

# magazine

ROS MAGAZINE / ISSUE Nº 10



10 YEARS  
ROS

We love  
Outlet  
Shopping

CREATING OUTLET SHOPPING DESTINATIONS ACROSS EUROPE

ALGARVE / BRUGNATO / BUDAPEST / GDANSK / GEISLINGEN /  
HAUTMONT / KRAKOW / MURCIA / POLGAR / SARDINIA /  
SOLTAU / SOSNOWIEC / WARSAW / ZAGREB / ZARAGOZA

ROS retail  
outlet  
shopping

10 YEARS  
ROS

# Welcome at ROS Retail Outlet Shopping

In 2011, Thomas Reichenauer and Gerhard Graf founded ROS Retail Outlet Shopping in Vienna, which was shortly afterwards appointed operator of the Designer Outlet Soltau in northern Germany.

Over the past 10 years, ROS has grown to become a real estate consultancy and center management company specialised in Designer Outlets and innovative retail concepts across Europe.

Despite being one of the youngest companies in this field, ROS has already established itself among Europe's top 5 outlet operators based on shares in operating outlet retail space. Today, ROS manages 11 operating outlet centres and is growing by further 50,000 sqm gross lettable area until the end of 2023 with 4 new developments and 5 centre extensions in the existing portfolio.

Both, Thomas Reichenauer and Gerhard Graf, are recognised personalities in the industry and together have over 20 years of experience in leading retail real estate developers and operators.



“ Looking back over these last 10 years, we cannot be more proud of the journey and where we are today. As an innovative company, ROS has successfully adapted to evolving trends and the demands of the market, and we will continue to push forward to add value for our brand partners, investors and customers. Let's continue to create unique, sustainable and successful shopping experiences! ”

Thomas Reichenauer & Gerhard Graf,  
ROS Founders, Managing Directors

10 YEARS  
ROS

# A decade of success

## Creating desirable outlet shopping destinations since 2011.

ROS Retail Outlet Shopping has been driving innovative outlet concepts across Europe for a decade. Founded in 2011, ROS opened its first destination Designer Outlet Soltau in northern Germany only a year later. Followed shortly after by Designer Outlet Landquart and Fashion Outlet Pandorf, which ROS took over and managed until 2015 and 2016, respectively, and opened another German destination the City Outlet Bad Münstereifel, which focused on the regeneration of the historic centre of the city.

In 2015, ROS was appointed for the center management of City Outlet Geislingen, the outlet concept proposal for Stuttgart, Göppingen and Ulm. In the same year, ROS made the move to Italy, taking over Brugnato 5Terre Outlet Village, which has an important tourism potential of 18 million tourists.

One year after, ROS started managing the premium outlet for Hungary's capital Budapest, Premier Outlet Budapest.

The year of 2017 was very successful and busy for ROS with the entry into the Polish market, taking over three locations in Poland: Designer Outlet Warszawa, Designer Outlet Gdańsk and Designer Outlet Sosnowiec. The outlet in Warsaw has recently grown to almost 23,000 sqm and hosts currently more than 130 international and Polish designer, fashion and lifestyle brands. Likewise, the centres at Gdansk and Sosnowiec are also expected to have further extensions.

In November of that same year, ROS travelled to Southern Europe to open a new outlet centre in one of the most popular tourist destinations in Portugal and in Europe. Designer Outlet Algarve attracts over 4 million tourists per year.

In 2018, ROS inaugurated Designer Outlet Croatia, the premium outlet village of Zagreb, which is also anchored by Europe's largest IKEA store. Later that year, ROS took over and relaunched La Galleria Parma in Italy, which was the only project in the company's portfolio that was not an outlet centre.

In 2020, ROS opened its first centre in Spain, La Torre Outlet Zaragoza, combining convenience shopping with a Bauhaus DIY store and a food court with a premium factory outlet village. Most recently, ROS took over the management of the M3 Outlet Polgár in Hungary.

Currently, ROS manages eleven operating outlet villages and centres in Germany, Hungary, Poland, Italy, Portugal, Croatia, Spain and further new developments across Europe.



# Let's celebrate!

ROS achievements over the last 10 years

# 10<sup>YEARS</sup> ROS

## 23 million customers

PER YEAR ACROSS THE ROS PORTFOLIO IN 2019

## 196,000 sqm

OPERATING GROSS LETTABLE AREA

ACTIVE IN

## 8 EU countries

CROATIA / FRANCE / GERMANY / HUNGARY / ITALY / POLAND / PORTUGAL / SPAIN

## Double-digit growth

2019/2018

## 10 Centre Take Over

LANDQUART  
PARNDORF  
BUDAPEST  
BRUGNATO  
GEISLINGEN  
WARSAW  
GDANSK  
SOSNOWIEC  
PARMA  
POLGAR

## Nº 3

3rd Best European Outlet Operator mastering the challenges of the covid-19 pandemic.

ecostra Outlet Centre Performance Report 2020

## 100+ Employees

## 500k

Active VIP customers

Database

## Nº 5

5th largest European Outlet Operator based on shares in % of operating outlet retail space in Europe.

## 5 Centre Openings

SOLTAU  
BAD MUENSTEREIFEL  
ALGARVE  
CROATIA  
ZARAGOZA

## 690k

FACEBOOK FANS

## 150k

INSTAGRAM FOLLOWERS

## 8 awards

NEW DEVELOPMENTS / CUSTOMER SATISFACTION / MARKETING / TRAVEL

## 1,000+

### Leasing agreements

NEW LEASES / RENEWALS / POP UPS / ASSET MANAGEMENT MOVES / STORAGE & KIOSK

## 3.6 million

web visitors per year

# On a strong growth track

**ROS successfully opened La Torre Outlet Zaragoza, upgraded the Designer Outlet Warszawa with the opening of the centre's west wing extension and has further 70,000 sqm gross lettable area in the pipeline.**

ROS manages 11 outlet centres with 196,000 sqm gross lettable area and is currently ranked as the 5th largest outlet operator in Europe with a market share of 4%.

A milestone for ROS and the European Outlet market was the opening of La Torre Outlet Zaragoza in October 2020, a new outlet generation, a mixed-use development comprising a fashion outlet, food court, convenience retail, leisure and lifestyle with a unique phygital experience. In addition, May 2021 saw the opening of the extension of the west wing of Designer Outlet Warszawa, becoming Poland's flagship outlet destination with premium brands such as Polo Ralph Lauren, Max Mara, Karl Lagerfeld, Lacoste and many more.

Future growth plans for ROS focus on the opening of new developments and the trading up of existing centres through the acceleration of centre extensions.

With the centre extensions of Premier Outlet Budapest, Designer Outlet Croatia, Designer Outlet Gdansk, Designer Outlet Sosnowiec, Designer Outlet Algarve, City Outlet Geislingen and the openings of the new developments Designer Outlet Hautmont, Designer Outlet Krakow, Designer Outlet Sardegna and Gallery Outlet Murcia, ROS will grow by at least 70,000 sqm gross lettable area by the end of 2023.





# We love Outlet Shopping

DISCOVER YOUR OPPORTUNITIES  
ACROSS EUROPE

11

PREMIUM OUTLET VILLAGES  
AND INNOVATIVE OUTLET CONCEPTS

ALGARVE / BRUGNATO / BUDAPEST / GDANSK /  
GEISLINGEN / POLGAR / SOLTAU / SOSNOWIEC /  
WARSAW / ZAGREB / ZARAGOZA

4

NEW DEVELOPMENTS

HAUTMONT / KRAKOW / MURCIA / SARDINIA

 retail  
outlet  
shopping

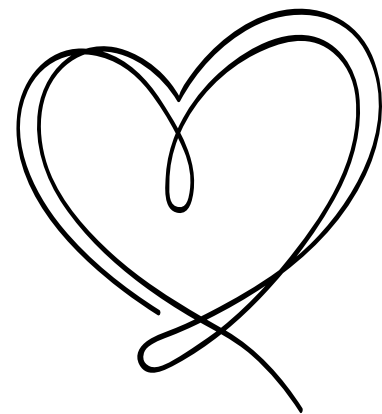
# Passion for outlet shopping

**Integrated Center Management over the complete retail real estate lifecycle is ROS Retail Outlet Shopping's core business.**

The operative role is the heart of the company, providing excellent services to brand partners, their employees, towns, communities, tourism partners, further stakeholders and, of course, also investors.

Only integrated center management, combining the effective interaction of internal processes and external stakeholders in consideration of specific local characteristics, enables sustainable growth.

Internal and external communication together with true passion are ROS' strategic success factors to achieve change through close collaboration.



# Designer Outlet Villages

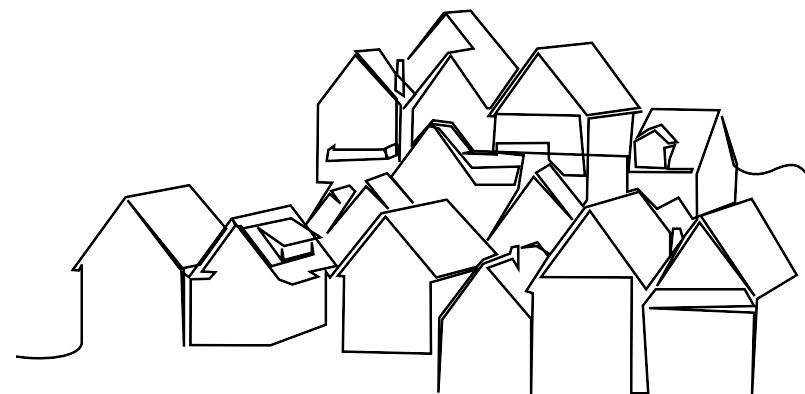
**Outlet Shopping destinations with great brands for great prices in an inspiring atmosphere.**

Designer outlet villages or centres are a specific type of shopping centres and are regional shopping destinations with a unique offer of designer, fashion and lifestyle brands 30-70% off, all year round. Their distinctive architecture, brand partner management, customer services, retail standards, marketing and centre entertainment are singular characteristics of them. In addition, international brands recognise more and more Designer Outlet Villages as strong locations for brand building and sales performance. The UK is one of the most saturated markets in Europe. Germany, France, Spain and Eastern Europe show the highest potential for outlet centres, but the market is also in a change. The demands on the Designer Outlet concept are rising steadily.

ROS responds to market challenges and develops, consults, operates and relaunches inspiring Designer Outlet villages and centres designed to establish a win-win situation for customers, brand partners, investors and the communities.

## DESIGNER OUTLET CONCEPT CHARACTERISTICS

- Special type of shopping centre from 10,000 sqm GLA
- Off-price shopping concept with sale of last season collections, samples and surplus production of designer, fashion and lifestyle brands
- Contractually fixed reductions of minimum 30% off compared to the regular retail price (RRP)
- Architecture mainly in village style enriched by regional-typical features
- Good highway access
- Excellent retail and service standards
- Near a metropolitan region
- Catchment area of a minimum of 3 million inhabitants within up to 120-minute drive time
- Additional tourism potential welcome





# New outlet generation

**Outlet Shopping as an ingredient for new retail real estate concepts and retail rejuvenation treatment of mature shopping centres and cities.**

A new generation of outlet villages and centres enrich the outlet shopping concept with convenience shopping and a strong leisure & food offer, aiming to become a meeting point and lifestyle hub for the local catchment as well as a regional shopping destination.

