

HASLINGER
RETAIL REAL ESTATE CONSULTING

HASLINGER
MANAGEMENT

HUMA
OUTLET

OPEN SINCE 21 NOV 2024

NOV 2026

HUMA Erfolgsmodell Hybrid

Proven Hybrid Success Story

9,000m²
OUTLET SALES AREA

50,000m²
TOTAL SALES AREA

5.6M
VISITORS PER YEAR

40
OUTLET STORES

130
TOTAL STORES

2,300
PARKING SPACES

KÖLN/BONN	21 NOV 2024	> 50 YEARS	> 6M
REGIO	OPENIN	TRADITIC	TOURISTS PER Y



AI GENERATED

HUMA | Das Center der Region

HUMA | The Centre of the Region



14M
Einwohner in 90 Minuten · Inhabitants within 90 min

6.7M
Einwohner in 60 Minuten · Inhabitants within 60 min

2M
Einwohner in 30 Minuten · Inhabitants within 30 min

A3 · A59 · A560 · B56 | BUS & TRAIN DIRECTLY AT MAIN ENTRANCE | 2,300 PARKING SPACES

Große Markenvielfalt

Large Brand Diversity

LACOSTE
SCHIESSER
G-STAR
Marc O'Polo
TOM TAILOR
TOMMY HILFIGER
SEOUL EDITION
WMF
SALEWA
FYNCH HATTON
CECIL
Tefal
Street One
amor
bugatti
cep
ESTELLA
VOSSEN
SINCE 1925
THE BODY SHOP
camel active
ITEM m6
Lindt
Ravensburger
RÖSLE
SINCE 1888
MUSTANG
Levi's
WELLENSTEYN
GUESS
LLOYD
bruno banani
NOT FOR EVERYBODY
FOSSIL
WATCH STATION

