



VIA Outlets celebrates record-breaking year with €1.2 billion in brand sales – benefitting from a 21% increase in guest expenditure

VIA Outlets' portfolio has become a flourishing retail destination for the discerning shopper, with an unparalleled selection of new premium brands

January 25, Amsterdam – VIA Outlets, the industry-leading owner-operator redefining the outlet shopping experience across 11 premium outlets in Europe, is delighted to welcome the new year, building on a very strong 2022 that saw over 300 remerchandising deals and increased spend per visitor at outlets across the portfolio. VIA Outlets' record-breaking year, which even beat pre-pandemic figures, proves once again that outlets remain among the most resilient retail sectors, even during difficult global economic conditions.

2022, VIA Outlets' strongest year ever

VIA Outlets saw its best year ever in 2022. The company grew by 3% when compared to 2019 pre-pandemic levels, surpassing €1.2 billion in total brand sales across more than 1,100 stores in 11 destinations in 9 European countries, with an increased guest expenditure of 21% compared to 2019. VIA Outlets has achieved this strong performance through active management in the remodelling, remerchandising and remarketing (the '3Rs') of its outlet centres and projects continued growth. To top it all off, in November 2022, Landquart Fashion Outlet in Switzerland won the 'Best Performing Outlet Centre' category at the MAPIC Awards, reflecting the centre's consistently strong performance during the year.

Growing sustainably continues to be a priority for the company, with VIA Outlets promoting ESG standards through their Beyond Sustainable strategy, which is implemented in all facets of the business. VIA Outlets' efforts were recognised for the third consecutive year, with a 5-star rating in the GRESB Benchmark 2022, ISO 14.001 environmental management certification across all its centres and BREEAM recertification in 3 centres therefore the entire portfolio now has BREEAM In-Use scores from Outstanding to Very Good. This commendable year is also reflected in Fitch Ratings, with a very strong BBB+ credit rating.

VIA Outlets CEO, Otto Ambagtsheer, reflects on a milestone year for VIA Outlets: *"I'm very pleased to see that 2022 showed a robust recovery in performance. Brand sales have returned to pre-pandemic levels, with 2022 surpassing 2019 brand sales by 3%. As European tourism continues to slowly grow back to previous highs, we are hopeful that this will further bolster our centres' already strong performance. During 2022, a huge variety of premium brands joined our centres—with over 300 remerchandising deals—firmly cementing VIA Outlets' status as one of the sector leaders and a resilient performer. Coupled with our focus on sustainability across all facets of the VIA Outlets portfolio in 2023, our value proposition is more attractive than ever."*



Remodelling works to enhance the shopping experience

2022 also saw important remodelling works for destinations in the VIA Outlets portfolio. At Sevilla Fashion Outlet, Spain, an additional 3,800 m² GLA will be added, which is scheduled to open at the end of 2023. Oslo Fashion Outlet, Norway, also celebrated in November with the inauguration of a new car park, adding a total of over 1,000 convenient parking spaces for visitors. Plans have also been finalised for the 4,707 m² expansion of Landquart Fashion Outlet, Switzerland, with a scheduled opening date of Q4 2024.

Strengthened premium brand offer

During 2022, VIA Outlets completed over 300 remerchandising deals and brought a raft of new international brands to the portfolio. Some of the highlights included American Vintage, Sandro and Maje at Batavia Stad Fashion Outlet, the Netherlands, and Longchamp at Freeport Lisboa Fashion Outlet, Portugal. Other exciting additions to the portfolio included new local favourites such as Lola Casademunt at Mallorca Fashion Outlet in Spain, as well as Corneliani and Vaude at Landquart Fashion Outlet. A total of 28 new deals increased the area leased to VIA Outlets' top 20 brands by over 2,522 m² (+4%) with top international brands, including Lacoste (+29%), Jack & Jones (12.7%), Guess (+ 9.7%), Gant (+8.5%), and Tommy Hilfiger (+7.3%) expanding their footprint. Remerchandising and attracting new and enticing brands are central to VIA Outlets' '3Rs' strategy of growth: a successful formula that has enabled it to continue to strengthen its premium fashion outlet offering across Europe.

Ends