Due to the rise of further fashion off-price concepts in the retail landscape, a further new outlet development is to use outlet concepts as rejuvenation treatment of existing retail properties and to revitalise city centres. Mature shopping centres and retail parks as well as smaller and medium-sized towns are facing dramatic challenges and are caught in a vicious circle. On the one hand, there is the demographic and social change, migration, the neglect of urban spaces, the development of living space for all groups as well as improvement of infrastructure and, on the other hand, there is a lack of financial resources.

ROS considers itself a partner for cities, communities and investors. Whether it is with hybrid shopping centers, city quarters, arcades or inner-city outlets, – the main objectives for ROS are always rejuvenation, revitalisation and economic benefits for all parties.

## NEW OUTLET CONCEPT CHARACTERISTICS

- Gross lettable area from 6,000 sqm GLA
- Off-price shopping concept with sales of last season collections, samples and surplus productions of designer, fashion and lifestyle brands in consideration of local retail landscape
- Contractually fixed reductions of minimum 30% off compared to the regular retail price (RRP)
- Agglomeration of properties and concentration in one project company
- Building permission for retail of all properties
- Catchment area of a minimum of 3 million inhabitants within a 90-minute drive
- Uniform look & feel as well as retail and service standards of all shops Gross lettable area from 6,000 sqm GLA



# Destination Food

**The combination of dining and retail responds to the basic human needs for exchange and inspiration. Today, customers enjoy modern food courts and innovative café & restaurant concepts not merely to strengthen themselves with a fine meal or a beverage; they meet family & friends or colleagues, work or like to get inspired.**

ROS pursues a site-specific F&B strategy in consideration of the eating habits and opportunities of each location. Designer Outlets are regional shopping destinations by nature, that's why the F&B offer is more decentralised in the way of a 'pit stop' arrangement. Some locations have the potential to become more daily food destinations. Here the centralised approach with a Food Court is applied.

ROS takes particular attention to selecting the perfect F&B operators and in the architectural design and implementation in the overall context of each centre. Main goal is to develop an F&B offer to fulfil the culinary needs of current and potential new customers.



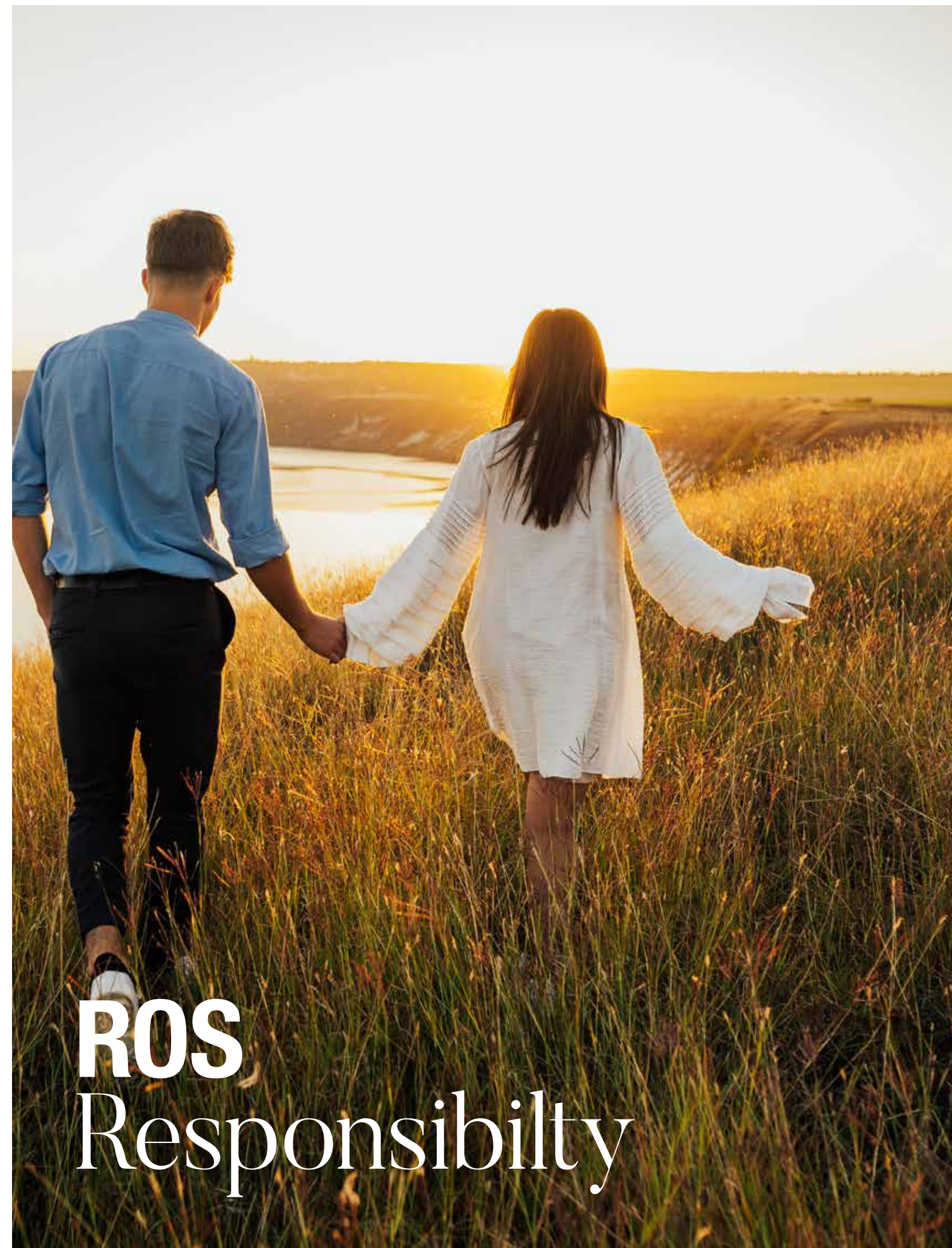
# ROS Food & Beverage

# BREEAM certificates for sustainable building management

**BREEAM sets the standard for best practice in sustainable building design, construction and operation.**

In recent years, there has been a greater focus on sustainability and on combating climate change. According to the Paris Agreement by 2030, a significant increase in the rate of existing building energy efficiency.

ROS actively supports the BREEAM certification and is proud that 6 of the 11 managed locations have achieved 'very good' and 'excellent' asset ratings – Designer Outlet Soltau, Designer Outlet Croatia, Premier Outlet Budapest, Designer Outlet Warszawa, Designer Outlet Sosnowiec and Designer Outlet Gdańsk.



**ROS**  
Responsibility



# COVID-19 SPECIAL

# THE COVID-19 EFFECT

## Acceleration of digitization, safe shopping environment and demand for new shopping experience

The years of 2020 and 2021 were extremely tough for the retail real estate business. The Covid-19 pandemic massively restricted private and professional lives of Europeans as one lockdown followed another. Unfortunately, 2021 did not get off to a discernibly better start. However, vaccination programmes are currently underway all over the world, aiming to reach a herd immunity.

During this time, consumer behaviours changed with some categories benefiting more than others. As home office became the norm and people had to stay at home for longer periods, the casualisation of fashion became the growing trend. In addition, sportswear, home & household, beauty, convenience retail and DIY also emerged as big winners. On the contrary, the demand for business wear and travel accessories declined.

Moreover, the open-air architecture of European outlet villages also turned out to be a clear advantage from the customer's point of view over indoor shopping centres.

At the same time, the Covid-19 pandemic accelerated many of the trends in the outlet industry to which it was already adjusting. Providing omnichannel solutions is no longer an option, but a must for the retail industry. Offering a unique digital connected real estate platform is now key to fulfil both the requirements of brand partners and the changing demands of customers. Interconnected online

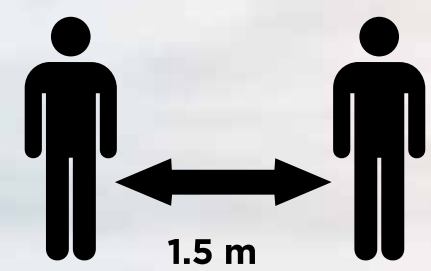
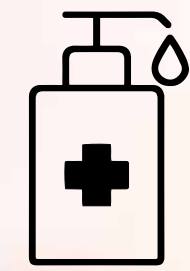
and offline activities have become increasingly popular among consumers and retailers with services such as Virtual Shopping, Click & Collect, or retail entertainment on social media. Customer loyalty, digital marketing, augmented reality and visitor experience are other key drivers in this area that will shape the future of retail. The pandemic has also made people realise the value of face-to-face interactions. The shopping "day out" has become highly appreciated, as it gives consumers the chance to safely spend quality time with friends and family while engaging with their favourite retail brands.

Similarly, safety is at the top of consumer minds. Covid-19 has rightly drawn more attention to hygiene standards of all kinds at shopping and outlet centers. This is essential for maintaining the trust of visitors and partners. As a consequence, it is necessary to consider features that minimise the spread of infections, such as touchfree shopping, as we upgrade our centres.

In the post-pandemic recovery, the potential to provide different shopping experiences will be the main driver. Real estate's new source of value consists on being the out-of-home platform for experiences beyond the virtual.



**#safe** TOGETHER  
AGAINST CORONA  
**shopping**



# 'REVENGE SHOPPING'

**ROS has successfully reacted to the pandemic challenges so far and has been rewarded with increasing average spends per visitor.**

The pandemic is a difficult time worldwide, across all industries and also for the European outlet market. At the beginning, many operators had challenges in operational outlet operations, which ROS solved quickly, flexibly and individually due to its lean organisational structure and good brand partnerships.

ROS is very pleased that they were able to overcome this crisis as one of the best in the ecostra Outlet Center Performance report Europe 2020 survey, also from the point of view of brand partners.

With its #safeshopping approach, ROS reacted quickly and implemented a Europe-wide hygiene concept, taking country-specific requirements into account.

ROS supported its brand partners with social media, email marketing and virtual shopping during the lockdowns. Maintaining contact with our loyal customers, fans and followers was the top priority. When ROS reopened after the lockdowns, the centres finally experienced a 'revenge shopping'. The effort paid off, as the trend continues, whereby a loss of frequency is rewarded with increasing average spends per visitor.

# EMBRACE THE CHANGES

**The future of the European outlet market is omnichannel, well connected and sustainable.**

Designer Outlet Centers have been around for more than 40 years, being first introduced in the US and adapted to the UK in 1990. Today, there are about 48 outlet centres in the UK, which is one of the most saturated markets in Europe. Germany, France, Spain and Eastern Europe show the greatest potential for outlet centres.

Over time and with the arrival of specialised operators, outlet centres in Europe became more conscious of brand positioning and customer services, as well as design and layout. They now included relaxation areas and paid attention to window displays and decoration elements, as the customer base was shifting towards aspirational shoppers. The last years brought a professionalisation of the outlet sector, allowing centres to evolve towards premium product lines and operators to offer highly specialised management.

As new trends take shape, the whole industry faces today the challenge to create added value for customers and brand partners. With digitalisation and e-commerce accelerated by the pandemic, outlet centre operators must revisit their digital strategy to adopt an omnichannel strategy in order to offer a comprehensive and centralised service to brand partners and consumers, delivering a

better digital connected shopping experience. Likewise, we must work to create even better shopping experiences by enhancing the integration of food destinations and leisure offer to adapt to the growth of common retail entertainment.

