HASLINGER
RETAIL REAL ESTATE CONSULTING

HASLINGER
MANAGEMENT

POP
OUTLET & ENTERTAINMENT

NOV 2026


POP
OUTLET & ENTERTAINMENT
NEW ERA
OF POP AIRPORT


COMMERCIAL SPACE
31,000
SQM
CURRENT ENTERTAINMENT AREA
17,000
SQM
3
NEW ENTERTAINMENT PROJECTS IN PROGRESS
POP
OUTLET & ENTERTAINMENT
DISCOVER AN UNIQUE UNION OF
OUTLET SHOPPING
& ENTERTAINMENT
AT ONE PLACE


POP
GUESS
TAKE A CLOSER LOOK AT
POP OUTLET
OPENED IN
2018
1 400 000
VISITORS IN 2023
4,1 Google

80 BOUTIQUES & 200 BRANDS



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)

17 000 SQM GLA (ENTERTAINMENT)



LOCAL BUSINESS POTENTIAL

90 MIN.

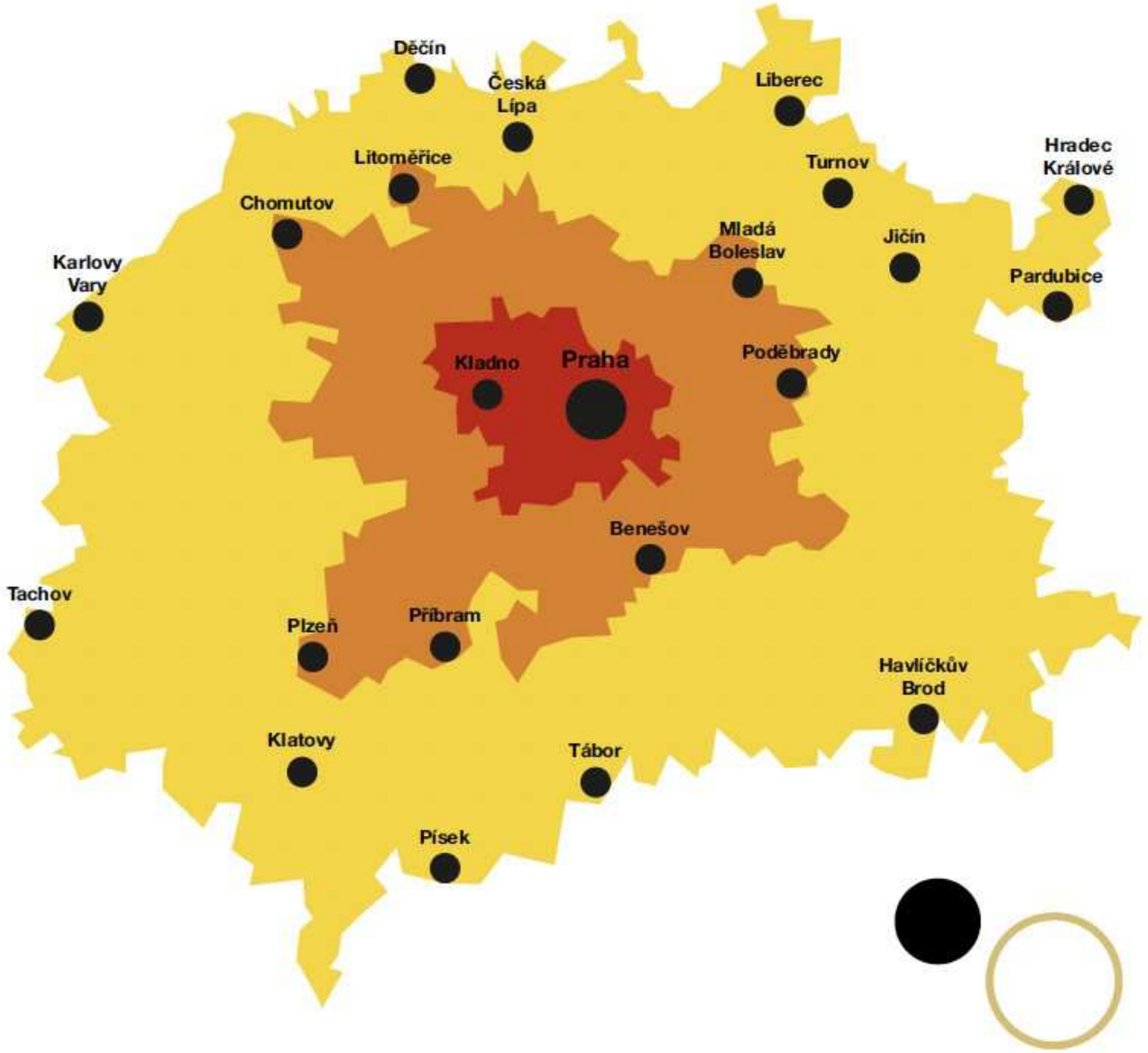
2,0 mil. households
4,6 mil. inhabitants
Purchase power **36 bn.** eur

