



PARNDORF
FASHION OUTLET



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**THE LARGEST
OUTLET DESTINATION
IN EUROPE**

FLOURISHING REGION

Parndorf Fashion Outlet is part of Europe's largest outlet destination. Situated between the two European capitals Vienna and Bratislava in the tourism region Lake Neusiedl only 120 minutes from Budapest, the region developed into a Mecca for bargain hunters over the past few years.

The individual structural components were combined in different construction stages by summer 2019 and thematically connected through a harmonious concept. The style of the concept is typical for outlets in this region.



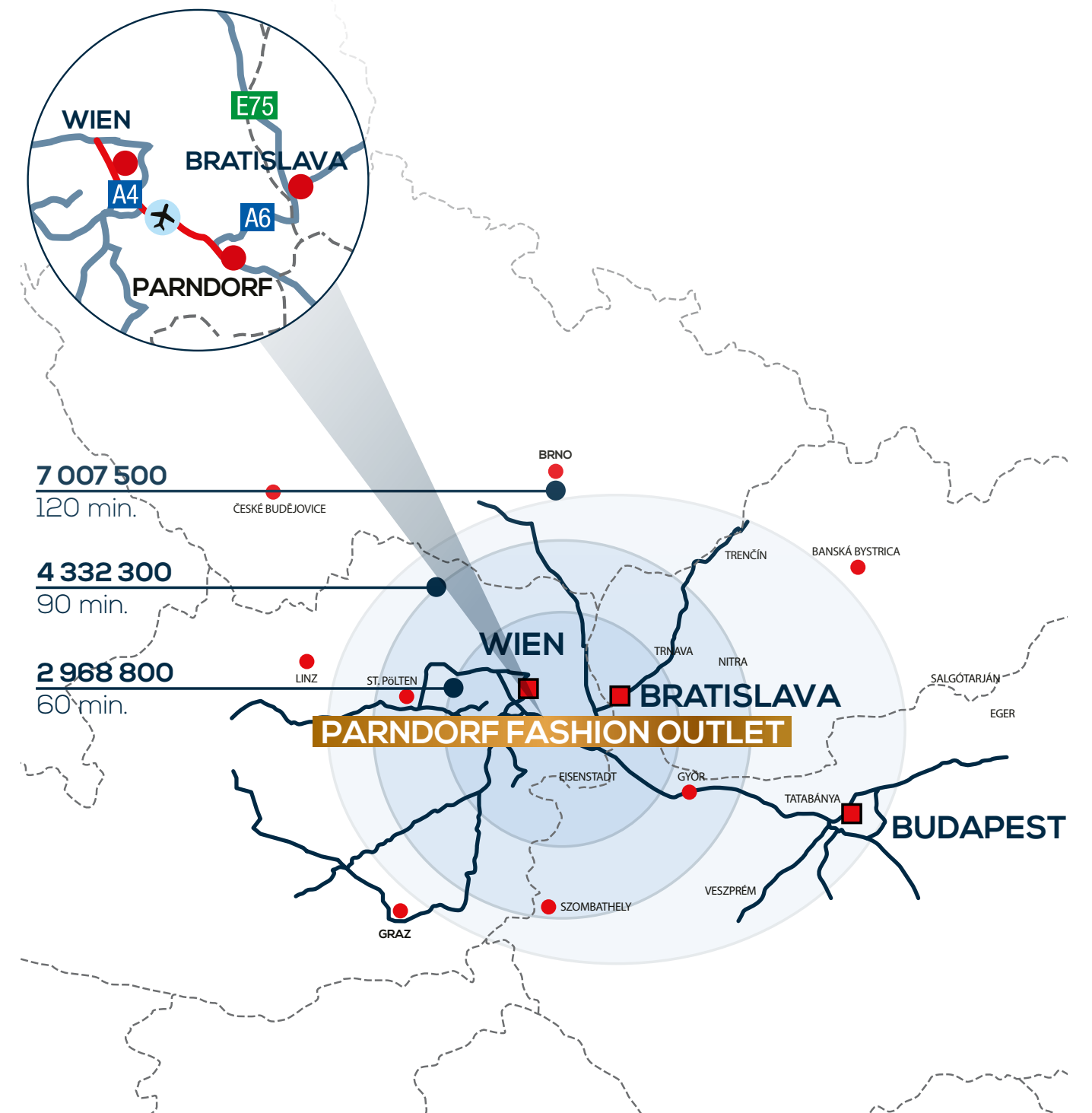


**STABLE REGION
WITH HIGH
PURCHASING
POWER**

MACRO LOCATION AND CATCHMENT AREA

Together with the McArthurGlen Designer Outlet, this outlet destination is the largest in Europe and is located directly on the A4 along the main traffic route between Western and Eastern Europe. 7.7 million people live in the catchment area, only a

