,500 m²

Stores: 115 units

2021

Renovation Completion: 2021

GLA: 27,500 m²

Stores: 115 units

BREEAM Certification: 'Outstanding' (In-Use, Part 1 and 2) Certified in 2022

During this major renovation an elegant entrance was built, along with a restaurant plaza with an elevated offer. Today, 50% of our guests visit the plaza. Next to the centre, a completely new retail park was built with seven new stores and a padel tennis academy.

2024

Expansion Start: Q2 2024

Estimated Completion: Q4 2025

GLA: 31,000 m²

Stores: 150 units and several new table service restaurants

BREEAM Certification: Aiming for 'Excellent' (New Construction)





2014

Acquired: 2014
GLA: 21,844 m²
Stores: 83 units
BREEAM Certification: 'Very Good' (In-Use, Part 1) and 'Excellent' (In-Use, Part 2) Certified in 2021



LANDQUART
FASHION OUTLET

Nestled in the Swiss mountains, close to the Rhine River, is Landquart Fashion Outlet. When we acquired this asset in 2014, our teams saw big potential; the exceptional landscape delivers a beautiful Alpine backdrop to the centre year-round, and there is a strong catchment area of tourists seeking outdoor adventures and local residents with high spending power.

Over the last nine years, we have transformed the pre-existing marketing and merchandising approach to enhance the guest experience. To realise our growth ambitions, in May 2024 we began a journey to expand the GLA and further enhance the already charming appeal of the meandering, Alps village-style centre.

As a landlocked site, we found a creative solution to expand. By reconfiguring one of the car parks, we will realise nearly 5,000 m² of additional GLA. The contemporary façades will resemble barn conversions and steel double-height anchor units are being built with bright flower beds interspersed throughout the centre. For the new four-story parking garage, additional car parking will reach a total of 1,550 spaces, as well as multiple EV chargers on all floors. To ensure a consistent look and feel

throughout, we will also be enhancing elements such as paving, signage, lighting, painting, and the façades in the existing centre.

The F&B offering has changed dramatically over the years. A variety of cuisines are available, from Swiss to Mediterranean, as well as different dining options, such as grab and go, cafés, and sit-down restaurants. In this new extension, a table dining service restaurant will be added that will remain open even after the brand stores have closed, delivering a new dining experience for guests.

Throughout this project, we will continue to make more environmental decisions. Among other sustainable initiatives, the centre will have solar panels, an underground water tank to collect rainwater, and a façade made largely from local and recyclable materials. In addition, heating will be provided by geothermal energy.

We are confident that by elevating Landquart Fashion Outlet, the centre in our portfolio with the highest average spend per visitor, we will continue to enhance the guest experience.

2024

Expansion Start: Q2 2024
Estimated Completion: Q1 2026
GLA: 26,916 m²
Stores: 97 units
BREEAM Certification: Aiming for 'Excellent' (New Construction)





20



WALK
THIS
WAY

FITNESS CAMPAIGN



2024 EDITION

21

FIND YOUR FLOW



LOW
LOW
LOW
LOW
LOW
LOW



We encouraged our guests to shape their own fitness story during our 'Find Your Flow' campaign. With an additional focus on sneakers, we hosted sports classes, launched a social media competition for guests to win a pair of customised artistic sneakers, installed inspiring visual merchandising set ups, opened sneaker cleaning stations, and more.



TOP LEFT:
Mallorca Fashion Outlet

ABOVE:
Wrocław Fashion Outlet

RIGHT:
Fashion Arena Prague Outlet

BOTTOM LEFT:
Sevilla Fashion Outlet



MEET OUR NEWEST BRAND PARTNERS

From restaurants to pop-ups to permanent stores, our guests explore new arrivals from a mix of labels across our 11 centres. We are pleased to introduce some of the latest international and beautifully local brands to our portfolio.

HUGO

ZARHOME

noon

ESSENTIEL
ANTWERP

ONLY & SONS

OPUS



ELENA MIRÒ



VOID
CYCLING



Zócalo
FRESH • HAPPY • MEX



SIBUYA
URBANSUSHIBAR

XA XA
ASIAN CUISINE

.B
RÅDE BAKERI





TOP:
Rituals, Hede Fashion Outlet

RIGHT:
Pinko, Fashion Arena Prague Outlet



Our teams consistently bring newness to our centres. Take a look at the fresh and elevated store concepts across our portfolio.

At VIA Outlets, we create beautiful environments where our guests love to spend time with friends and family. Our centres offer a full day out where they can discover different brands, take part in exciting activations, and enjoy various dining options. To continue building the guest experience, we invest in the centre itself by expanding our footprint and elevating the landscape. Next to this, we also work with our brand partners to create premium new stores or refits.

To achieve this, we set high standards with every shop fit. We work with each brand to bring forward the best

and latest store concept. With this approach, guests are immersed in consistent brand messages and experiences, whether they shop on the high street, at outlets, or both. Brand DNA is not compromised. In addition, we carefully select the right materials as we continue our Beyond Sustainable journey.

Throughout 2024, we brought a mix of different store concepts to life, from pop-ups to store refits and restaurants. Here are some of the highlights from across our portfolio.

FOOD & BEVERAGE

At the new Goiko gourmet burger restaurant in Mallorca Fashion Outlet, the brand's industrial-style interior is seen with raw and textural brickwork on the walls and bar counter, eye-catching neon signage and statement lighting, and mix of wood and stone flooring. The overall effect is a fusion of urban style and tradition.



POP-UP STORES

We never compromise on our high-quality standards, including for pop-up stores. At the Zara Home store at Freeport Lisboa Fashion Outlet, the muted tones, open and bright space, and pristine finish reflect the brand's distinctive DNA. The suspended backlit ceiling brings elegance and helps frame the light wooden furniture so the precisely organised products can take centre stage.



LOCAL OPERATORS

Leading the way in men's shirts and accessories in Sweden, Eton opened the doors to its new outlet store at Oslo Fashion Outlet in September. The classic shirt displays with wardrobe-inspired hanging spaces create a cosy feeling with a minimalist edge. The terrazzo-effect tiles complement the concept with their light appearance and texture. This store features the newest brand concept not yet seen in any other Eton outlet stores in Europe.

