

# MAGAZINE

ROS MAGAZINE  
ISSUE Nº 11



## CREATING OUTLET SHOPPING DESTINATIONS ACROSS EUROPE

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

retail  
outlet  
shopping





*“Happiness is not in money but in shopping.”*

Marilyn Monroe,  
American actress and  
female icon

# Welcome

Dear reader,

over the last decade ROS Retail Outlet Shopping has grown to become one of Europe’s top 5 outlet operators. Today, ROS manages 12 premium outlet destinations with centre extensions and further new developments. But we are still one of the youngest companies in this field. On the following pages, you will get an insight into the European outlet market, the ROS approach and initiatives in light of increasing digitalisation and the importance of sustainability in our portfolio. Enjoy the reading!

*“In these tough times, the outlet concept has proven to be strong and resilient, adapting to evolving trends and the demands of the market. At ROS, we continue to push forward to drive value for our brand partners, investors, customers and further stakeholders by creating unique and sustainable shopping experiences.”*

Thomas Reichenauer & Gerhard Graf,  
ROS Co-Founders & Managing Directors





# What's up?

## **THE EUROPEAN OUTLET MARKET IS BACK ON TRACK AND CONTINUES TO BE A STRONG AND APPEALING MARKET**

The European outlet market is continuing to outperform wider retail. The flexible lease structure, with landlord involvement and the ability of operators to achieve a good return on investment through increased sales, is particularly attractive. The outlet price policy and the unique high-quality shopping experience provided are increasingly resonating with shoppers.

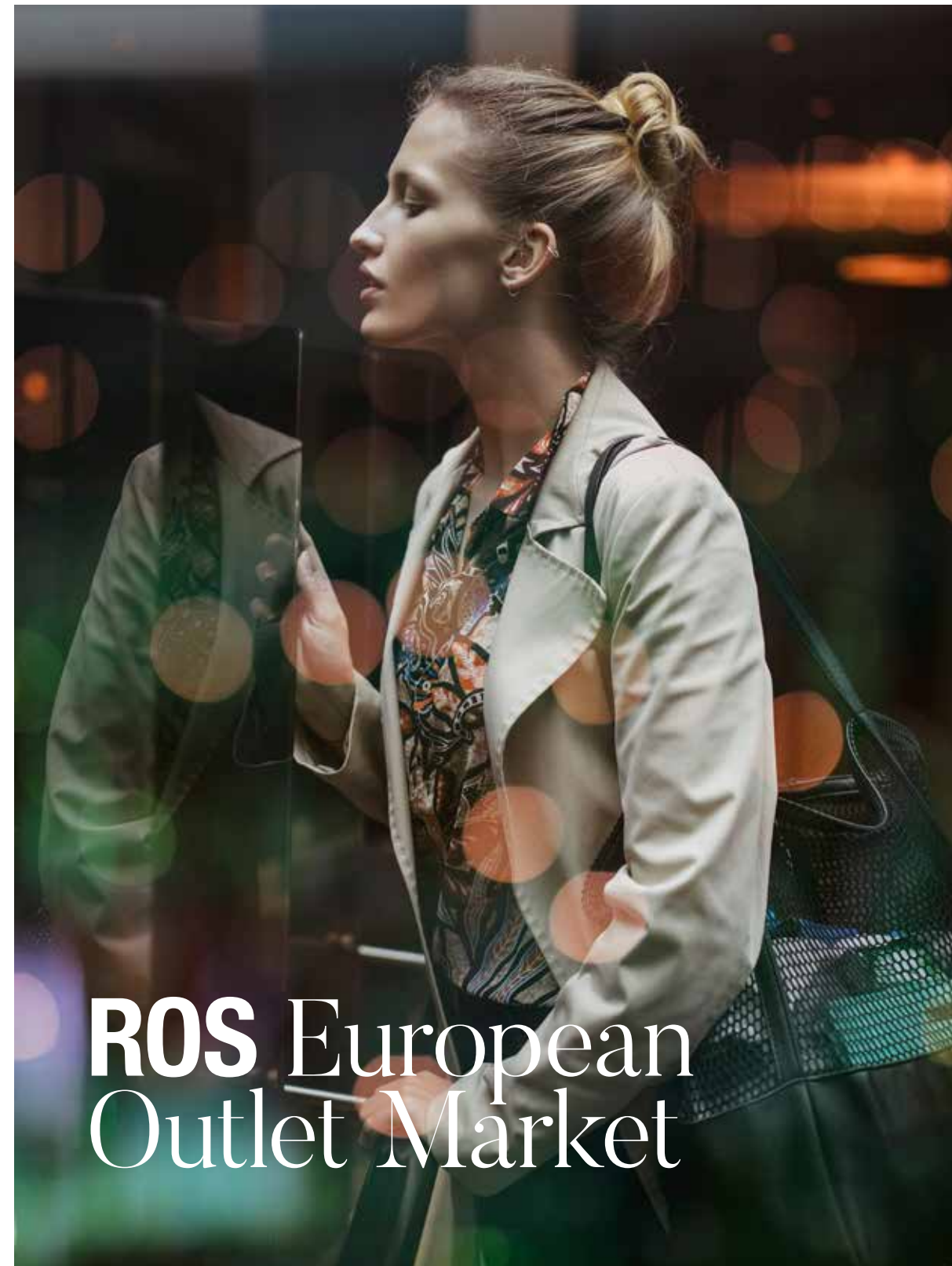
Outlet centres in Europe continue to grow in number and retail sales area. As the Wiesbaden-based research institute ecostra reports,

there are currently 198 outlet centres in Europe. Outlets have proven to perform outstanding in periods of uncertainty, such as the Covid-19 pandemic, and continue to be a profitable and important distributional channel for premium fashion & lifestyle brands. Stimulated by a stronger price-conscious shopping behavior due to rising inflation across the world, outlets are becoming favourite shopping destinations.

As new trends take shape, the entire industry today faces the challenge of creating added

value for customers and brand partners. Outlet operators must adopt digitalisation as well as taking environmental and social responsibility.

ROS Retail Outlet Shopping is proud to be back on track with its portfolio and to have performed +18% in sales year-to-date in 2022 in comparison to 2019 at pre-pandemic level. A slight loss in traffic is compensated with a higher average spend per visitor.



# ROS European Outlet Market

# What is unique about ROS as an outlet operator?

## DRIVING ASSET VALUE THROUGH INTEGRATED CENTER MANAGEMENT IN CONSIDERATION OF PROPERTY LIFECYCLE AND POTENTIAL ANALYSIS

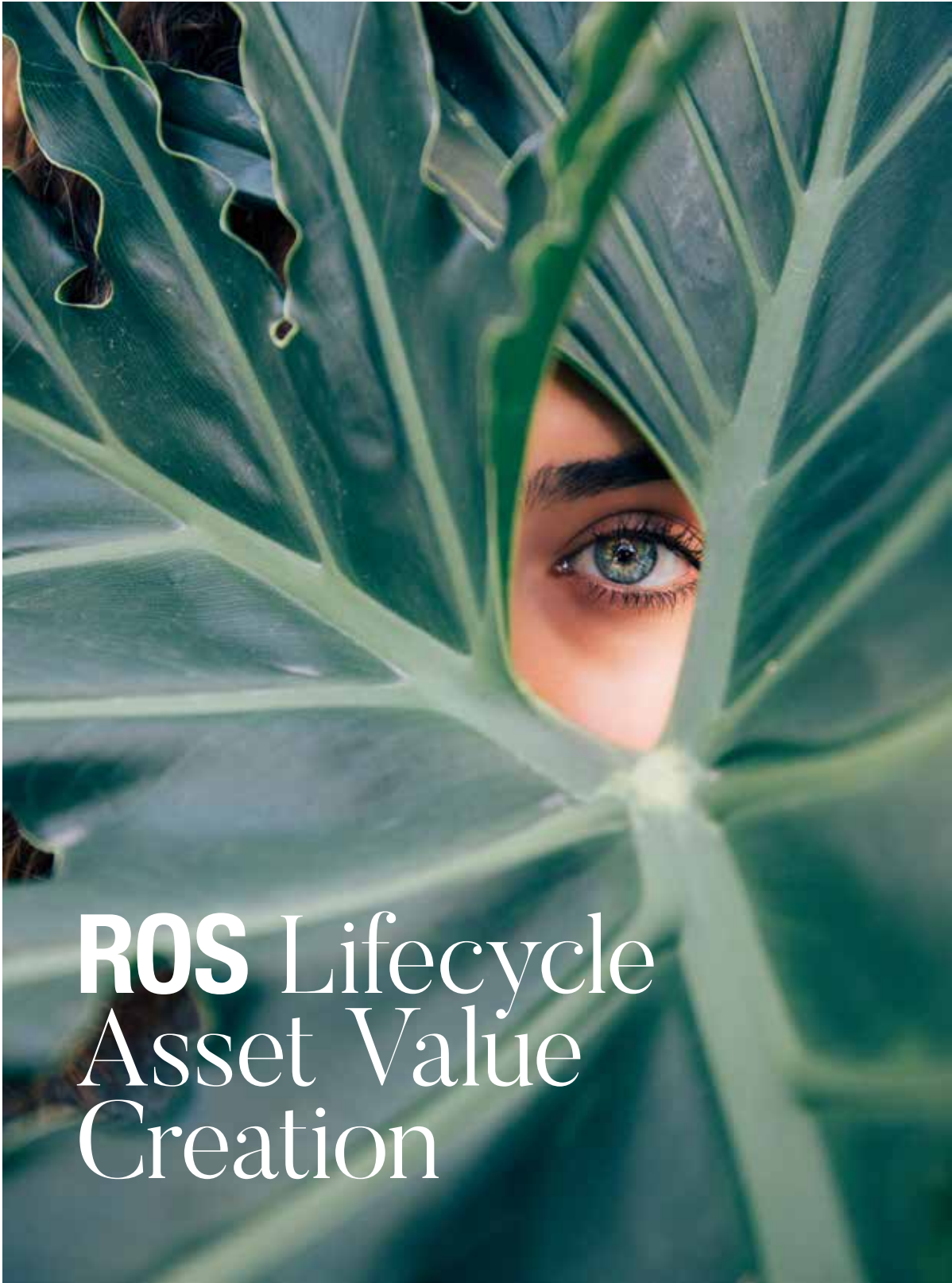
ROS Retail Outlet Shopping develops, manages and operates designer outlets and innovative outlet shopping experiences over the complete real estate lifecycle. The integrated center management is ROS core business and provides excellent services to brand partners, their employees, towns, communities, tourism partners, investors and further stakeholders. Based on the local centre characteristics, the stage in