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

BY CAR

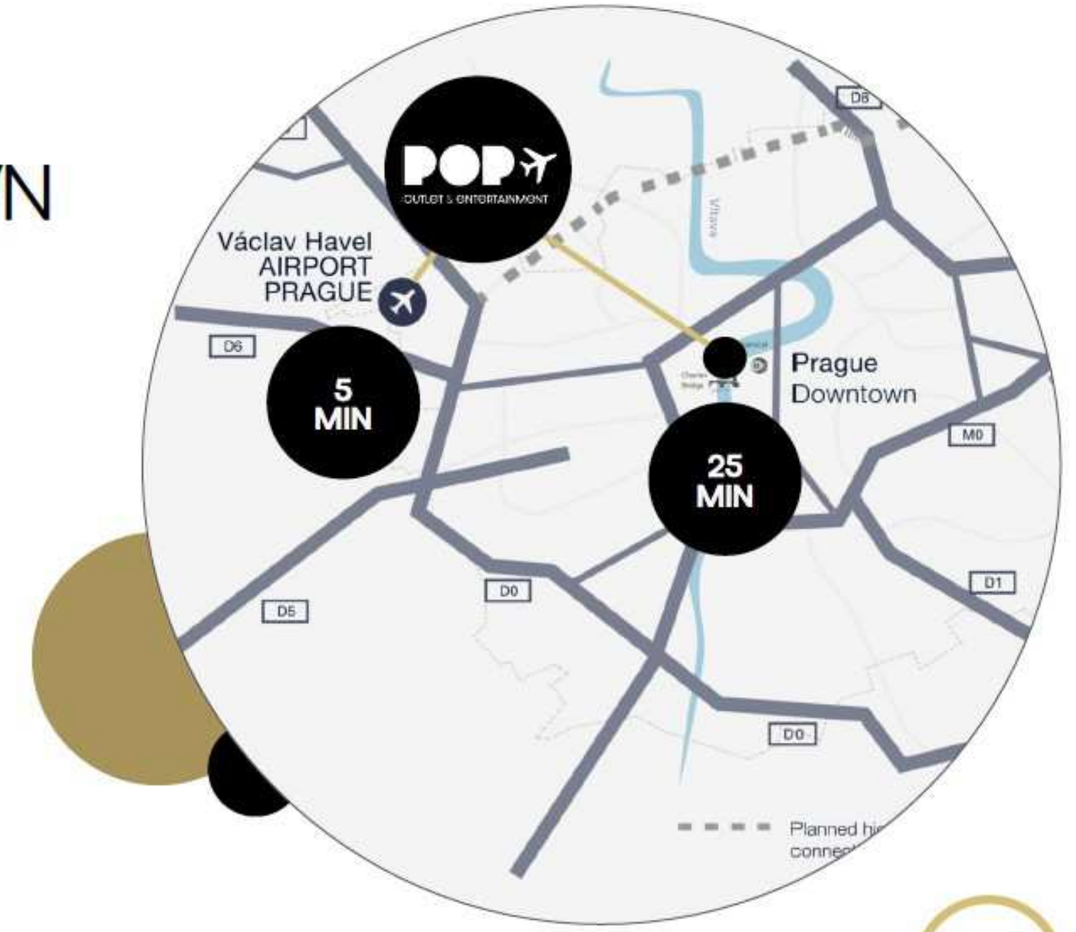
5 minutes to prague airport
15 minutes to metro A
25 minutes to downtown

PUBLIC BUS

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

FREE SHUTTLE

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



INFLOW
PERFORMANCE

2018	498 472	OPENING 18TH OF MAY 2018
2019	849 855	
2020	586 654	LOCKDOWN, CLOSED FOR 97 TRADING DAYS
2021	595 654	LOCKDOWN, CLOSED FOR 133 TRADING DAYS
2022	1 250 000	OPENING OF MAJALAND 01/2022
2023	1 400 000	OPENING OF OUTDOOR MAJALAND 1ST PHASE
2024	1 800 000	OPENING OF OUTDOOR MAJALAND 2ND PHASE
2025	2 000 000	OPENING AQUAPARK 2025/2026
		OPENING HOTEL & SPA 2026