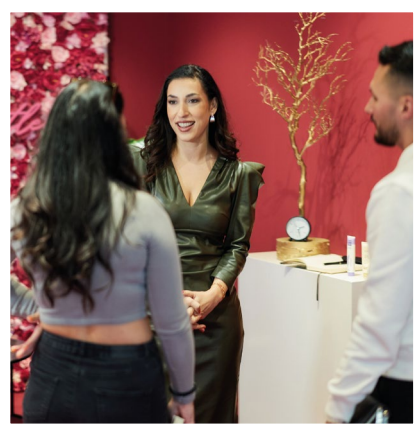


INTERNATIONAL BRANDS

Immersing guests in the serene world of Rituals, this Hede Fashion Outlet store fit remains true to the brand's DNA. The openness of the façade and windows entice guests into the store, where they are welcomed by an iconic Japanese cherry blossom tree that leads into a large stylish space. The natural dark wooden interior radiates warmth and cosiness, and the earthy colours throughout allow the brightly-packaged products to stand out.



International Women's Day



For International Women's Day, our centres raised awareness and celebrated this day in a variety of ways. A dedicated podcast discussion was published on Spotify, stories of women who are part of our brand partners' store teams were highlighted on social media, guests attended inspiring in-centre talks from women entrepreneurs, and more.

OUR JOURNEY SO FAR

We're taking a look back at some of our biggest achievements and milestones over the last 10 years and looking forward at what's to come.



Acquired two centres:

- Freeport Lisboa Fashion Outlet
- Hede Fashion Outlet



Acquired three centres:

- Oslo Fashion Outlet
- Vila do Conde Porto Fashion Outlet
- Zweibrücken Fashion Outlet



VIEW OUR
FULL TIMELINE



First Visual Merchandising 'Glasshouse' launches in Landquart Fashion Outlet

Launched a three-month 'Re.Love' pop-up store in Freeport Lisboa Fashion Outlet



Vila do Conde Porto Fashion Outlet retail park built

Raised €600 million in inaugural VIA Outlets Green Bond issuance



New website redesign launched

€17.5 million Sevilla Fashion Outlet expansion completed



2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

VIA Outlets established in January 2014

Joint venture established between APG, Hammerson PLC, Value Retail and Meyer Bergman



Acquired three centres:

- Batavia Stad Fashion Outlet
- Fashion Arena Prague Outlet
- Landquart Fashion Outlet



Acquired three centres:

- Sevilla Fashion Outlet
- Mallorca Fashion Outlet
- Wrocław Fashion Outlet

BREEAM®



100% of the portfolio was certified by BREEAM In-Use Part 1: Asset Performance

Otto Ambagtsheer appointed CEO of VIA Outlets

Rolled out our Fashion Club loyalty programme across all centres

Hede Fashion Outlet expansion completed, which added 2,500 m2 of retail space and 15 new stores

FASHION
Club

APG becomes sole owner of VIA Outlets

Received our first 5-star GRESB rating



Full portfolio certification to ISO 14001



Expansion work has begun at Landquart Fashion Outlet and Vila do Conde Porto Fashion Outlet, and remodelling has started at Freeport Lisboa Fashion Outlet

Expected to complete the Vila do Conde Porto Fashion Outlet expansion in Q4 2025

Thank you to all our suppliers, partners, and colleagues for our shared vision to grow and innovate - here's to our bright future ahead

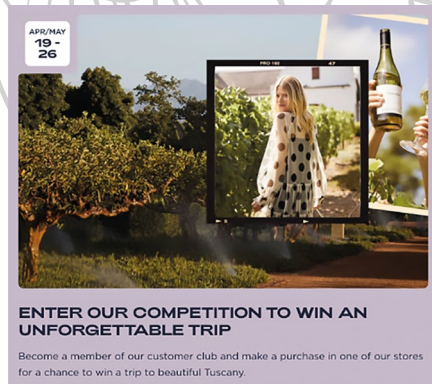


SPRING CAMPAIGN

Our 'In Full Bloom' campaign celebrated the new Spring season, taking in captivating landscapes with sun-kissed vineyards stretching off to the horizon and botanical gardens beginning to bloom in a symphony of colours. For the second consecutive year, we brought our Spring campaign to life with a competition exclusively for our Fashion Club loyalty programme members. These guests could win an exciting vacation, with each centre taking their guests to different locations.