the property's lifecycle and the catchment potential, ROS develops for each centre an individual Lifecycle Asset Value Creation strategy.

In this context, ROS is pleased to be recognized again as 3rd best European Outlet Operator mastering the challenges of the Covid-19 pandemic according to the latest Ecostra Outlet Centre Performance Report Europe 2021.

*“Whosoever desires constant success must change his conduct with the times.”*

Niccolò Machiavelli,  
Italian diplomat,  
author and philosopher

A close-up photograph of a woman's blue eye peering through the intricate, layered structure of a large green leaf, possibly a Philodendfon. The lighting is soft, highlighting the texture of the leaf and the intensity of the eye.

**ROS** Lifecycle  
Asset Value  
Creation

# Success Story

THE ROS COMPANY  
MILESTONES

**25 million**  
**customers**  
ANNUAL ACROSS THE  
ROS PORTFOLIO

**215,000 sqm**  
OPERATING GROSS LETTABLE AREA

ACTIVE IN  
**9 EU**  
**countries**

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

**+18%**  
**sales**  
**growth**

2022 YTD vs. 2019

**11**  
**Centre**  
**Take Over**

LANDQUART  
PARNDORF  
BUDAPEST  
BRUGNATO  
GEISLINGEN  
WARSAW  
GDANSK  
SOSNOWIEC  
PARMA  
POLGAR  
LUXEMBOURG

**Nº 3**

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

Ecostra Outlet Centre Performance  
Report Europe 2021

**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.

Ecostra Research, October 2022

**5**  
**Centre**  
**Openings**

SOLTAU  
BAD MUENSTEREIFEL  
ALGARVE  
CROATIA  
ZARAGOZA

**866k**  
FACEBOOK FANS

**216k**  
INSTAGRAM FOLLOWERS

**18** awards

**1,300+**  
**Leasing agreements**  
NEW LEASES / RENEWALS / POP UPS / ASSET  
MANAGEMENT MOVES / STORAGE & KIOSK

**4.4 million**  
web visitors per year



# On a strong growth track

## **ROS SUCCESSFULLY TOOK OVER DESIGNER OUTLET LUXEMBOURG AND HAS FURTHER 70,000 SQM GROSS LETTABLE AREA IN THE PIPELINE**

ROS manages 12 outlet centres with 212,500 sqm gross lettable area and is currently ranked as the 5th largest outlet operator in Europe.

A milestone for ROS was the takeover of Designer Outlet Luxembourg in October 2022. The premium outlet village enjoys a great potential thanks to its prime location in Messancy, Belgium, at the crossroads of Luxembourg, France and just a 40-minute drive to Germany. The catchment area with Luxembourg having by far the highest purchasing power in the European Union.

Future growth plans for ROS focus on the extension of existing centres and the opening of new developments.

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



Designer Outlet Luxembourg, the Premium Outlet Village for Luxembourg, France and Germany.



# “Our extensions are in full swing”

**THOMAS REICHENAUER, CO-FOUNDER AND MANAGING DIRECTOR OF ROS RETAIL OUTLET SHOPPING, HAS RECENTLY TAKEN OVER DESIGNER OUTLET LUXEMBOURG. HE SPOKE WITH ACROSS ABOUT HIS COMPANY’S PLANS AS WELL AS THE OPPORTUNITIES AND CHALLENGES FACING THE INDUSTRY.**



Designer Outlet Luxembourg, the Premium Outlet Village for Luxembourg, France and Germany.

**ACROSS:** ImRaum Immobilien has recently appointed you to manage the Designer Outlet Luxembourg, based in Messancy, Belgium. As a result, you have taken over a promising location from former employer McArthurGlen. What is special about the location? What do you expect from the new location in the future?

**THOMAS REICHENAUER:** Designer Outlet Luxembourg offers great potential due to its prime location on the border of Luxembourg and France as well as its proximity to Germany, which is only 40 minutes away. In addition, high purchasing power is concentrated in the catchment area, as Luxembourg has the highest GDP per capita in the European Union by far. Furthermore, Designer Outlet Luxembourg is the first location in the ROS portfolio in the France-Benelux region. This market entry is very important to us, as it marks our first step into the French-speaking territory and will open up further growth opportunities for us.

**ACROSS:** What concrete change plans do you have in store for Designer Outlet Luxembourg?

**REICHENAUER:** We plan to position Designer Outlet Luxembourg as an attractive cross-border premium outlet shopping destination that features an upmarket category and brand mix and an improved F&B offer.

We also intend to focus on creating an inspiring atmosphere as well as on entertainment, both of which have become increasingly important to consumers.

**ACROSS:** Beyond that, what expansion plans do you foresee? What location-related factors are the most important at the moment?

**REICHENAUER:** In addition to Designer Outlet Luxembourg, we are focused on the rest of our portfolio, in particular, the upcoming expansion project at Designer Outlet Gdańsk as well as other center expansions. Well-connected locations near a metropolitan region and a catchment area of at least 3 million inhabitants within a 90-minute drive time are always very important factors for us.

Additional tourism potential is also an added value that should be taken into consideration.

**ACROSS:** Generally speaking, what do you regard as the most important developments or changes affecting the Outlet Industry in 2022?

**REICHENAUER:** The most significant changes in 2022 relate to customer behavior. Our latest customer surveys clearly show a greater share of “first-time visitors” in the summer months, which means that we can look forward to attracting new customer segments / target groups from our catchment areas as well as increasing “domestic tourism”. In addition, we are seeing better premium brand performance on the one hand and more purchases of everyday goods on the other. The increasing length of stay at our centers is ultimately due to our focus on the shopping experience as well as an improved food and beverage offer, including food trucks and kiosks. In general, we are very satisfied with our development and performance and have exceeded the level we achieved in 2019 in terms of sales.

**ACROSS:** In terms of your portfolio and projects, what are the most important innovations, developments and changes?

**REICHENAUER:** Despite rising inflation, we are very pleased to be able to officially inform our brand partners about the start of the extension of Designer Outlet Gdańsk at the Polish trade fair SCF Fall in Warsaw at the end of September. The planning processes for City Outlet Geislingen, Designer Outlet Croatia and Designer Outlet Algarve are also progressing at full speed. In general, the expansion of national brands is rather limited, but we are pleased to see an



Designer Outlet Warszawa benefits from booming city tourism.

increasing demand for international fashion and premium brands due to our good locations. In addition, our focus is on digitalization, not only in terms of marketing, but also with respect to sustainability in facility management.

**ACROSS:** Have you been impacted by any of the major problem areas, such as inflation, energy prices, etc., in terms of sales and customer footfall at your centers? How will those issues affect the Outlet Industry in the future?

**REICHENAUER:** Not yet. We will see what happens in the months to come. Some EU countries have already enacted legal energy-saving measures in the retail and public sectors, which we have, of course, also implemented. The market standard “Open Door Policy” has already been adopted by ROS, and we have called upon our brand partners to use air conditioners and heating systems sparingly.

As mentioned earlier, our outlet locations are doing well, and we certainly hope that we will be able to overcome this latest crisis, especially in the face of the ongoing pandemic. Outlets have proven to be very crisis resistant, as people want to save money during such periods of time. Outlets are the perfect shopping destinations.

**ACROSS:** What adaptation or development needs do you foresee for the Outlet Industry?

**REICHENAUER:** I anticipate a shortage of skilled workers as well as the further development of digitalization and ESG. In addition, new national brands, new categories, and services will likely become attractive and profitable sales channels for outlet locations.