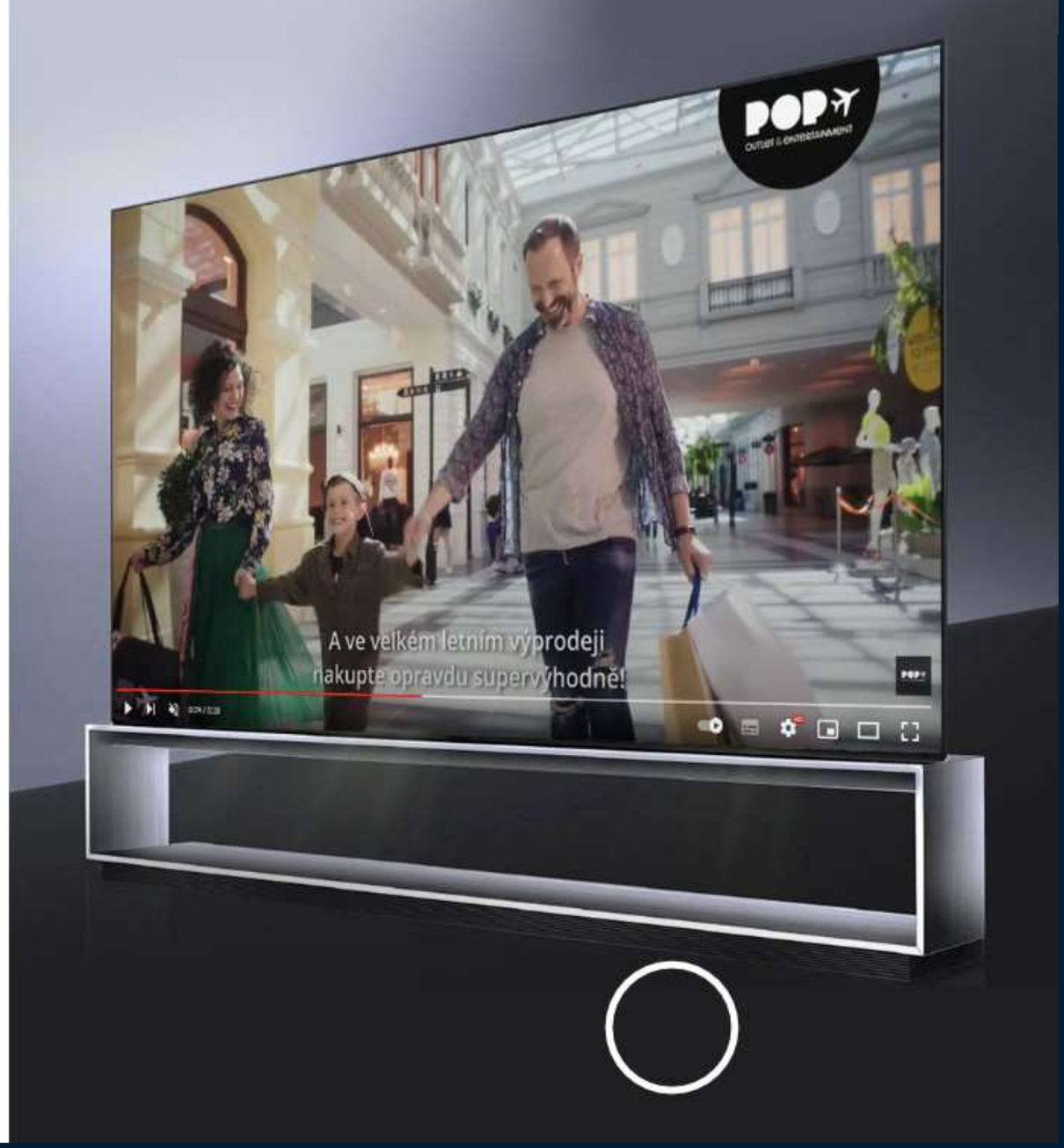


STRONG MEDIA
CAMPAIGNS

We will keep leading position on retail market in media spend thanks to strong media campaigns including TV.
https://tinyurl.com/mrx2c393