120-minute car ride away. 55% of the customers of Parndorf Fashion Outlet are from Austria, 16% from Hungary, 15% from Slovakia, and 14% from other countries.





GUARANTEED TRAFFIC AND SYNERGIES WITH NEIGHBOURS

MICRO LOCATION AND NEIGHBOURHOOD

Parndorf Fashion Outlet is in the immediate vicinity of McArthurGlen Designer Outlet and located near the retail region Pado Shopping Park and Pannonia Shopping Park Neusiedl, Cineplexx cinema, XXXLutz and an entertainment centre. Further settlements are being planned.

An additional attraction is the tourism region around Lake Neusiedl, the largest steppe lake in Austria. The Pannonia Tower Hotel and Ibis Styles Parndorf are just one minute's walk from our Fashion Outlet.

Besides German, the staff of most shops speak English, Hungarian and Slovakian.





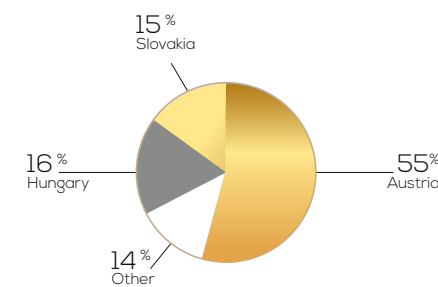
A LOCATION WITH SIGNIFICANT GROWTH POTENTIAL

GOOD DEVELOPMENT OF THE REGION

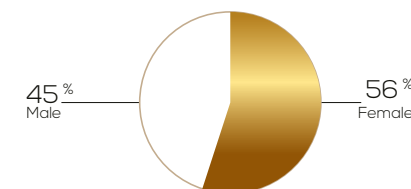
Finalizing the renovation, the Parndorf Fashion Outlet is expected to achieve high growth rates in visitor numbers, square metres and total turnover. 3,2 million customers are currently visiting Parndorf Fashion Outlet each year.

This number will increase to more than 4 million after the centre and the neighbouring outlet have been merged in 2020 (walk ways and appearance). The overall outlet destination currently welcomes 6 million visitors.

