

# HASLINGER

RETAIL REAL ESTATE CONSULTING

Welcome to POP AIRPORT

August 2023

**POP** ✈️  
OUTLET & ENTERTAINMENT

# NEW ERA OF POP AIRPORT

COMMERCIAL  
SPACE  
**31,000**  
SQM

CURRENT  
ENTERTAINMENT  
AREA  
**13,000**  
SQM

DISCOVER AN UNIQUE UNION OF  
**OUTLET SHOPPING  
& ENTERTAINMENT**  
AT ONE PLACE

POP ✈️

# TAKE A CLOSER LOOK AT POP OUTlet

OPENED IN  
**2018**

**1 250 000**  
VISITORS IN 2022

★★★★★  
**4,1 Google**

# 80 BOUTIQUES & 200 BRANDS

KARL  
LAGERFELD



Calvin Klein

S  
salomon

TRESPASS

PALMERS

Design.

ALPINE PRO

adidas

QUIKSILVER

GANT

Levi's

REGATTA  
GREAT OUTDOORS

Pepe Jeans  
LONDON

Hamleys

meatfly.

GUESS

B  
BOGNER

RR  
RETRO

TRUSSARDI

TIMEOUT  
Los Angeles

T  
TOM TAILOR  
EST. 1912

ROXY

MUSTANG

DELSEY  
PARIS

GX  
STORE

ESPRIT

eCCO

Ann

AND  
MORE

POP ✈️

# OLD PRAGUE DESIGN SHOPPING STREETS

**WINNER**  
BEST  
REAL ESTATE  
2018

# GENEROUS SPACE



**2 400** CAR PARKING LOTS

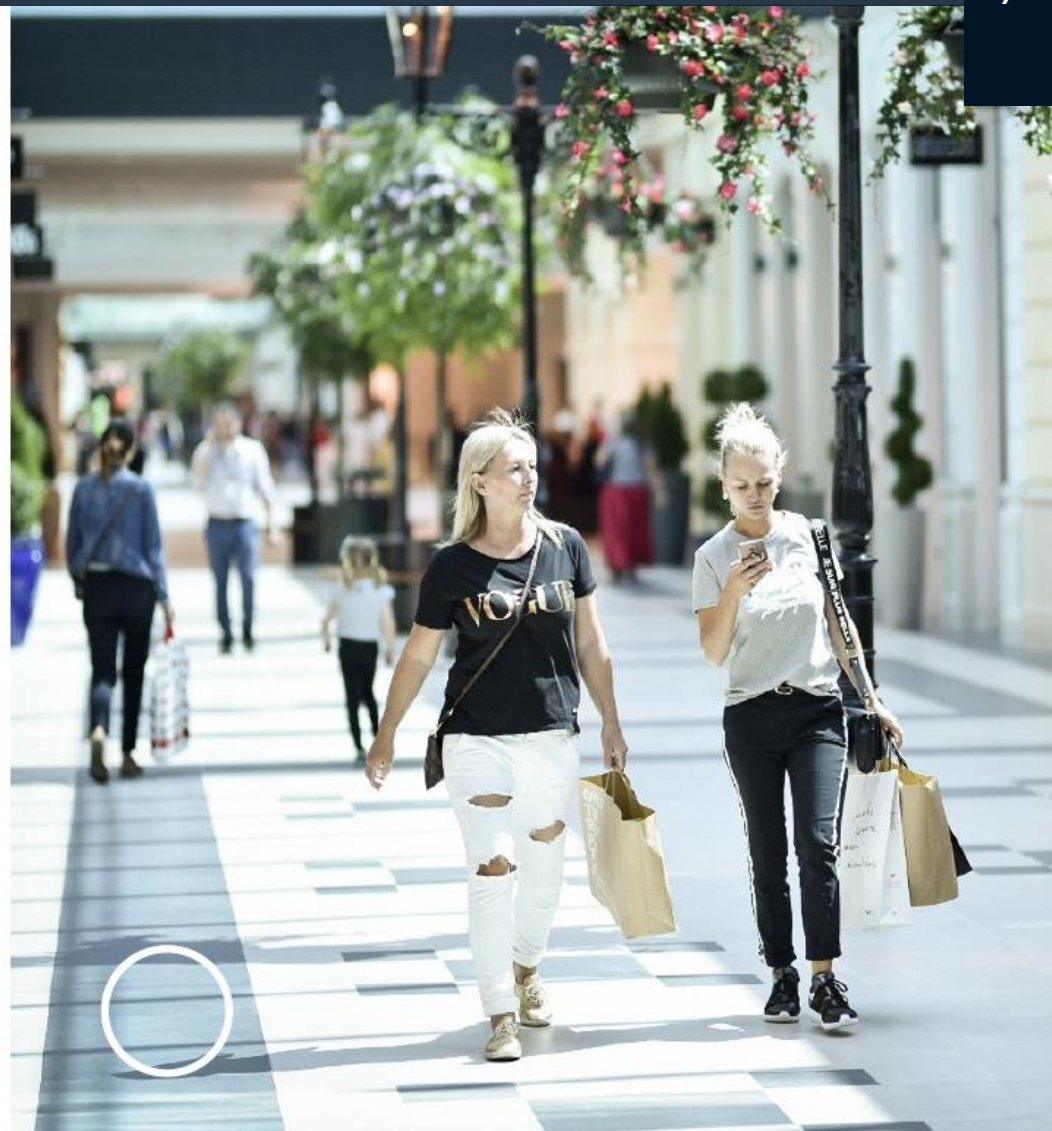
**15** PARKING LOTS FOR BUSES

**3** ENTRANCES

**20 000** SQM GLA (PHASE I)

**10 000** SQM GLA (PHASE II)

**13 000** SQM GLA (ENTERTAINMENT)



# LOCAL BUSINESS POTENTIAL

90  
MIN.

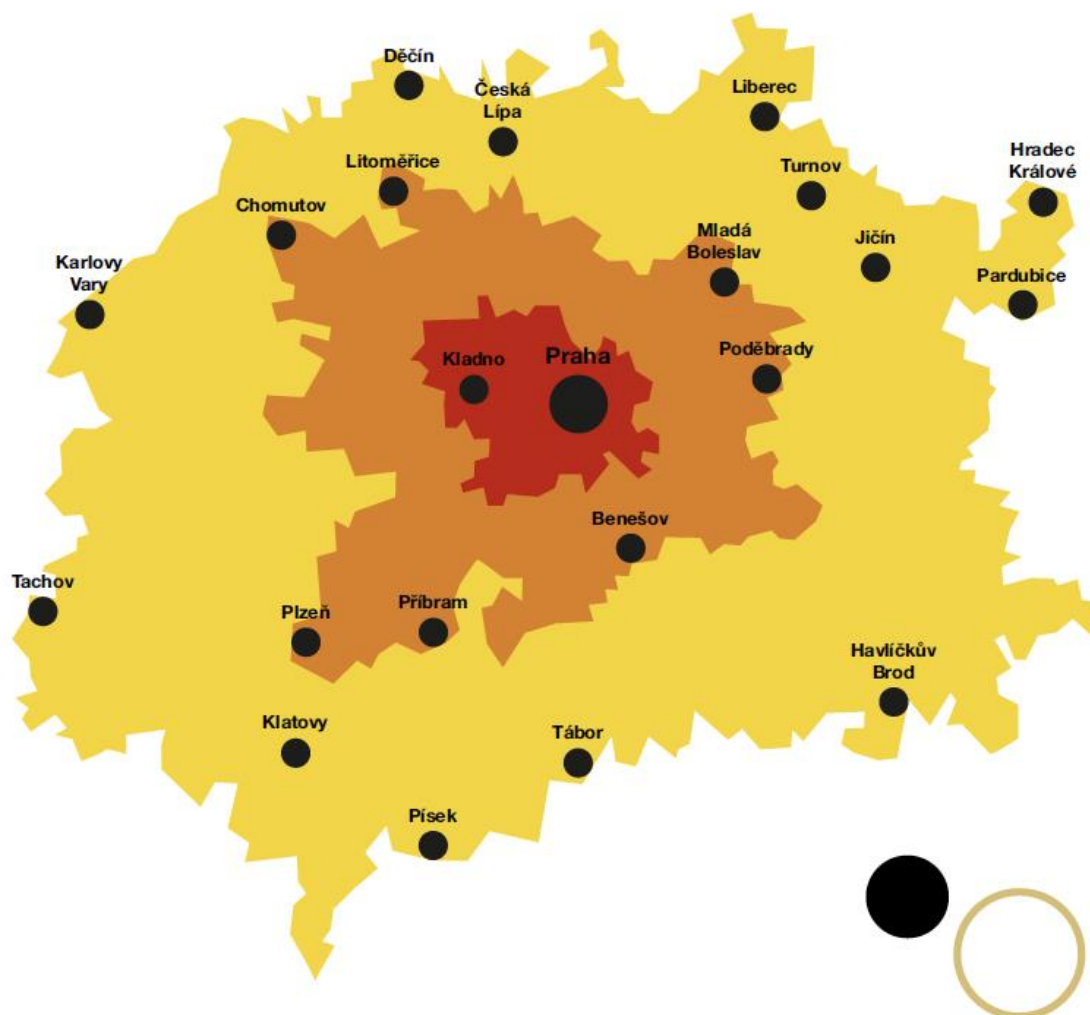
**2,0 mil.** households  
**4,6 mil.** inhabitants  
Purchase power **36 bn.** eur

