

VALUE RETAIL[®]



introducing
WERTHEIM VILLAGE

over
110 BOUTIQUES
including

AIGNER, AMORINO, ASICS, BALDESSARINI, BALLY, BARBOUR, BELSTAFF, BIRKENSTOCK, BOGNER, BURLINGTON, CALVIN KLEIN, CHRIST JEWELLERY, CLOSED, DESIGUAL, ESCADA, FALKE, FURLA, GAASTRA, GUESS, HUGO BOSS, LACOSTE, LAGERFELD, LE CREUSET, LEVI'S, LINDT, L'OCCITANE, LONGCHAMP, MICHAEL KORS, NAPAPIJRI, RENÉ LEZARD, SALOMON, ST.EMILE, STEIFF, STRENESE, SWAROVSKI, TIMBERLAND, TOMMY HILFIGER, TRUSSARDI JEANS, TUMI, VERSACE, WMF, WOLFORD

and many more

WERTHEIM *Village*

Strategic location

Situated in the picturesque, wine-growing region of the Tauber Valley, Wertheim Village is located amidst some of Germany's most charming medieval cities.

Just an hour away is the city of Frankfurt, one of Europe's most significant trade and finance centres with more than 3.6 million tourists visiting every year.

Wertheim Village's design takes inspiration from the architectural vernacular of the regional Franconian style, which provides a unique and sophisticated shopping environment.

Member of the Romantic Road association; the Romantic Road is a medieval trade route, which welcomes more than 5.2 million tourists every year.



WERTHEIM *Village*

Exceptional access

- ✈ 50 minutes from Frankfurt International Airport, which welcomed more than 58 million people in 2012.

Frankfurt International Airport is the number one point of entry for Chinese tourists to Europe.

- 🚗 60 minutes from Frankfurt and Nuremberg.

- 🛣 Adjacent and visible from the A3 autobahn, one of the most important west-southwest routes in Germany, with 30 million passing vehicles each year.

- 🚌 Shopping Express runs daily from central Frankfurt.

- 🚆 Deutsche Bahn and Shopping Express partnership provides free coach service to pass holders.

Drive times:

60 minutes:	5 million
90 minutes:	13.4 million
120 minutes:	21.2 million



TOTAL SALES
GROWTH +10%
SALES PER SQUARE METRE
GROWTH +9%
SPEND PER HEAD
GROWTH +1%
2013 PROJECTED
FOOTFALL
2.4 MILLION

WERTHEIM *Village*

The customer

Spend per head is the third highest after Bicester Village, with a strong growth of +9% year to date.

36% of customers reside outside a 90 minute drive time

43% of customers are national and international tourists

15% of sales at Wertheim Village derive from Non-EU tourists, according to Global Blue results.

Average spend from our international customer is nearly 3 times the average spend of the entire Village.



WERTHEIM *Village*

International tourism

YTD Q1 2013 +33%

Top three emerging markets of Tax Refund sales include

- China (YTD growth of +55%)
- Russia (+18%)
- South East Asia (+43%)

Miles & More results

- 2013 Q1 average transaction €434
- 24% of Miles & More shoppers are high-spending status members. These members make up only 5% of the programme