Designer Outlet Gdańsk, Centre Extension Opening Autumn 2023

**ACROSS:** What significance does gastronomy have in the outlet sector? What concepts will be successful in 2022?

**REICHENAUER:** Customers have become more demanding and more diverse. Buzzwords and catchphrases are vegan, regional, organic and superfoods, to name just a few. Nevertheless, we want to further position outlet centers as day and weekend trip destinations and increase the length of stays. From the customer's perspective, a cup of Starbucks coffee is a must with a visit to the center. Therefore, ROS is based on three pillars. System gastronomy concepts that include cafés & restaurants appeal to larger customer groups and are the most successful. By contrast, special food concepts take current F&B trends into account, such as vegan and regional cuisine. The so-called pit stops, which include food trucks, crepe carts, as well as ice cream, pretzel, and waffle stands, not only look good, but also offer fun and ideal snacks.

**ACROSS:** Which retailers are currently successful? Which ones are less so? Are there any product ranges that can be described as winners or losers in 2022?

**REICHENAUER:** Basically, there are no winners or losers. Some categories, such as classic womenswear and menswear, have recovered in recent months thanks to new collection orientations and/or repositioning. In general, the performance of premium brands as well as sports, home, and beauty is very good.

**ACROSS:** To what extent do the regionality and sustainability retail themes play a role with respect to outlet tenants? Are there any new brands that specifically cover those areas?

**REICHENAUER:** This year, ROS launched the "Better Shopping" campaign, which precisely addresses those issues, thereby taking into account more conscious shopping behavior. At ROS locations, sustainable collections and our tenants' products are highlighted, "green" center services such as electric charging stations and circular fashion drop boxes are offered, and transparent information is provided about the respective measures (photovoltaic systems, water consumption, waste separation, etc.). In Soltau, we opened the largest Tesla electric

charging station, which features 20 charging points, on the A7 highway between Hamburg and Hanover, one of Germany's most important north-south links. There are very attractive, completely sustainable fashion and lifestyle brands that are of great interest to the outlet market. Unfortunately, those brands are still skeptical about the outlet market and need to be educated in the near future due to our increasingly "greener" commitment and aspirations.

**ACROSS:** ESG is the motto of the sector. What is happening specifically at your centres in this regard?

**REICHENAUER:** We are in the middle of the issue and are currently developing our own ROS ESG guidelines. When taking over "older" outlet centers, there are, of course, certain limitations in terms of location, structural condition, and the level of investment. Therefore, we have to be flexible and consider the needs of all stakeholders in order to develop a catalog of measures. Naturally, that also applies to the area of environmental engagement. Social engagement has always been an integral part of the development and operation of an outlet center – from support for local institutions and urban marketing to cooperation with local authorities and institutions. Employer center branding is a critical success factor at the moment, given the shortage of skilled workers. During the pandemic, we as operators did not reduce staff, but continued to increase staff in every area. Governance guidelines are essential when it comes to working with institutional investors.



Algarve, as one of the strongest European vacation destinations, has already recovered in 2021 and shows a very positive trend for 2022.





We love  
Outlet  
Shopping

Discover  
12 Premium  
Outlet Shopping  
Destinations  
across Europe

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

**NEW  
DEVELOPMENTS**  
HAUTMONT  
KRAKOW

**ROS** retail  
outlet  
shopping

# À propos ...What are Designer Outlets?

## GREAT BRANDS FOR GREAT PRICES IN AN INSPIRING ATMOSPHERE

Designer Outlet villages or centres are regional shopping destinations with a unique offer of designer, fashion and lifestyle brands, 30-70% off, all year round. Their distinctive (open-air) architecture, brand partner management, customer services, retail standards, marketing and center entertainment are singular characteristics.

While the UK is one of the most saturated outlet markets in Europe, Germany, France, Spain and Eastern Europe show the greatest potential.

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

## DESIGNER OUTLET CONCEPT CHARACTERISTICS

- Special type of shopping center 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)
- Village-style architecture enriched by typical elements of the region
- Good highway access
- Excellent retail and service standards
- Near a metropolitan region
- Catchment area of at least 3 million inhabitants within up to a 120-minute drive time
- Additional tourism potential beneficial



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

Bo Derek,  
American actress & model



# Understanding the new outlet generation

## OUTLET SHOPPING AS AN INGREDIENT FOR NEW RETAIL REAL ESTATE CONCEPTS AND REJUVENATION TREATMENT OF MATURE SHOPPING CENTRES

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

Designer Outlets are increasingly being used as a rejuvenation treatment of existing retail properties, thus revitalising city centres that are facing challenges arising from demographic and social change, neglect of urban spaces as well as lack of financial resources.

ROS considers itself a partner to cities, communities and investors. Whether it is hybrid shopping centres, city quarters, arcades or inner-city outlets, the main objective of ROS is their 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





# ROS Center Management





# ROS Leasing

## Pan-European Leasing

### ASSET MANAGEMENT WITH DESIRABLE BRANDS TO TAP THE FULL CATCHMENT POTENTIAL OF EACH OUTLET CENTRE

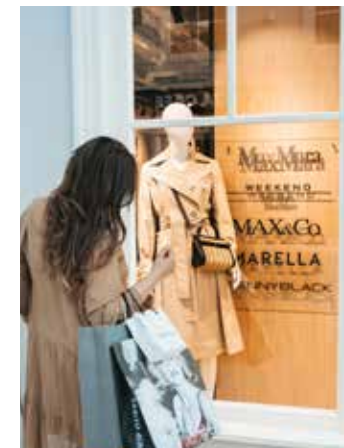
The world of retail is always on the move, especially with the rise of an omnichannel approach. Nevertheless, physical retail remains the preferred shopping channel for 60% of Europeans. New retail real estate concepts that can offer great shopping experiences like Designer Outlets and innovative outlet concepts are in high demand.

*"A balanced brand and category mix as well as a long-term cooperation with our partners are essential for the success of a Designer Outlet. With 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 Retail Outlet Shopping

The ROS leasing team has more than 1,000 brand partners in its portfolio and is growing every day. Thanks to a European key account structure, the team maintains a close brand partnership and is part of a European fashion retail

network. The constant exchange and the permanent monitoring of the European outlet market creates unique opportunities. Considering each individual outlet location, the catchment potential as well as the local retail density and the sensitivity of the target brands, the team develops a tailor-made leasing strategy with an asset management programme for brand partners and investors. Green leases and the omnichannel consideration of are now market standards.





# ROS Strong Brand Partnership

MUTUAL TRUST BETWEEN ROS AND OVER 1,000 BRAND PARTNERS IN EUROPE

- ARMANI
- TOMMY HILFINGER
- Calvin Klein
- THE KOOPLES
- BOSS
- PATRIZIA PEPE FIRENZE
- MICHAEL MICHAEL KORS
- GAP
- FURLA SINCE 1927 ITALY
- LIU JO LOMO
- TED BAKER LONDON
- BIMBA Y LOLA
- UNDER ARMOUR
- GUESS
- GANT
- Max M
- TRUSSARDI
- Levi's
- HACKETT LONDON
- TIFFOSI
- KARL LAGERFELD
- POLO RALPH LAUREN
- RAW
- L'ORÉAL
- American Vintage
- LACOSTE
- new balance
- asics
- Superdry
- strellson
- PUMA
- TWINSET MILANO
- ESTÉE LAUDER
- JOOP!
- LIEBESKIND Berlin
- MAMMUT
- SWAROVSKI
- SPRINGFIELD
- DIESEL FOR SUCCESSFUL LIVING
- Marc O'Polo EST. IN STOCKHOLM
- ZADIG & VOLTAIRE
- Pepe Jeans LONDON
- FOSSIL
- s.Oliver
- adidas
- W.KRUK 1840
- QUIKSILVER
- MANGO
- WEBER
- WMF
- WELLENSTEYN
- HALLHUBER
- cret
- hunkemöller
- bassetti
- Lindt
- DOUGLAS
- PURIFICACION GARCIA
- PANDORA
- GEOX RESPIRA
- Triumph
- Tefal
- KRUPS
- CALZEDONIA
- hunkemöller
- BORBONESE
- JACK & JONES
- O'NEILL
- Kneipp Wirkt. Natürlich.
- Bergans OF NORWAY
- LE CREUSET
- Lafuma
- McDonald's
- Le temps des perises
- Moulinex
- ONLY
- möVE
- STARBUCKS



# Why food matters

## MODERN FOOD COURTS AS KEY ELEMENTS TO CREATE MEETING PLACES FOR FAMILY & FRIENDS

The combination of dining and retail is today a popular demand from customers, who are looking not only to enjoy a good meal or a drink, but also to meet, spend time and have fun with family and friends.

Designer Outlets are regional shopping destination by nature, so the F&B offer is more decentralized as a 'pit stop'. Some locations have

the potential to become more daily food destinations, taking here a centralized approach with a Food Court. ROS pursues a site-specific F&B strategy, taking into account the eating habits and opportunities of each location. The main objective is to develop a F&B offer that meets the culinary needs of current and potential customers.