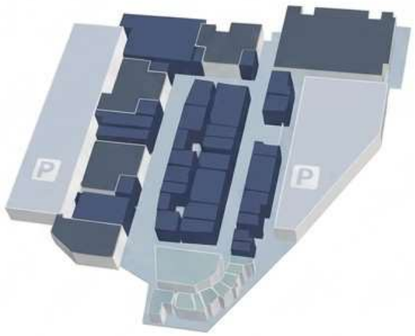
TOP BRANDS
COME TOGETHER



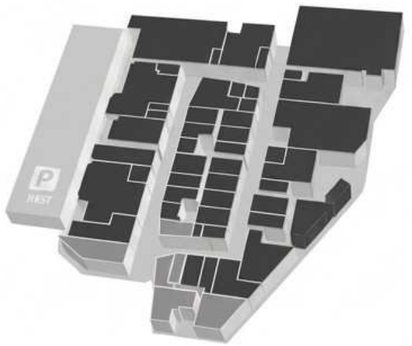


HUMA AUF DREI EBENEN

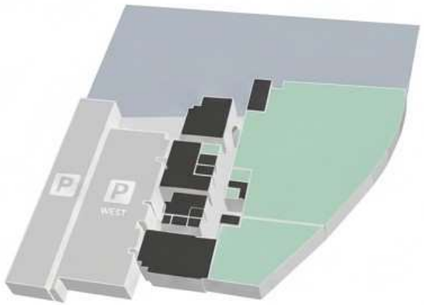
HUMA ON THREE LEVELS



UPPER FLOOR
- Outlet
- Food



FIRST FLOOR
- Shopping
- Food



GROUND FLOOR
- Shopping
- Food

OUTLET
UPPER LEVEL

IN NEGOTIATION

ISH

SENT OUT FOR SIGNATURE

SIGNED

TRADING



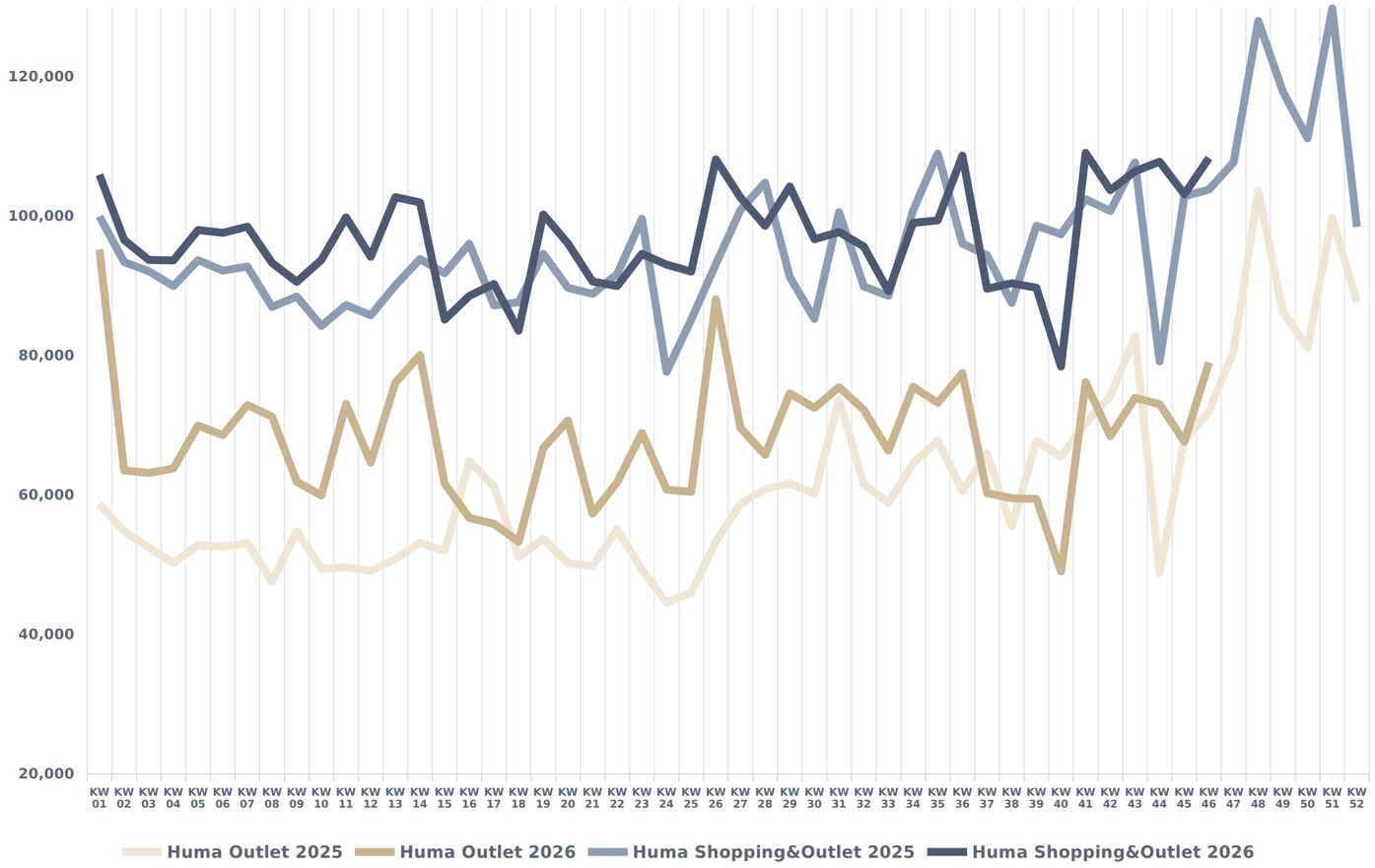


16 Nov 2026

Only Internal Use!
Please keep it high confidential!