In Full Bloom





LEFT:
Hede Fashion Outlet

RIGHT:
Batavia Stad Fashion Outlet

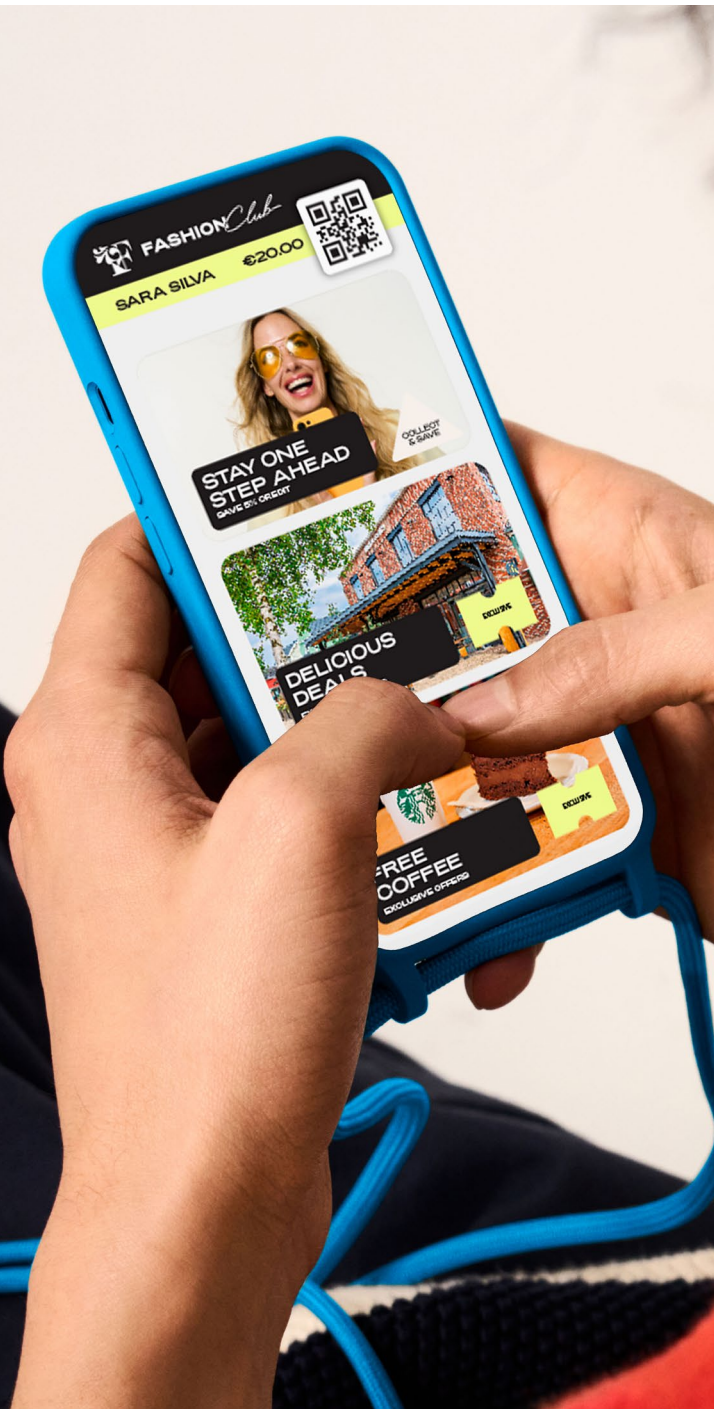
BELOW:
Sevilla Fashion Outlet



FASHION *Club*

Our Fashion Club loyalty programme first launched in 2017, and since then we have reached incredible milestones. Today, over 2.6 million Fashion Club members have signed up. In addition, members spent 29% more than our non-members in 2024 - they truly are loyal guests who return to our centres again and again to enjoy a full day out.





HOW FASHION CLUB WORKS

Every time a Fashion Club member shops at a participating store at one of our outlet shopping destinations, 5% of the total amount of their purchase will be added to their account as credit. These credits can be built up and used to save up to 25% off future purchases at participating stores. Not only this, but members also have access to exclusive offers, special events, a birthday gift, and more.

LACOSTE, HEDE FASHION OUTLET

“FASHION CLUB IS A GOOD TOOL FOR US TO REACH OUT TO OUR MEMBERS WITH EXCLUSIVE OFFERS. WE CAN EASILY FOLLOW UP THE RESULTS OF OUR ACTIVATIONS AND THE MEMBERS SEEM TO APPRECIATE THE BENEFITS OF THE CLUB. IT’S A WIN WIN!”

EMMA LANZKY
STORE MANAGER

EXPECT MORE

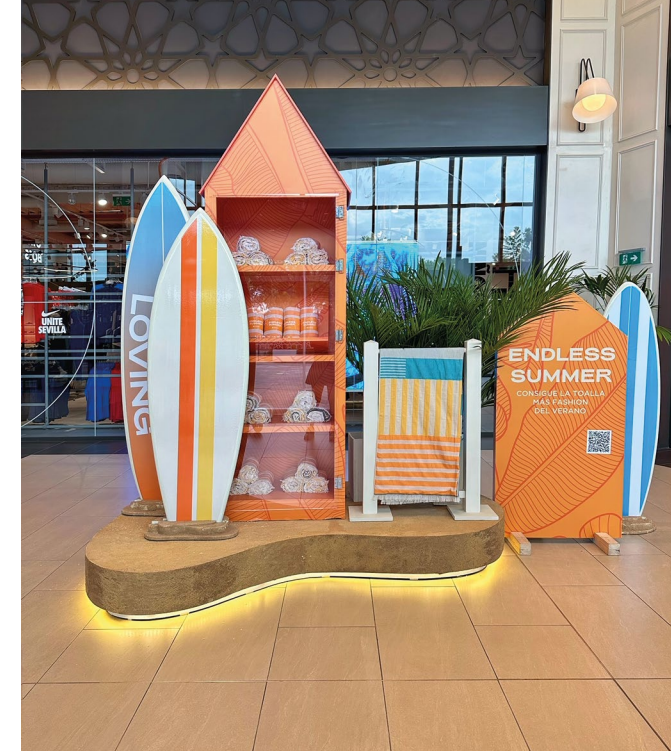
Joining our Fashion Club is covered under our standard lease agreement. This means there are no set up costs or point-of-sale (POS) integrations, and it takes no time at all to get started. Contact us for more details: info@viaoutlets.com

Endless Summer

SUMMER CAMPAIGN

This Summer was all about relaxing, unwinding, and enjoying every minute of an adventure by the sea. Our campaign captured a care-free spirit, living in the moment with your friends and losing track of time. Across all our centres, our guests were given a free luxurious beach or Turkish cotton towel after a minimum spend. Each towel was made with 100% organic yarn.





TOP LEFT:
Fashion Arena Prague Outlet

TOP RIGHT:
Sevilla Fashion Outlet

BOTTOM LEFT:
Wrocław Fashion Outlet

BOTTOM RIGHT:
Landquart Fashion Outlet

ENDLESS SUMMER

**I I I I I
I I I I I
I I I I I
LISTEN.
F N H A N C E
E N H A N C E
F N H A N C E
F N H A N C E
ENHANCE.
REPEAT.**

CONSISTENTLY ELEVATING THE SHOPPING EXPERIENCE

LISTEN

- Voice of the Guest Mystery Shopping
- Fashion Club Surveys
- Exit Surveys
- Brand Partner Surveys

ENHANCE

- MobieTrain
- Job Fairs
- Coming Soon: Retail Academy In-Person Training

Our ecosystem of continuous learning allows us to consistently elevate the shopping experience. We listen, enhance our services, and repeat the cycle. At the same time, the tools we develop benefit our brand partners while ultimately improving the in-store experience. Today, we are sharing 2024 successes of two elements of our toolkit: MobieTrain and Voice of the Guest Mystery Shopping.

Voice of the Guest Mystery Shopping

At VIA Outlets, we have been conducting our Voice of the Guest Mystery Shopping programme since 2022. The valuable information we learn from real-life in-store shopping experiences allows us to identify areas that we can improve.

So far in 2024, our mystery shopping partner Ipsos has visited over 3,240 of our stores, achieving an average score of 80.3%. Most notably, our highest scoring categories include Staff Helpfulness at 99.3% and Appealing Window Display at 97%.

MobieTrain

In 2023 we launched MobileTrain, the mobile-first microlearning platform with tailor-made, brand agnostic modules. This free tool empowers store staff to develop their retail skills and become customer service experts, and therefore boosts employee engagement. It also positively impacts the in-store experience, sales performance, and makes standards more consistent.

