

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



**FASHION ARENA  
PRAGUE 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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# FASHION ARENA PRAGUE OUTLET



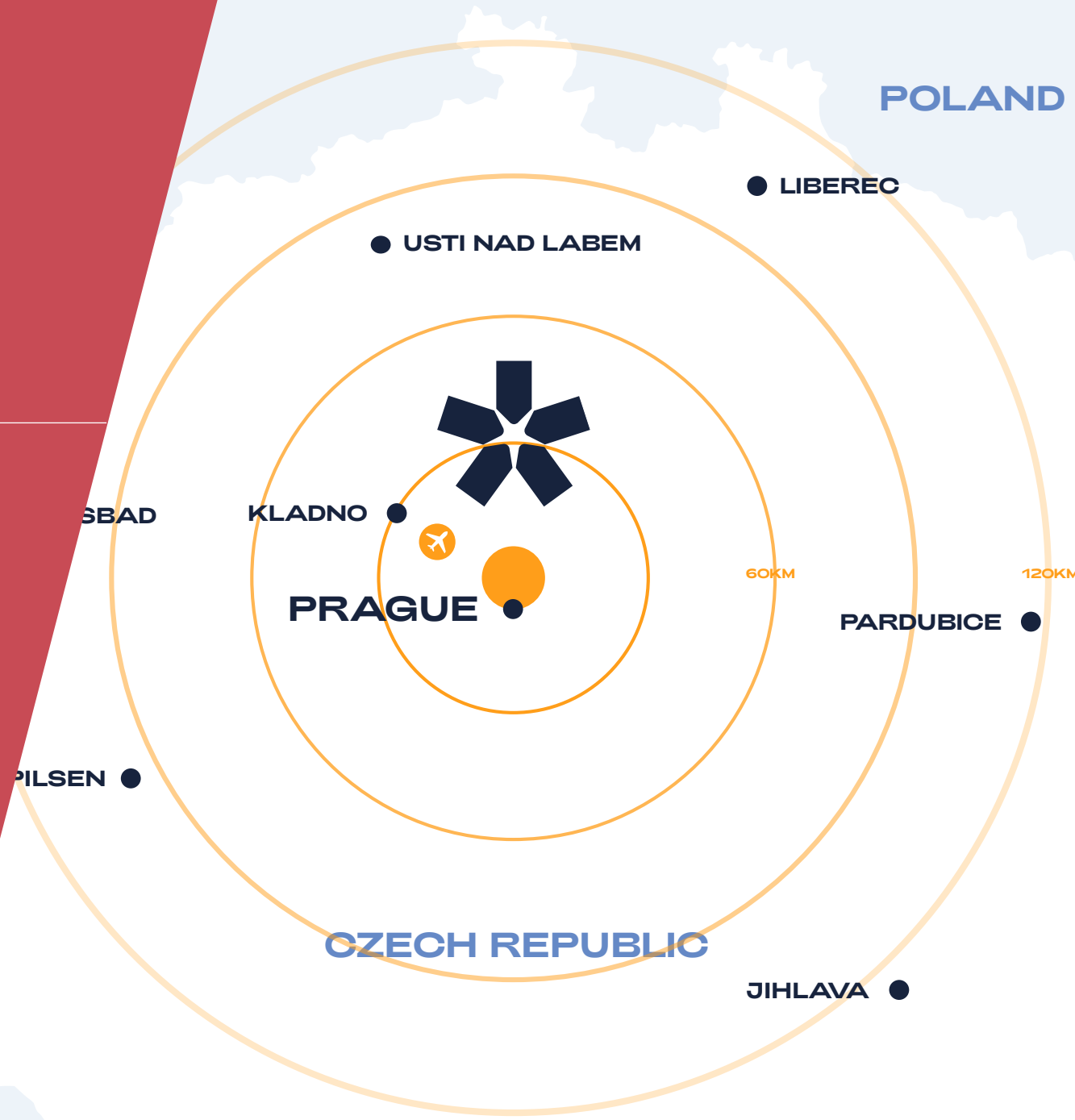
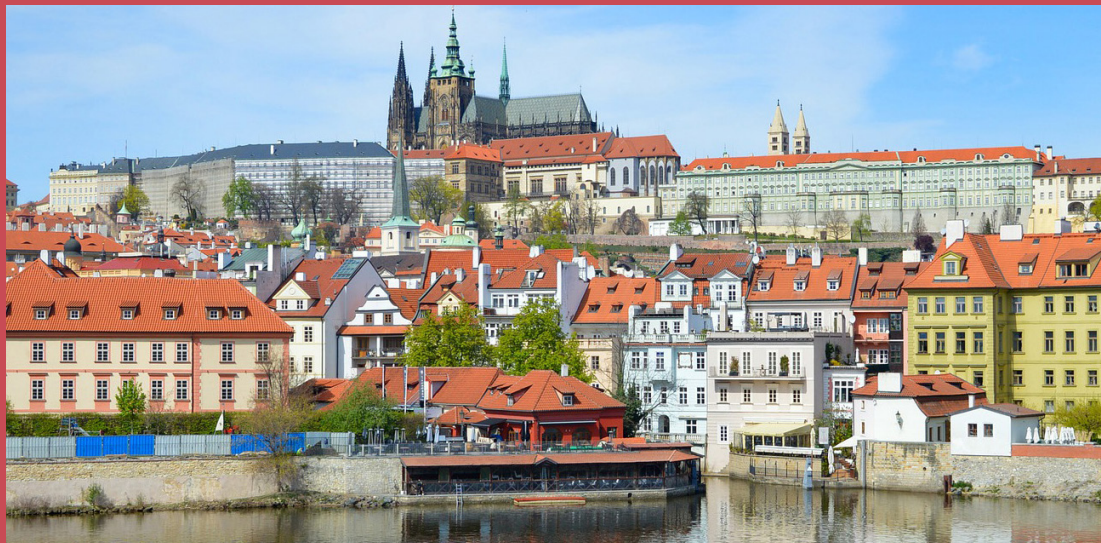
# STRATEGIC LOCATION