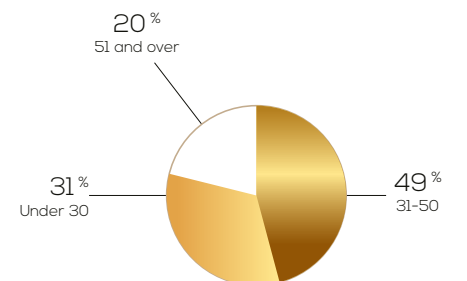
Customer origin



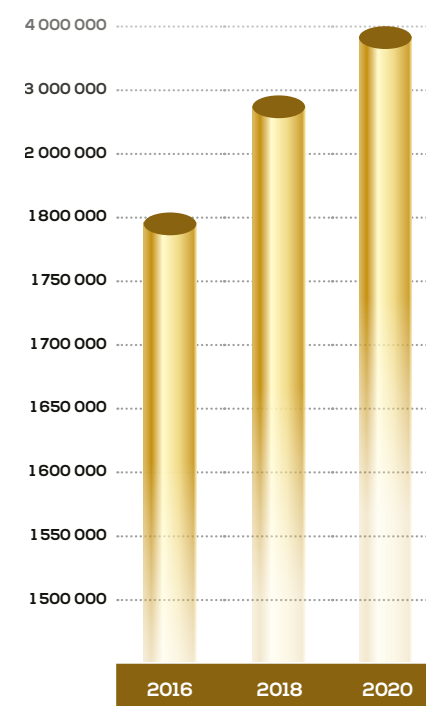
Percentage of women /
Percentage of men



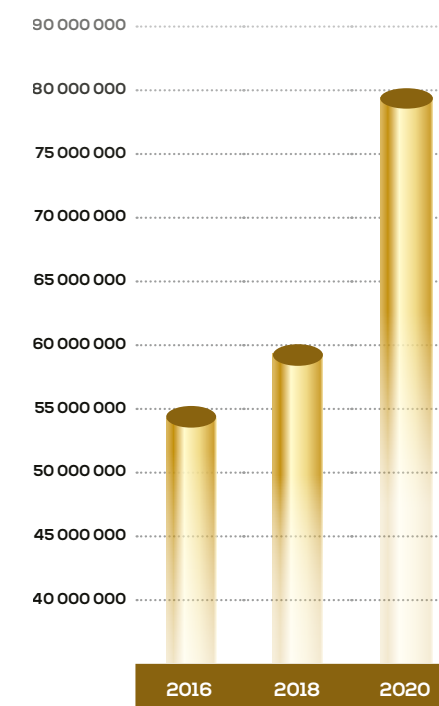
Age
distribution



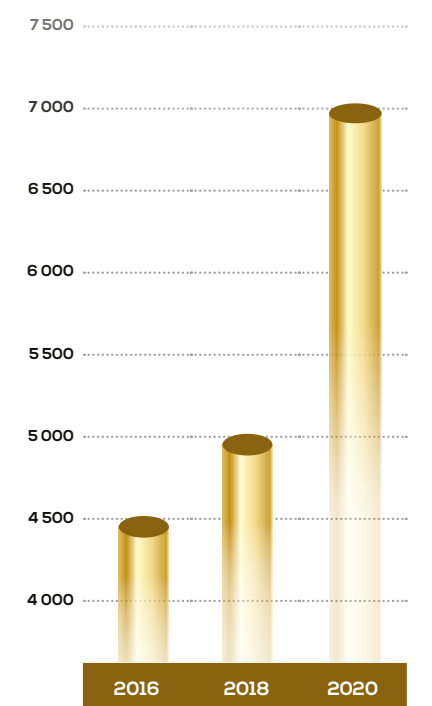
Visitors



Gross sales in €



Turnover gross/m²
Top 50 in €



INVESTMENTS ARE A GUARANTEE FOR SUCCESS



IMPLEMENTED MEASURES

By summer of 2019, the entire outlet had been gradually redesigned.

Parndorf Fashion Outlet offers a wide range of shopping opportunities. In terms of visual attractiveness and an distinctive architecture architectural style with a nod to the Viennese Art Nouveau, the redesign turned the centre into a stimulating retreat for shopping and a relaxed sip and stroll.

Additionally, and with the objective of creating a uniform project – namely Europe's largest outlet destination – the ideal reference to Vienna was found for Parndorf Fashion Outlet with the Art Nouveau theme.

As a result, the site has been growing not only visually but structurally thanks to new parking spaces, connections and walk ways.