In its first year, we rolled out the platform to all 11 of our centres and over 1,400 users have registered. Each brand store was carefully assigned a limited selection of modules. This not only keeps training relevant as training needs differ between brand stores and restaurants, but also increases engagement – users aren't overwhelmed with long lists of training modules. There are currently 20 modules available, with subjects ranging from "Temperature Management" to "Selling Techniques", and the average score per module is 77%.

GO BEYOND GO BEYOND GO BEYOND



WE REVEAL SOME OF OUR BIGGEST ACHIEVEMENTS THIS YEAR ACROSS OUR “BEYOND SUSTAINABLE” STRATEGY.

At VIA Outlets, our goal is to become the market leader in sustainable outlet shopping. While also providing a unique shopping experience for our

guests, we are committed to responsible business practices and finding diverse ways to minimise our environmental impact. This means incorporating sustainability across all aspects of our operations. Our four-pillar ‘Beyond Sustainable’ strategy encompasses challenges faced by our company and broader industry. Read more about some of our biggest achievements over the last year across these four areas.



SUSTAINABLE BUILDINGS

Our outlet portfolio provides guests with enjoyable and sustainable shopping experiences as we deliver on our role in protecting the environment, preventing pollution, and working towards our 2050 Net Zero Target. Each outlet has energy and emission intensity targets aligned with the science-based Carbon Risk Real Estate Monitor (CRREM) tool. To continually enhance the sustainability of our buildings, we adopt a full lifecycle perspective and work across our value chain (development, refurbishment, operations, tenants, and mobility) to identify and implement projects that deliver on our sustainable building targets.

During the Summer, we established the VIA Outlets Life Cycle Assessment Methodology. This new workstream considers the various requirements of the different lifecycle assessments undertaken across our portfolio. Combining this knowledge and experience, our in-house methodology clearly outlines the standards we must meet across all centres, which occasionally go above and beyond lifecycle assessment requirements. Our methodology also allows us to set a baseline and target for embodied carbon of our construction or refurbishment activities. In 2024, we recertified several of our centres to BREEAM In-Use standards, achieving ‘Excellent’ to ‘Outstanding’ in seven assets, and ‘Very Good’ in one.



TOP:
Sevilla Fashion Outlet
BOTTOM:
Fashion Arena Prague Outlet



RESPONSIBLE CONSUMPTION

VIA Outlets facilitates the buying and selling of consumer goods whose premium brands are on their own journey(s) to become more sustainable. We take our role seriously in helping our guests and brand partners to live more sustainable lives and raise awareness of the sustainability credentials of products. We do this by providing brands with support to work on energy efficiency, waste reduction, recycling, and promoting sustainable products. For our guests, we highlight the sustainability efforts of our brands, invest in infrastructure that gives a wider choice of green travel options, and regularly communicate on sustainability topics.

In Autumn, we hosted our sustainability month across all 11 of our centres for the second consecutive year. Our ‘Meet the Change Makers’ campaign shared the ESG and sustainability stories of our brand partners, select influencers, and our centres through a Gen Z lens to highlight the different ways we are all making a difference.



TOP:
Sevilla Fashion Outlet
BOTTOM:
Wrocław Fashion Outlet



BE PROUD. BE YOU.



RESILIENT COMMUNITIES

Each outlet is part of a wider community of people and sensitive environmental receptors. We are committed to improving the resilience of these communities now and into the future. The voices and expectations of all stakeholders are heard, understood, and prioritised within our sustainability strategy, including our employees, suppliers, brand partners, guests, local residents, and the spaces that they value. We have set ambitious standards in safeguarding the health, safety, and well-being of our communities, as well as promoting accessibility in all our centres. We strive to create a working and shopping environment that is inclusive and embraces diversity, while encouraging events within our communities for local employment creation, raising awareness, and charitable goals.

In 2024, not only did we retain our ISO 14001 certificate, but we also established a new Health and Safety Committee to help align our entire portfolio's efforts to create a safe workplace with certification to ISO 45001. For recruitment, new guidelines were created to ensure gender balance promotion in job advertisements, a balanced candidate pool, the right training for our managers, and much more.

Meanwhile, in the Summer across our centres we celebrated Pride Month with our 'BE PROUD. BE YOU.' exhibitions. The unique jigsaw puzzle-shaped art was created by nine local artists connected to the LGBTQIA+ community that expressed stories or themes close to the heart of each artist. We also donated to ILGA-Europe, a leading non-profit organisation, to support its work with and for frontline LGBTI activists in 54 countries across Europe and Central Asia.



TOP:
Sevilla Fashion Outlet

BOTTOM:
Freeport Lisboa Fashion Outlet

LEFT:
Hede Fashion Outlet

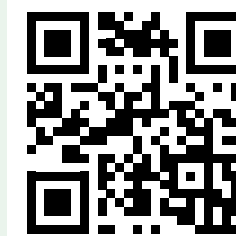
**WE ARE PROUD
TO CONTINUE OUR
PARTNERSHIP
WITH ILGA-EUROPE
AND SHARE THESE
TALENTED ARTISTS'
DIVERSE AND
UNIQUE ARTWORK
WITH OUR GUESTS**

OTTO AMBAGTSHEER
CEO, VIA OUTLETS

STAKEHOLDER ENGAGEMENT

Our strategy is defined by a thorough understanding of our stakeholders' needs and expectations. This knowledge drives the improvement of our environmental, social, and governance (ESG) reporting to heighten engagement with our targets and performance; the delivery of relevant training that upskills our teams; and the generation of awareness campaigns to move the dial on sustainability issues. Due to its holistic nature, this pillar crosses the boundaries of the other three pillars and forms the foundation of our overall strategy.

We are proud to have retained our 5-star GRESB score in 2024. In Q1 2024, we also completed a gap analysis and created our strategic roadmap to align with the EU's Corporate Sustainability Reporting Directive (CSRD). To ensure future compliance, internal engagement workshops were conducted. Next to this, we took important steps forward with regards to Scope 3 emissions. We completed an assessment to add deeper insights into our environmental footprint.



**READ OUR 2023
SUSTAINABILITY REPORT**



ABOVE:
Mallorca Fashion Outlet



MEET THE CHANGE MAKERS



RIGHT:
Sevilla Fashion Outlet

TOP LEFT:
Oslo Fashion Outlet

BOTTOM LEFT:
Batavia Stad Fashion Outlet



TWO STEPS AHEAD



THROUGH THIS INITIATIVE, WE COLLABORATE WITH OUR BRAND PARTNERS TO INTEGRATE ESG INTO OUR RETAIL DEVELOPMENT PROJECTS

At VIA Outlets, our Net Zero-aligned energy efficiency and emissions targets are well-established across our portfolio. Next to this, our local and international brand partners are also committed to sustainability. To support each other in achieving our environmental goals and targets, reducing the environmental footprint of our business, and generating awareness on environmental and sustainability topics in our centres, we identified two critical factors. The first is that we must work on topics that are relevant to both parties – alignment is crucial. The second is that engagement and constructive conversations can help us find solutions that can be implemented.

