



OUTLET VILLAGE

— SOFIA —



OPENING
2025

OUTLET
VILLAGE
— SOFIA —

THE REAL
FASHION
DEALS





Outlet Village will be located at the northern entrance of Sofia, the capital city of Bulgaria. The project is part of Jumbo Plaza Retail Park, operating since 2011 and currently attracts more than 5,8 million people in footfall. This number is expected to increase to 8 million in the next 2 years.

With a total GLA of over 7,600 m², Outlet Village will be a stylish development with a variety of world-renowned brands, including a promenade area, café, restaurants and leisure. A total of 50 shops are planned to open in 2025. Outlet Village will be aiming to provide a flawless shopping experience to its visitors with a perfect brand mix of world-class outlet stores.

The architectural approach towards building “Outlet Village” draws inspiration from 16th century France. To create a staple in the city’s silhouette we envisioned one clock tower and one gate that are not only used as waypoints that help the shoppers navigate the “Outlet Village”, but they also work as symbols by themselves.

In terms of both concept and execution, Outlet Village will be unlike any other shopping destination in the region.

The project is being developed and managed by Trinity Capital, a well-established commercial real estate and investment company.

- **7,600 m², 50 shops**
- **The first outlet village in Sofia**
- **High visibility from the international roads nearby**
- **365 days a year 30% to 70% discount**

OUTLET VILLAGE SOFIA

Jumbo Plaza Retail Park currently covers a total GLA of approx. **30,000 m²**. It is located precisely at the intersection of A1 and A2 motorways on Sofia's Ring Road. The park has been operating since 2011 and has excellent transportation accessibility.

Trinity Capital has already initiated the construction of an extension to the park, expected to be completed **by the end of 2024**. The extension is projected to accommodate over **17,000 m² Big Box retailers**.

The expected footfall after completion is **8 M people per annum**.



17,000
m²

Big Box Retailers -
discount stores,
fashion, home décor,
electronics



10,000
m²

DIY store



5,000
m²

Hypermarket



2,500
m²

Food & Beverage
zones

Service areas

Restaurants

Indoor and
Outdoor
entertainment



The Ultimate Goal

To introduce a concept that covers the full spectrum of retail, leisure, services and entertainment.

Successfully establishing a shopping destination with **regional importance** and an all-day family experience.



Strategic Location

Situated at the northern entrance of Sofia, Outlet Village is strategically placed to take advantage of the busiest roads in Bulgaria. It is in immediate proximity to the A1 and A2 motorways but also to the capital's city center. Likewise, it is a 10-minute drive from Sofia Airport, and it stands right at the junction with the city's Ring Road.



By car

Entrances and exits to both directions to the two major roads: Highway and Sofia Ring Road.



By bus

2 public transport bus lines scheduled every 15 min.



