

Bezannes, mercredi 7 mai 2025

FREY officially enters the German market with the acquisition of its first outlet: le Designer Outlet Berlin

This strategic acquisition strengthens the Group's European expansion ambitions

FREY, a leading player in open-air shopping destinations across Europe, announces the acquisition of Designer Outlet Berlin, its very first asset in Germany. This strategic move marks a major milestone in FREY's pan-European expansion and further consolidates its position as a leader in the open-air retail destination market. The management of the site will be entrusted to FREY's specialized subsidiary, ROS Retail Outlet Shopping.

DESIGNER OUTLET BERLIN: A FLAGSHIP ASSET IN GERMANY, NOW PART OF FREY

FREY becomes the owner of the first and only outlet village in Berlin-Brandenburg, an iconic site that enhances its real estate portfolio, acquired for **€230 million**. This site ranks **21st in Europe and 2nd in Germany** according to the ECOSTRA1 ranking, the leading European benchmark for outlet performance. Recognized as a major player in the market, Designer Outlet Berlin enjoys strong annual footfall of 2.7 million visitors and boasts an attractive brand mix (Polo Ralph Lauren, Hugo Boss, Lacoste, Levi's, UGG, Adidas, Tommy Hilfiger, Rituals, and more), as well as a strategic location to the west of the German capital, near Potsdam.



¹ Ecostra GmbH & Magdus, **Outlet Centre Performance Report Europe 2024**, Wiesbaden, édition 2024

Antoine Frey, Chairman and Chief Executive Officer of FREY, stated: *"We are very pleased to welcome Designer Outlet Berlin into our portfolio. This first establishment in Germany marks a key milestone in our European expansion. Designer Outlet Berlin is an exceptional site, supported by experienced teams. We are proud to soon bring FREY's DNA to it: open-air, friendly, and sustainable places designed for consumers. Designer Outlet Berlin offers retailers both operational excellence and a strong platform for brand expression, in a beautiful setting. We also commend the work done so far, which has made this site a national benchmark. We are committed to continuing this momentum by bringing our bold vision of retail centered on customer experience, value creation, and environmental transition."*

A First Investment in Germany: A Key Milestone in FREY's European Growth Path

The acquisition of Designer Outlet Berlin marks FREY's entry into Germany, its fifth country of operation after France, Spain, Portugal, and Poland. With this acquisition, FREY now holds a portfolio of 20 assets valued at over €2.3 billion². By leveraging the expertise of ROS (Retail Outlet Shopping) one of the top five outlet operators in Europe FREY continues its expansion and strengthens its position as a European leader in open-air retail destinations.

This strategic acquisition reaffirms FREY's European ambition to become the leading player in open-air retail destination.

DESIGNER OUTLET BERLIN – KEY FIGURES:

- Acquisition price: **€230 million**
- Operating profit: **€18.1 million³**
- Primary catchment area: **4.5 million inhabitants** (within a one-hour drive) with high purchasing power
- Visitors in 2024: **2.7 million**
- Retail floor area: **21,169 sqm**
- **100 international** brands
- Occupancy rate: **98%**
- **5 parking** areas totaling 3,000 spaces

² Economic asset value as of December 31, 2024, including the acquisition price of Berlin

³ Operating profit over the 12-month rolling period ending March 2025

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About FREY

FREY's expertise covers the entire property value chain (as a developer, investor and manager) and it is a leading operator of open-air shopping destinations. Having invented the next generation of open-air shopping centres with its Shopping Promenade® concept and pioneered eco-friendly retail parks with its Greencenter® concept, FREY is a B Corp™ certified mission-driven company and is fully committed to building a more responsible and greener society that is socially beneficial to its ecosystem and its stakeholders. FREY aspires to become Europe's leading operator of open-air shopping destinations (open-air shopping centres, retail parks and outlets). FREY is listed on compartment B of Euronext Paris. ISIN code: FR0010588079 - Ticker code: FREY.

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www.frey.fr

About ROS Retail Outlet Shopping

ROS Retail Outlet Shopping, headquartered in Vienna (Austria), is a leading European player in commercial real estate consulting and outlet center management. The company supports innovative retail projects at every stage from site identification to customized development and full operational management. Since 2024, ROS has been part of FREY, the listed French real estate group.

Thomas Reichenauer and Gerhard Graf, co-founders of ROS, are recognized figures in the European retail sector. Their long-standing market experience continues to guide the company's projects toward sustainable and high-performing growth.

ROS oversees every step of a project from identifying the ideal location to development and complete operational management. The sustainable growth of the centers is supported by strong brand management, high standards in retail and customer service, and an innovative marketing approach led by an experienced executive team.

ROS's portfolio in Europe includes:

Designer Outlet Soltau, City Outlet Geislingen, Designer Outlet Warszawa, Designer Outlet Gdansk, Designer Outlet Sosnowiec, Premier Outlet Budapest, Designer Outlet Algarve, Designer Outlet Croatia, La Torre Outlet Zaragoza, M3 Outlet Polgar, Designer Outlet Luxembourg, Designer Outlet Berlin, Designer Outlet Kraków, Malmö Designer Village, and several other projects currently under development.

www.ros-management.com

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