To move these important conversations forward, we launched a new initiative in collaboration with our top brands. Through engaging workshops and one-to-one meetings, we dive into topics such as efficient energy and water use, sustainable shop fits, waste reduction and management, health and safety, renewable energy consumption, and responsible consumption.

Some of the more specific areas we have covered in our workshops include putting the theory of sustainable shop fits into practice, trialling the use of an e-library that lists the embodied carbon values of various materials to better understand how much embodied carbon a shop fit generates, and piloting innovative business models in our portfolio. One of the most important documents we reference is our VIA Outlets Works Manual. This outlines our portfolio-wide retail development guidelines and specific recommendations per centre on how to improve the environment and occupants' health and well-being.

Focusing on sustainability does not mean compromising on brand DNA or creating a premium shopping experience for our guests. Many opportunities to decrease energy consumption happen behind the scenes, for example with lighting or HVAC system choices. While some technology requires an initial investment, operational costs are lowered as more efficiency is introduced and behaviours are changed.

We're making progress together, and as we look to the future, we will continue to foster open, two-way conversations to make more sustainable choices with our brand partners.





BEAUTIFULLY LOCAL

EXCITING EVENTS AND NEW STORE DEVELOPMENTS ACROSS OUR PORTFOLIO

With 11 outlets in nine countries across Europe, our vision is to create premium shopping destinations and offer best-in-class, beautifully local experiences for our guests and brand partners. Read on to discover some of the most inspiring and exciting events from across our portfolio this year, from a dance masterclass and charity bazaar to a new partnership with Vogue magazine and a pop-up farmers market.

BATAVIA STAD FASHION OUTLET

BATAVIA STAD FASHION OUTLET IS THE LARGEST
OUTLET SHOPPING DESTINATION SERVING THE
GREATER AMSTERDAM REGION. JUST 45 MINUTES
FROM THE CITY, IT HAS BEEN ESTABLISHED FOR
OVER 20 YEARS.

GLA (SQM)

31,000M²

BRANDS

250+

Boss, Calvin Klein, Maje, Michael Kors, Nike, PME
Legend, Polo Ralph Lauren, Sandro, Sunglass Hut,
Swarovski, The North Face, Timberland, Tommy
Hilfiger, Zadig & Voltaire





STORE REFIT: LINDT

This Lindt store refit celebrates the brand's long history. The marble-style floor and checkout area, muted tiled wall, and rich dark wooden displays exude elegance and sophistication. Modern 'cocoa beans' artistically hang from the more sustainable suspended full ceiling as guests dive into a world of chocolate through the eye-catching displays.



ASCENSION DAY

Celebrating Ascension Day, guests took part in several South African-themed activities across the weekend. The 'Win a Trip to South Africa' competition was at the heart of the event, while top chef Herman den Blijker cooked traditional braai BBQ dishes and guests could take part in safari-themed styling sessions. For children, there were South African animal-themed live shows with TV personality Wildebras and a treasure hunt. The centre reached +3% footfall vs. the Ascension Day period last year.

MICKEY & FRIENDS

This Summer, Batavia Stad Fashion Outlet was filled with fun and surprises for the whole family with the Mickey & Friends centre takeover. "Mickey's Experience Hub" immersed guests in the magical world of Disney, complete with a selfie zone, personalisation patch station, TV episode screening lab, and interactive scavenger hunt.



FASHION ARENA PRAGUE OUTLET

FASHION ARENA PRAGUE OUTLET IS LOCATED JUST
30 MINUTES FROM THE CITY. GUESTS CAN EASILY
TRAVEL TO THE CENTRE VIA THE METRO, TRAM,
CAR, BUS, AND SHUTTLE BUS.

GLA (SQM)

25,000M²

BRANDS

200+

Adidas, Aldo, Armani, Boss, Calvin Klein, Helly
Hansen, Hugo, Karl Lagerfeld, Liu Jo, Nike, Polo
Ralph Lauren, Rossignol, Salomon, Samsonite,
Tommy Hilfiger





SHOPPING WEEK WITH VOGUE CS

In September 2024, Fashion Arena Prague Outlet hosted a Shopping Week in collaboration with Vogue CS. Guests had the opportunity to join the centre's Fashion Club loyalty programme and enjoy a 10% discount on their first purchase at brands including Boss, Calvin Klein, Hugo, Karl Lagerfeld, Lacoste, Liu Jo, Sunglass Hut, and Tommy Hilfiger. The event's atmosphere was enhanced by the exclusive 'Vogue Gallery', where professional stylists presented a carefully curated selection of fashion pieces from premium brands.

NEW BRAND: PINKO

The vibrant splashes of colour in a bright white environment inspire guests visiting the new Pinko store. The marble-effect flooring and gold-colour display hardware elevate the overall shopping experience. Meanwhile, the curved, colourful and comfortable seating area adds a bold edge to the space alongside the bright white neon logo that elegantly blends with the white walls.

CHARITY BAZAAR

Earlier this year the centre hosted a Charity Bazaar in collaboration with former finalist of Miss Czech Republic, Veronika Kašáková, who is the founder of the Veronika Kašáková Foundation that supports young people from children's homes. After collecting over 1,000 items of clothing, accessories, shoes, and toys from customers, stores, and centre management, these items were then sold at symbolic prices.



FREEPORT LISBOA FASHION OUTLET

FREEPORT LISBOA FASHION OUTLET IS THE LARGEST OUTLET SHOPPING DESTINATION IN IBERIA. LOCATED JUST 30 MINUTES FROM THE CITY, WHICH IS ONE OF THE FASTEST-GROWING TOURISM DESTINATIONS IN EUROPE, THE YEAR-ROUND SHOPPING SHUTTLE BUS BRINGS GUESTS TO OUR CENTRE TO EXPLORE OUR PREMIUM BRAND OFFERING.