60  
MIN.

**1,2 mil.** households  
**2,4 mil.** inhabitants  
Purchase power **22 bn.** eur

30  
MIN.

**0,5 mil.** households  
**1,25 mil.** inhabitants  
Purchase power **10 bn.** eur



JUST 5 MINUTES FROM  
**PRAGUE AIRPORT**  
& 25 MINUTES FROM DOWNTOWN

**POP**   
OUTLET & ENTERTAINMENT



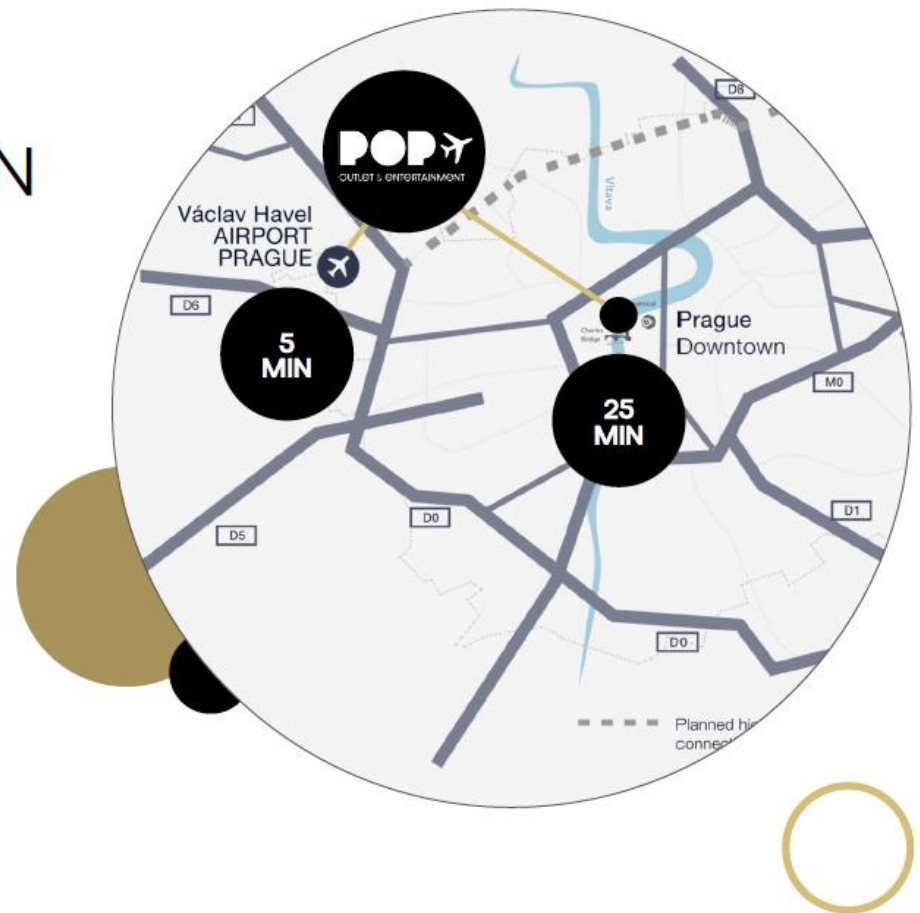
5 minutes to prague airport  
15 minutes to metro A  
25 minutes to downtown