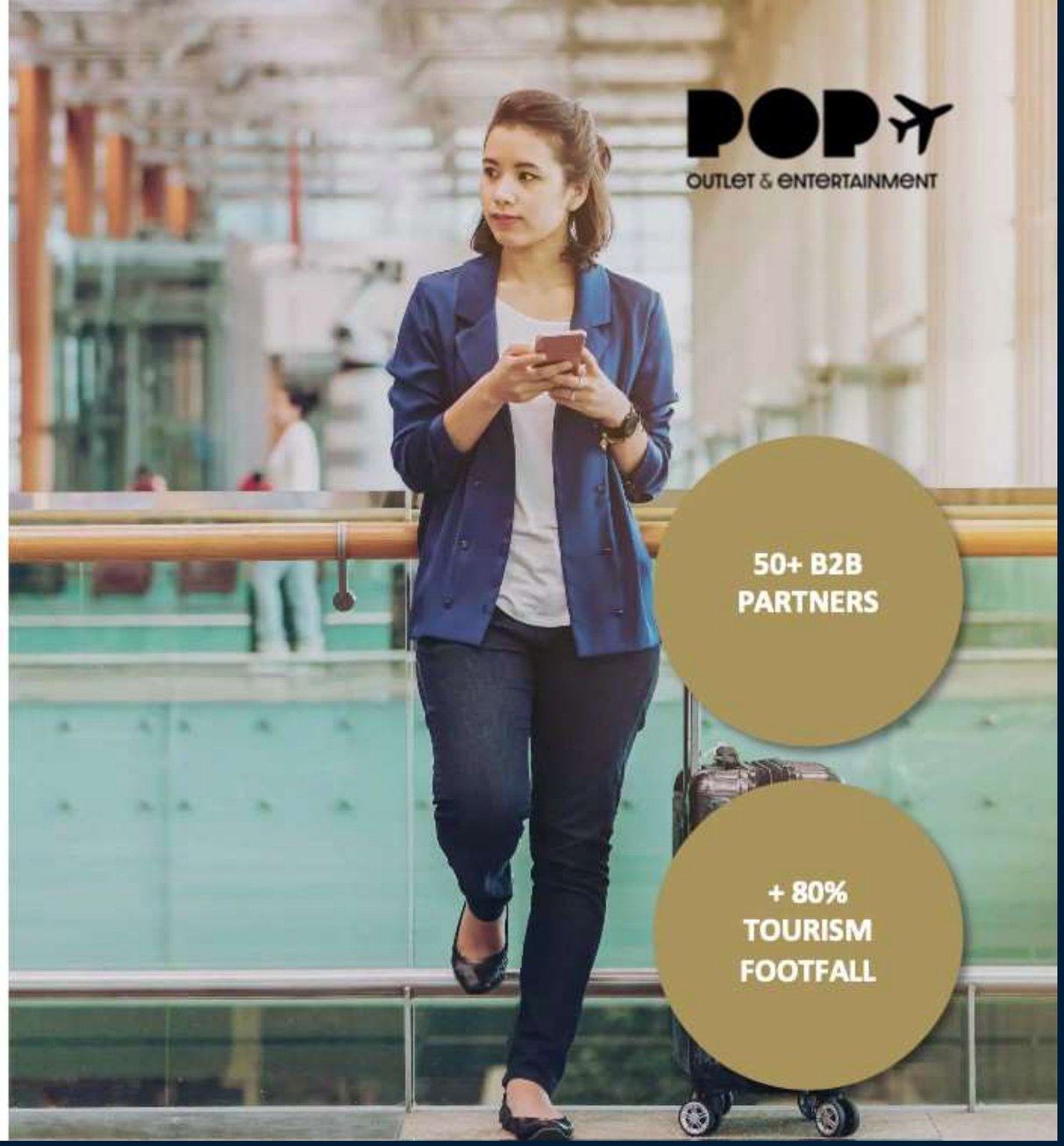
AWARENESS	**79% *** + 600% VS. 2018
AD SPEND	**4,97 MIL. €**
TOTAL TV GRPS	**2 360**

* supported brand awareness, research Response Now 2023



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 more than 50 partners. 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.



NEW TOURISM ACQUISITION PROGRAM

Main partners: Prague City Tourism, Bluestyle, Asiana, Czech tourism, CPI Hotels, Naeil tour, Kompas

More than 50 other partners. Travel agencies, travel agencies, hotels, carriers, state organizations for tourism

Monetary reward for partners from the center - high motivation to supply organized groups and individuals

POP OUTLET & ENTERTAINMENT



PURPOSE OF TOURISM ACQUISITION PROGRAM

- Increase the number of foreign tourists to 200,000/year by 2023, each subsequent year +30%
- Focus on Asia (Korea, Philippines, China), India, Middle East
- Average tourist shopping basket 160E
- POP part of the Airport city project, due to the location near the airport, an effort to maximize foreign tourists using tailor-made solutions: private pick-up, shuttle bus, tax free, tourist route checkout hotel – POP – airport
- Uber as the airport's exclusive partner for transport, mutual cooperation in intensive negotiations



PURPOSE OF TOURISM ACQUISITION PROGRAM

Main source market, shopping is their hobby, high tax on luxury products - they go to Europe primarily for shopping