By Metro

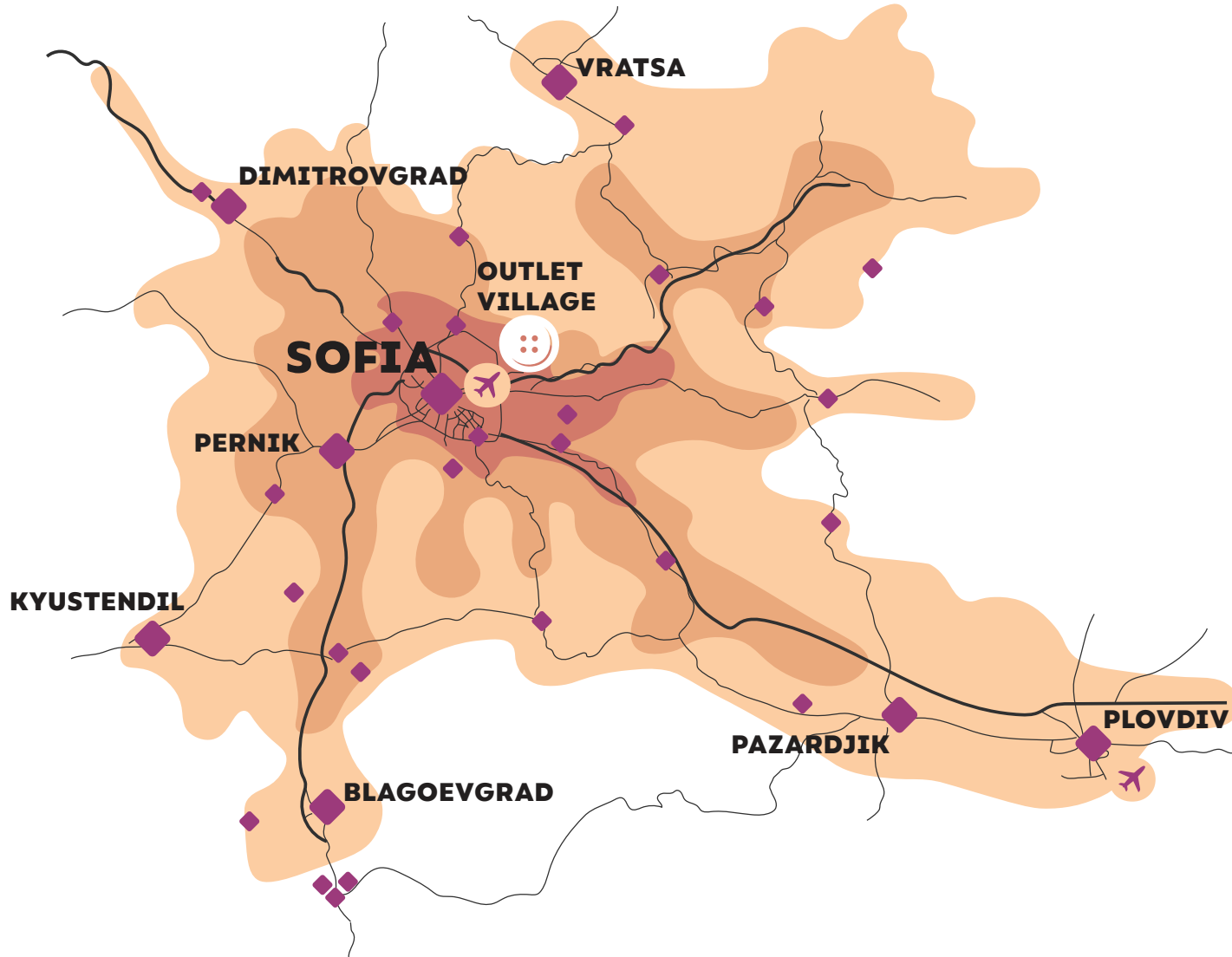
A new metro line is planned to open soon. The access from the station is 5 min. by shuttle.



International transport routes:
Romania - Sofia - Greece
Central Europe - Sofia - Turkey



Catchment Area



 Cities > 5 000 ppl

 Motorway

 Airport

 Outlet Village

 Primary road

Number of people in the catchment area*

30 minutes drive

1,289,760

60 minutes drive

1,553,740

90 minutes drive

2,417,835

 ecostra

*Research conducted by Ecostra July 2023

 pragmatica

**Research conducted by Pragmatica 2022

Drivetimes

Serbia Border	50 min
Greece Border	2 hours
Turkey Border	2.5 hours
Romania Border	3.3 hours

10 min from Sofia Airport
14 min from Business Park Sofia
20 min from Sofia City Center
30 min from any city location

More than

61,000

cars passing by per day

1 M

Tourists visit Sofia

22,3 M

Vehicles passing by per year**



The distinct architectural project is developed by Atelier Serafimov Architects - Building of the Year award winner, operating on the market for over 30 years.