*“Food can bring people together in a way nothing else could.”*

Yotom Ottolenghi,  
Israeli-born British chef,  
restaurateur and food writer



**ROS Food  
& Beverage**



# Retail Excellence

## DRIVING SUSTAINABLE RETAIL PERFORMANCE TO INCREASE DENSITY

The role of each store is crucial to the success of Designer Outlets. Therefore, maintaining a strong brand partner relationship has been always the difference to the classic shopping centre business due to the outlet concept. New retail tracking and monitoring technologies enable a data-driven retail management and new digital tools offer new opportunities. But also 'green retailing' has changed the requirements in the sector.



Therefore, the ROS retail team is in permanent contact with all brand partners and organises individual business review meetings based on the latest store data to improve the performance in a sustainable way. An agreed package of measures in retail, marketing and facility with mutual promise ensures a successful long-term business relationship. Regular Shop Manager Meetings are held to inform and stimulate a joint understanding in the outlet. The ROS Retail Academy in each centre provides standards, retail trainings and tools focused

on motivating shop staff and driving performance on an ongoing basis. Overall objective is to create a win-win situation for brand partners, the operator and the landlord.

*“Especially in uncertain times, consumers are turning to Designer Outlets for their unique shopping experience. Our passion is to create unique shopping destinations to fulfill customer and brand partner expectations that pay off.”*  
Elke Schöpf,  
Retail & Operations Director,  
ROS Retail Outlet Shopping





# The joy of outlet shopping

## DRIVING TRAFFIC, BRAND AWARENESS, SALES, CUSTOMER LOYALTY, DIGITAL & SOCIAL ENGAGEMENT

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 committed to become a unique shopping destination.

The ROS marketing strategy follows a 'think global, act local' approach to tap the full potential of each location to create a desirable destination.

An individual centre marketing vision and action plan is therefore developed with local agencies with the aim of driving traffic, brand/location awareness, average spend and loyalty, taking into account the latest changes in media and shopping behavior. Activities range from classic marketing through promotions, radio, print and TV

to digital marketing and social media, PR, POS, centre decoration, loyalty programmes and events. In addition, we must not forget the



emotional positioning, especially in these difficult times. Therefore, ROS aims to bring back the 'joy of outlet shopping' to customers' life and position each location as an authentic, reliable and vibrant destination brand.

*"The future of destination marketing relies on combining digital marketing, social media, loyalty and the creation of an emotional 'phygital' shopping experience with unique features to attract consumers"*

Guido Assmann,  
Marketing Director,  
ROS Retail Outlet Shopping





A fashion show runway scene. A woman with long blonde hair is standing on a reflective runway, wearing a white sleeveless top and a red and pink floral patterned skirt. She is posing with her hands on her hips. In the foreground, a woman with long dark hair is seen from behind, holding a smartphone up to take a photo of the model. The background is a wall with a grey brick pattern and large, stylized letters spelling 'VOGUE' in a dark color. The word 'PORTUGAL' is written in smaller letters inside the 'O'. Large, colorful floral patterns are projected onto the wall. The overall atmosphere is professional and high-fashion.

**Designer Outlet  
Algarve  
X Vogue**



# ‘Phygital’ shopping

## USING DIGITAL MARKETING AND TECHNOLOGIES TO IMPROVE THE OUTLET CUSTOMER JOURNEY

Designer Outlets are adapting to the importance of digital media to attract, excite, convince and drive customer loyalty. Following an omnichannel approach, the aim of



ROS is to convert internet users into shoppers and retain them. To this end, current online trends are taken into account: Content Marketing, SEO/SEM, Mobile Marketing, Animation, Native Ads, Loyalty, Big Data, Social Media, Retargeting and Individualisation.

ROS partnered with Coniq and launched a new Premium Club loyalty programme for Premier Outlet Budapest in autumn 2022. Through an ‘Earn & Burn’ function as well as exclusive offers, the loyalty club improves customer services and boosts revisits and sales through the App. Moreover, the rising use of QR code technology also enables a sustainable way of navigation, information, engagement and experience. Digital signage, promotions and unique events like the Designer Outlet Algarve x Vogue collaboration enhance the shopping experience onsite and transform the commercial space into ‘phygital’ experiences.

*“You’ve got to start with the customer experience and work back toward the technology – not the other way around.”*

Steve Jobs,  
Co-Founder of Apple

**ROS**  
Digital Marketing



# “Providing customers with real-world engagement will be key to amazing retail”

**BEN CHESSE**, CEO OF CONIQ, THE TOTAL CUSTOMER ENGAGEMENT COMPANY HELPING OUTLET CENTRES COLLECT AND USE CUSTOMER DATA SPEAKS ABOUT THE IMPORTANCE OF LOYALTY PROGRAMMES AND THE CHALLENGES FACING THE INDUSTRY

**ROS:** Coniq now manages customer engagement and loyalty programmes in 25 countries around the world. Why is it so important to have a customer loyalty programme today?

**BEN CHESSE:** Customer loyalty is essential in today's industry because the level of what customers expect from retailers is only getting higher, and the level of marketing noise is growing exponentially. In order to meet the desires and needs of shoppers today, retailers must offer a truly personalised experience from start to finish and they must do so using the channels those shoppers are using. This means that shopping destinations are under immense pressure to serve broader customer

interests (not only those that are manifested on physical property.) Fortunately, the technologies needed to create personalised, omnichannel customer journeys are readily available through platforms like Coniq's. Currently, retail destinations are facing huge challenges. As we navigate the cost-of-living crisis, centres must focus on retaining their customers and increasing their customers' lifetime value. Loyalty programmes like ours can help them do exactly that, by giving them access to actionable data that can help them effectively understand and influence their shoppers. A customer loyalty programme is most effective when it offers rewards that are relevant to the customer. Our technology



enables businesses to create loyalty programmes that can best serve the individual shopper, using actionable data insights.

**ROS:** in your experience, what makes a loyalty programme great?

**CHESSE:** For me, the 3 factors that consistently define success are: First the program builds a strong relationship with the consumer. A good programme should invest in the relationship between the consumer and the centre. Offering customers a great and RELEVANT customer experience will make them shop more frequently, increasing the value for both the centre and their tenants.

Second factor, the customer loyalty programme helps retailers trade better. In shopping malls, tenants are the key to success, so it's important to build strong relationships with them, deliver value back to them in the form of both insights and increased footfall/revenues, and gain their support as key stakeholders to the programme. The most successful loyalty programmes we see provide actionable insights to retailers that weren't available before the programme launched. Third factor, the loyalty programme delivers financial results at scale. We know that our solutions drive financial results for our centres and we have seen those results first-hand, time and time again. Our engagement tools drive average transaction values (ATV), spend per visit (SPV) and frequency of visit (FOV) – all vital in today's retail environment.

**ROS:** Coniq has earned its reputation for helping retail outlets collect and use customer data to outperform their peers. What is the added value of Coniq's loyalty programme for designer outlets?

**CHESSE:** The retail environment is always changing and arguably the biggest competitive trend in recent times has been the rise of remote forms of commerce - omnichannel, eCommerce and so on. Outlets' more serious competitors therefore were not retailers but "online" as a whole, and in general competing to remain relevant to consumers. At the same time, brands not only compete with other retailers but also within their own distribution channels. Loyalty programmes like Coniq's can provide retailers with the tools and technology required to meet their customers expectations and provide them with a unique competitive advantage. Our data insights give designer outlets a tailored understanding of their customers, rather than a one-size-fits-all approach. This means that they can not only trade smarter but deliver personalised, memorable experiences and create frictionless customer journeys.

**ROS:** Customer behavior has changed a lot in recent years. What changes and improvements do you intend to



implement in the future to adjust to the new trends?

**CHESSE:** One of the great things about Coniq's engagement platform is its flexibility and agile design. We have worked hard to create a platform that can easily integrate with new technologies and evolve alongside retail destinations - as retail trends change, so do we! The two big waves of change coming through right now are a) delivering a true omnichannel experience, to turn the threat of online into an opportunity for malls and outlets; and b) the huge advances being made in using Artificial Intelligence (AI) to drive customer engagement. Allowing customers to switch back and forth from online and mobile, to real-world engagement in a truly seamless way will be key to creating amazing retail.





# Backlog in travel

## TRAVELLING IN EUROPE REMAINS A PRIORITY DESPITE ECONOMIC WORRIES

After the end of the corona-related travel restrictions and despite rising inflation, travelling within Europe remains strong.

According to the latest research on “Monitoring Sentiment for Domestic and Intra-European Travel – Wave 13” by the European Travel Commission (ETC), about 70% of Europeans are planning a trip by

mid-2023. Over half (52%) intend to travel at least twice, evidencing pent-up demand for holidays. Intra-European travel intentions have also been on the rise with 62% of respondents planning cross-border trips within Europe in autumn and winter 2022, the highest intra-European travel sentiment recorded since autumn 2020.



ROS adapts to the changing tourism behavior with focus on domestic and cross-border tourism. Therefore ROS positions all centres as perfect day-trip, weekend trip and cross-border destinations and cooperates with hotels, coach operators, tourism ambassadors, leisure facilities and further travel services.