Similarly, there has been a clear shift in consumer behaviour towards sustainability in the last years, supported by the Paris Climate Agreement, signed in 2016, and the launch of Greta Thunberg's Fridays for Future movement in 2018. As shopping and lifestyle destinations, outlet centres have both the responsibility and the opportunity to drive behavioural change and help make sustainable living an easy choice for customers.

As the environment, trends and demands of customers and brand partners evolve, ROS is doing everything to embrace the changes and to remain competitive. Outlet centres have everything in their favour to become the choice of a new generation of customers.



# ROS Center Management



# Tailor-made leasing

**Leasing and asset management strategies with desirable brands to approach the location potential.**

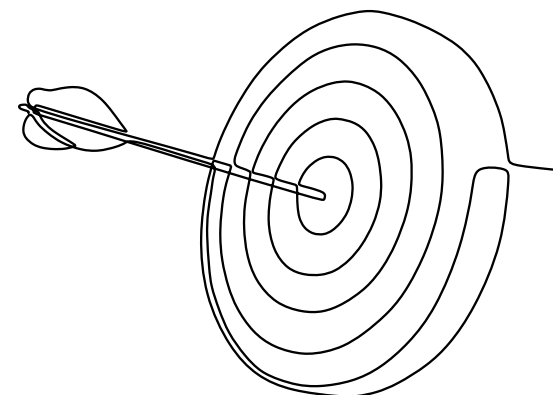
The world of retail for designer, fashion and lifestyle brands is always in motion. The growing use of smartphones, tablets and new mobile devices has also accelerated the e-commerce in these sectors. According to a current research study, physical retail is still the favourite shopping channel for 60 percent of Europeans. Today, shopping centres and Designer Outlets are important pillars of the retail landscape. New real estate concepts which can provide great shopping experiences are still in demand. However, all of these trends have encouraged brands to adopt an omnichannel retail strategy to establish a new shopping behaviour.

The leasing team of ROS keeps a close eye on the constant changes taking place in the retail of designer, fashion, sport and lifestyle brands. The leasing team develops tailor-made leasing strategies with site-specific brand and product category mix taking into account the centre concept, competition and brand awareness in the catchment area as well as the local retail density and sensitivity of the targeted brands.

ROS has more than 1,000 brand partners in its portfolio and is part of a European fashion retail network with extremely important contacts. In addition to successful first-time rental possibilities, the leasing team provides a long-term leasing and asset management programme for brand partners and investors.

“ The outlet concept is becoming increasingly a profitable retail landmark, as international brands recognise more and more outlet centres as strong locations for brand building and sales performance. Thanks to our lean structure and ‘trading-up’ strategy, we are able to create desirable shopping destinations that meet brand partners’ requirements and changing customer demands. ”

Mireia Rodríguez Burguera,  
Leasing Director



# ROS Leasing



# ROS Brand Partnership

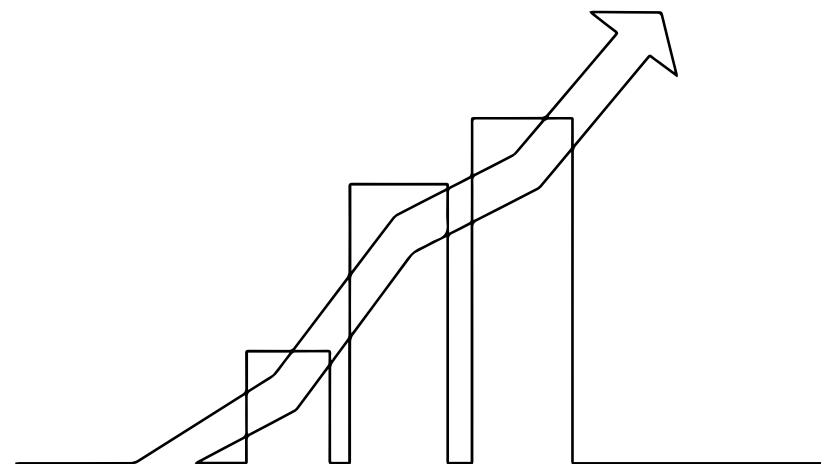
MUTUAL TRUST WITH OVER 1000 BRAND PARTNERS

# Retail is detail

**‘A little bit better every day – for our customers’ – the mission of ROS Retail Outlet Shopping and their brand partners.**

ROS maintains a strong relationship with its brand partners. The partnership is based on mutual trust, honesty and communication. Alongside the centre’s standards and services, the individual shop is part of the whole shopping experience and shapes the centre image and customer satisfaction – particularly in times of increasing digitalisation and social media.

Therefore, ROS arranges ongoing individual business review meetings with its brand partners to improve performance in a sustainable way. The ROS Retail Academy contains retail standards, trainings and tools to motivate the shop staff to improve retail performance permanently. The mission of ROS is to always go the extra mile for our customers.



“ With increasing vaccination coverage across all EU countries, consumers are increasingly comfortable venturing out. We have seen an enthusiastic return to shopping in all our outlet destinations. Customers are happy to visit our centres again because they like the shopping experience, our USP, great brands at great prices, while socializing with family and friends in a safe atmosphere. ”

Elke Schöpf,  
Retail & Operations Manager



# Become a smart shopping destination

**It's about driving footfall, brand awareness, conversion, customer loyalty and creating a unique shopping experience.**

Designer Outlets are regional shopping destinations. Their positioning is determined by the brand and category mix, architecture and location. However, all types of shopping centres are engaged in a noticeable 'trading-up' strategy as a reaction to the rise of e-commerce.

The Centre Marketing of ROS follows a 'think global, act local' approach and is used to build strong location brands for fashion & lifestyle.

An individual centre marketing vision, strategy and action plan is therefore developed with local agencies. The activities range from classical marketing using radio, print and TV to promotions, online, social media, PR to POS materials, loyalty programmes and events. Picking up on trends based on surveyed customer data is essential. In this context, it is important to mention that ROS was pioneer in creating its own, well-known and successful sales event concepts like Crazy Weekends, Shopping for Charity and the implementation of Street Food Festivals.



“ The pandemic is transforming shopping and media behaviour. The focus of destination marketing in the future will be a mix of digital marketing, social media, loyalty and creating an emotional 'phygital' shopping experience with more unique features. ”

Guido Assmann,  
Marketing Director

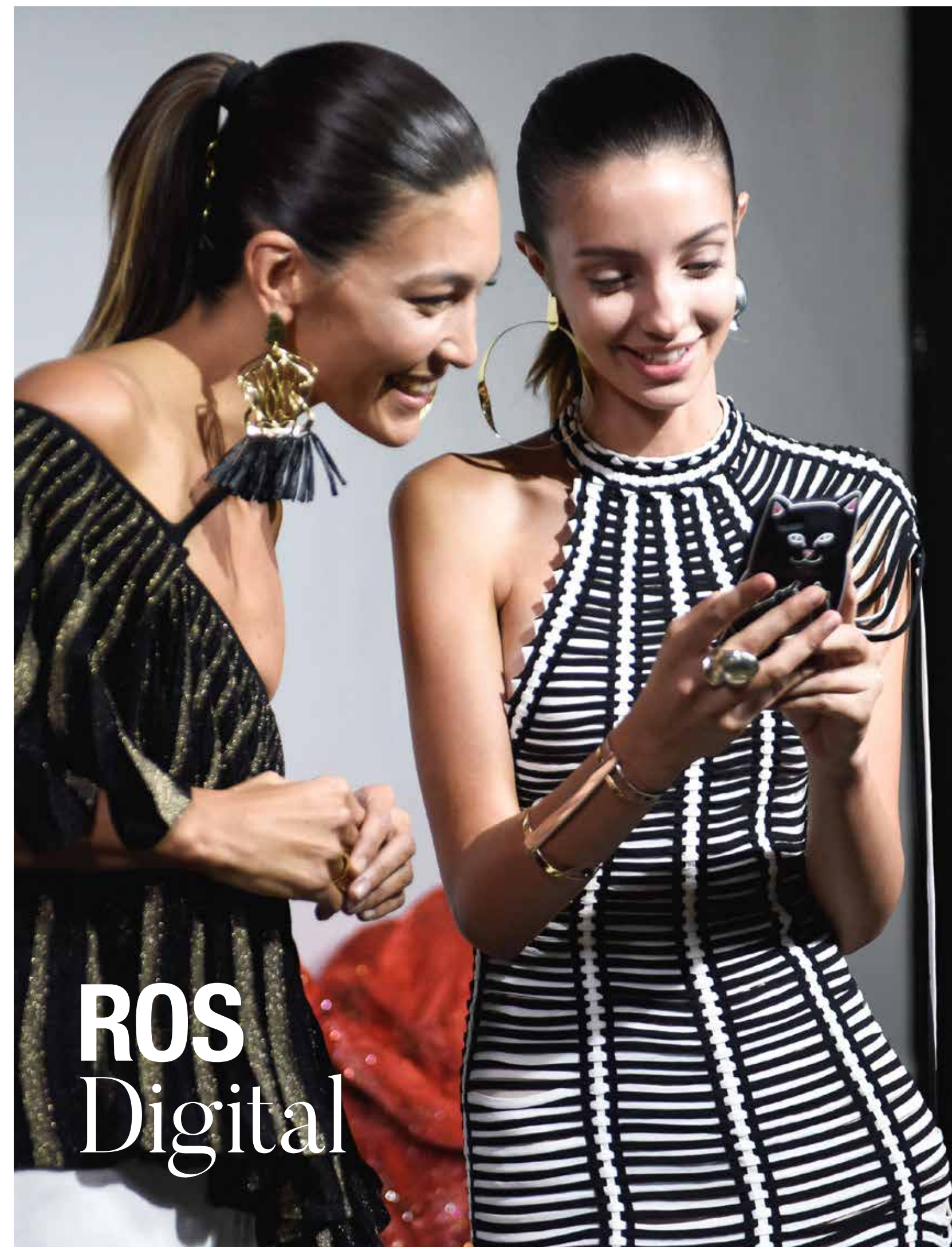
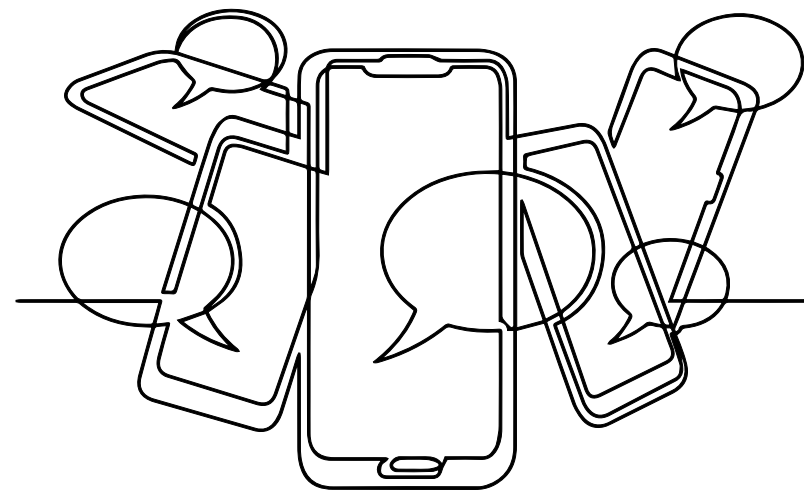


# 'Click-to-Brick'

**The outlet shopping experience already starts online. ROS Retail Outlet Shopping attracts, excites, convinces and loyalizes customers online.**

ROS pursues a 'Click-to-Brick' strategy and turns each centre into the most relevant and excellent outlet shopping experience online with the objective to convert web visitors to shoppers and loyalize them.