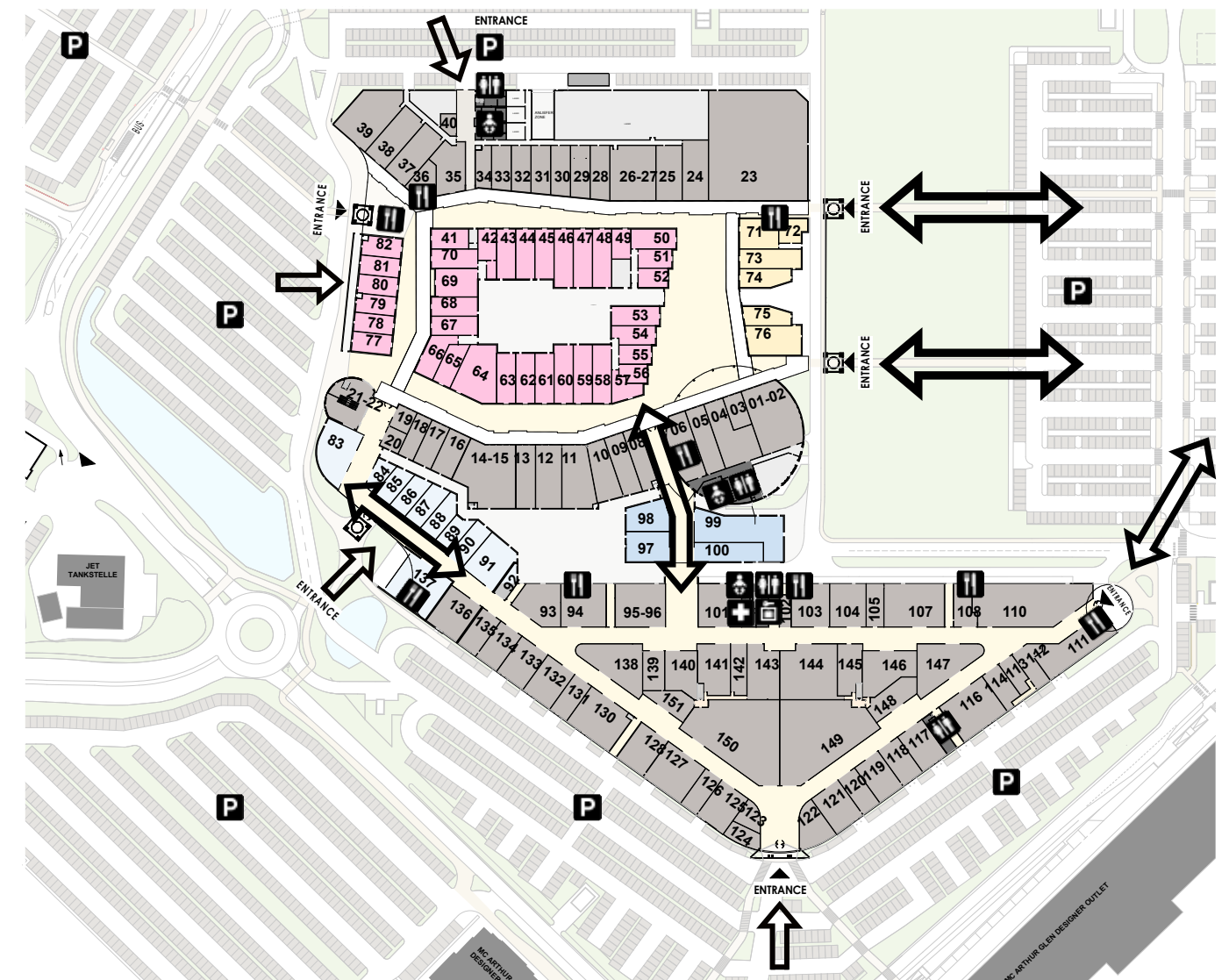
CREATING NEW CONNECTIONS

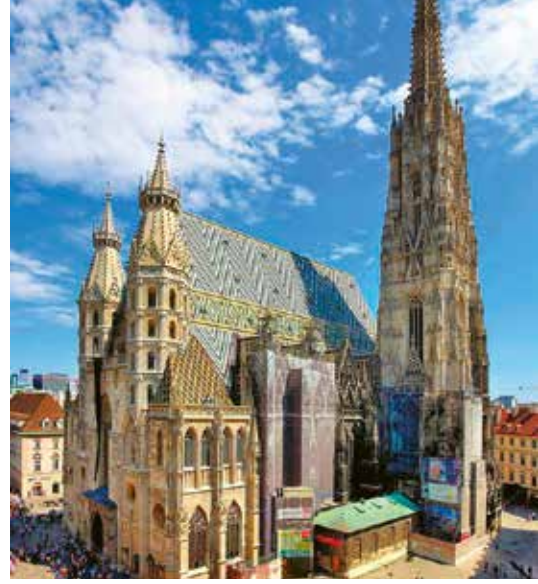
THE HIGH-STREET SHOPPING EXPERIENCE

The overall concept of both the village and the mall stands for the typical outlet shopping experience of a high street.

The two pavilions in the direction of the south parking lot (in front of the shops 71–76) can be seen from afar, allowing for new direct access to Parndorf Fashion Outlet apart from the additional entrance to the mall (shops 110 and 111).

By connecting the mall village (shops 97–100) and the mall extension (shops 83–91), a more comfortable walk way for the customer was devised. Upon completion of the entrance area in the direction of the central parking lot, the building project was accomplished in November 2018 and visual adaptations have been finalised by summer 2019.