GLA (SQM)

36,200M²

BRANDS

150+

Armani, Boss, Calvin Klein, Carolina Herrera, Coach, Furla, Guess, Hackett London, Karl Lagerfeld, Lindt, Liu Jo, Longchamp, Pinko, Polo Ralph Lauren, The Kooples, Twinset, Under Armour, Zadig & Voltaire



BOUTIQUE TRUCKS

Beautifully showcasing our brand partners' DNA and the latest arrivals were the eye-catching and original boutique trucks that guests could explore within the centre. The Karl Lagerfeld boutique truck celebrated the upsized store in the centre, which is the brand's largest in Portugal and one of its largest outlet stores in Europe.

FASHION CLUB ANNIVERSARY

In March, both Freeport Lisboa Fashion Outlet and Vila do Conde Porto Fashion Outlet celebrated the fifth anniversary of our Fashion Club loyalty programme. Members of the club won additional credits for their accounts and other exclusive prizes. Today, there are over 390,000 Fashion Club members in Portugal.





NEW BRAND: THE KOOPLES

The brand's first outlet space in Portugal, this new store design reflects The Kooples' rebellious style. The black displays and wooden floor contrast with the crisp white walls while maintaining elegance and simplicity. There is a more sustainable suspended ceiling set up, and at the checkout area the LED panel adds a bold focal point to the store.

2024 EDITION

79



HEDE FASHION OUTLET

HEDE FASHION OUTLET IS THE ONLY OUTLET SHOPPING DESTINATION SERVING THE WIDER GOTHENBURG REGION. LOCATED JUST 20 MINUTES FROM THE CITY, THE CENTRE HAS A CATCHMENT AREA OF 1.8 MILLION WITHIN 60 MINUTES.

2024 EDITION



GLA (SQM)

19,600M²

BRANDS

150+

Adidas, Boss, Calvin Klein, Gant, J.Lindeberg,
Lacoste, Levi's, Lindt, Michael Kors, Polo Ralph
Lauren, Replay, Rituals, Selected, Tommy Hilfiger,
Under Armour, Zwilling



HEDE FASHION OUTLET

WAY OUT WEST COLLABORATION

Hede Fashion Outlet formed a partnership with one of Scandinavia's most iconic music and culture festivals, Way Out West. The music festival staged a takeover at the centre in August, and for four days guests enjoyed a unique blend of music, fashion, and culture. Not only did the event result in an increase in footfall, there was an 89% rise in social media engagement.



NEW BRAND: HELLY HANSEN

Throughout the entire Helly Hansen store an impressive 'wavy' suspended ceiling created with timber slats provides a modern warmth against a black background. Between the slats directional spotlights pinpoint products to create focal points, while the FSC-certified wood used in the checkout area intensifies the natural elements.



LANDQUART FASHION OUTLET

LANDQUART FASHION OUTLET IS THE LARGEST OUTLET SHOPPING DESTINATION SERVING THE GREATER ZURICH AREA. LOCATED OFF THE A13 MOTORWAY LINKING ZURICH WITH ITALY, LANDQUART IS THE GATEWAY TO INTERNATIONALLY FAMOUS SWISS DESTINATIONS SUCH AS ST. MORITZ, DAVOS, KLOSTERS, LAAX, AND BAD RAGAZ.

GLA (SQM)

21,900M²

BRANDS

160+

Armani, Boggi Milano, Bogner, Boss, Calvin Klein, Corneliani, Furla, Le Creuset, Max Mara, Michael Kors, Nike, Polo Ralph Lauren, Rukka, Villeroy & Boch



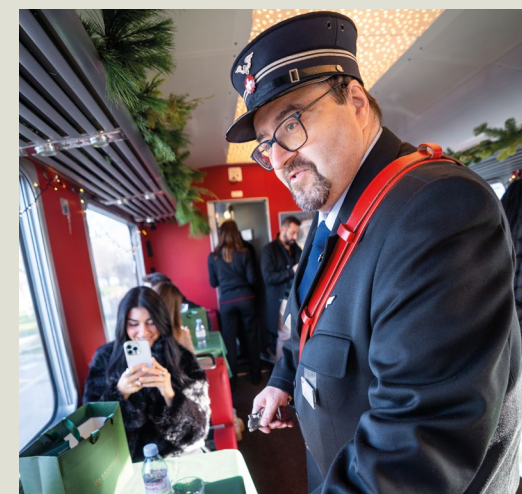
SUPER BAG FOR SPRING

Celebrating the Spring season, an unforgettable event was hosted at Zurich's bustling central train station. An oversized "super bag" immersed visitors into Spring with fresh flowers and inviting music, with the chance to take part in a competition, claim a shopping discount, and more. The welcoming hosts also took to the city centre streets to share the Spring spirit and surprise with a choreographed flash mob.



THE LANDQUART FASHION OUTLET EXPRESS

The Landquart Fashion Outlet Express fused the festive spirit with the world of fashion. VIP guests, influencers, and media personalities embarked on a unique journey for an unforgettable shopping experience. Guests not only received exclusive offers, but they also saw breathtaking festive dance shows.





NEW BRAND: FURLA

Tonal, minimal elegance is at the heart of the new Furla store design. The soft colour of the walls and ceiling, neutral wooden fixtures, and glass pendant lighting feel balanced and create an inviting atmosphere. The considered and pared-back product offering further elevates the space, while the LED screen brings an element of modernity. This is the brand's latest store concept and is not seen in any other Furla outlet stores in Europe.



MALLORCA FASHION OUTLET

MALLORCA FASHION OUTLET IS THE ONLY
OUTLET SHOPPING DESTINATION SERVING THE
SPANISH ISLAND. WITH EASY ACCESS TO PALMA
VIA TRAIN, GUESTS CAN VISIT AND SHOP THEIR
FAVOURITE PREMIUM BRANDS.

GLA (SQM)

33,000M²

BRANDS

85

Asics, Boss, Columbia, Guess, Karl Lagerfeld,
Michael Kors, Nike, Polo Ralph Lauren, Puma,
Rituals, The North Face, Ugg, Under Armour





ENHANCED DINING EXPERIENCES

During the Spring of 2024, the first floor of Mallorca Fashion Outlet welcomed the arrival of three new restaurants that completely transformed the shopping centre's landscape. Enticing guests to explore this revitalised F&B area, all terraces were reconfigured with shaded spaces, new relaxation areas were added with additional greenery, ambient lighting created a cosy atmosphere, and live music in the evenings enhanced the overall dining experience. The new restaurants well exceeded sales targets, while existing ones surpassed 2023 results by over 20%.

