

21 December, 2016

## VIA Outlets acquires Sevilla The Style Outlets

VIA Outlets announces that it has completed the purchase of “Sevilla The Style Outlets” near Seville from IRUS European Retail Property fund.

The outlet centre is located north east of Seville and attracts a growing number of tourists visiting the Andalucía region. The property comprises 16,400 sq.m. of retail space and has 65 units with brands including Bimba y Lola, Hugo Boss, Lacoste, Polo Ralph Lauren and Tommy Hilfiger. The centre has a sales density of €3,600/ sq.m. and welcomes more than 2 million visitors per year.

VIA Outlets is a joint venture formed by UK REIT Hammerson plc, Dutch pension fund asset manager APG, European retail estate investment manager Meyer Bergman and outlet centre specialist Value Retail.

The four partners established VIA Outlets to take advantage of strong growth in the European outlet sector. Since 2014 the joint venture has acquired Batavia Stad Amsterdam Fashion Outlet (The Netherlands), Fashion Arena Prague Outlet (Czech Republic), Hede Gothenburg Fashion Outlet (Sweden), Freeport Lisbon Fashion Outlet (Portugal), Landquart Fashion Outlet (Switzerland) and Festival Park Outlets (Spain).

This latest acquisition adds scale and quality to VIA Outlets pan-European portfolio, which now comprises seven centres in six European countries with a total GLA of about 152,000 sq.m. and some 670 stores under management.

The new owner of Sevilla The Style Outlets is strongly committed to working in close cooperation with its tenants, the municipality of Seville and other key stakeholders to ensure the development, improvement and growth of the centre over the coming years.

VIA Outlets is currently reviewing plans to upgrade the outlet centre – such as introducing more premium brands and improving visitors’ experience – and is exploring fresh initiatives to attract more international visitors. This will result in a complete re-branding of the centre, including a new name, within the next few months.

VIA Outlets has retained the current team for the day-to-day management of the centre.

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For further information:

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### **Notes to Editors (not for publication)**

**VIA Outlets** was founded in 2014. Its principal stakeholders include Dutch pension fund asset manager APG and UK REIT Hammerson plc. The operating partners are outlet centre specialist Value Retail and real estate investment manager Meyer Bergman. Since the creation of the joint venture, VIA Outlets now has assembled a portfolio of seven centres in six European countries with a total GLA of about 152,000 sq.m. and some 670 stores under management.

**APG** is a financial services provider in the pension sector in the areas of executive consultancy, asset management, pension administration and communication services for pension funds. APG manages more than €400 billion in pension assets for the various pension funds.

**Hammerson** is a FTSE 100 owner, manager and developer of retail destinations in Europe. The portfolio consists of high-quality retail property, has a value of around £9 billion and includes 22 prime shopping centres, 18 convenient retail parks and investments in 16 premium outlet villages through its partnership with Value Retail and through the VIA Outlets joint venture.

**Meyer Bergman** is a privately held real estate investment management firm. It advises three closed-ended, value-add real estate funds with approximately €4.5 billion of assets under management on behalf of global institutional investors. Meyer Bergman targets under-managed mixed-use properties across Europe.

**Value Retail** is the only company to specialise exclusively in the creation and operation of luxury outlet shopping destinations, the Collection of Chic Outlet Shopping® Villages in Europe and China. Home to more than 1,000 boutiques of leading fashion and lifestyle brands, the Collection welcomes 40 million guests a year.