Using an omnichannel approach, ROS Retail Outlet Shopping creates an excellent and joyful outlet shopping experience in consideration of current online themes and trends: Content Marketing, SEO/SEM, Mobile Marketing, Animation, Native Ads, Loyalty, Big Data, Social Media, Retargeting and Individualisation to drive footfall and sales in the centre portfolio.

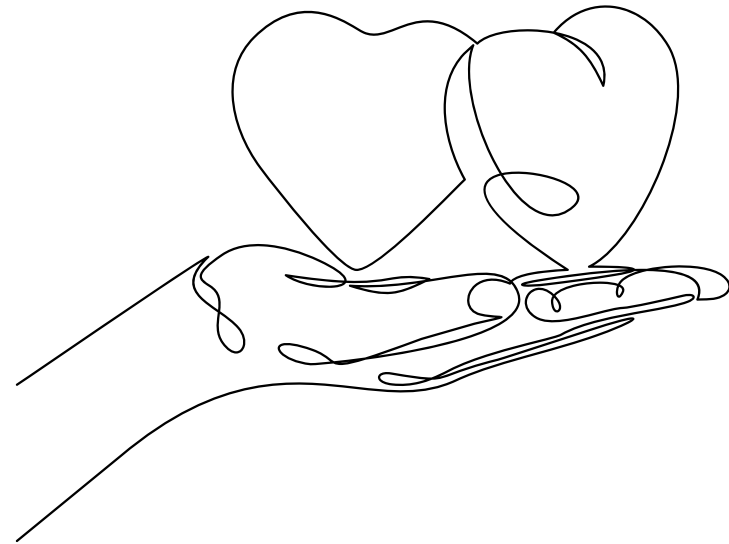


# Shopping for charity

**ROS Retail Outlet Shopping takes social responsibility very seriously, supporting charity projects with 'Shopping for Charity' promotions.**

Both national and international film and TV stars, famous singers, bloggers and influencers have already sold tombola lots at one of the centres managed by ROS. Hollywood star Bo Derek, Linda Gray from 'Dallas', Linda Evans from 'Dynasty', Style Icon Mischa Barton, 'Desperate Housewives' Marcia Cross and 'Sporty Spice' Mel C are just some of the celebrities who have supported the designer outlets' charity initiatives.

ROS wants to give back to the community and contribute to a meaningful social cause. Therefore, donations go to local and regional charity projects for children and families in need as well as to support the fight against rare diseases.



# ROS Social Responsibility

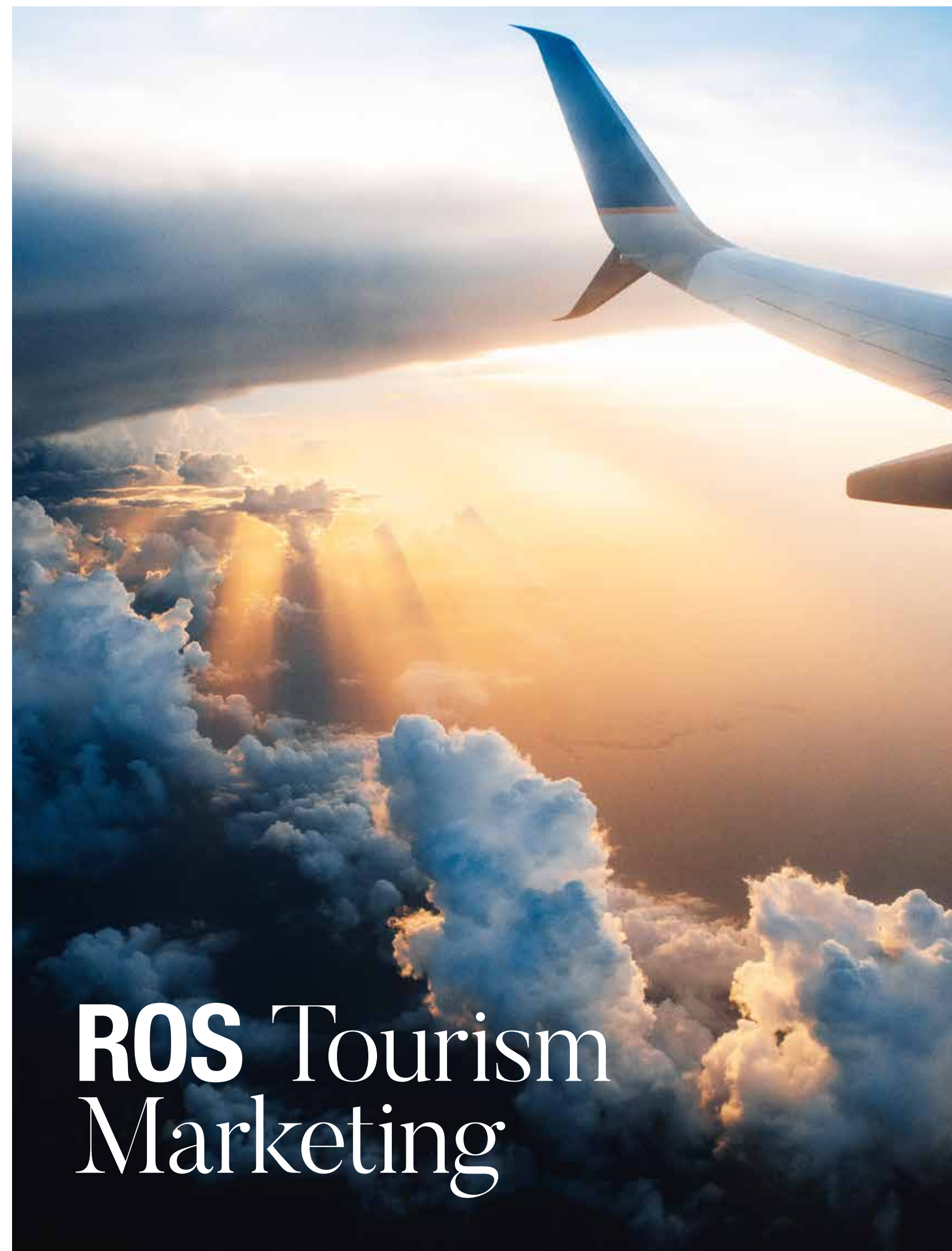
# Positive tourism outlook for retail

**Shopping tourism enjoys good prospects, as consumer habits and travel desire remain strong.**

With the stabilisation of the pandemic, many European countries decided to reopen their borders to tourism. Although the peak summer season has been left behind, the desire for travel remains strong across Europe. As travel sentiment continues to improve and pandemic restrictions become the new normal, 'travel-ready' Europeans are more determined to adhere to their travel plans, rather than wait or postpone.

According to the latest research on "Monitoring Sentiment for Domestic and Intra-European Travel" carried out by the European Travel Commission (ETC), 66% of Europeans plan trips through March 2022, while increased confidence on when, where and how to travel indicates a positive tourism outlook for the coming months. This recovery in tourism obviously has a very significant impact on the performance of retail business, so we can only be optimistic about the future.

The increase in the number of tourists travelling in Europe, together with the fact that people are regaining their consumer habits and their trust, is already visible in the traffic of the outlet villages and centres managed by ROS. Therefore, the recovery forecast is very positive.



# ROS Tourism Marketing



# ROS Portfolio

- OPERATING OUTLETS
- NEW DEVELOPMENTS



# DESIGNER OUTLET SOLTAU



## The Premium Designer Outlet for Hamburg, Hanover and Bremen



### LOCATION

Designer Outlet Soltau is positioned exactly midway between the three metropolitan cities of Hamburg, Hanover and Bremen, directly in the Luneburg Heath tourism region. It is located only a 40-minute drive from Hamburg, Hanover and Bremen.

### CATCHMENT

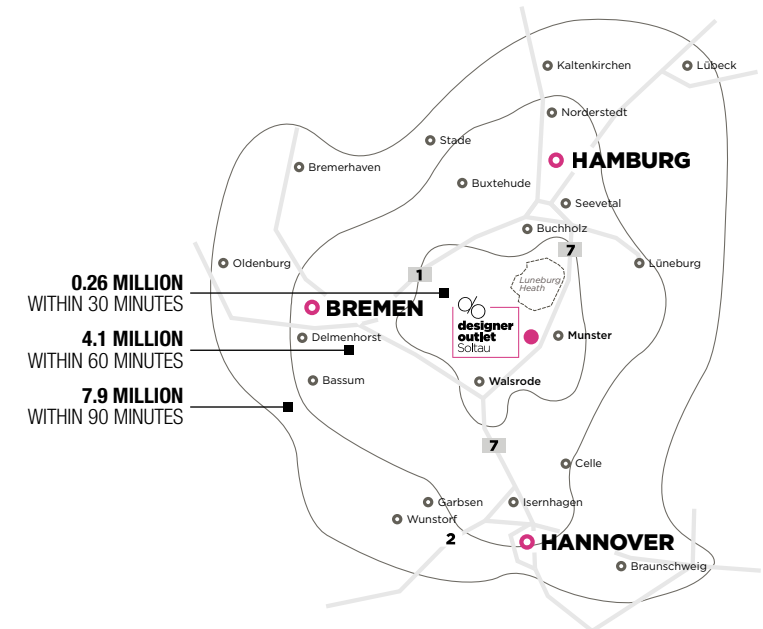
0.26 million inhabitants – 30 minutes  
4.1 million inhabitants – 60 minutes  
7.9 million inhabitants – 90 minutes

### ACCESS

Conveniently located right by the Soltau-Ost exit on the A7 motorway. The A7 is the most important north-south traffic axis in Germany and longest national motorway in Europe. With over 24 million vehicles a year, the A7 is one of the most frequented motorways in Germany.

### TOURISM

With more than 6.3 million overnight stays and 39 million day guests every year, the Luneburg Heath is one of the best-known German local leisure parks and leisure regions. Luneburg Heath is Europe's number one leisure region: no other region has as many recreational parks. The renowned „Heide Park Soltau“, which attracts 1.5 million visitors per year, is only a 10-minute drive away.



**ARCHITECTURE** Village  
**GLA** 13,500 sqm  
**SHOPS** approx. 62  
**PARKING** approx. 1,200

### ANCHOR STORES

Nike | Puma | Gant | Lindt | Levi's | s.Oliver |  
Gerry Weber | Liebeskind | Marc O'Polo | Joop |  
Pierre Cardin | Strellson



Hamburg Harbour, Germany

# CITY OUTLET GEISLINGEN



## The Home, Fashion & Lifestyle Outlet for Stuttgart, Göppingen and Ulm



### LOCATION

City Outlet Geislingen is located in Baden-Württemberg and is part of the metropolitan region of Stuttgart. Just a 50-minute drive from Stuttgart and a 30-minute drive north-west from Ulm.

### CATCHMENT

0.19 million inhabitants – 30 minutes  
1.6 million inhabitants – 60 minutes  
3.3 million inhabitants – 90 minutes

### ACCESS

Directly adjacent to the B10 between Stuttgart und Ulm

### TOURISM

Baden-Württemberg had 57.2 million overnight stays (+ 4.2%) with 23.3 million national and international tourists in 2019. The state capital Stuttgart counts almost 4.1 million overnight stays and the region more than 9.3 million overnight stays per year.