*“Wherever you go becomes a part of you somehow”*

Anita Desai,  
Indian novelist

# ROS Tourism Marketing



A romantic couple is seen from behind, walking hand-in-hand through a field of tall, golden-brown grass. The man on the left is wearing a light blue button-down shirt and dark trousers. The woman on the right is wearing a white, long-sleeved, textured dress. They are walking towards a calm body of water in the distance, where the sun is setting, creating a warm, golden glow across the sky and water. The overall mood is peaceful and hopeful.

Save  
the planet

**ROS**  
**ESG**



*“The earth  
does not  
belong to us,  
we belong to  
the earth”*

Chief Noah Seattle

# Towards a sustainable shopping experience

**THE CLIMATE CHANGE IS HERE AND IT AFFECTS US ALL. WITH #BETTERSHOPPING, ROS SHOWS ITS COMMITMENT TO REDUCE CARBON FOOTPRINT**

As ESG – Environmental, Social and Governance – becomes the new buzzword in retail real estate, it is today a must for Designer Outlets to take responsibility for

our planet and pursue specific goals in terms of energy efficiency, water consumption, waste management and green mobility.

In 2022, ROS launched its #betershopping programme across its European portfolio to raise awareness and take responsibility for the ecological impact of the retail industry. In this regard, ROS Designer Outlets not only inform about their brands’ sustainable collections and the “green” services available at the centres, such as e-charging stations, but also ensure transparency with detailed information on the photovoltaic systems used, whether or not they are BREEAM certified centres as



well as other related measures to guarantee resource efficiency and reduce their carbon footprint. In addition, circular fashion is promoted by having placed “drop box” containers at ROS locations to give used clothes a second life.

# Giving back to the community

## SOCIAL RESPONSIBILITY FOR "PEOPLE PLANET PROFIT"

Sustainability can't happen without social responsibility. This further key element of the ESG policy highlights the necessity to serve and give back to the communities with gestures that indeed matter. ROS centres contribute to meaningful social causes through various initiatives and promotions.

The Pink October campaign launched in several locations helps spread awareness and prevention of breast cancer throughout the

month of October, including raising donations for national and local organisations as well as hosting special events and offering free mammograms on-site. Besides being the organiser of the 'Shopping for Charity' campaign on several occasions, Designer Outlet Soltau is a sponsor of local sport clubs like the MTV Soltau football club, International Heide handball cup and the Basketball Team Ebstorf Heide Knight. La Torre Outlet Zaragoza supports several local



organisations for children in hospitals and families in poverty as well as commerce trainings for immigrants. In 2022, both La Torre Outlet Zaragoza and Designer Outlet Croatia collaborated with each city council to plant up to 1,000 tree seedlings and promote biodiversity. Designer Outlet Gdansk organised a LOHAS (Lifestyles Of Health And Sustainability) event in the summer with workshops on healthy eating, beehive building, soap making and more.



*"It is not only for what we do that we are held responsible, but also for what we do not do."*

Molière, French playwright, actor and poet





portfolio



# ROS Managed Locations

- OPERATING OUTLETS
- NEW DEVELOPMENTS

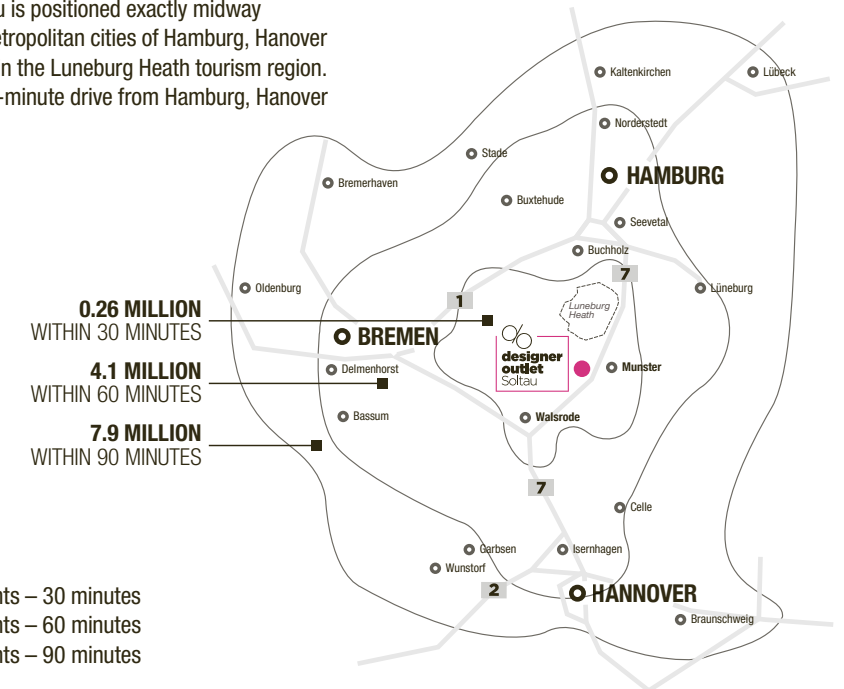
# DESIGNER OUTLET SOLTAU



## 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 Germany's most important north-south traffic axis and Europe's longest national motorway. With more than 24 million vehicles a year, the A7 is one of the busiest motorways in Germany.

### TOURISM

With more than 6.3 million overnight stays and 39 million day visitors 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 | Marc O'Polo | Joop | Pierre Cardin |  
Strellson | Lindt | Levi's | s.Oliver | Gerry Weber | Liebeskind



Hamburg, Germany



# CITY OUTLET GEISLINGEN

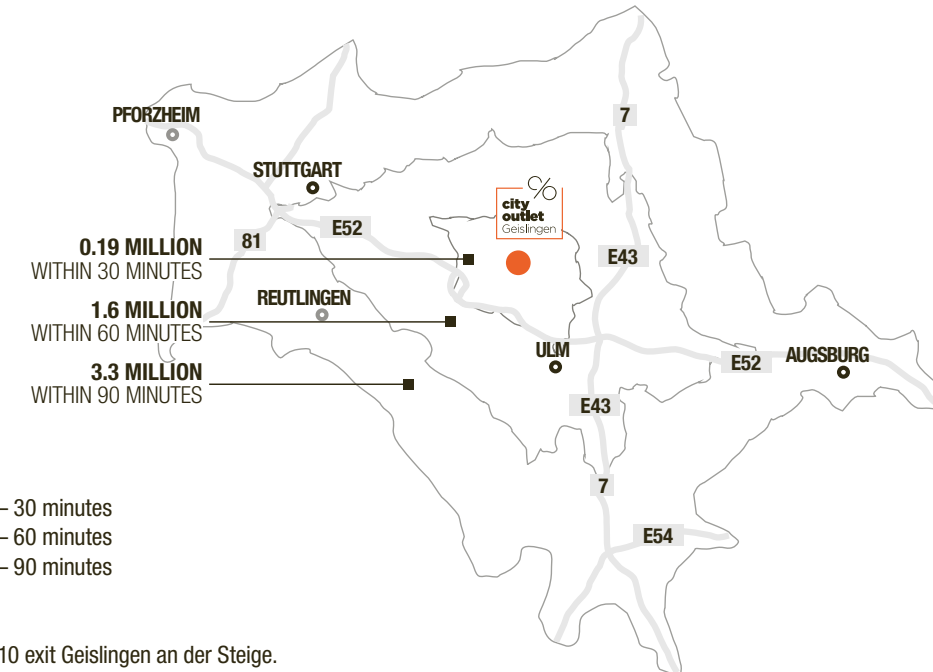


## The Home, Fashion & Lifestyle Outlet for Stuttgart, Göppingen and Ulm



### LOCATION

City Outlet Geislingen in the district of Göppingen, belongs to the federal state of Baden-Württemberg. 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 exit Geislingen an der Steige.

### TOURISM

9.3 million overnight stays (+1.9%) in the Stuttgart metropolitan region. 4.1 million overnight stays (+4.3%) with 2.2 million tourists in the state capital Stuttgart.