Every **20 - 60** minutes to metro A



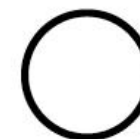
Every **30 - 60** minutes to metro A



# INFLOW PERFORMANCE



|      |                    |                                       |
|------|--------------------|---------------------------------------|
| 2018 | <b>498 472</b>     | OPENING 18TH OF MAY 2018              |
| 2019 | <b>849 855</b>     |                                       |
| 2020 | <b>586 654</b>     | LOCKDOWN, CLOSED FOR 97 TRADING DAYS  |
| 2021 | <b>595 654</b>     | LOCKDOWN, CLOSED FOR 133 TRADING DAYS |
| 2022 | <b>YTD 970 370</b> | OPENING OF MAJALAND 01/2022           |
| 2023 | <b>1 400 000</b>   | OPENING OF OUTDOOR MAJALAND 06/2023   |
| 2024 | <b>1 800 000</b>   | OPENING AQUAPARK                      |
| 2025 | <b>2 000 000</b>   | OPENING HOTEL & SPA                   |



# OUR GUESTS



**POP** ✈️  
OUTLET & ENTERTAINMENT



## SINGLE YOUNG WOMEN

176K people  
14% of  
Target Audience



## SINGLE YOUNG MEN

263K people  
21% of  
Target Audience



## YOUNG FAMILIES

204K people  
17% of  
Target Audience



## MARRIED WOMEN

362K people  
29% of  
Target Audience



## MARRIED MEN

392K people  
32% of  
Target Audience



## OLDER FAMILIES

436K people  
35% of  
Target Audience

AGED 25-65,  
MIDDLE AND UPPER  
CLASS,  
SHOPPING LOVERS

# TOURISM OF PRAGUE



THE **5TH MOST VISITED** EUROPEAN CITY

AIRPORT PASSENGERS: OVER **18 MIL.** IN 2019

**18 MIL. FOREIGNERS** AND **8.5 MIL. OVERNIGHTS** IN 2019

**ONE OF THE TOP TWENTY CITIES** IN EUROPE FOR TAX REFUNDED SALES



# NEW TOURISM ACQUISITION PROGRAM



In summer of 2022 we have introduced a completely new tourist acquisition program, which connects both the area of shopping and entertainment. We have established cooperation with 15 leading incoming agencies and 20 hotels. We have a sophisticated commission system that motivates both agencies and their employees to actively promote shopping at POP Airport. We expect increase of minimum 80% in the number of shopping tourists by the end of year.