### ARCHITECTURE

Village

### GLA

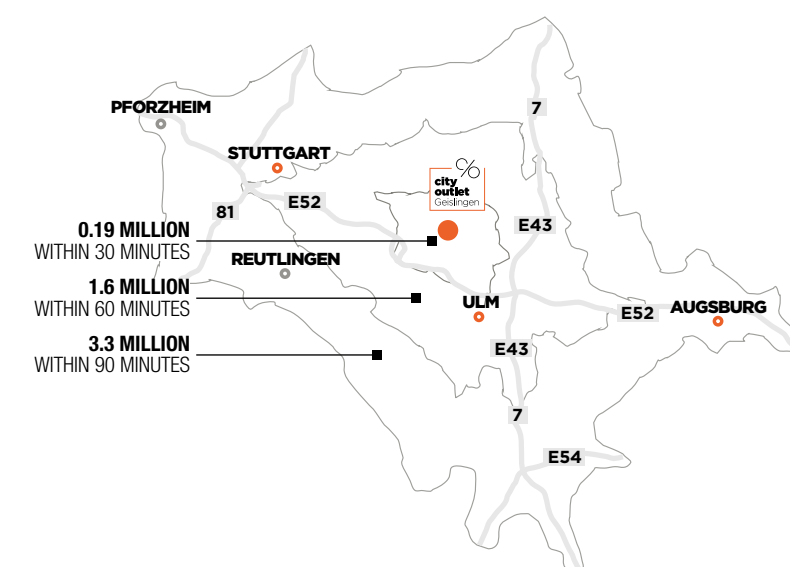
approx. 5,000 sqm

### SHOPS

approx. 25

### PARKING

approx. 280



### CENTRE EXTENSION

400 sqm / approx. 5 stores  
Opening 2023

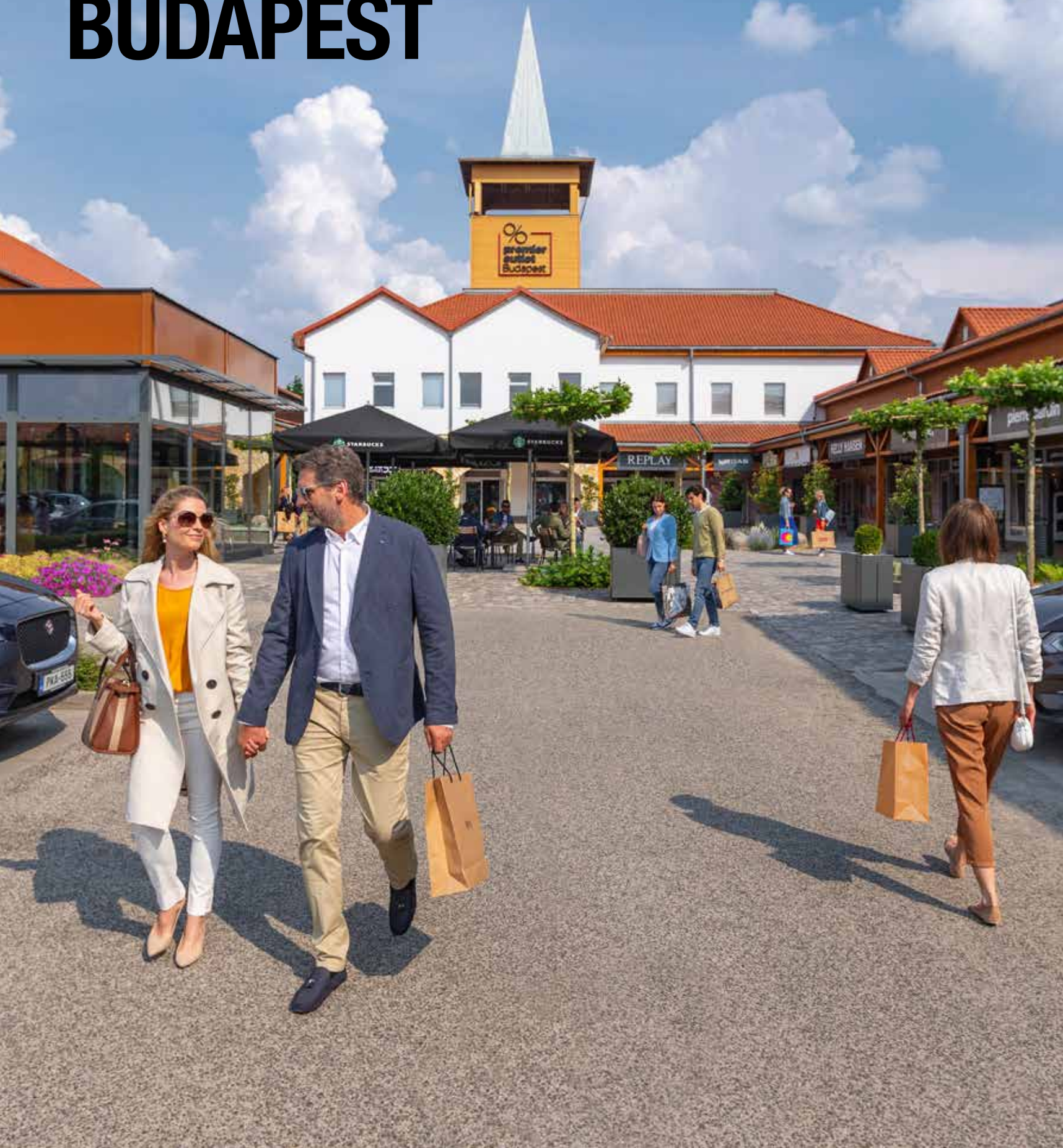
### ANCHOR STORES

WMF | Daniel Hechter | Tom Tailor | Betty Barclay | Triumph | Gardena | Kneipp | Lindt



Stuttgart, Germany

# PREMIER OUTLET BUDAPEST



## The Premium Outlet for the Hungarian capital



### LOCATION

Premier Outlet Budapest is located in Biatorbágy, a few kilometers east of the Hungarian capital.

### CATCHMENT

1.2 million inhabitants – 30 minutes  
3 million inhabitants – 60 minutes  
4.3 million inhabitants – 90 minutes

### ACCESS

Just a 20-minute drive from Budapest at the interjunction of M1/M7 and M0 motorways. Premier Outlet is easy to access both by car on the motorways and by public transport from the direction of Budapest.

### TOURISM

The number of tourists has been increasing year on year and has shown a record of 4.5 million visitors in 2019. The uniqueness of the Capital lies in its lively cultural and social life, its famous thermal baths and astonishing historical buildings.

### ARCHITECTURE

Village

### GLA

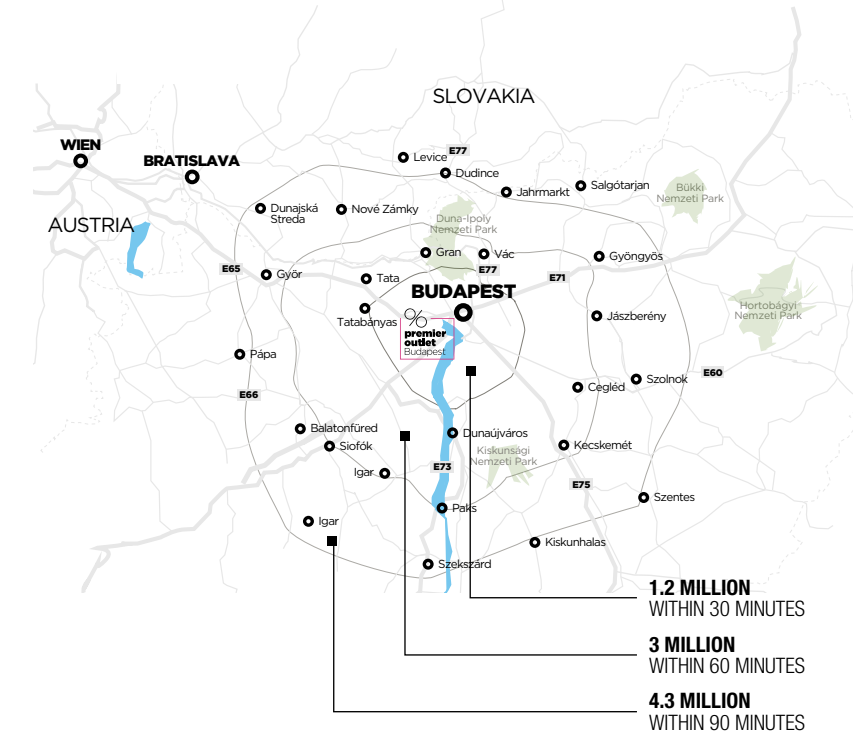
23,000 sqm

### SHOPS

approx. 100

### PARKING

approx. 1,780



### ANCHOR STORES

Nike | Adidas | Puma | Tommy Hilfiger | Hugo Boss | Karl Lagerfeld | New Balance | Liu Jo | Gant | Guess | Desigual | Geox | Levi's | Intimissimi | Samsonite



Budapest, Hungary

# DESIGNER OUTLET WARSZAWA



## The Premium Outlet Centre for the largest city and capital of Poland



### LOCATION

Designer Outlet Warszawa is located in Piaseczno in the south of Warsaw. Warsaw's city centre and the wealthy districts Piasecznski, Pruszkowski and Grodziski are just a 30-minute drive away.

### CATCHMENT

1.6 million inhabitants – 30 minutes  
3.1 million inhabitants – 60 minutes  
4.3 million inhabitants – 90 minutes

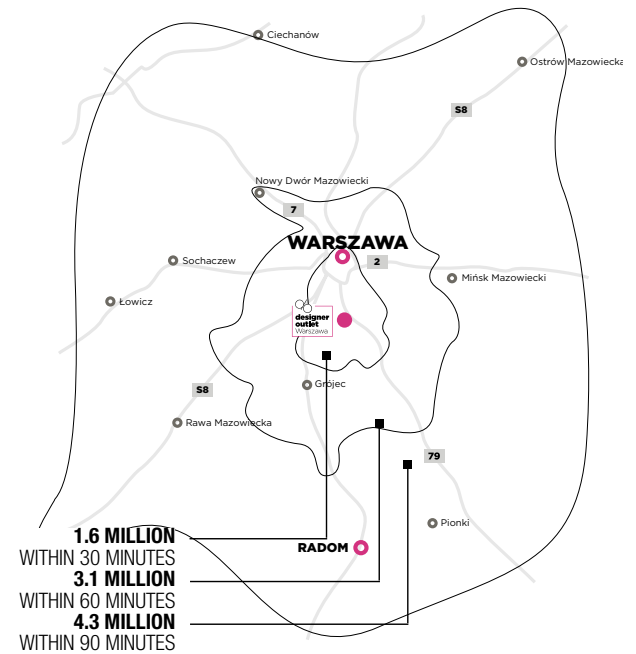
### ACCESS

At the junction of Puławska and Energetyczna, which is directly connected to the South Express Ring Road S2 of Warsaw. Warsaw Chopin airport is only 15 minutes away.

### TOURISM

Warsaw is becoming an increasingly attractive destination for leisure and business travel. In the year 2019, 9.7 million tourists visited Warsaw, including 2.7 million foreigners. Taking one-day visits into account, the number of people who visited the city exceeded 24 million.