500,000 Korean tourists visit Praha annually

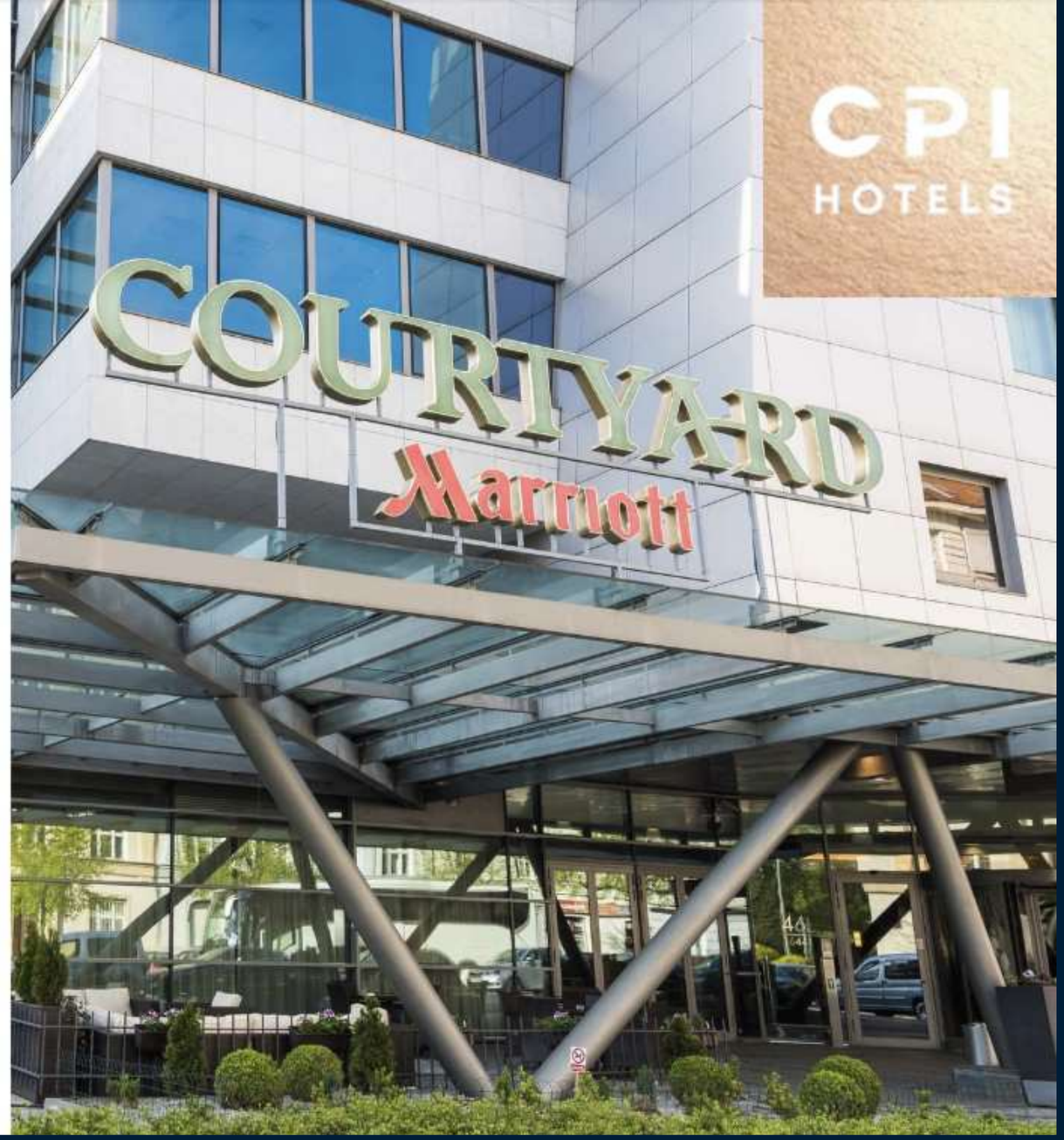
On the occasion of the re-introduction of the direct flight from Prague to Seoul (launched again on 27/03/2023, direct flight 3 times a week), POP participated in the trade mission of Czech tourism in Korea and managed to negotiate a number of strategic partnerships, e.g. Naeil tour, Honeymoon resort, Hana tour



CPI HOTELS

EXCLUSIVE PARTNER

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.





DISCOVER OUR ENTERTAINMENT

FOOTFALL DRIVERS



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POP


CZECHIA'S LARGEST
INDOOR FAMILY FUN PARK
WITH NEW OUTDOOR ATTRACTIONS
Majaland
PRAHA
OPENED IN
01/ 2022
350 000
VISITORS IN 2023
4,4 Google


ADDITIONAL 4 000 M2 OF OUTDOOR SPACE FOR FAMILY ENTERTAINMENT
Majaland
OUTDOOR
PARTIALLY OPENED
OPENING IN
07/ 2023
+ 100 000
VISITORS IN 2024
4 000
SQM
7 OUTDOOR ATTRACTIONS
ENTRANCE THROUGH OUTLET


ADDITIONAL 4 000 M2 OF OUTDOOR SPACE FOR FAMILY ENTERTAINMENT
TO BE OPENED: SPRING 2024
Majaland
OUTDOOR

3 NEW KEY PROJECTS IN 2023 - 2025



MAJALAND OUTDOOR

AQUA PARK

HOTEL & SPA

EXPECTED FOOTFALL INCREASE

+ 730 000 VISITORS


THE BIGGEST THEMATIC AQUAPARK IN CZECH REPUBLIC
PlopsaQua
PRAHA
15 000 SQM
18 ATTRACTIONS
INDOOR & OUTDOOR
OPENING IN 2025/26
500 000 VISITORS
WE ARE IN THE PROCESS OF OBTAINING A BUILDING PERMIT
FINANCING IS SECURED
LICENSE BY PLOPSA
https://www.plopsaquadepanne.be/en