- Catchment area of 8 million within 120 minutes.
- Prague City Centre only 25 minutes away. Located on main Prague inner ringroad.
- Airport 45 minutes. Direct Shopping Shuttle from the City Centre.
- 33 million cars pass Fashion Arena Prague Outlet every year.



# PREMIUM LOCATIONS

- Prague airport handled over 15.5 million passengers in 2024.
- Prague is the 6th most visited European city.
- Prague is one of the top twenty cities in Europe for tax refunded sales.









# Key figures

110

STORES

+8.2%

SPV VS. 2019

2.7M+

FOOTFALL\*

25,000

SQ. M. GLA

DID YOU KNOW:

7.4 MILLION INTERNATIONAL TOURISTS  
VISITED PRAGUE IN 2023

GOOD TO KNOW:

52

TRADING SUNDAYS PER YEAR

1,300

PARKING SPACES

8

RESTAURANTS/CAFÉS

5x

AVERAGE VISITS PER YEAR BY GUESTS



# OVER 200 BRANDS



NEW brands opened in 23/24:





# WHO'S OUR GUEST

120 MINS

CATCHMENT AREA FOR DOMESTIC GUESTS

61%

OF GUESTS ARE FEMALE



26%

ARE BETWEEN 35-54 YEARS OLD

89%

WILL RETURN WITHIN 12 MONTHS

73

NET PROMOTER SCORE

10%

OF TOTAL BRANDSALES DONE BY NON-EU TOURISTS



## TOURISM

- Top 3 Non-European nationalities: Israel, Saudi Arabia & Turkey in 2024
- Top 3 European nationalities: German, Slovakia, Poland
- Contemplation room
- Oversees Shoppers average ATV is 3.8x higher than average local guests (2023)
- Onsite tax refund by Global Blue & Planet Payment.

RESULTS 2023 EXIT SURVEY



# FASHION Club

## 148K

FASHION CLUB MEMBERS

## 71%

PARTICIPATING STORES

## 15%

FASHION CLUB SALES AS  
A % OF TOTAL CENTRE SALES

## 35%

HIGHER ATV VS NON-MEMBERS

## 4M+

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





LACOSTE

FASHION ARENA  
PRAGUE OUTLET

hannah.

FASHION Club

Marc O'Polo

FASHION Club

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# LET'S TALK

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PORTO | PRAGUE | SEVILLE | WROCŁAW | ZURICH