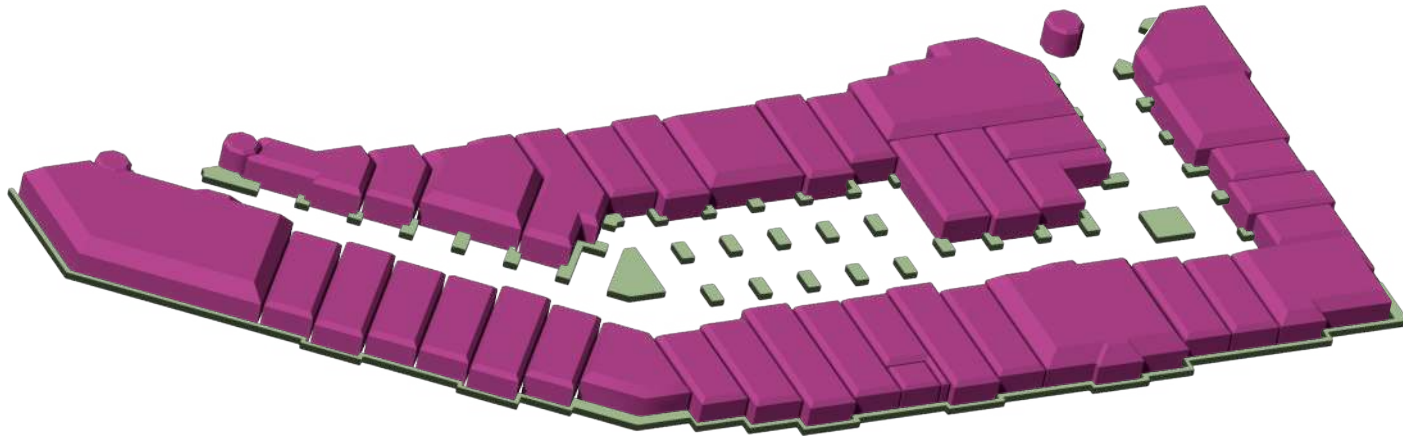
Extension

- Phase 1 - Q4 2024
- Phase 2 - Q1 2025
- Phase 3 - Q2 2025

Existing selected tenants at Retail Park Jumbo Plaza



Store units, perfectly designed for your brand.



7,600
m² | **50**
units | **1,800**
parking spaces

The Outlet Village will offer a mix of fashion, sportswear, outdoor, footwear, and lifestyle brands.

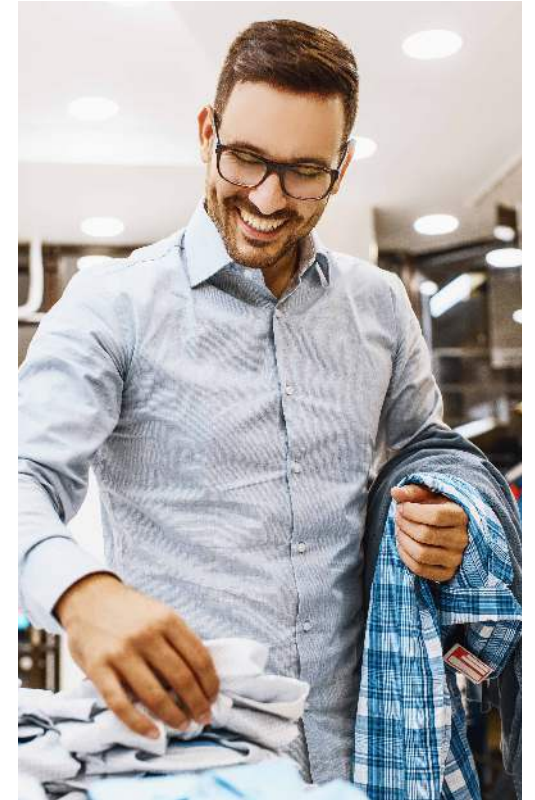
Part of Jumbo Plaza Retail Park with **more than 30,000 m² retail space**. Expected to increase to **55,000 GLA by the end of 2024**.