HUMA Outlet Performance

Wochenfrequenz | Weekly Frequency



FREQUENCY YTD 2026 vs. 2025

Woche 1–46 · Week 1–46

HUMA OUTLET

+17.9%

YTD 3.1M vs. 2.7M

TOTAL CENTRE

+3.6%

YTD 4.5M vs. 4.3M

Ø WEEK OUTLET

68,168

Frequenz / Frequency

Ø WEEK CENTRE

96,755

Frequenz / Frequency

CAPTURE RATE 2026

70.5%

Abschöpfungsquote YTD

VS. 2025

+8.5 pp

YTD 2025: 61.9%

Starker Aufwärtstrend – Neue Zielgruppe im Umkreis von 30–60 Fahrminuten

Strong upward trend in the Outlet – Driven by new target group within a 30–60 minute drive radius



OUTLET OPENING

NOV 2024

FREQUENCY

3.2M
OUTLET

5.6M
OUTLET & SHOPPING

RETAIL

40
STORES OUTLET

9,000m²
SALES AREA OUTLET

130
STORES OUTLET & SHOPPING

50,000m²
SALES AREA OUTLET & SHOPPING

PARKING

2,300
PARKING SPACES



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GUESS
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Marc O'Polo
EST. IN STOCKHOLM
GUESS
TOMMY HILFIGER
G-STAR
WELLENSTEVN
THE NORTH FACE
HUMA
AI MODIFIED



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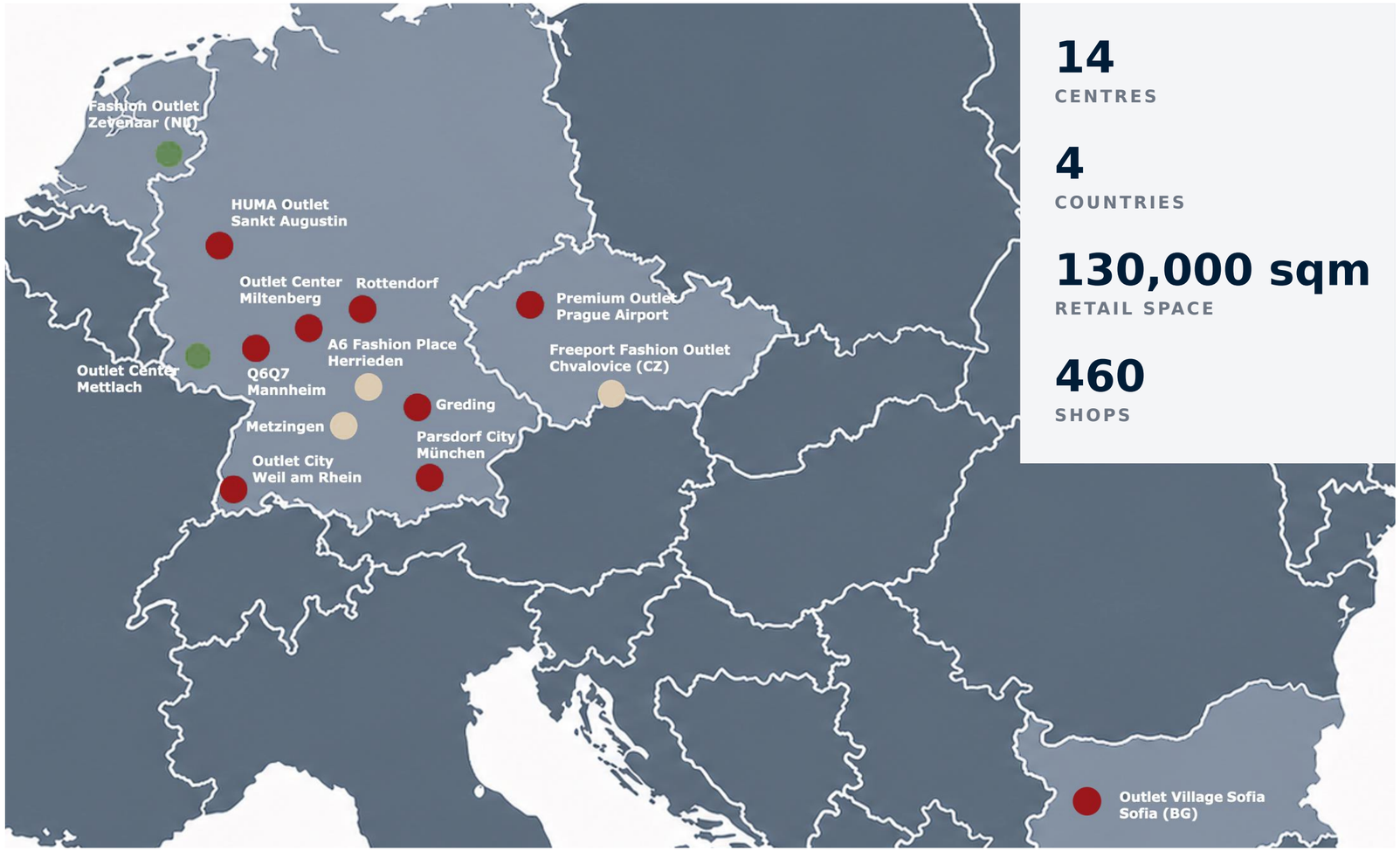