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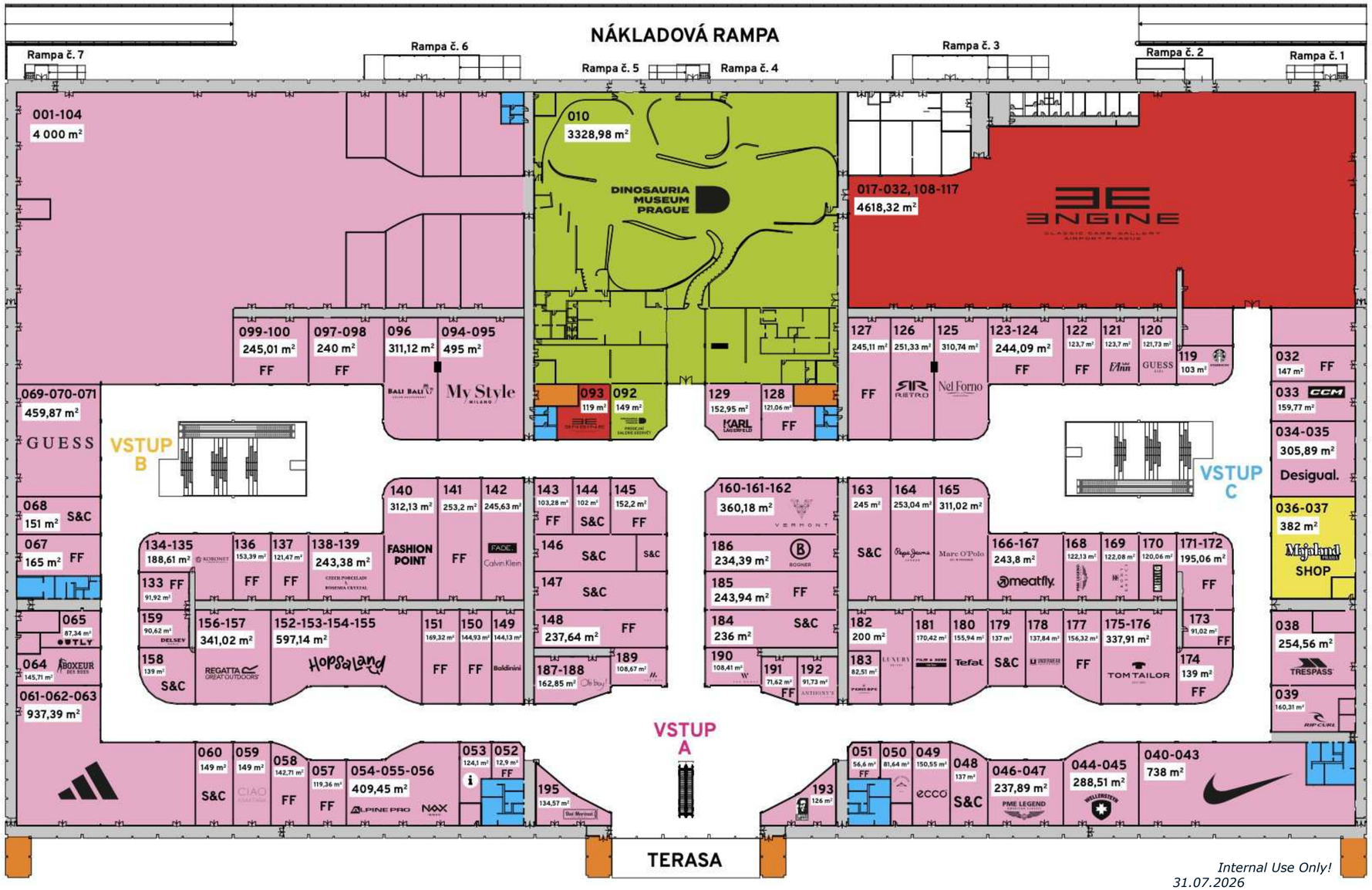
POP