INSULAR COSMOS ART INSTALLATION

Mallorca Fashion Outlet invited artist Pablo Castañeda to express his artwork across the centre. Pablo explored crafts such as blown glass, Mallorca embroidery, and Marratxí pottery in a futuristic way through mixed techniques that combine oil on canvas, mural painting, and digital printing. This art installation was part of an open-air art gallery initiative from the centre that aims to promote emerging talent and local culture.



NEW BRAND: THE NORTH FACE

Strengthening the connection to beautiful and rugged landscapes, this new The North Face store features wooden display fixtures throughout. In contrast to the simple design, the checkout area is crafted with wood and makes a bold statement in the store. The stable doors leading to the fitting rooms and pendants framing this area continue the outdoor feel and natural design.

OSLO FASHION OUTLET

GLA (SQM)

14,250M²

BRANDS

150+

Adidas, Boss, Björn Borg, Follestad, Gant,
J.Lindeberg, Levi's, Lyko, Nike, Selected,
Tiger of Sweden, Tommy Hilfiger

OSLO FASHION OUTLET IS THE ONLY OUTLET SHOPPING DESTINATION SERVING THE OSLO REGION. LOCATED JUST 30 MINUTES FROM THE CITY, OSLO WELCOMED FIVE MILLION TOURISTS IN 2019, AND GUESTS VISITED OUR CENTRE TO SHOP AND DISCOVER BOTH LOCAL AND INTERNATIONAL BRANDS.



LOCALS EVENT

Celebrating the best local produce in the region, our centre invited a selection of artisans to present their products in a pop-up farmers market event. Everything from gourmet meats and baked goods to honey were available for our guests to purchase. The two-day event in June drove +4.4% in spend per visitor vs. 2023.

NEW BRAND: PEAK PERFORMANCE

Dynamic, moody yet soft lighting fills this new Peak Performance store. The contrast between dark ceiling voids, wooden slat ceiling and illuminated furniture enhance a sense of discovery. At the checkout area, a collage of ornaments, products, and inspiring photography elevate the space.



ELLE MAGAZINE

Reaching a fashion-forward audience, Oslo Fashion Outlet collaborated with ELLE magazine for an exclusive denim event. A content producer from the magazine shared her favourite denim pieces available at the centre and showed how to style them for Autumn. This, in addition to a competition, presentations from staff at Lee and Wrangler, goodie bags, and a personalisation sewing stall made for an inspiring day out. There were exceptional results on social media, with the event Instagram Reel becoming the most viewed piece of content of the year.

SEVILLA FASHION OUTLET

SEVILLA FASHION OUTLET IS LOCATED JUST FIVE MINUTES FROM THE AIRPORT AND 15 MINUTES FROM THE CITY. DUE TO THE NEW EXPANSION THAT WAS COMPLETED IN Q4 2023, SEVILLA FASHION OUTLET IS NOW HOME TO 100+ BRANDS.

GLA (SQM)

19,800M²

BRANDS

100+

Adolfo Domínguez, Alohas, Bimba y Lola, Boss, G-Star Raw, Hoff, Lacoste, Lola Casademunt, Michael Kors, Polo Ralph Lauren, Vans



MUY NUESTRA EVENT

Celebrating the important Spring season in Seville, when the city is brought to life with the annual Fair in April, our team collaborated with six ambassadors who own their creativity: a filmmaker, DJ and singer, visual artist, flamenco dancer, gallery owner and cultural agitator, and fashion designer. The centre hosted a special event that brought together these creatives in a vibrant and memorable way for all attendees.

DANCE MASTERCLASS

During the Fitness campaign, Sevilla Fashion Outlet collaborated with an award-winning contemporary dancer to host a free dance masterclass in the city centre for local dance students to attend. The creative online content expressed how he finds his flow, which was the theme of the campaign, and invited audiences to find theirs. The event was a success, with all the spots fully booked.



NEW BRAND: BOSS

The large, glazed façade allows natural light to flood into this newly opened Boss store concept. This unique environment feels cosy yet open. The geometric lighting adds modernity, while the 'backdropped' windows feature a patterned material bringing depth and texture to this elegant space. The brand's DNA is felt throughout as guests explore the store.



VILA DO CONDE PORTO FASHION OUTLET

VILA DO CONDE PORTO FASHION OUTLET IS THE ONLY PREMIUM OUTLET CENTRE SERVING NORTHERN PORTUGAL AND GALICIA. WITH A DIRECT METRO LINE TO THE CITY IN 30 MINUTES, THE CENTRE ALSO HAS STRONG MOTORWAY CONNECTIONS WITH SPAIN AND THE REST OF THE REGION.

GLA (SQM)

27,500M²

BRANDS

150+

Armani, Boss, Coach, Furla, Guess, Lacoste, Michael Kors, New Balance, Pepe Jeans, Polo Ralph Lauren, Rituals, Sunglass Hut, Timberland, Tommy Hilfiger, Tous, Under Armour.





LOCAL IS BEAUTIFUL

Celebrating Sustainability Month in October and our commitment to ESG, the centre showcased the work of several Portuguese artists in a window gallery format. With a focus on nature and the environment, each artist had a story to share, and their pieces featured sustainable materials from Portugal.



WATCH THE VIDEO

NEW BRAND: FAÇONNABLE

The simple yet effective blue coloured stripe across the store gives a subtle nod to Façonnable's heritage and the French Riviera. Organic rug fabrics and wooden storage spaces enhance the coastal feeling. Vertical stripes bring a bold finish to each fitting cubicle, with gold-style hooks and furniture structure adding elegance.





20TH ANNIVERSARY CELEBRATION

Both Vila do Conde Porto and Freeport Lisboa Fashion Outlet hosted a lively party complete with late night shopping to celebrate 20 years of growth and innovation. A DJ set, live music, acrobats, and other surprises awaited guests, who could also shop with extra discounts until midnight during this special event.



WROCLAW FASHION OUTLET

GLA (SQM)

13,700M²

BRANDS

100+

Adidas, Asics, Boss, Calvin Klein, Guess, Joop!,
Karl Lagerfeld, Lacoste, Levi's, Marc O'Polo, Nike,
Salomon, Starbucks, Tommy Hilfiger, Villeroy &
Boch, WMF

WROCLAW FASHION OUTLET IS THE ONLY OUTLET
SHOPPING DESTINATION IN THE LOWER SILESIA
REGION OF POLAND. A DIRECT TRAM LINE TAKES
GUESTS FROM THE CITY TO OUR CENTRE IN JUST
20 MINUTES.