<b>ARCHITECTURE</b>	Mall
<b>GLA</b>	23,000 sqm
<b>SHOPS</b>	130
<b>PARKING</b>	approx. 1,400



### ANCHOR STORES

Adidas | Armani | Hugo Boss | Calvin Klein |  
Furla | Guess | Lacoste | Marc O'Polo | MaxMara |  
Michael Kors | Nike | Pinko | Polo Ralph Lauren |  
Puma | Trussardi | Tommy Hilfiger



Warsaw, Poland

# DESIGNER OUTLET GDANSK



## The Fashion & Lifestyle Outlet Centre for the beautiful north of Poland



### LOCATION

Designer Outlet Gdańsk is located in the city of Gdańsk, in the Trójmiasto Metropolitan Area; within Morski Park Handlowy; right o the Trójmiasto Ring Road and the S6 Expressway with excellent access to the A1 Motorway. Only a 15-minute drive from the Main Railway Station of Gdańsk.

### CATCHMENT

0.76 million inhabitants – 30 minutes  
1.5 million inhabitants – 60 minutes  
2.2 million inhabitants – 90 minutes

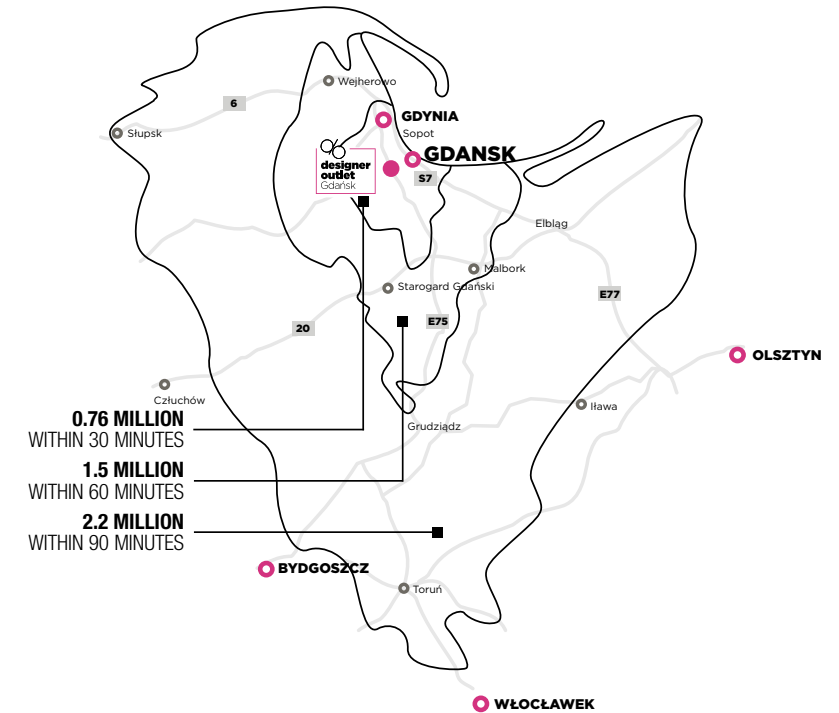
### ACCESS

Situated at ul. Przywidzka 8 (Gdańsk Szadółki), at the S6 (E28) Ring Road of Trójmiasto, 12 km from the Lech Walesa Airport in Rębiechów.

### TOURISM

More than 9 million tourists per year.

<b>ARCHITECTURE</b>	Mall
<b>GLA</b>	17,000 sqm
<b>SHOPS</b>	100
<b>PARKING</b>	approx. 1,000



### CENTRE EXTENSION

2,000 sqm | approx. 10 shops  
Opening 2023

### ANCHOR STORES

Nike | Adidas | Puma | Tommy Hilfiger | Calvin Klein |  
Guess | Desigual | Pepe Jeans | Levi's | Lacoste |  
Pierre Cardin



Gdańsk, Poland

# DESIGNER OUTLET SOSNOWIEC



## The Fashion & Lifestyle Outlet Centre for the south of Poland



### LOCATION

Designer Outlet Sosnowiec is located in the south-east of Katowice in Silesia Voivodship – one of the most densely populated regions in Poland. Krakow, the second largest city of Poland is 30 minutes away.

### CATCHMENT

1.9 million inhabitants – 30 minutes  
5.0 million inhabitants – 60 minutes  
7.0 million inhabitants – 90 minutes

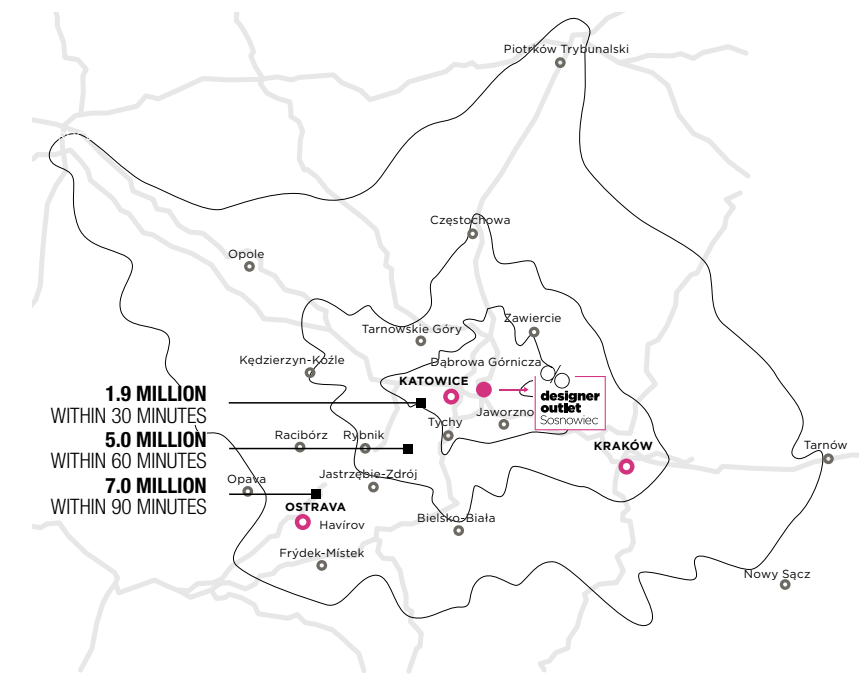
### ACCESS

At the junction of national road No. 79 connecting Krakow with Katowice and the E75 East Ring Road leading from Warsaw to Bielsko-Biala. Only 4 km from the A4 national east-west highway.

### TOURISM

With more than 5.5 million tourists (2017), the constant upward trend of the Silesian region as a popular tourism region continues.

<b>ARCHITECTURE</b>	Mall
<b>GLA</b>	16,800 sqm
<b>SHOPS</b>	100
<b>PARKING</b>	approx. 1,200



### CENTRE EXTENSION

5,000 sqm | approx. 30 shops |  
800 parking spaces  
Opening 2023

### ANCHOR STORES

Nike | Hugo Boss | Adidas | Puma | Asics | Calvin Klein |  
Guess | Ecco | Levi's | Mammut | Salomon |  
Timberland | Smyk | W.Kruk



Katowice, Poland

# DESIGNER OUTLET CROATIA



## The new Premium Outlet Village at the crossroads of South Eastern Europe



### LOCATION

Designer Outlet Croatia is located in the south-east of Zagreb, Rugvica, next to the IKEA Hrvatska store.

### CATCHMENT

0.98 million inhabitants – 30 minutes  
1.7 million inhabitants – 60 minutes  
3 million inhabitants – 90 minutes  
5.1 million inhabitants – 120 minutes

### ACCESS

Adjacent to the A3/E71, junction Ivanja Reka A4/E71, which has an average daily traffic of 50,000 vehicles. The A3 highway connects Serbia and the east of Croatia to Zagreb. The A4 motorway runs north to the affluent town of Varazdin and further along to Hungary.

### TOURISM

Tourism in Croatia used to mean the coast and nothing but the coast, but the long-neglected capital of Zagreb is finally discovering its true potential. The release of figures for tourism in the Croatian capital in 2019 show Zagreb is quickly transforming itself from a transit city into a tourist centre in its own right.

### ARCHITECTURE

Village

### GLA

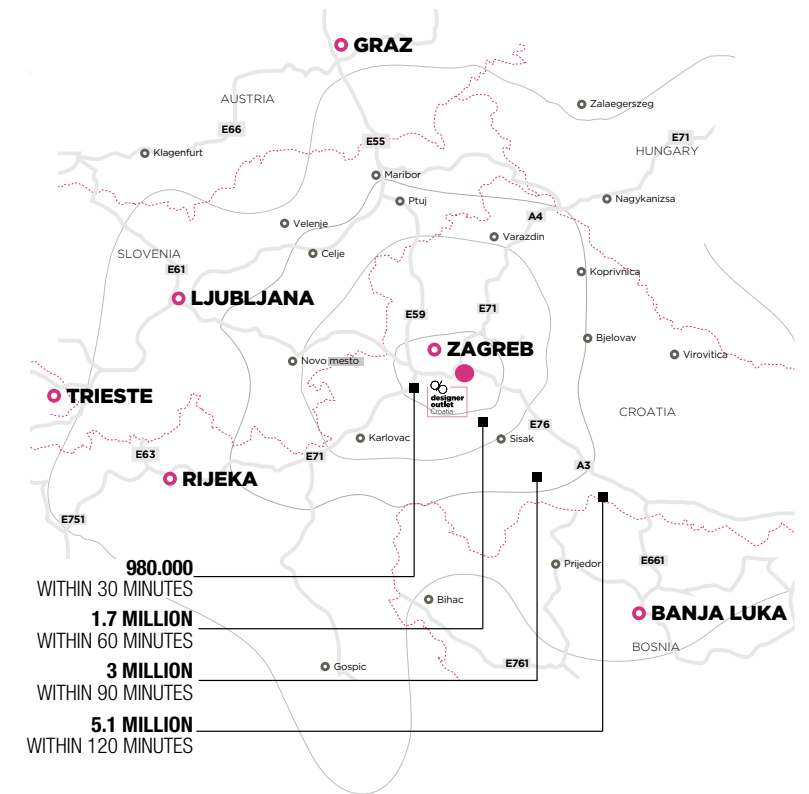
15,500 sqm

### SHOPS

approx. 70

### PARKING

approx. 4,000



### CENTRE EXTENSION

approx. 6,000 sqm | 30 shops | 200 parking spaces  
Opening 2023

### ANCHOR STORES

Hugo Boss | Adidas | Under Armour | Tommy Hilfiger |  
Ted Baker | Patrizia Pepe | Armani Exchange | Guess |  
Calvin Klein | Desigual | Calzedonia



Zagreb, Croatia

# BRUGNATO 5 TERRE OUTLET VILLAGE



## The Premium Outlet Village for La Spezia, Genoa and Pisa



### LOCATION

Brugnato 5Terre Outlet Village is the only outlet village in Liguria, in the province of La Spezia; the centre is located just next to Cinque Terre, between the Riviera Ligure and Versilia. La Spezia is just a 15-minute drive away, Genoa and Pisa 45 minutes.

### CATCHMENT

0.5 million inhabitants – 30 minutes  
2.4 million inhabitants – 60 minutes  
6.1 million inhabitants – 90 minutes

### ACCESS

Directly adjacent to the highway A12 Genoa – Livorno, exit Brugnato, with millions of vehicles per year. Excellent visibility from the motorway.