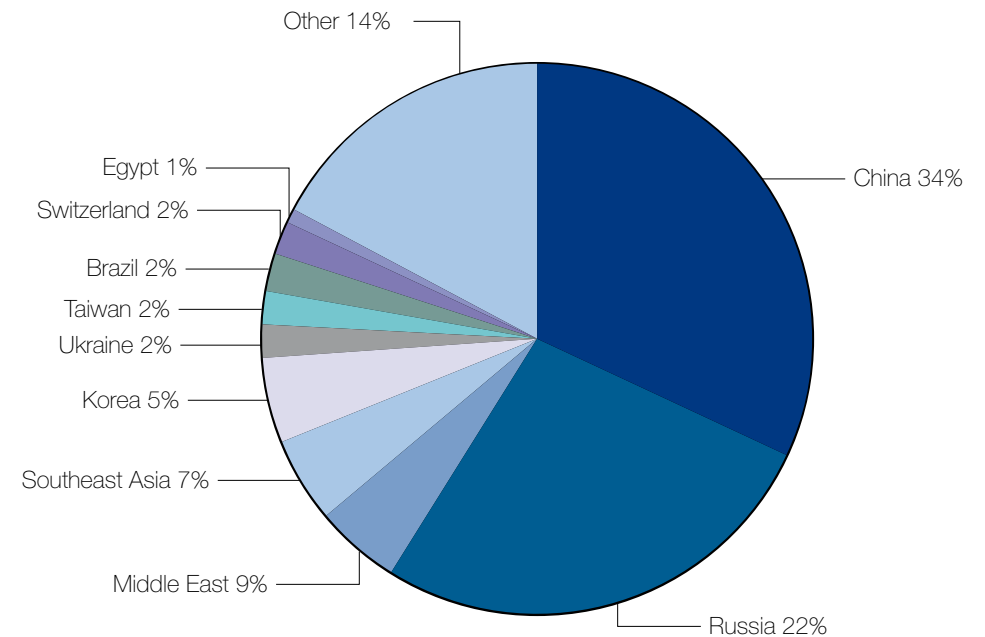
Frankfurt International Airport is the main European hub for inbound Chinese tourists

Etihad partnership

- *Chic Outlet Shopping*® partnership with Etihad to drive visitation
- Over 1.2 million members worldwide
- Inclusion in in-flight magazine, website and member mailings
- 14 direct flights a week into Frankfurt International Airport

Shopping Express

- 73% of users are foreign tourists
- Daily from Frankfurt City centre
- Q1 2013 customer numbers +32% vs. same period last year.
- Complimentary service from Frankfurt for German Rail, EU Rail and Inter Rail pass holders and several airline customers



TOP 10 MARKETS AND % SHARE

Miles & More
Lufthansa

ETIHAD
AIRWAYS
The National Airline of the United Arab Emirates

WERTHEIM *Village*

Editorials to position the Village as a luxury shopping destination



... gekauft bei Chic Outlet Shopping®

Die Mode findet diesen Sommer zu einer neuen Ausprägung: Plakative Farben und subtilisierte Accessoires inszenieren einen elektrisierenden Easy-Chic. Unter dem Motto „Hand over Heels“ präsentieren die Chic Outlet Shopping® Villages Wertheim Village, Ingolstadt Village und Maasmechelen Village angesagte Top-Pieces, in die man sich im wahren Sinne des Wortes „Hals über Kopf“ verliebt. Darüber hinaus erleben die exklusiven Outlets für eine phantastische Auswahl und ein Premium-Shopping-Erlebnis, das auch Stars wie Teyana Taylor begeistert. Die globale Fashionista ist seit Beginn des Jahres Markenbotschafterin der deutschen Chic Outlet Shopping® Villages und darüber sehr glücklich. 201 und Modewarenmarken entstehen durch Persönlichkeit und Klasse und sind genau wie Eleganz und Qualität zusammenhängend. Welches Brand mit vielen exklusiven Klassikern, aber auch aktuelle Trends begeistern noch jedes Mit auch Neue in den beiden Chic Outlet Shopping® Villages und Wertheim Village? Diese präsentieren jeweils über 110 internationale Designer- und Lifestyle-Marken und Kollektionen von bis zu 60 %.

BLICKFANG: Accessoires mit Retro-Appell sind die Zauberformel für authentischen Glamour. Besonders viel wirkt der Look, wenn die farblichen harmonisch miteinander abgestimmt sind.

KLASSIKER führen mit Farbe und erfinden sich neu

FORMVOLLE ENJEY in allen Farben und Formen erfinden sie den Geist der Taille.

BASIC Top und Höschen im Einsatz: die Perle der Hochglanzmode.

MONDAN Ketten aus edlen Metallen, High Society-Looks.

EDEL Platin-Ketten setzen auf Glanz und Bling.