### ARCHITECTURE

Village  
GLA approx. 5,700 sqm  
SHOPS approx. 25  
PARKING approx. 280

### CENTRE EXTENSION

650 sqm | 4 shops  
Opening 2023

### ANCHOR STORES

WMF | Marc O'Pollo | Cecil | Ravensburger | Betty Barclay | Triumph | Gardena | Kneipp | Lindt



Stuttgart, Germany

# DESIGNER OUTLET WARSZAWA

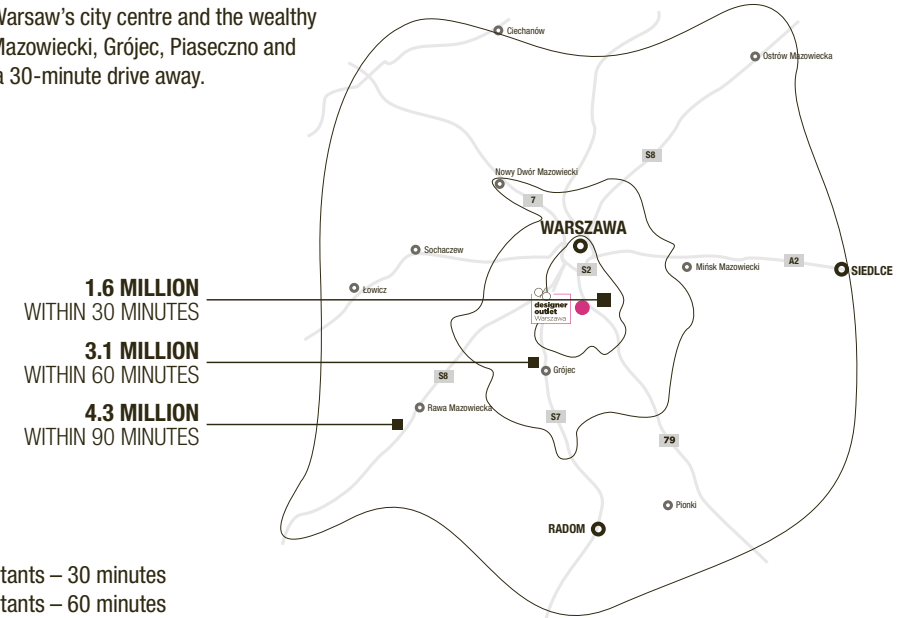


## The Premium Outlet Centre for the largest city and capital of Poland



### LOCATION

Designer Outlet Warszawa is located in Piaseczno in the south of Warsaw. Warsaw's city centre and the wealthy districts Grodzisk Mazowiecki, Grójec, Piaseczno and Pruszków 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. 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 | Puma | Nike | Armani | Boss | Calvin Klein | Furla | Guess | Lacoste | Marc O'Polo | MaxMara | Michael Kors | Pinko | Polo Ralph Lauren | Trussardi | Tommy Hilfger



Warsaw, Poland



# DESIGNER OUTLET GDANSK



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

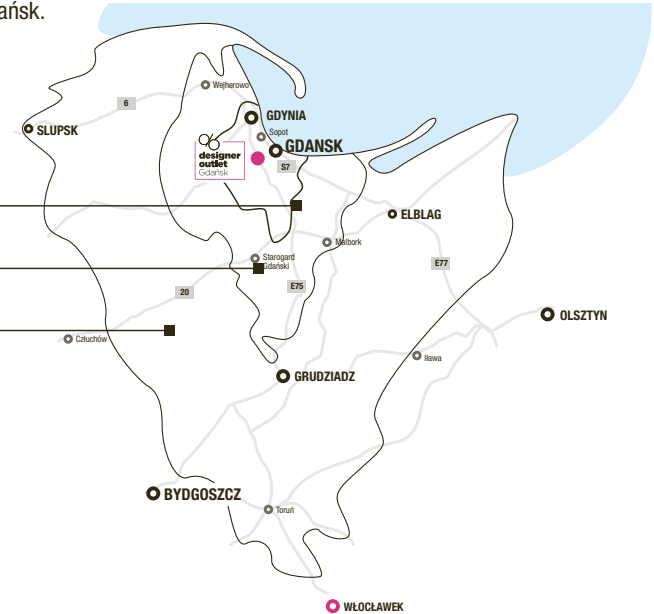
### LOCATION

Designer Outlet Gdańsk is located in the city of Gdańsk, in the Trójmiasto Metropolitan Area; within Morski Park Handlowy; right next to Tri-City 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.

**0.76 MILLION**  
WITHIN 30 MINUTES

**1.5 MILLION**  
WITHIN 60 MINUTES

**2.2 MILLION**  
WITHIN 90 MINUTES



### 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 annually.

<b>ARCHITECTURE</b>	Mall
<b>GLA</b>	17,400 sqm
<b>SHOPS</b>	100
<b>PARKING</b>	approx. 1,000

### CENTRE EXTENSION

2,000 sqm | approx. 10 shops  
Opening Autumn 2023

### ANCHOR STORES

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



Gdańsk, Poland



# DESIGNER OUTLET SOSNOWIEC



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

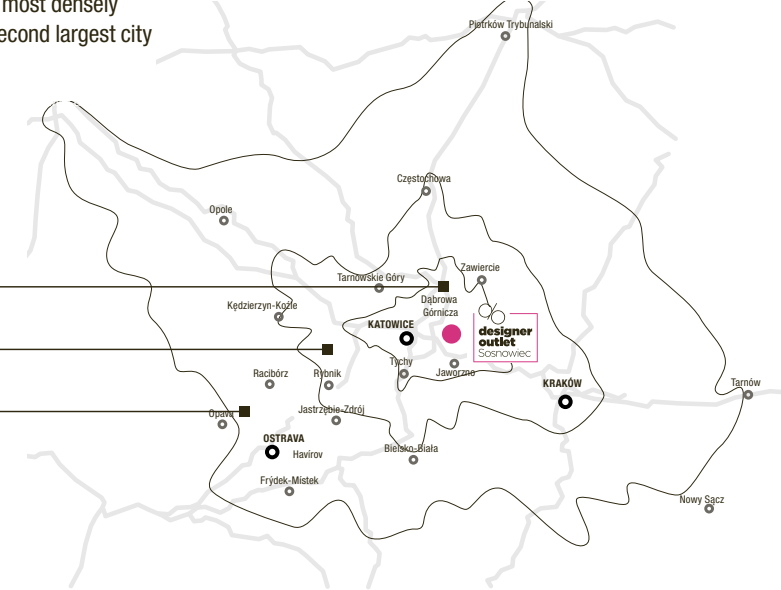
### LOCATION

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.

**1.9 MILLION**  
WITHIN 30 MINUTES

**5.0 MILLION**  
WITHIN 60 MINUTES

**7.0 MILLION**  
WITHIN 90 MINUTES



### 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 S1 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, the constant upward trend of the Silesian region as a popular tourism region continues.

**ARCHITECTURE** Mall  
**GLA** 16,800 sqm  
**SHOPS** 100  
**PARKING** approx. 1,800

### ANCHOR STORES

Nike | Salomon | Adidas | Puma | Asics | 4F | Mammut | Boss | Calvin Klein | Timberland | Marc O'Polo | Guess | Benetton | Designal | Ecco | Levi's



Katowice, Poland



# PREMIER OUTLET BUDAPEST

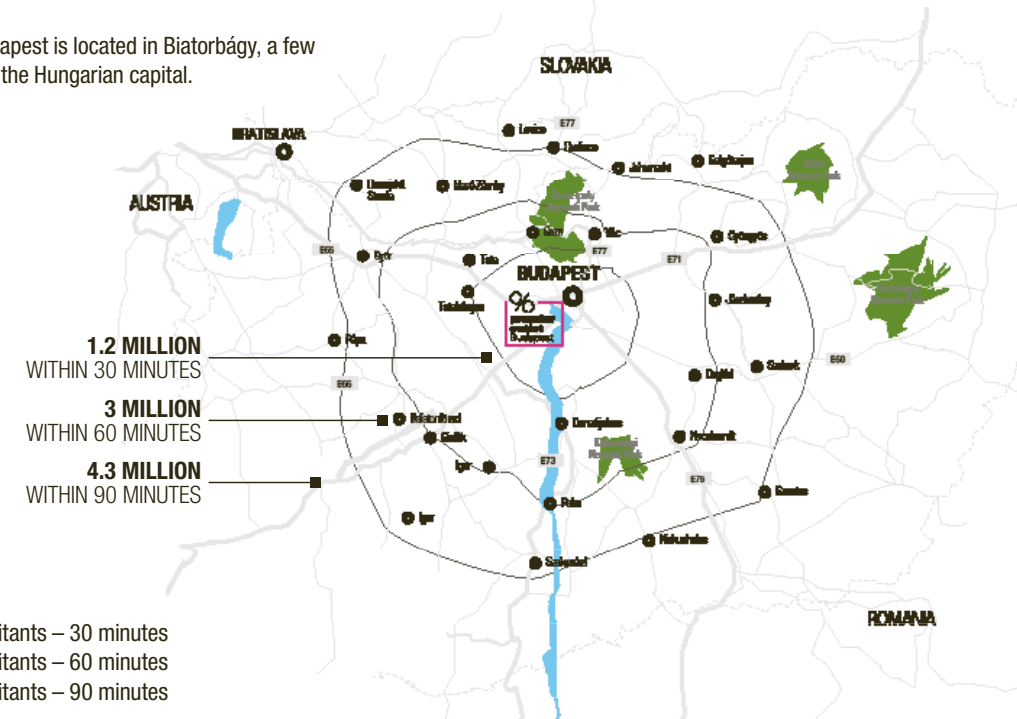


## The Premier Outlet for the Hungarian capital



### LOCATION

Premier Outlet Budapest is located in Biatorbágy, a few kilometers west 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 easily accessible by car and public transport.

### TOURISM

The number of tourists has been increasing year on year, reaching a record 4.5 million visitors in 2019 (pre-Covid-19 data). The uniqueness of the capital lies in its vibrant cultural and social life, famous thermal baths and impressive historic buildings.