### TOURISM

18 million tourists every year within 60 minutes distance, of whom 12.5 million within 30 minutes. The Centre is situated less than 20 minutes from the Cinque Terre National Park, a UNESCO World Heritage Site, with the villages of Manarola, Vernazza, Riomaggiore, Monterosso, Portovenere and just a 30-minute drive from the Versilia beaches.



### ARCHITECTURE

Village

### GLA

19,000 sqm

### SHOPS

approx. 100

### PARKING

approx. 2,000

### CENTRE EXTENSION

approx. 1,000 sqm | Opening Autumn 2022

### ANCHOR STORES

Nike | Puma | New Balance | Twinset | Tommy Hilfiger | Pinko | Calvin Klein | Borbonese | Elena Miro | Malo | Timberland | Alviero Martini 1° Classe | Napapijri | Militare | Liu Jo Uomo | Lindt



Manarola, Cinque Terre, Italy



# DESIGNER OUTLET ALGARVE



## The new Premium Outlet Village for the South of Portugal and Spain

### LOCATION

Designer Outlet Algarve is located in Loulé, together with MAR Shopping and the IKEA store Algarve, only a 15-minute drive from Faro.

### CATCHMENT

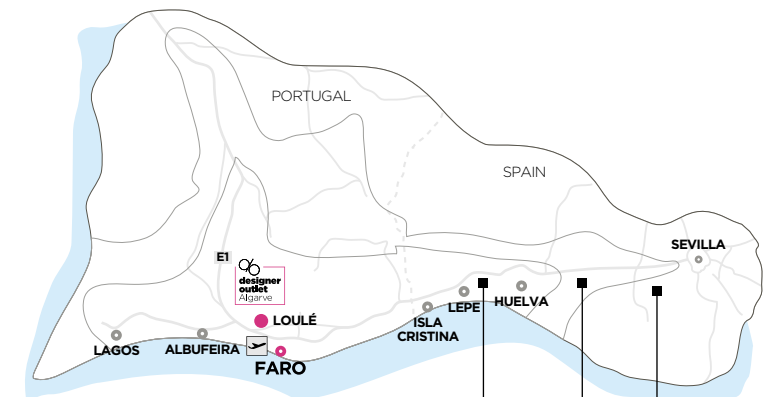
0.2 million inhabitants – 30 minutes  
 0.46 million inhabitants – 60 minutes  
 0.77 million inhabitants – 90 minutes  
 + more than 5 million tourists per year

### ACCESS

The National Road EN125 and the A22 motorway leading past a few kilometers south of Loulé. The nearest station of the lane 'Linha do Algarve' is located in Quatro Estradas between Almancil and Loulé. The connection to public transport by bus lines of EVA Transportes is even better. Distance to Faro Airport is only a 15-minute drive.

### TOURISM

The Algarve has an annual tourism potential of 5 million tourists. In 2019, overnight stays increased by 2.5% compared to 2018. In 2020, Algarve was awarded "Best Golf Destination & Best value in Continental Europe" and in 2019 once again awarded "Europe's Leading Beach Destination".



279 THOUSAND  
WITHIN 30 MINUTES  
 542 THOUSAND  
WITHIN 60 MINUTES  
 757 THOUSAND  
WITHIN 90 MINUTES

SUPPLEMENTED BY MORE THAN 5 MILLION  
TOURISTS PER YEAR

<b>ARCHITECTURE</b>	Village
<b>GLA</b>	13,000 sqm
<b>SHOPS</b>	approx. 65
<b>PARKING</b>	approx. 3,500

### ANCHOR STORES

Hugo Boss | Tommy Hilfiger | Lacoste | Levi's | Calvin Klein | Bimba y Lola | Guess | Adidas | Puma | Asics | New Balance



Carvoeiro, Algarve, Portugal

# LA TORRE OUTLET ZARAGOZA



## The new Premium Factory Outlet Village in the heart of Northern Spain

### LOCATION

La Torre Outlet Zaragoza is part of the new Shopping Village Zaragoza complex, which combines convenience retail with a Bauhaus DIY store, a food court and an outlet shopping experience on a gross lettable area of 61,500 sqm.

### CATCHMENT

0.9 million inhabitants – 30 minutes  
 1.4 million inhabitants – 60 minutes  
 1.9 million inhabitants – 90 minutes  
 2.8 million inhabitants – 120 minutes  
 4.1 million inhabitants – 180 minutes

### ACCESS

Conveniently located in the north of Zaragoza adjacent to the highway AP-68 to Bilbao and directly linked to the A-2, one of the most important highway connections, which connects Zaragoza with Madrid and Barcelona. The highway has an annual traffic of 19 million vehicles.

### TOURISM

1.2 million tourists per year with positive trend in shopping and Chinese tourism.

### ARCHITECTURE

Village

### GLA

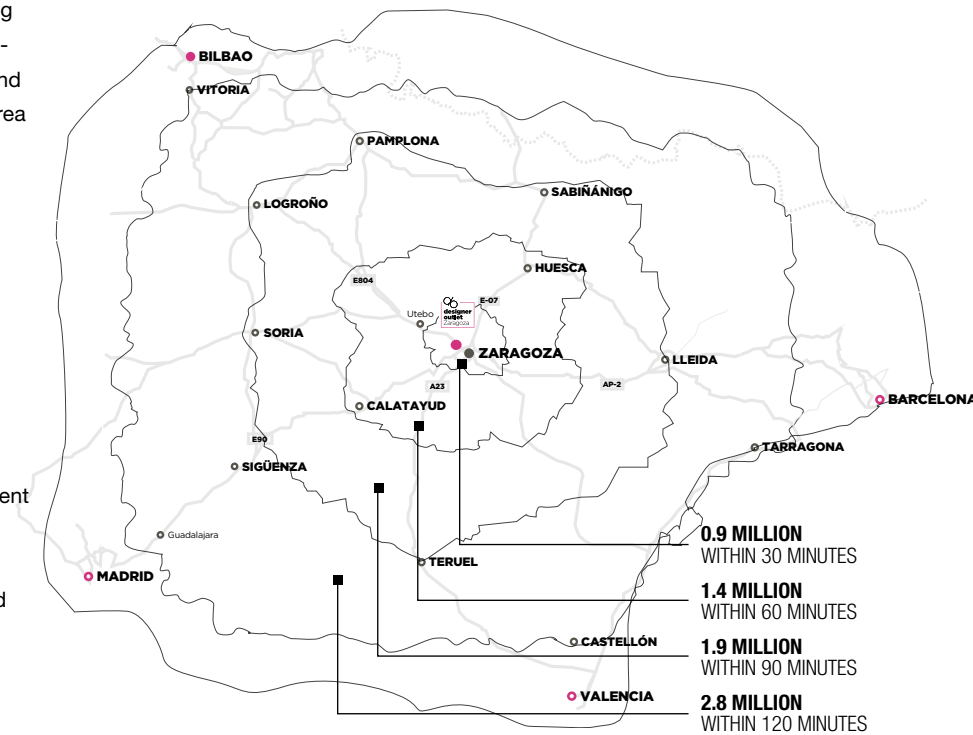
13,500 sqm

### SHOPS

90

### PARKING

approx. 2,800 free parkings



### ANCHOR STORES

Adidas | Guess | El Corte Ingles Outlet | All We Wear (Tommy Hilfiger, Pepe Jeans, Hackett) | Hugo Boss | Desigual | Puma | Reebok | Mango



Zaragoza, Spain

# M3 OUTLET POLGÁR



## The Fashion & Lifestyle Outlet Centre for Eastern Hungary

**M3 OUTLET**  
POLGÁR

### LOCATION

Located at the M3 motorway in Eastern Hungary, between Miskolc and Debrecen. Opened on 17th May 2008. On 01 May 2012, management changed from Jones Lang LaSalle (JLL) to the developer's management company. In October 2013, JLL was entrusted with the management again.

### CATCHMENT

0.8 million inhabitants – 30 minutes  
1.6 million inhabitants – 60 minutes  
2.5 million inhabitants – 90 minutes

### ACCESS

30 to 40-minute drive from Debrecen, Nyíregyháza and Miskolc, a 50 minute from Eger and a 90-minute drive from Budapest.

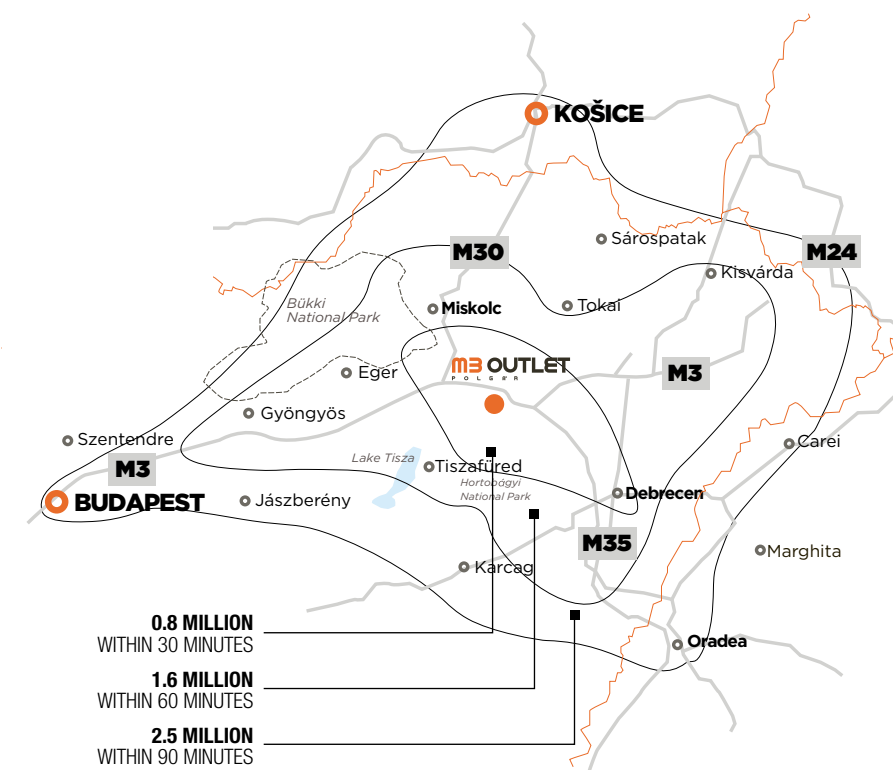
### TOURISM

The number of tourists has increased every year, hitting a record high of 2.2 million visitors.

<b>ARCHITECTURE</b>	Village
<b>GLA</b>	10,900 sqm
<b>SHOPS</b>	34
<b>PARKING</b>	850 free parkings

### ANCHOR STORES

Nike | Adidas | Puma | Gant | Geox | Helly Hansen | Levi's | Mustang



Debrecen, Hungary

# DESIGNER OUTLET HAUTMONT



## The new Outlet Village for the North of France at the border to Belgium



### LOCATION

Designer Outlet Hautmont is located in Louvroil-Hautmont adjacent to the 'Auchan Val de Sambre' commercial zone close to Maubeuge in the north of France. The Belgian border is only a 15-minutes drive away.

### CATCHMENT

0.4 million inhabitants – 30 minutes

2.7 million inhabitants – 60 minutes

9.1 million inhabitants – 90 minutes

The existing commercial zone Louvroil-Hautmont has already approx. 8 million inhabitants with a share of 35% Belgians.