The units will be designed to create the perfect sales environment. Two entrances will lead into the village to ensure optimum pedestrian circulation. The remarkable facades will be visible from the moment the visitor approaches the village. Delivery is facilitated by access roads specifically created to allow merchandise circulation from the back side of stores. **Unit sizes will range from 80 up to 300 m²** with room for key tenants to combine two or more units into major flagship stores in strategic parts of the village.

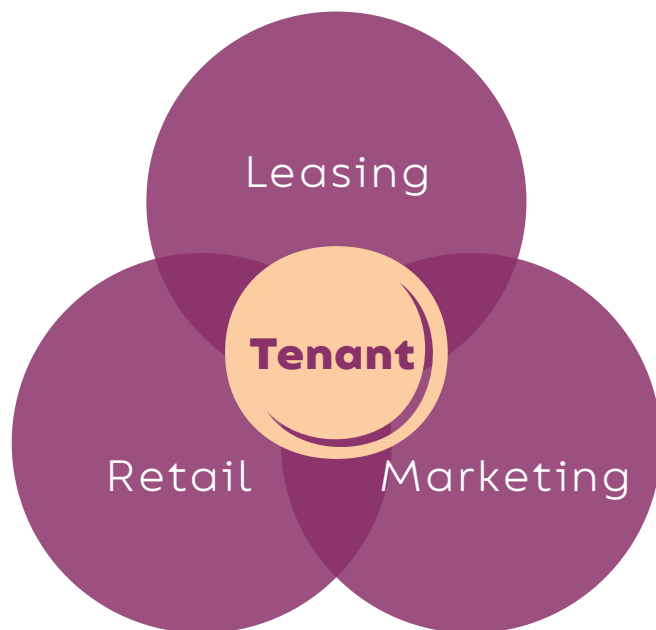
The project is developed in co-operation with **HASLINGER RETAIL REAL ESTATE COMPANY** - a consulting company for retail real estate. Their primary focus is on strategic and operational consulting, leasing and managing of designer outlets, factory outlets, city outlets and shopping centres in Europe.

Haslinger Retail Real Estate Company is one of the largest consulting and rental companies in Europe, with 20 centres in 5 countries and over 270,000 m² of retail space.

HASLINGER
RETAIL REAL ESTATE CONSULTING



We know that Consumers are the focus of Brands, therefore our Tenants will be the focus of our Management.



Excellent brands
for good value

New management &
marketing approach
tailored to the Tenants

Daily monitoring
of the sales
performance
of each store

Double pricing (labels
indicating the regular and
discounted price)/at least
30% discount

Marketing strategy and
regional campaigns
(Bulgaria and the
Balkan region)



A **sophisticated management technique** will be part of Outlet Village's success.



Sustaining **good relationships with the brands and retailers** on a day-to-day basis.



Daily focus on the **visual merchandising** of the stores.



Regular performance meetings with the Retailers.



Annual marketing plan aligned with the tenants' needs.



Tracking and evaluation of all marketing campaigns.



Retail campaign and event planning.



Marketing reporting on a quarterly basis.

Summary

The only Outlet area on such a large scale in Bulgaria that offers the combination of an excellent brand mix and competitive outlet prices.

 **OPENING** 2025

Strategic location
more than
61,000
cars passing by
per day

10 min
drive from Sofia
and close to
Sofia Airport

High visibility
and **easily accessible**
from the motorway

Established location
part of Retail Park
Jumbo Plaza

Over
1,800
parking spaces

Selected brand mix
to create an optimal
shopping experience

Expected
8 M
visitors per annum
at the end of **2024**

Approximately
7,600 m²,
50 units



OUTLET VILLAGE SOFIA

Outlet Village is developed and managed by Trinity Capital, an established commercial real estate and investment company. Managing over 55,000 m² of retail space, Trinity Capital is the owner of:

Retail Park Jumbo Plaza, Sofia

Retail Park Yambol

G-center Plovdiv

Retail Park Haskovo

With additional 48,000 m² under development.



Retail Park Jumbo Plaza, Sofia



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