HISTORICAL REGION

THE REGION



With Vienna and Bratislava, Parndorf Fashion Outlet lies in between two European capitals that are closest to each other.

The nearby recreation spot Lake Neusiedl is both a travel destination for the city dwellers as well as an attraction for international tourists.

St. Stephen's
Cathedral



Bratislava



Burgenland



Schönbrunn
Palace



Prater
Vienna



Vienna
City Hall



Budapest



Podersdorf/
Lake Neusiedl





A RICH BRAND PORTFOLIO GUARANTEES ATTRACTION

KENNEL & SCHMENGEL
SCHUHMANUFAKTUR

NORTHLAND
PROFESSIONAL

pierre cardin

PALMERS

comma,

REGATTA
GREAT OUTDOORS

Betty Barclay

M

GERRY WEBER

ESPRIT

O'NEILL

BONITA

SUBWAY

BRAX
FEEL GOOD

Kennet Street

VOSSEN
A TOUCH OF ENERGY

CARLO COLUCCI

TRESPASS

s.Oliver

LEGO wear

KAJAHU
FoodTogether

SCHNEIDERS

KJUS

SEIKO

MORE & MORE

LEO HILJINGER

Julius Meinl
PARNDORF

CALIDA

camel
active

WMF

HEINDL

ZWILLING
J.A. HENCKELS

SALEWA

asics

Schöffel
Ich bin raus.

HUBER
Shop
Outlet

ara
since 1949

MÖVE

JL
JACQUES LEMANS

SKINY
OUTLET

JACK&JONES

VERO MODA

Sunglasses
by Pfendt Optic

Gabor

GARCIA

odlo

LLOYD
GERMANY

QUICKSILVER

Ulla Popken

sloggi

CHILLERS/HONEY

BIJOU BB
BRIGITTE

BAUMLER

DIGEL
THE GENUINE GENUINE

Tamaris

LUISA CERANO

Triumph

Kappa

CROSS JEANS

bruno banani
NOT FOR EVERYBODY

B%PA
OUTLET

RENÉ LEZARD

TIMEZONE

NA-KD
NOTHING BUT STYLE



ENORMOUS POTENTIAL

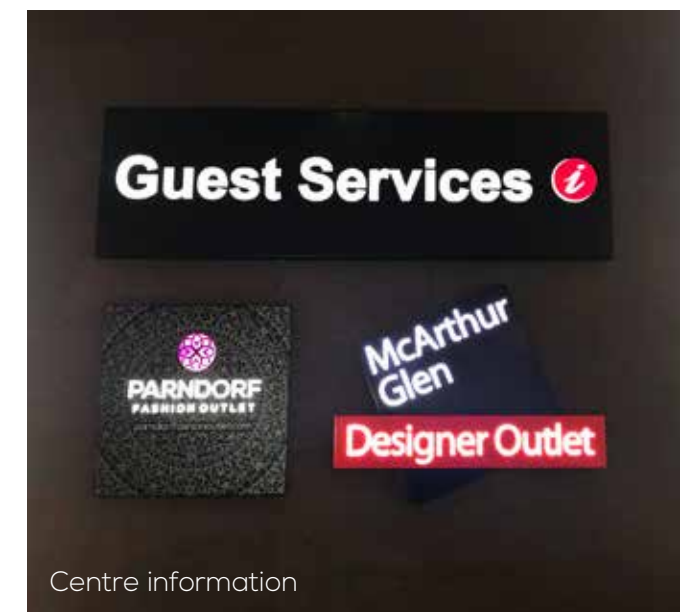
MARKETING

The Parndorf Fashion catchment area has enormous growth potential; existing customers in the region will be targeted more intensively in the future.