<b>ARCHITECTURE</b>	Village
<b>GLA</b>	23,000 sqm
<b>SHOPS</b>	approx. 100
<b>PARKING</b>	approx. 1,780

### ANCHOR STORES

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



Budapest, Hungary

# M3 OUTLET POLGÁR



## The Fashion & Lifestyle Outlet Centre for eastern Hungary

**M3 OUTLET**  
POLGÁR

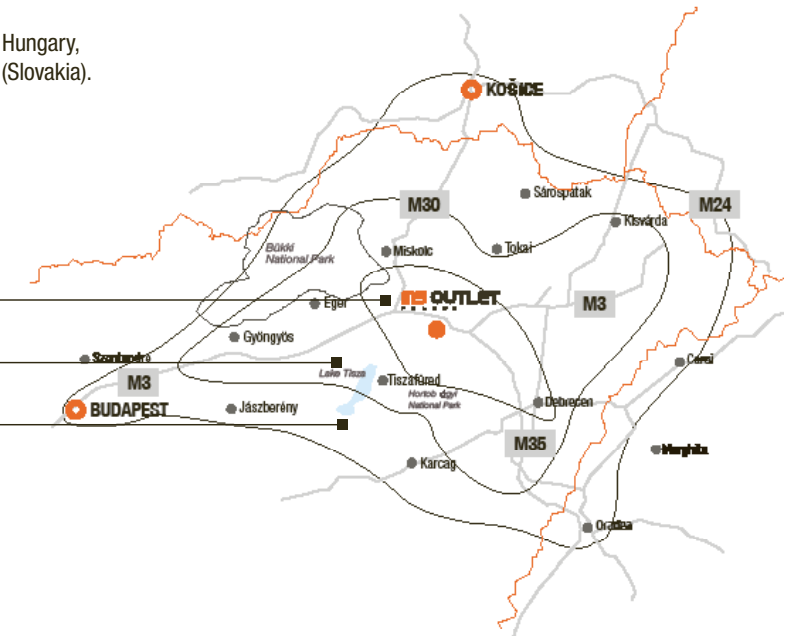
### LOCATION

Located at the M3 motorway in eastern Hungary, between Miskolc, Debrecen and Kosice (Slovakia).

**0.8 MILLION**  
WITHIN 30 MINUTES

**1.6 MILLION**  
WITHIN 60 MINUTES

**2.5 MILLION**  
WITHIN 90 MINUTES



### CATCHMENT

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

### ACCESS

A 30 to 40-minute drive from Debrecen, Nyíregyháza and Miskolc, 50 minutes 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>	approx. 850

### ANCHOR STORES

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



Debrecen, Hungary



# DESIGNER OUTLET CROATIA



## The Premium Outlet Village for Southeastern Europe



### LOCATION

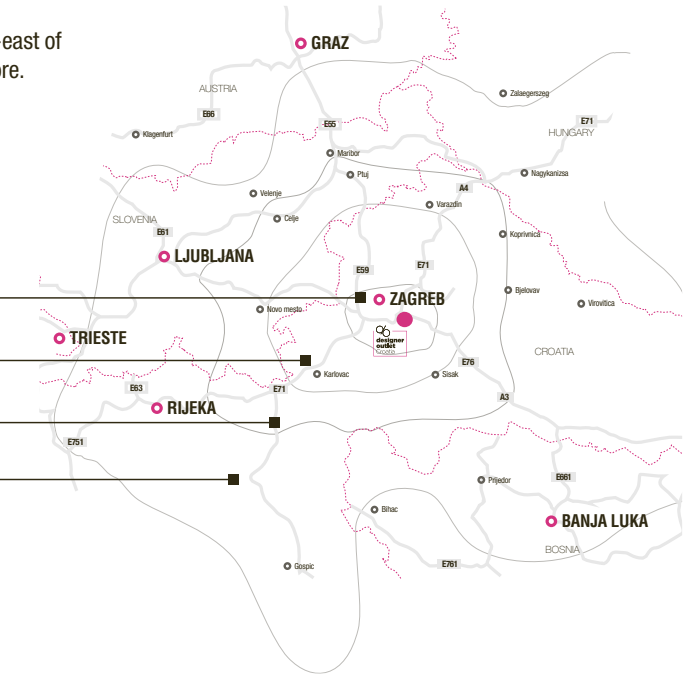
Designer Outlet Croatia is located in the south-east of Zagreb, Rugvica, next to the IKEA Hrvatska store.

**980.000**  
WITHIN 30 MINUTES

**1.7 MILLION**  
WITHIN 60 MINUTES

**3 MILLION**  
WITHIN 90 MINUTES

**5.1 MILLION**  
WITHIN 120 MINUTES



### 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 eastern Croatia with Zagreb. The A4 motorway runs north to the affluent town of Varazdin and further along to Hungary.

### TOURISM

The capital city of Zagreb is finally revealing its true potential. As the official tourism figures show, Zagreb is rapidly moving from being a transit city to a tourist hub.

### ARCHITECTURE

**GLA** Village  
**SHOPS** 15,500 sqm  
**PARKING** approx. 70  
approx. 4,000

### CENTRE EXTENSION

approx. 6,000 sqm | 30 shops | 200 parking spaces  
Opening 2024

### ANCHOR STORES

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



Zagreb, Croatia



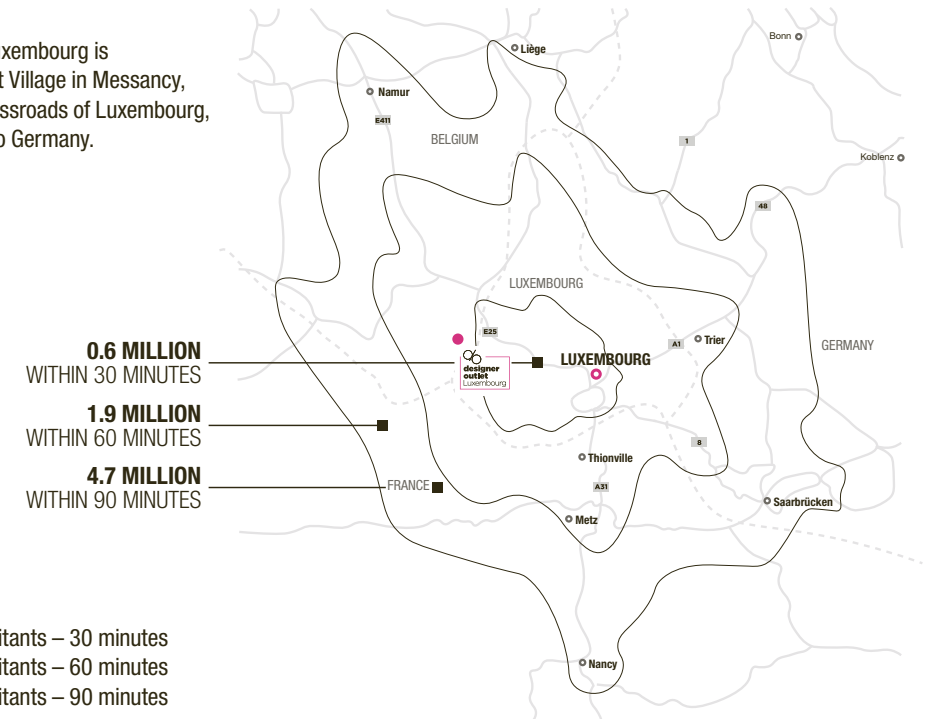
# DESIGNER OUTLET LUXEMBOURG



## The Premium Outlet Village in close proximity to Luxembourg, France and Germany

### LOCATION

Designer Outlet Luxembourg is the Premium Outlet Village in Messancy, Belgium, at the crossroads of Luxembourg, France and close to Germany.



### CATCHMENT

0.6 million inhabitants – 30 minutes  
1.9 million inhabitants – 60 minutes  
4.7 million inhabitants – 90 minutes

### ACCESS

Adjacent to the national road N81 leading to the north of France and a few kilometres from the E411 connecting to Luxembourg. Easily accessible by different bus and train lines within 15 minutes. Distance to Luxembourg airport is about 30 minutes drivetime.

### TOURISM

The catchment area has a tourism potential of almost 8 million visitors including 3 million visitor arrivals were registered last year in Wallonia, Luxembourg with 500k arrivals and a share of Alsace-Moselle tourism with 10m arrivals per year.

### ARCHITECTURE

Village  
GLA 16,500 sqm  
SHOPS approx. 64  
PARKING approx. 1,000

### ANCHOR STORES

Adidas | Nike | Puma | Boss | Calvin Klein | The Kooples | Zadig & Voltaire | IKKS | Levi's | Replay



Luxembourg



# 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 Ligurian Riviera and Versilia. La Spezia is just a 15-minute drive away, Genoa and Pisa 45 minutes.

**0.5 MILLION**  
WITHIN 30 MINUTES

**2.4 MILLION**  
WITHIN 60 MINUTES

**6.1 MILLION**  
WITHIN 90 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, Corniglia and just a 30-minute drive from the Versilia beaches.