HASLINGER
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HASLINGER
MANAGEMENT

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.



ASSET CLASSES

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

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.

ORGANISATION CHART

OUR TEAM

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SPECIALISTS

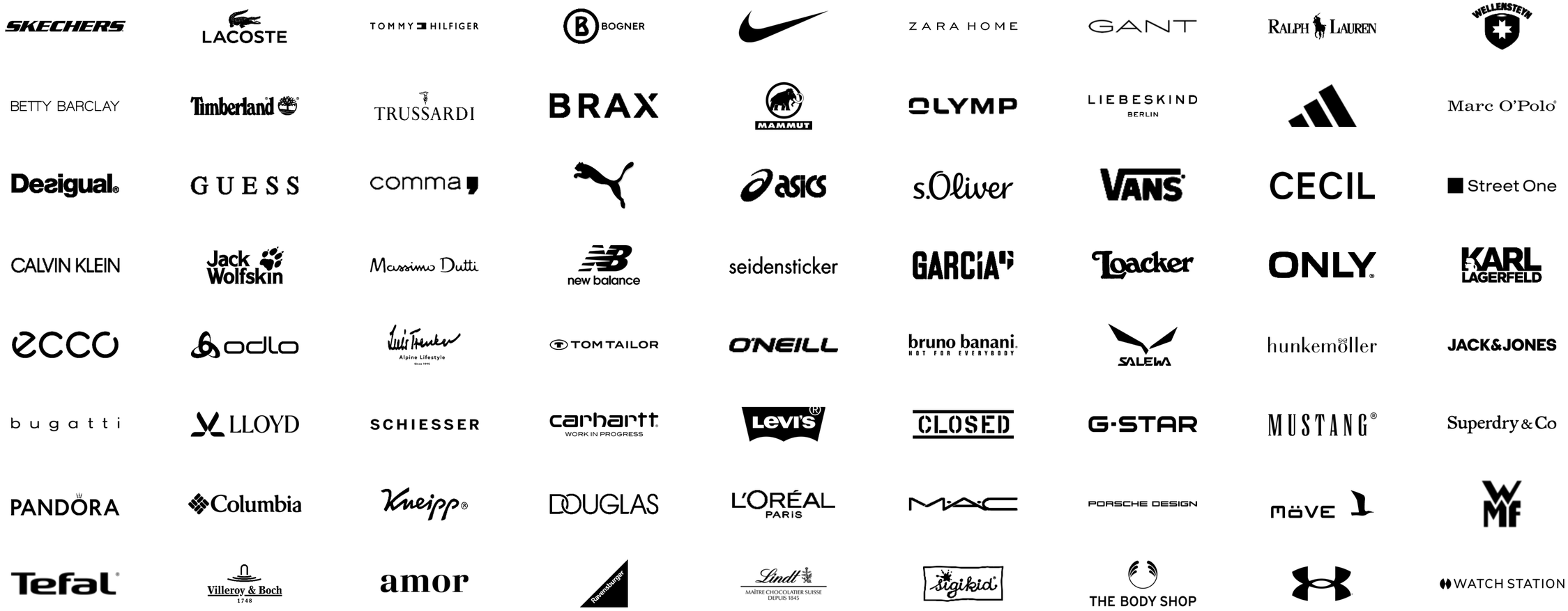
Leasing, retail, marketing and finance from a single source

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

CONTACT

LET'S TALK ABOUT YOUR PROPERTY



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Successfully in business for over 10 years!

HASLINGER

MANAGEMENT

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