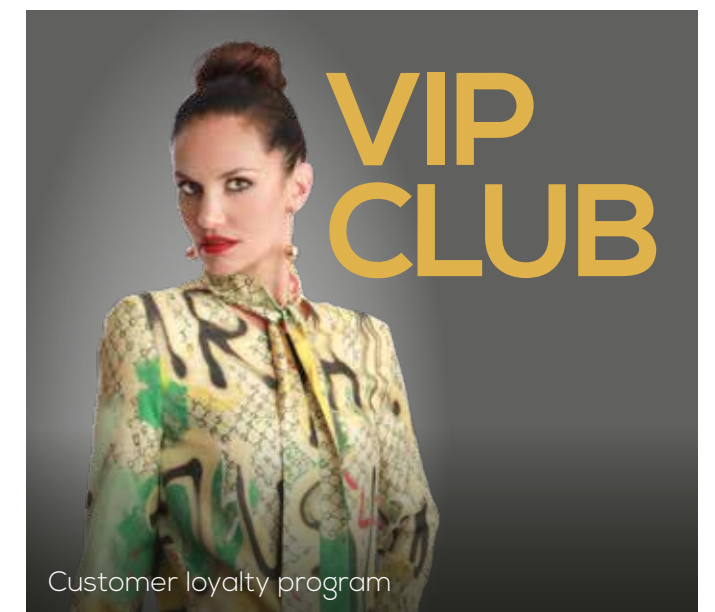
The marketing content is multilingual and is increasingly focusing on app services as well as free entertainment and a large selection of

restaurants. A direct customer relationship is established through intensive social media activities combined with customer loyalty programs.

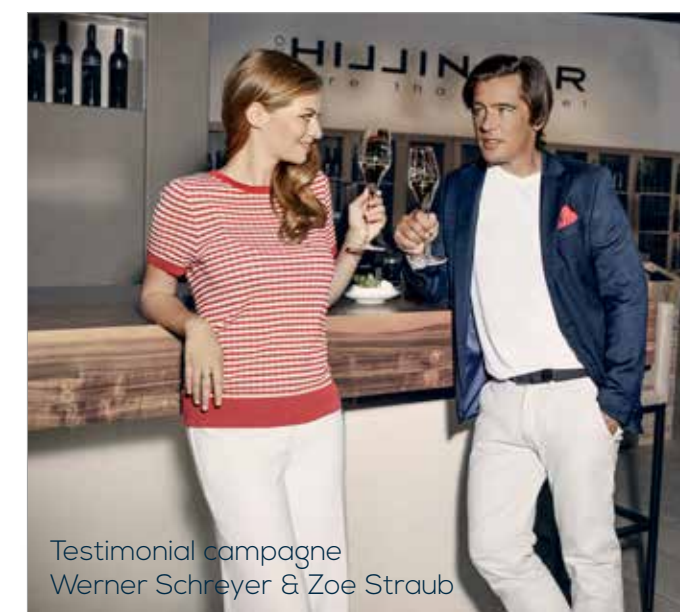
A mutual collaboration with McArthurGlen includes gift certificates, common traffic and major events such as the three "Late Night Shoppings" and the "Black Friday" events".



Centre information



Customer loyalty program



Testimonial campagne
Werner Schreyer & Zoe Straub



Bungee jumping



SYNERGIES IN THE GREATER VIENNA AREA

ONE BRAND – TWO OUTLETS

Parndorf Fashion Outlet in Burgenland and Freeport Fashion Outlet on the Czech border (50 min. north of Vienna) are sister outlets in the greater Vienna area and are managed by in-house operator EKAZENT GROUP. As a first step, our tenants will primarily benefit from advantages in B2B, and subsequently in B2C.

The two outlets cover a catchment area of over 9 million inhabitants.

The catchment area itself includes 3 large cities, 3 airports and many tourist attractions and sights.

Freeport Fashion Outlet offers 75 shops on 22,400m² with top brands such as Tommy Hilfiger, Nike, Desigual, Adidas, Diesel, Guess etc. and is even open until 9 p.m. on Sundays and holidays.





WE ARE LOOKING
FORWARD TO A
SUCCESSFUL
COLLABORATION

PARNDORF FASHION OUTLET

Size:	23,700 m ²
Catchment area:	120-minute radius: 7.7 m inhabitants
Purchasing power:	120-minute radius: €29 bn; €3.15 bn of which is textiles
Distance from Vienna:	30 minutes
Distance from Bratislava:	20 minutes
Footfall:	~ 3.5 million
Parking spaces:	~ 1,500
Parking spaces with McArthurGlen:	~ 3,200
Opening hours:	Mon – Wed from 9:30 a.m. to 8 p.m., Thi – Fri from 9:30 a.m. to 9 p.m. Sat from 9 a.m. to 6 p.m.



CONTACT

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PARNDORF
FASHION OUTLET

EKA'ZENT

PROVIDING PERFORMANCE