CHIC OUTLET SHOPPING®

WERTHEIM VILLAGE nur 40 Minuten von Frankfurt, A3, Ausfahrt Wertheim/Lengfurt
INGOLSTADT VILLAGE nur 40 Minuten von München, A3, Ausfahrt Ingolstadt-Alt
MAASMECHELEN VILLAGE nur 50 Minuten von Köln, E314, Ausfahrt 33 – auch sonntags geöffnet

BALLY • COCCINELLE • LONGCHAMP • MCM • BOGNER • SCHUMACHER • PHILIPP PLEIN • ESCADA • FURLA • JEWELIER CHRIST • DRYKORN • NAVYBOOT • LIEBESKIND BERLIN • LA PERLA • ROECKL und viele mehr**

Gesehen auf den High Streets ...

DIE SEHNSUCHT NACH SOMMER OFFENBART SICH IN LEUCHTENDEN FARBEN UND FEINEN PASTELTÖNEN. DIE CHIC OUTLET SHOPPING® VILLAGES VERRATEN, NUN JETZT AUF IHRE MUST-HAVE-LISTE MUSS

1

Gesehen auf den High Streets ...

THE CHARM OF CHRISTMAS – FÜR HOLLYWOODREIFE INSZENIERUNGEN EMPFIEHLT SICH EIN ABSTECHER IN DIE CHIC OUTLET SHOPPING® VILLAGES

Schöne Stoffe, verführerische Silhouetten, märchenhafte Opulenz – im glanzvollen Fashion-Monat der Saison ist die Mode von Appetit an die Platte. Schließen Sie! Strahlen Sie! Einen Einblick in die Vielfalt der Möglichkeiten geben die Chic Outlet Shopping® Villages Wertheim Village, Ingolstadt Village und Maasmechelen Village. Unter dem Motto „The Charm of Christmas“ entdecken Sie dort von der Traumwelt über das luxuriöse Accessoires bis zur Geschenkidee exklusive Fashion-Items, die auf der ganzen Klammer der Stile spielen. Schöner Nebeneffekt: Sie dürfen sich auf eine großartige Auswahl an internationalen Top-Labels mit Reduktionen von bis zu 60 % freuen.

GLANZVERSTÄRKER
Goldene Accessoires sind Pflicht – zum Beispiel in Form einer hochkarätigen Clutch

FEUER & FLAMME mit blauen und roten Akzenten, die die stilvolle und feurige, aber feine, die luxuriöse Clutch und die stilvolle Clutch auf den roten Punkten hat ein schillerndes, glanzvolles Gesamtbild

HOCH-GEWISS
Pumps in Rot sind ein Muss zum Brautpaar – dem Mann

INTERNATIONALE LABELS, EXKLUSIVER SERVICE

BALLY
COCCINELLE
BELSTAFF
STEMILE
SCHUMACHER
PHILIPP PLEIN
ESCADA
JEWELIER CHRIST
ROECKL
DRYKORN
NAVYBOOT
U.V.M.**

... Gekauft bei Chic Outlet Shopping®

1000 EURO SHOPPING-GELD FÜR DIE VOGUE-LESERIN!

Wiederum! Frauen Sie sich mit den Chic Outlet Shopping® Villagen auf die schönsten Zeit im Jahr und erleben Sie Christmas Shopping in den Chic Outlet Shopping® Villagen Wertheim Village, Ingolstadt Village und Maasmechelen Village. Alle VOGUE-Leserinnen, die sich bis zum 12.12.2012 an der Tourist Information in den Chic Outlet Shopping® Villagen Maasmechelen Village, Wertheim Village oder Ingolstadt Village registrieren, nehmen an einem Gewinnspiel teil und haben die Chance auf 1000 Euro Shopping-Geld!

MAASMECHELEN VILLAGE • nur 1 Stunde von Köln, E314, Ausfahrt 33
Wertheim Village • nur 40 Minuten von Frankfurt, A3, Ausfahrt Wertheim/Lengfurt
INGOLSTADT VILLAGE • nur 40 Minuten von München, A3, Ausfahrt Ingolstadt-Alt

1. VOGUE

Chic Outlet Shopping® Ingolstadt Village,
Wertheim Village,
Maasmechelen Village
Reach 1,6 Million

VALUE RETAIL®

WERTHEIM *Village*

Strong and sophisticated campaigns with key fashion & lifestyle media



1. GQ STYLE
Chic Outlet Shopping® Ingolstadt Village, Wertheim Village, Maasmechelen Village
Circulation 90,000
2. GLAMOUR
Chic Outlet Shopping® Ingolstadt Village, Wertheim Village, Maasmechelen Village
Reach 1,5 Million

WERTHEIM *Village*

High-profile events promote Wertheim Village to a sophisticated audience



- 1. GQ + Chic Outlet Shopping Frankfurt Event**
Wertheim Village and *Chic Outlet Shopping*® were promoted to 100 Frankfurt VIP guests and the German media (reach 5.1 million) as hosts of a 'lifestyle and fashion night' in Frankfurt with marketing partner GQ magazine.