POP AIRPORT FAMILY RESORT



POP OUTLET & ENTERTAINMENT



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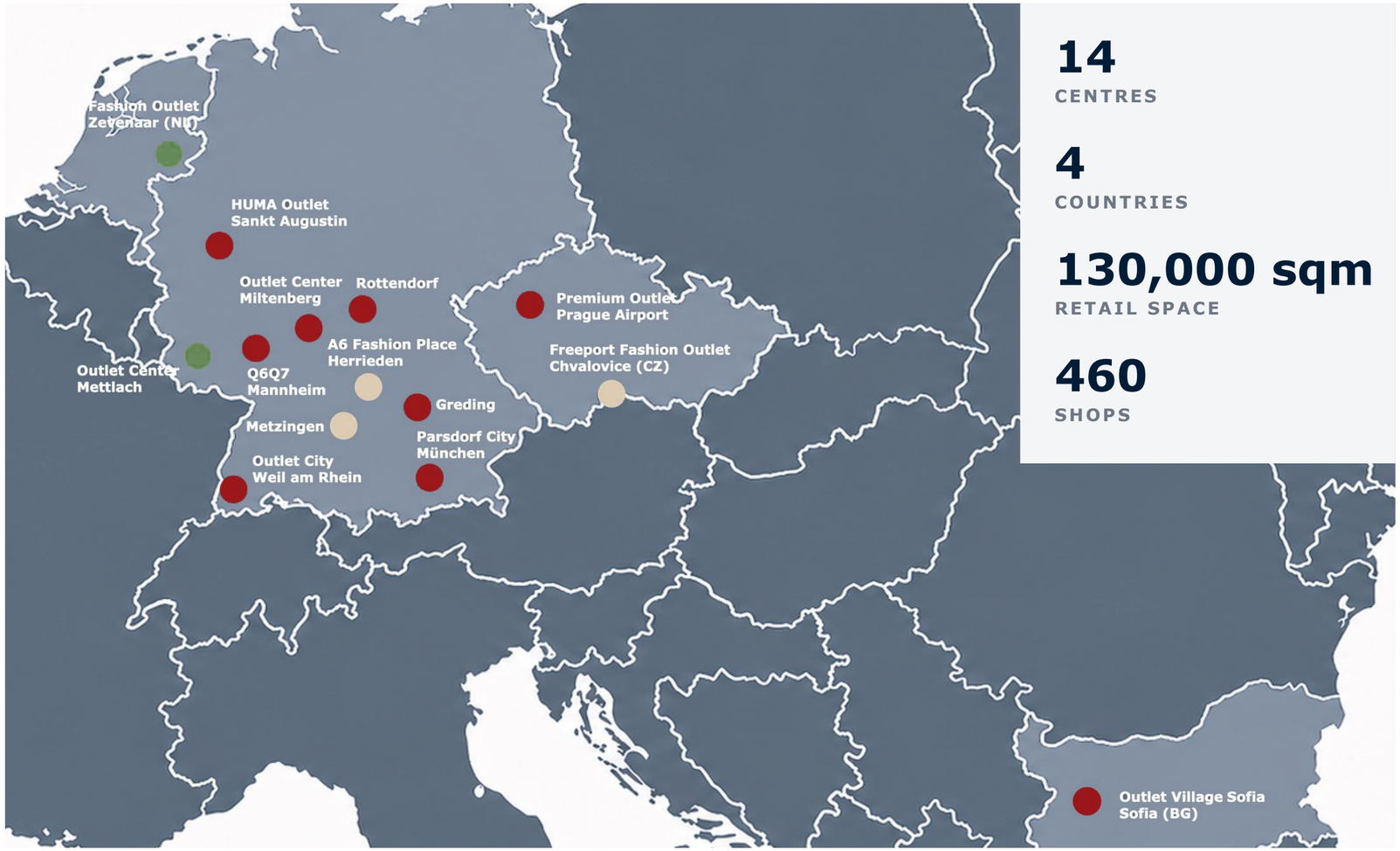
AT A GLANCE

OUR PORTFOLIO IN NUMBERS



14
CENTRES

4
COUNTRIES

130,000 sqm
RETAIL SPACE

460
SHOPS

CENTRES UNDER MANAGEMENT

- Full Rental Management
- Part Rental Management
- Under construction or in planning

Portfolio & Development

Operating centres, repositionings and new developments with openings from 2026 to 2028.

Asset classes

Designer, city and factory outlets, shopping and hybrid centres, and inner-city quarters.

Our role

From initial concept through leasing and opening to ongoing operation – as adviser or under mandate.

PORTFOLIO

OUR CENTRES

14 locations in four countries

HUMA OUTLET

OUTLET CITY WEIL AM RHEIN

FREEPORT FASHION OUTLET

Q 6 Q 7 Mannheim DAS QUARTIER

MILTENBERGER OUTLET // CENTER

Parsdorf city outlets+more

fashion outlet zevenaar

POP OUTLET & ENTERTAINMENT

OUTLET VILLAGE SOFIA

OUR EXPERTISE

SERVICES

ACQUISITION & CONSULTING

Feasibility studies, location analyses, repositioning and due diligence – the foundation for every conversion.

LEASING MANAGEMENT

Tenant mix concept, approach to international brands, negotiation and signing.

CENTRE MANAGEMENT

Operations, service provider management, budget and service charge responsibility.

RETAIL MANAGEMENT

Space performance, sales management and operational collaboration with tenants.

MARKETING MANAGEMENT

Positioning, opening campaigns and ongoing footfall development.

LEGAL MANAGEMENT

Lease administration, contract negotiation and interface with legal advisers.

HASLINGER RETAIL REAL ESTATE CONSULTING

CONSULTING & DEVELOPMENT

For owners, investors and developers – from concept and repositioning to leasing strategy.

HASLINGER MANAGEMENT

OPERATIONAL MANAGEMENT

Mandated for centres and portfolios – leasing, centre, retail, marketing and legal management.



