

VIA Outlets Appoints Thierry Seang as Investment Director

August 31, 2022 – VIA Outlets, the industry-leading owner-operator in redefining the outlet shopping experience across 11 premium outlets in Europe, announces the appointment of Thierry Seang as Investment Director. The Director-level appointment forms part of the company's bold growth strategy in which Seang will be responsible for defining VIA Outlets' inorganic growth strategy across Europe and executing forthcoming real estate transactions for the company.

Seang joins VIA Outlets from private equity firm Maple Knoll Capital where he served as Vice President of Investments for six years. Prior to this, he was a Senior Analyst at JLL's capital markets team dealing with commercial real estate investment transactions and advising corporates, banks and government institutions. Seang holds Master degrees from Sciences Po Paris in urban policies, and from Ecole Normale Supérieure Paris-Saclay in civil engineering.



Seang's appointment comes at a key juncture in the company's organic growth strategy, which is firmly centred on its three 'Rs' - Remerchandising, Remodelling and Remarketing - to elevate all eleven outlets in the company's portfolio to ensure that the premium fashion outlets continue as the leading reference shopping destination for customers; whilst also furthering its inorganic growth ambitions through a selective approach to evaluating the attractiveness of further acquisitions and developments using a three 'Cs' approach, focusing on a scheme's Catchment, Connectivity and Competition.

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