**ARCHITECTURE** Village  
**GLA** 19,000 sqm  
**SHOPS** approx. 100  
**PARKING** approx. 2,000

## 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



Cinque Terre, Italy



# LA TORRE OUTLET ZARAGOZA

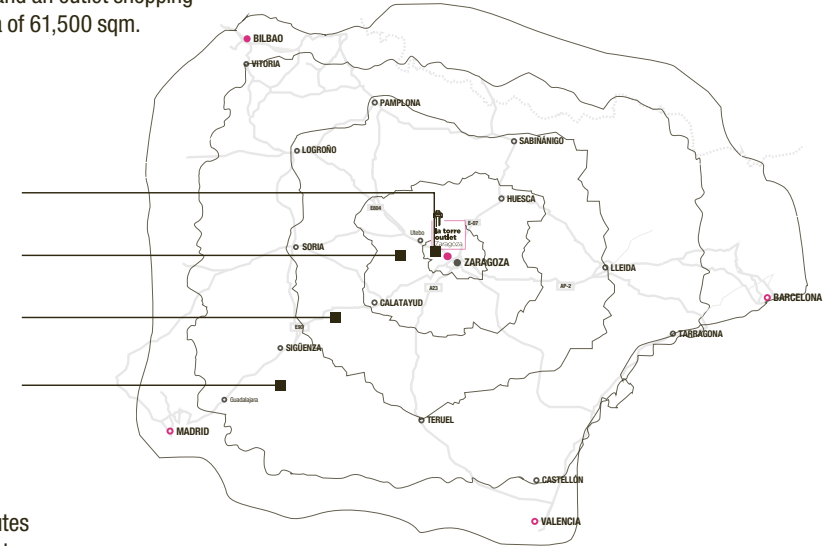


## The new Outlet Shopping Destination for the north of Spain

### 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.

- 0.9 MILLION**  
WITHIN 30 MINUTES
- 1.4 MILLION**  
WITHIN 60 MINUTES
- 1.9 MILLION**  
WITHIN 90 MINUTES
- 2.8 MILLION**  
WITHIN 120 MINUTES



### 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 AP-68 highway to Bilbao and directly linked to the A-2, one of the most important highway connections, which connects Zaragoza with Madrid and Barcelona. Furthermore, the location benefits from perfect access by public transport and is only 5 minutes away from the AVE Renfe high-speed railway to Madrid and Barcelona. Zaragoza airport is only 10 minutes drive time away.

### TOURISM

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

<b>ARCHITECTURE</b>	Village
<b>GLA</b>	13,500 sqm
<b>SHOPS</b>	90
<b>PARKING</b>	approx. 2,800

### ANCHOR STORES

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



Zaragoza, Spain



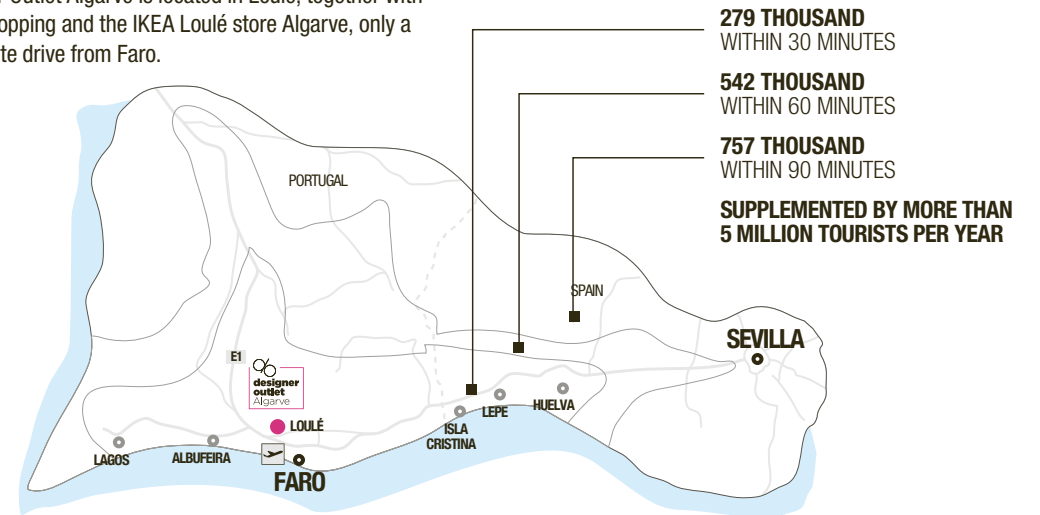
# DESIGNER OUTLET ALGARVE



## The 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 Loulé store Algarve, only a 15-minute drive from Faro.



### CATCHMENT

279 thousand inhabitants – 30 minutes  
542 thousand inhabitants – 60 minutes  
757 thousand 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 VAMUS 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 2020, Algarve was awarded “Best Golf Destination & Best value in Continental Europe” and in 2019 once again awarded “Europe’s Leading Beach Destination” and in 2021 “World’s Leading Beach Destination”.

**ARCHITECTURE** Village  
**GLA** 13,000 sqm  
**SHOPS** approx. 65  
**PARKING** approx. 3,500

### CENTRE EXTENSION

approx. 4,000 sqm | 25 shops | Opening 2024

### ANCHOR STORES

Adidas | Puma | Asics | Hugo Boss | Tommy Hilfiger | Lacoste | Calvin Klein | Bimba y Lola | Guess | American Vintage | Levi’s



Cavoeiro, Portugal



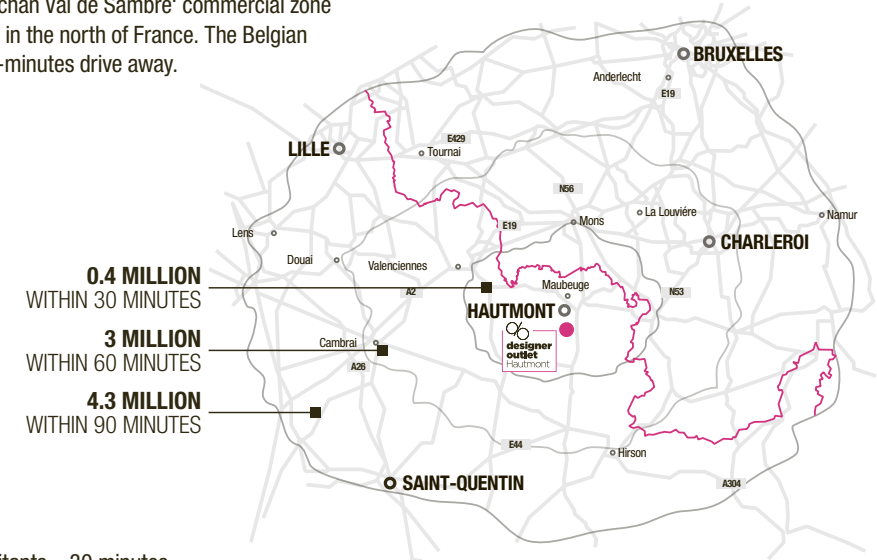
# DESIGNER OUTLET HAUTMONT



## 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

More than 5 million tourists annually.

### ARCHITECTURE

Village

### GLA

21,000 sqm in two phases

### SHOPS

80 in Phase I

### PARKING

approx. 1,300

### OPENING

2024

Phase I 16,000 sqm



Lille, France



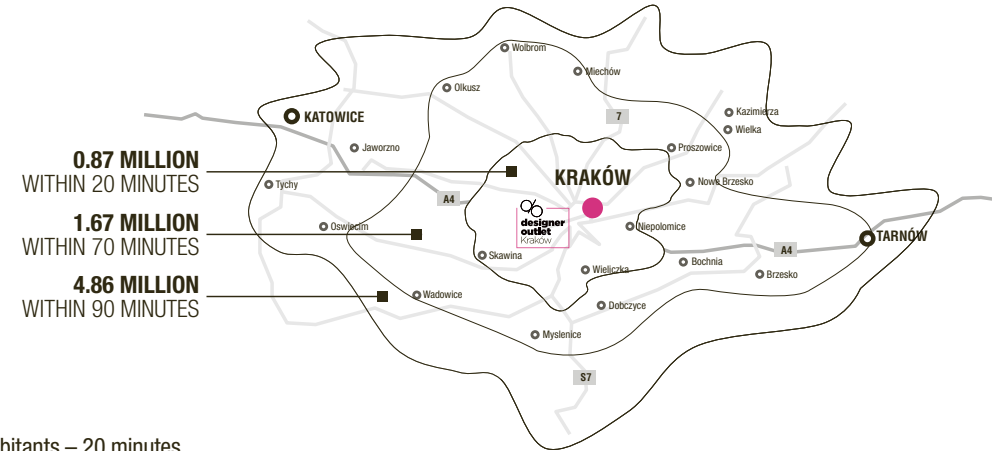
# DESIGNER OUTLET KRAKÓW



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

### LOCATION

Designer Outlet Kraków is located on 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

More than 14 million tourists annually.

<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>	2024



Kraków, Poland

A woman with her hair pulled back, wearing a blue sequined long-sleeved top and black pants, is leaning forward. A hand is reaching towards her from the left side of the frame. The background is a plain, light color.

Get in  
Touch

**ROS**  
Contacts



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*“The best is  
yet to come!”*

Frank Sinatra,  
American Singer & Actor



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