ASSET CLASSES

- Designer outlets
- City outlets
- Factory outlets
- Shopping centres
- Hybrid centres
- Retail

ORGANISATION CHART

OUR TEAM

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11

SPECIALISTS

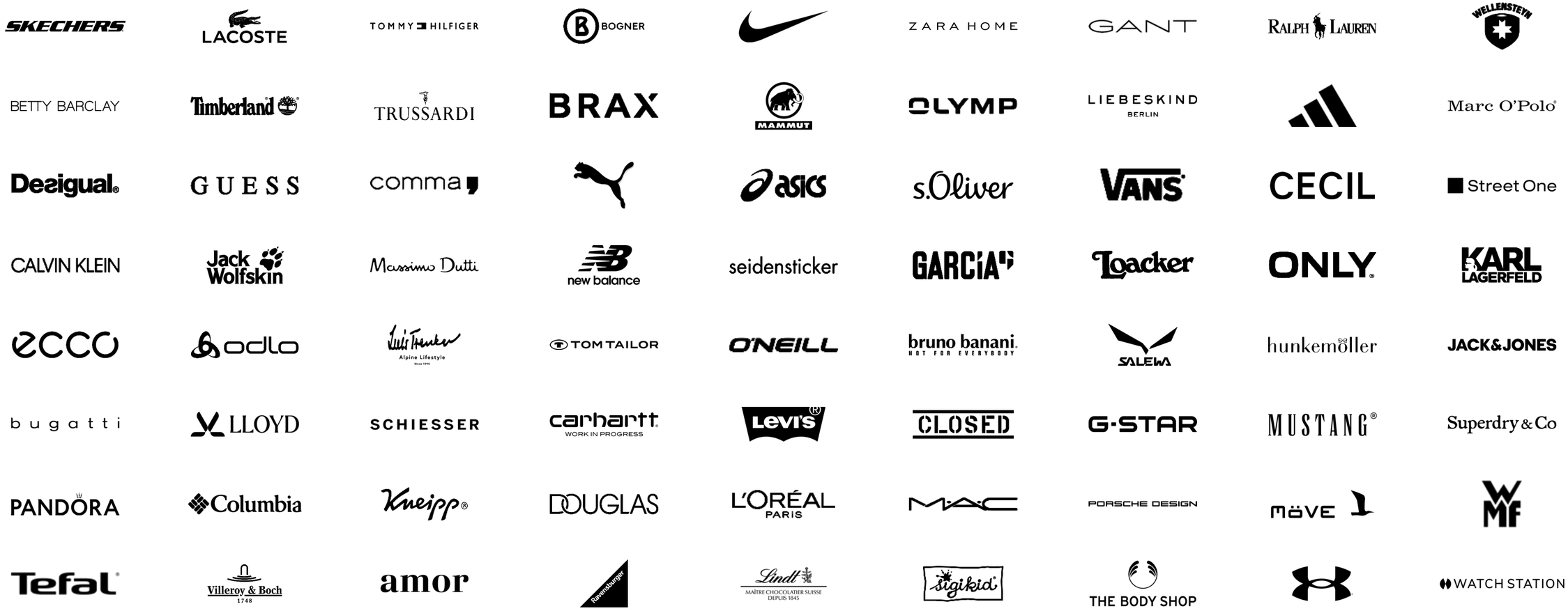
Leasing, retail, marketing and finance from a single source

Combined expertise for outlet, shopping and hybrid centres

NETWORK

BRANDS

Successful leasing starts with personal relationships.
A selection of the brands we work with across our locations.



... and many more

REFERENCES

FURTHER MANDATES & PROJECTS

SHOPPING CENTRES

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

CITY OUTLETS

City Outlet Rietberg
City Outlet Dinkelsbühl
City Outlet Rüsselsheim
City Outlet Zwiesel
City Outlet Wernigerode
City Outlet Bad Münstereifel

OUTLET CENTRES

Parndorf Fashion Outlet, AT
Outlet Center Brenner, IT
Outlet Noyon-Allee Metzingen
Galizia Center Metzingen
Outlet Center Moravia, CZ
Freeport, CZ
Outlet Center Hammerau
Outlet Center Drei Länder Galerie
Outlet Center Echternach, LU
Outlet Center Egelsbach Frankfurt a. M.
Outlet Center Jettingen-Scheppach
Klagenfurt Outlets, AT
Outlet Berlin Wustermark
Outlet Center Selb
Outlet Center Wadgassen

2013
FOUNDED

Owner-managed and specialised in outlet and hybrid concepts across Europe.

DESIGNER OUTLETS

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

BRANDS

Mustang
CBR (Street One, Cecil)
Barutti
René Lezard
Le Creuset
Estée Lauder / MAC Cosmetics
Apple mcworld, AT
LTB Jeans, TR
White Stuff, UK

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LET'S TALK ABOUT YOUR PROPERTY



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Successfully in business for over 10 years!

HASLINGER

MANAGEMENT

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