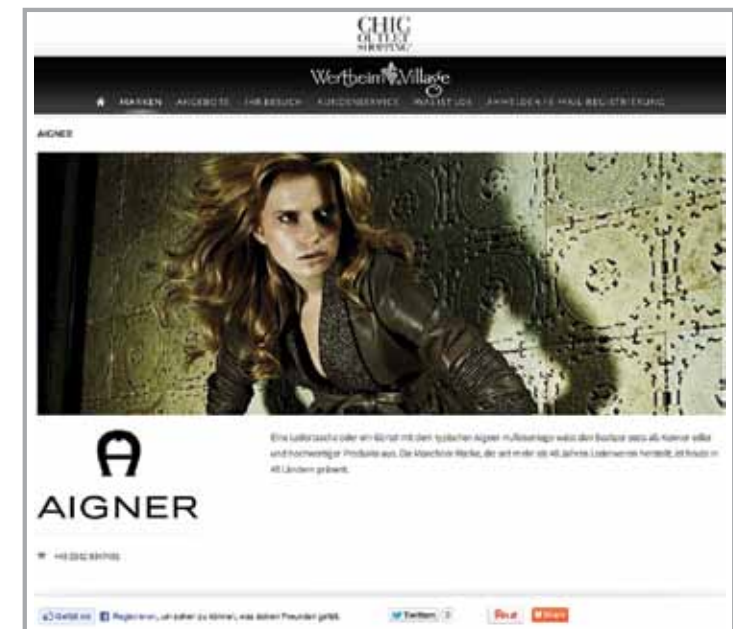
- 2. VIP Miles & More Event**
For VIP high spending status members of Lufthansa's Miles & More program. Spa, Refreshments and VIP shopping services for specially invited guests.



- 3. Elizabeth Hurley Beach**
The official opening of Elizabeth Hurley beach boutique resulted in nation-wide press coverage (reach: over 10 million).

WERTHEIM *Village*

*Digital and social marketing initiatives
increase database and drive footfall*



WHAT PEOPLE ARE SAYING ABOUT WERTHEIM VILLAGE

“The partnership with Miles & More became an immediate success and is the positive surprise of our business from the last 12 months; we underestimated the purchasing power and have seen an incredibly high average basket.

Miles & More cardholders seem to appreciate the luxury shopping environment of the German Villages and made it to one of their favourite shopping destinations. A lot of cardholders sent us very positive feedback after their Village shopping experience – it’s very unusual.”

Lufthansa Miles & More

“For the past three years the two *Chic Outlet Shopping*® Villages in Germany, Wertheim Village and Ingolstadt Village, have demonstrated impressive growth in international tourism visitation. Global Blue tax refund sales in the first half of 2011 rose up 49% and 144% respectively. This is an extraordinary positive trend that continues consistently as they establish themselves as significant tourist destinations.”

Pier Francesco Nervini, Global Blue

WHAT PEOPLE ARE SAYING ABOUT VALUE RETAIL

“For Value Retail Management, a development of high-end outlet centres, luxury has been the strategy from the start.”

New York Times

“*Chic Outlet Shopping*® is a breakthrough for the retail business in Europe.”

Travel + Leisure China

“Only a few outlet malls regularly have 3.5m visitors with retailers and customers alike attracted by an upmarket environment and a serious commitment to service.”

Financial Times

“VALUE RETAIL HAS
BUILT A €1 BILLION
BUSINESS ON THE
ELEGANT DISPOSAL
OF OVERSTOCKED
BRANDS”

Suzy Menkes,
International Herald Tribune

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