### ACCESS

Adjacent to national road N2 which connects Brussels with Paris and the D649/D936, which connects the south of Belgium with all major cities of the north of France.

### TOURISM

5 million tourist arrivals per year (2019)

### ARCHITECTURE

Village

### GLA

21,000 sqm in two phases

### SHOPS

80 in Phase I

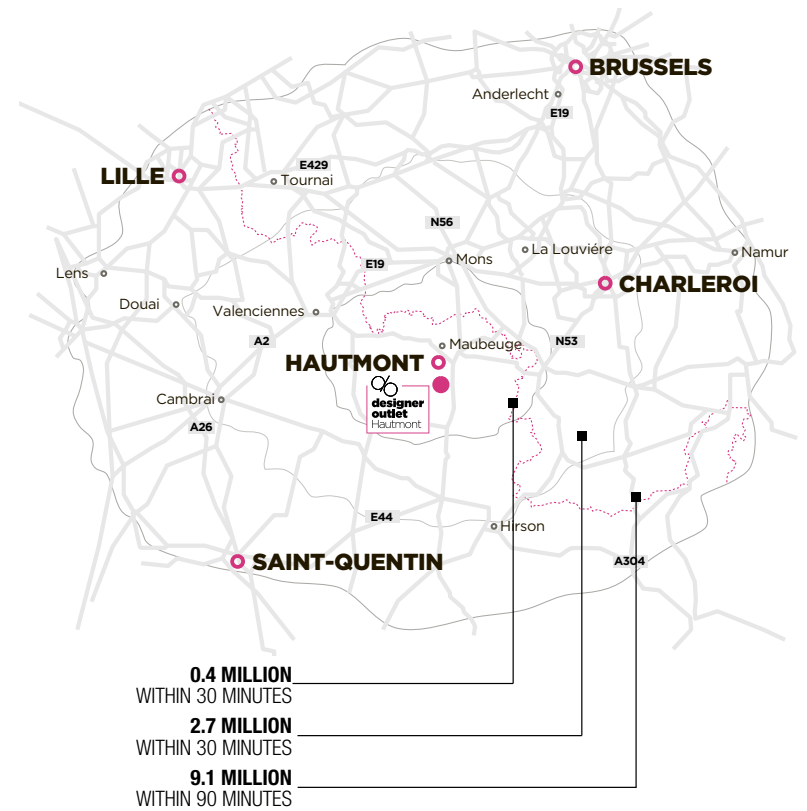
### PARKING

approx. 1,300 free parkings

### OPENING

2023

Phase I 16,000 sqm



Lille, France

# DESIGNER OUTLET KRAKÓW



**designer  
outlet  
Kraków**

## The new fashion & lifestyle shopping experience for the Małopolska region



### LOCATION

Designer Outlet Kraków is located in at Nowohucka Street, one of Krakow's main traffic routes with well-established trade tradition. Designer Outlet Kraków is part of a new shopping complex with 2 retail parks on a gross lettable area of 60,000 sqm.

### CATCHMENT

0.87 million inhabitants – 20 minutes  
1.67 million inhabitants – 70 minutes  
4.86 million inhabitants – 90 minutes

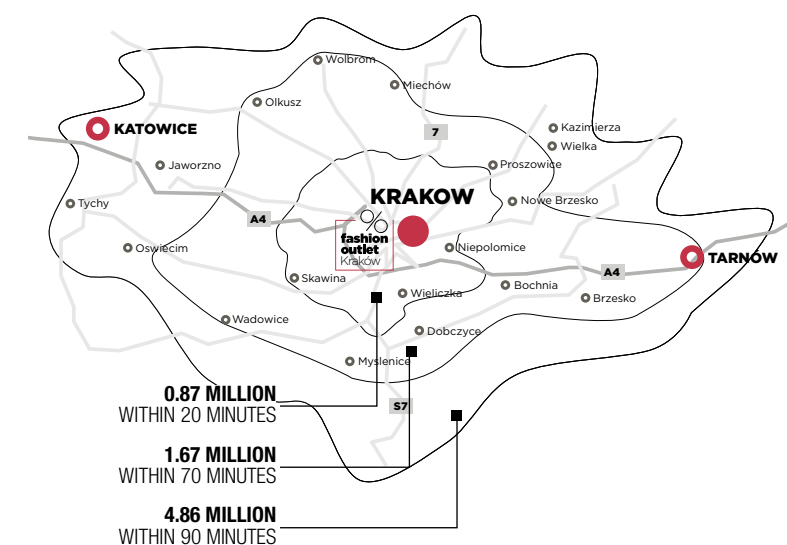
### ACCESS

Conveniently located on one of Krakow's main routes and very well connected to A4 motorway and A7 expressway.

### TOURISM

14 million tourists in 2019, 3.3 million of which were from abroad.

<b>ARCHITECTURE</b>	Mall
<b>GLA</b>	20,000 sqm
<b>SHOPS</b>	100
<b>CAFES AND RESTAURANTS</b>	6
<b>PARKING</b>	approx. 2,000
<b>OPENING</b>	2023



Kraków, Poland

# GALLERY OUTLET MURCIA



## Located northwest of the city of Murcia



### LOCATION

Located northwest of the city of Murcia.

### CATCHMENT

- 0.9 million inhabitants – 30 minutes
- 2.6 million inhabitants – 60 minutes
- 3.3 million inhabitants – 90 minutes
- 4.1 million inhabitants – 120 minutes

### ACCESS

Opposite University Campus Espinardo, adjacent to the highway A-7 (Lorca – Alicante), exit 136.

The location can also be reached by car via road Madrid 3 as well via bus line 21, 31 and 39 from Murcia and tram line 1, stop: Universidad de Murcia / Servicios de investigación.

### TOURISM

1.7 million tourists per year (2019 Murcia/Costa Cálida), 6 million tourists per year (2019 Alicante/Costa Blanca).

### ARCHITECTURE

Gallery Mall with open spaces

### GLA

11,500 sqm Fashion Outlet  
43,000 sqm total mall

### SHOPS

65

### CAFES AND RESTAURANTS

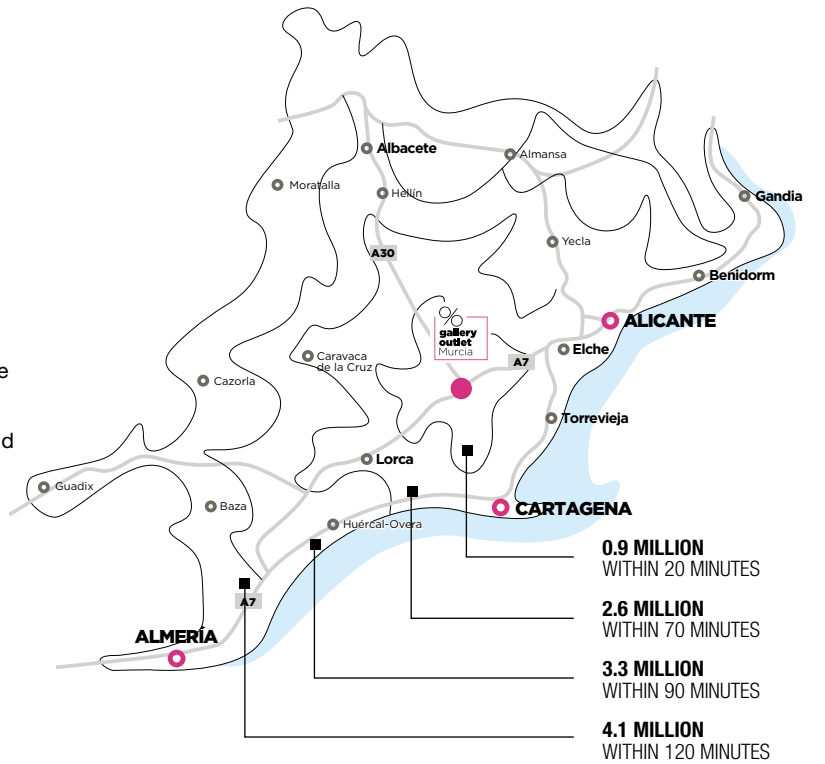
6

### PARKING

approx. 2,600

### OPENING

2023



Murcia City, Spain

# DESIGNER OUTLET SARDEGNA



## Located in the heart of Sardinia



### LOCATION

Located in the middle West area of Sardinia, in the Municipality of Siamaggiore, only 10 minutes from the City of Oristano.

### CATCHMENT

0.17 million inhabitants – 30 minutes  
 0.45 million inhabitants – 60 minutes  
 0.95 million inhabitants – 90 minutes  
 1.7 million on the island

### ACCESS

The main access road is the highway SS131 “Carlo Felice”, connecting the South to the North of the island, with 35,000 vehicles per day (almost 13 million per year).

### TOURISM

More than 3 million tourists (only official data).

### ARCHITECTURE

Premium Village, inspired by traditional architecture

### GLA

approx. 16,000 sqm  
 Phase 1 – 11,000 sqm

### SHOPS

approx. 75 in Phase 1

### CAFES AND RESTAURANTS

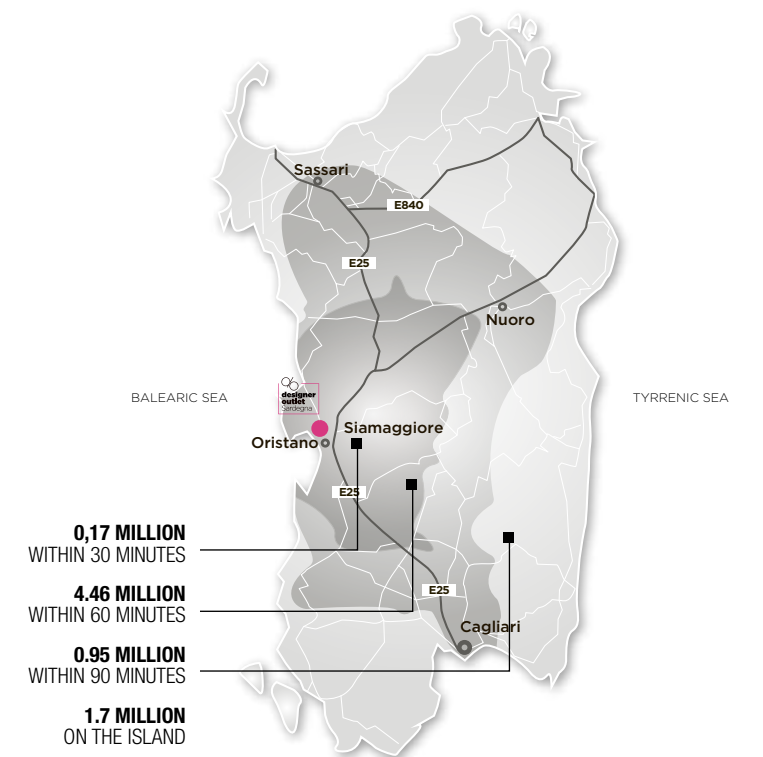
6

### PARKING

approx. 1,200 parking spaces

### OPENING

Opening Phase I  
 Spring 2023



Cagliari, Sardinia



**ROS**  
Get in touch



# ROS Retail Outlet Shopping



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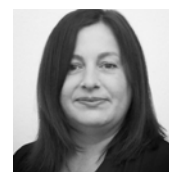


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“Whoever said money  
can't buy happiness  
simply didn't know  
where to go shopping.”

Bo Derek



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