**POP** ✈️  
OUTLET & ENTERTAINMENT

**35 B2B  
PARTNERS**

**+ 80%  
TOURISM  
FOOTFALL**



# DISCOVER OUR ENTERTAINMENT FOOTFALL DRIVERS

# COLLECTION OF MORE THAN 200 EXCLUSIVE CARS AND BIKES

**3E**  
ENGINE  
CLASSIC CARS GALLERY



PORSCHE



OPENED IN  
**2020**

**180 000**  
VISITORS IN 2022

★★★★★  
4,6 Google

**DINOSAURIA  
MUSEUM  
PRAGUE**

# THE WORLD'S UNIQUE MUSEUM OF DINOSAURS AND MINERALS

OPENED IN  
**2021**

**200 000**  
VISITORS IN 2022

★★★★★  
4,5 Google

# CZECHIA'S LARGEST INDOOR FAMILY FUN PARK



OPENED IN  
**2022**

**300 000**  
VISITORS IN 2022

★★★★★  
4,4 Google

**POP** ✈️  
OUTLET & ENTERTAINMENT

# RESTAURANTS & CAFES

**BALI BALI** 🌴🌴  
ASIAN RESTAURANT



*Dai Marinai*  
sail with us

**COFFEE  
FELLOWS**

**Nel Forno**  
pizzeria italiana

**Restaurace  
U Máji**

## 3 NEW KEY PROJECTS IN 2023 - 2025

# expected FOOTFALL INCREASE



**MAJALAND  
OUTDOOR**



**AQUA  
PARK**