PLACEMAKING ENHANCEMENTS

In 2024, new renovations and placemaking projects enhanced the overall guest experience and premium positioning of the centre. Modern, durable materials in a natural wood colour were added to the building's façade, while the large-format panels on the remaining façade were refreshed with new colours to evolve the building's overall appearance. In addition, the centre's second entrance was completely refurbished with a new and inviting Information Point. Throughout the centre, renewed relaxation areas now feature dramatic hanging plants, a live indoor tree, comfortable furniture, and modern lighting.



2024 EDITION

111

DOG FESTIVAL

During the Summer, Wrocław Fashion Outlet invited dogs and everyone who loves our four-legged friends to a unique two-day event. The packed programme included a meet-and-greet with dog influencer Aussie Lilo, lectures and workshops with a behaviourist, a professional dog photography zone, gift shopping, and a dog rescue booth with dogs available for adoption. This heart-warming event saw the centre achieve +10% footfall vs. 2023.



NEW BRAND: STARBUCKS

With over 180 m2 of indoor space and a large outdoor garden, Starbucks welcomes guests during and before centre opening hours. The brand's strong DNA comes through in the organic furniture shapes, harmonious look and feel, and use of natural materials throughout. The refined lounge furniture fuses with the more modern furniture seamlessly, and the walls are elegantly decorated with themed designs recalling the brand's rich heritage.

ZWEIBRÜCKEN FASHION OUTLET

ZWEIBRÜCKEN FASHION OUTLET IS LOCATED IN THE TRI-BORDER REGION OF GERMANY, FRANCE, AND LUXEMBOURG. OUR CENTRE HAS A CATCHMENT AREA OF 15 MILLION WITHIN TWO HOURS, WITH **130+ BRANDS** FOR GUESTS TO EXPLORE.

GLA (SQM)

30,400M²

BRANDS

120+

Adidas, Armani, Birkenstock, Boss, Coach, Coccinelle, Diesel, Falke, Karl Lagerfeld, L'Oreal, Michael Kors, Napapijri, Polo Ralph Lauren, Rituals, Swarovski, The North Face, Tommy Hilfiger





WEINFEST

Inspired by local wine regions, Zweibrücken Fashion Outlet hosted a special Weinfest in August. Guests could enjoy a variety of promotions, exquisite wines from renowned wineries, culinary delights, live music, late night shopping, and more. The centre also created two bespoke wines with Hensel winery, a Pinot Grigio and a St. Laurent named “Magic Gardens” that guests could sample and purchase. During the event weekend, the centre reached +47% footfall vs. 2023.





ZWEIBRÜCKEN FASHION OUTLET

**FRENCH WEEK
& ITALIAN WEEK**

Getting guests in the Summer spirit for their upcoming vacations, the centre hosted two themed events: French Week and Italian Week. Each event provided guests with the opportunity to enjoy classic dishes, art activations, live music, and much more. During Italian Week, the centre reached +20% in footfall vs. 2023.



STORE REFIT: SAMSONITE

A sleek and minimalist style is seen throughout the new Samsonite store. The wood panelling behind the counter brings additional elegance to the large brand logo, while perhaps the most interesting feature is the ceiling bulkhead, which follows the perimeter of the store with recessed halo lighting. The balance and temperature of the lighting ensure the product is highlighted efficiently, enhancing its features.



CURIOSITY & WONDER

WINTER CAMPAIGN

Our guests were be invited to step into the spotlight during the Holiday season. Putting statement-making outfits front and centre, this campaign was all about finding glamorous, festive styles perfect for the party season. Across all our centres, we collaborated with our brand partners for our annual Advent Calendar activation to provide guests with compelling offers and gifts with purchase during this special time of year.





TOP LEFT:
Sevilla Fashion Outlet

TOP RIGHT:
Wrocław Fashion Outlet

MIDDLE RIGHT:
Sevilla Fashion Outlet

BOTTOM RIGHT:
Freeport Lisboa Fashion
Outlet



**BATAVIA STAD
FASHION OUTLET
THE NETHERLANDS**

GLA 31,000 m2
Over 2.6m footfall*
140 stores
45 minutes from Amsterdam
Open on Sundays



**FASHION ARENA
PRAGUE OUTLET
CZECH REPUBLIC**

GLA 25,000 m2
Over 2.8m footfall*
110 stores
25 minutes from Prague
Open on Sundays



**FREEPORT LISBOA
FASHION OUTLET
PORTUGAL**

GLA 36,200 m2
Over 3.4m footfall*
150 stores
30 minutes from Lisbon
Open on Sundays



**HEDE
FASHION OUTLET
SWEDEN**

GLA 19,600 m2
Over 1.9m footfall*
70 stores
20 minutes from Gothenburg
Open on Sundays



**LANDQUART
FASHION OUTLET
SWITZERLAND**

GLA 21,900 m2
Over 1.8m footfall*
83 stores
60 minutes from Zürich
Open on Sundays



**MALLORCA
FASHION OUTLET
SPAIN**

GLA 33,000 m2
Over 4.7m footfall*
86 stores
20 minutes from Palma
Open on Sundays



**OSLO
FASHION OUTLET
NORWAY**

GLA 14,250 m2
Over 1m footfall*
56 stores
25 minutes from Oslo



**SEVILLA
FASHION OUTLET
SPAIN**

GLA 19,800 m2
Over 2.2m footfall*
84 stores
15 minutes from Seville
11 open Sundays per year



**VILA DO CONDE
PORTO
FASHION OUTLET
PORTUGAL**

GLA 27,500 m2
Over 5.2m footfall*
115 stores
30 minutes from Porto
Open on Sundays



**WROCLAW
FASHION OUTLET
POLAND**

GLA 13,700 m2
Over 2m footfall*
80 stores
15 minutes from Wroclaw
7 open Sundays per year



**ZWEIBRÜCKEN
FASHION OUTLET
GERMANY**

GLA 30,400 m2
Over 3.4m footfall*
120 stores
France, Germany, Luxembourg
cross-border catchment
14 open Sundays per year

*2024 performance

WE SET
THE STAGE.
YOU STEAL
THE SHOW.

Production: VIA Outlets

Publication Date: February 2025

Contributors: VIA Outlets and its 11 pan-European centres, Brand Partners, Partners

Photography: VIA Outlets and its 11 pan-European centres, Brand Partners, Partners. Patrick Ouwerkerk, Vincent Dommer, Nacho Álvarez Fotógrafo, Vera Krehackova, Oscar Omero

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