**HOTEL  
& SPA**

**+ 730 000 VISITORS**

# ADDITIONAL 4 000 M2 OF OUTDOOR SPACE FOR FAMILY ENTERTAINMENT



ALREADY IN  
PROGRESS

OPENING IN  
**2023**

**+ 100 000**  
VISITORS IN 2023

4 000  
SQM

OUTDOOR  
ATTRACTIONS

ENTRANCE  
THROUGH  
OUTLET

# THE BIGGEST THEMATIC AQUAPARK IN CZECH REPUBLIC

## PlopsaQua

PRAHA

OPENING IN  
**2024**

**500 000**  
VISITORS

15 000  
SQM

18  
ATTRACTIONS

INDOOR  
& OUTDOOR

# \*\*\*\* AIRPORT CONFERENCE HOTEL & SPA

OPENING IN  
**2025**

**130 000**  
VISITORS

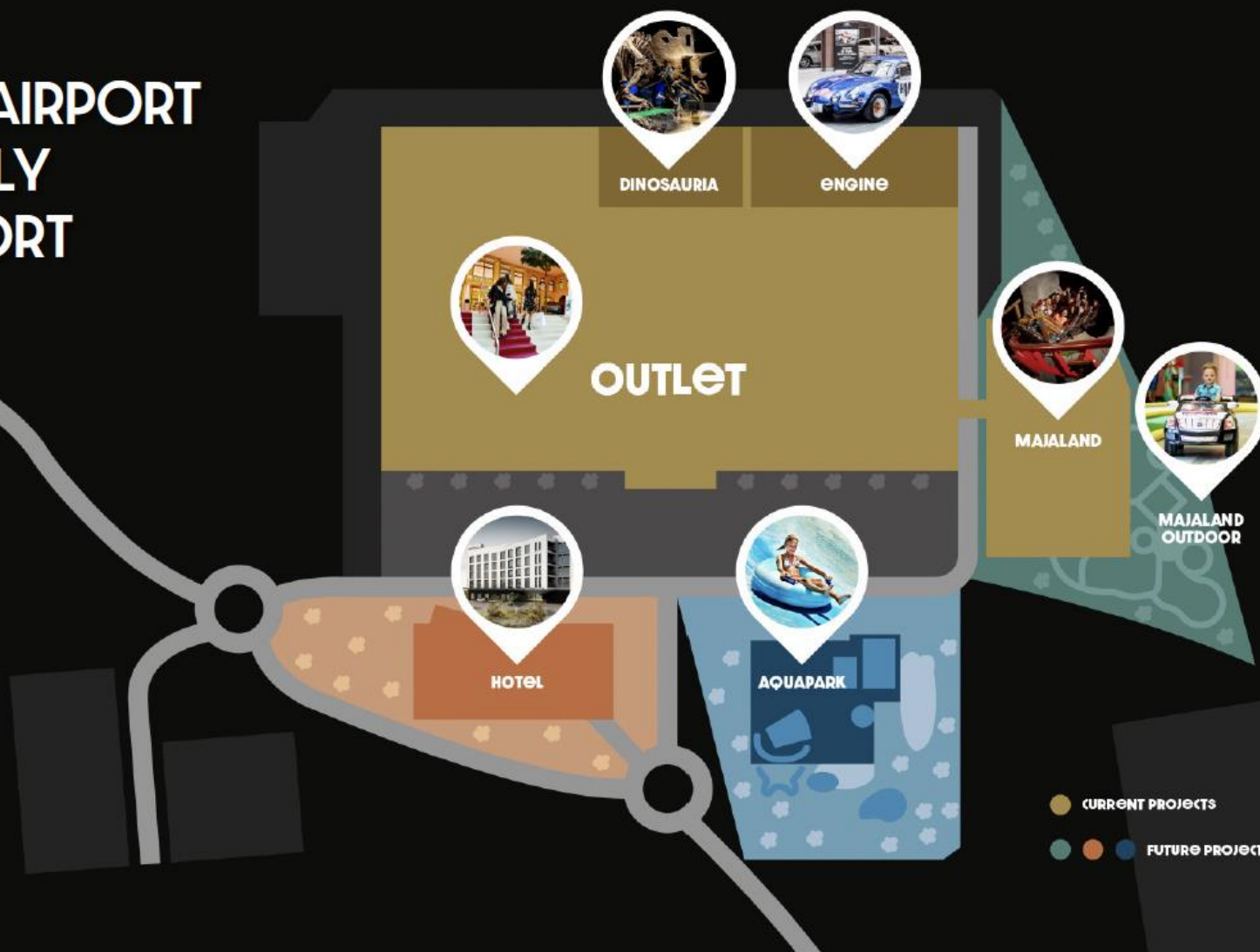
29 000  
SQM

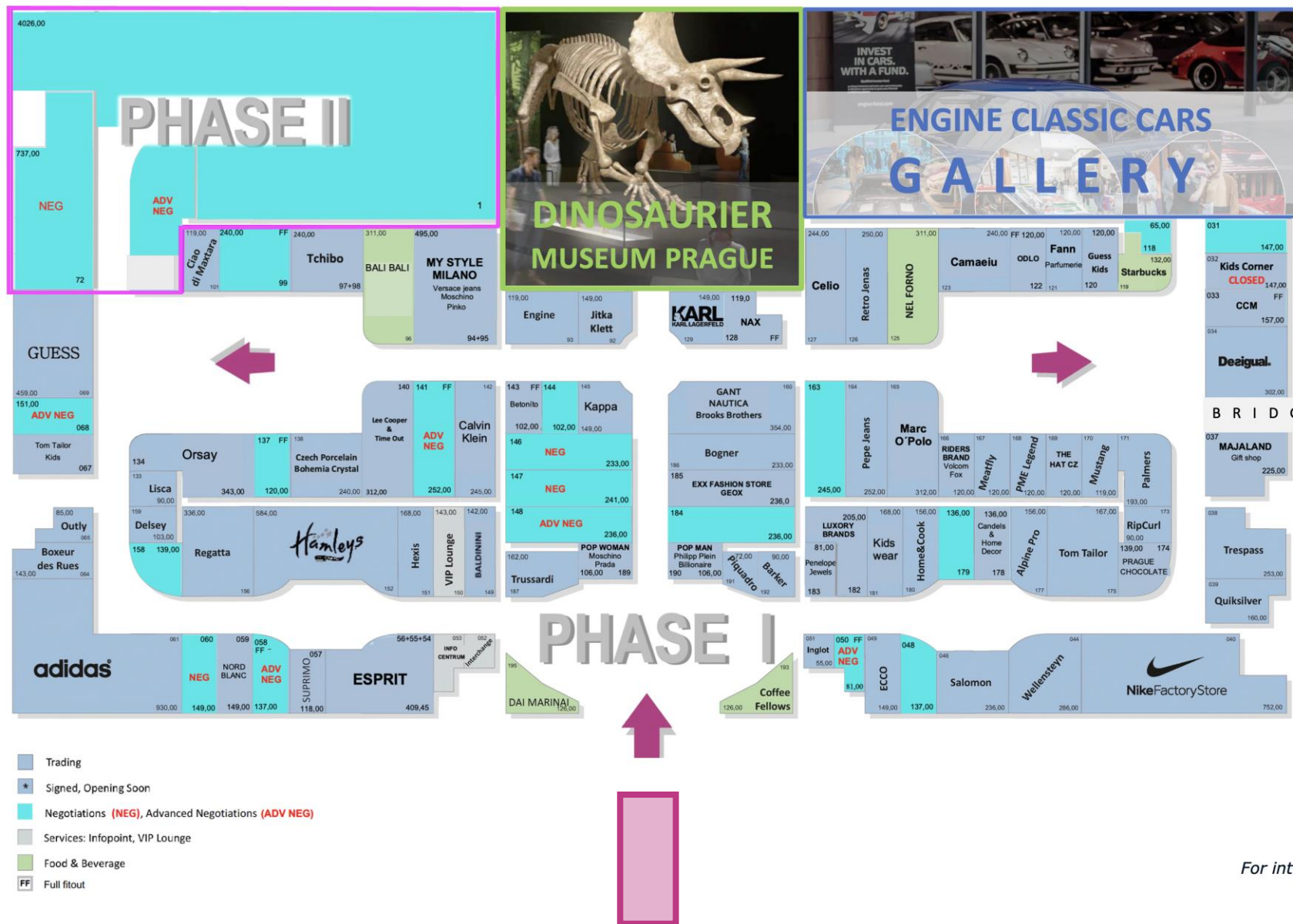
600  
BEDS

ROOFTOP  
WELLNESS  
& SPA

# POP AIRPORT FAMILY RESORT

**POP**   
OUTLET & ENTERTAINMENT





For internal use only!  
Juni 2023





26





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## Centres in Management

- Full Rental Management
- Part Rental Management
- Centre under Construction
- Centre in Planning

July 2023

**HASLINGER**  
RETAIL REAL ESTATE CONSULTING



**20**  
Centres  
**5**  
Countries

# OUR PRESENCE

28

**200,000 sqm**  
Retail Space

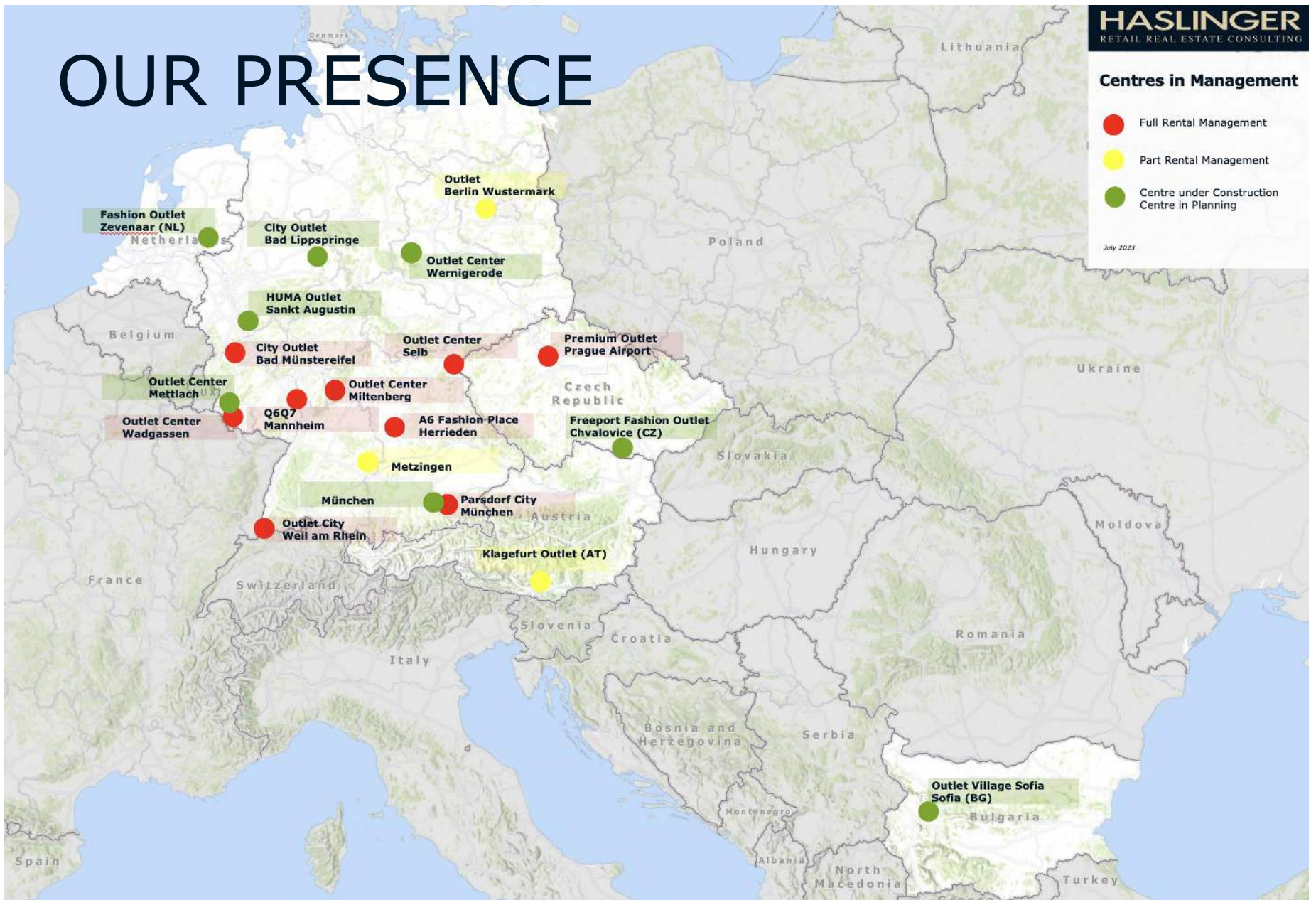
**700**  
Shops

# OUR PRESENCE

## Centres in Management

- Full Rental Management
- Part Rental Management
- Centre under Construction  
Centre in Planning

July 2023



# OUR CENTRES

POP  
OUTLET & ENTERTAINMENT

  
**HUMA**  
OUTLET

  
fashion  
outlet  
zevenaar

   
OUTLET & ENTERTAINMENT

Q 6 Q 7  
Mannheim

DAS QUARTIER

 **OutletCity**

  
**FREEPORT**  
FASHION OUTLET

**%OUTLET  
CENTER  
SELB**

**City%**  
**Outlet**  
BAD MÜNSTEREIFEL  


**Parsdorf**  
city  
outlets+more

**%OUTLET  
CENTER  
WADGASSEN**

A6

**MILTENBERGER**  
OUTLET // CENTER

**FASHION PLACE**

# OUR REFERENCES

*Stadtgalerie Plauen • Rotmain Center Bayreuth • Franken Center Nürnberg • City Point Nürnberg • Stadtgalerie Heilbronn • Leo Center Leonberg • Saarpark Center Neunkirchen • Europa-Galerie Saarbrücken • The Colosseum Bucharest, RO • Drei Glocken Center Weinheim • Das Gerber Stuttgart • Designer Outlet Neumünster • Designer Outlet Berlin • Designer Outlet Roermond, NL • Designer Outlet Salzburg, AT • Designer Outlet Parndorf, AT • Designer Outlet Landquart, CH • Designer Outlet Soltau • Parndorf Fashion Outlet, AT • Outlet Center Brenner, IT • Outlet Noyon-Allee Metzingen • Galizia Center Metzingen • Outlet Center Moravia, CZ • Freeport, CZ • Outlet Center Hammerau • City Outlet Rietberg • City Outlet Dinkelsbühl • City Outlet Rüsselsheim • City Outlet Zwiesel • Outlet Center Drei Länder Galerie • Outlet Center Echternach, LU • Outlet Center Egelsbach Frankfurt a.M. • Outlet Center Jettingen-Scheppach • Mustang • CBR Street One Cecil • Barutti • René Lezard • Le Creuset • Estée Lauder MAC Cosmetics • Apple mcworld, AT • LTB Jeans, TR • White Stuff, UK*

NATIONAL  
GEOGRAPHIC



LACOSTE

TOMMY HILFFIGER



BOGNER

HALLHUBER

GARCIA

Betty Barclay

GANT



RALPH LAUREN

Timberland



swatch

Home  
& COOK

ZARA HOME

BRAX



LIEBESKIND  
BERLIN

OLYMP



Marc O'Polo

Dezigual

GUESS

LUISA CERANO

asics

comma

s.Oliver

VANS

O'NEILL

Street One

CALVIN KLEIN

Jack  
Wolfskin

Massimo Dutti



seidensticker

Loacker

ONLY

KARL  
LAGERFELD



odlo

Luis Trenker  
Alpine Lifestyle  
Since 1995



bruno banani  
NOT FOR EVERYBODY

PALMERS



SCHIESSER

JACK JONES

hunkemöller

Lindt  
MAÎTRE CHOCOLATIER SUISSE  
DEPUIS 1845

Kneipp

Kiehl's  
SINCE 1851

TRUSSARDI



ESPRIT

DOUGLAS

L'ORÉAL  
PARIS

MAC

PORSCHE DESIGN

MUSTANG

CLOSED

eCCO

möVE



Villeroy & Boch  
1748

WMF

sigikid



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AND MORE...

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*10 years  
success!*

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