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MANAGEMENT

POP
OUTLET & ENTERTAINMENT

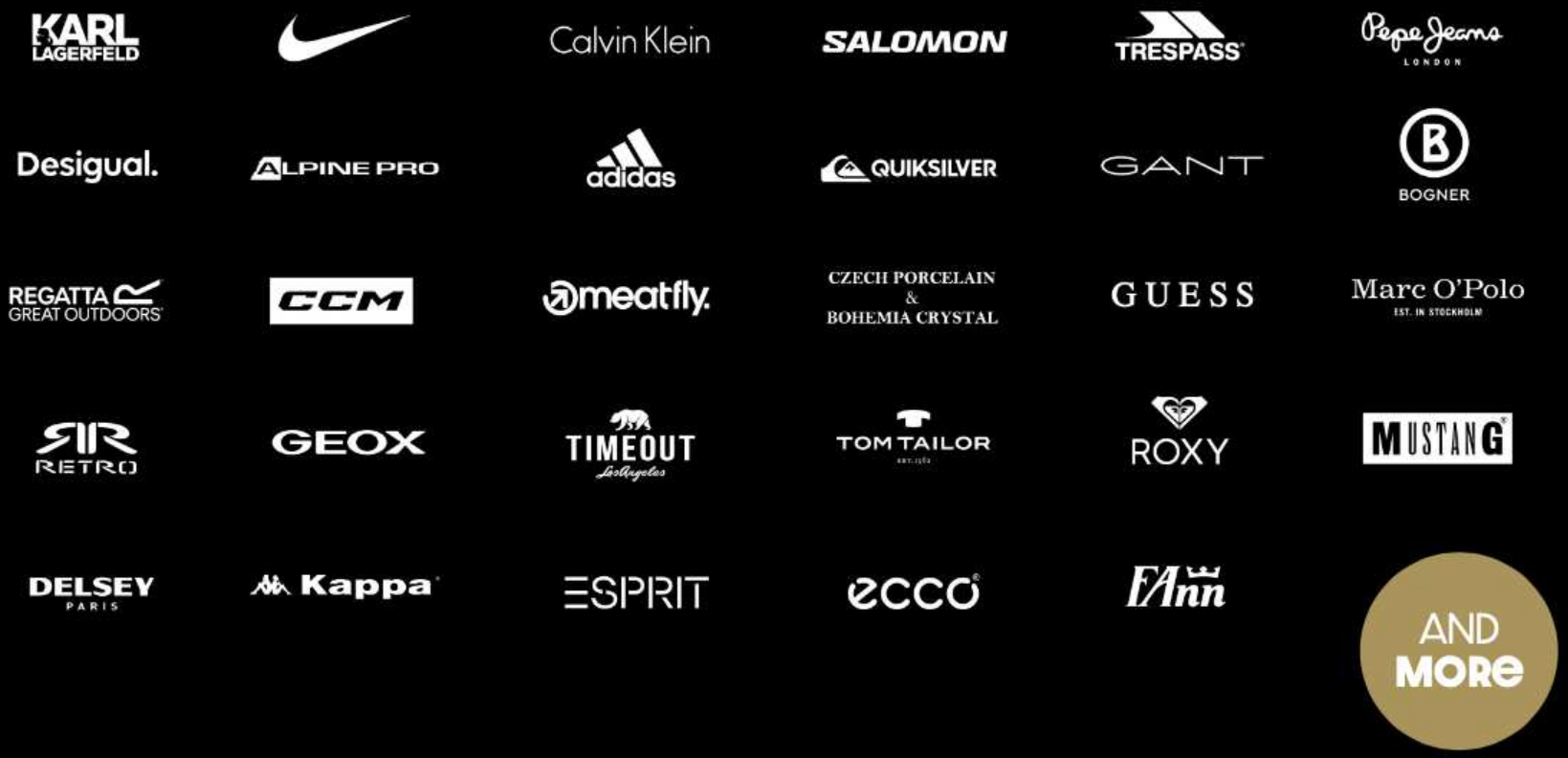
NOV 2026


POP
OUTLET & ENTERTAINMENT
NEW ERA
OF POP AIRPORT


POP
OUTLET & ENTERTAINMENT
COMMERCIAL SPACE
31,000
SQM
CURRENT ENTERTAINMENT AREA
17,000
SQM
3
NEW ENTERTAINMENT PROJECTS IN PROGRESS
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

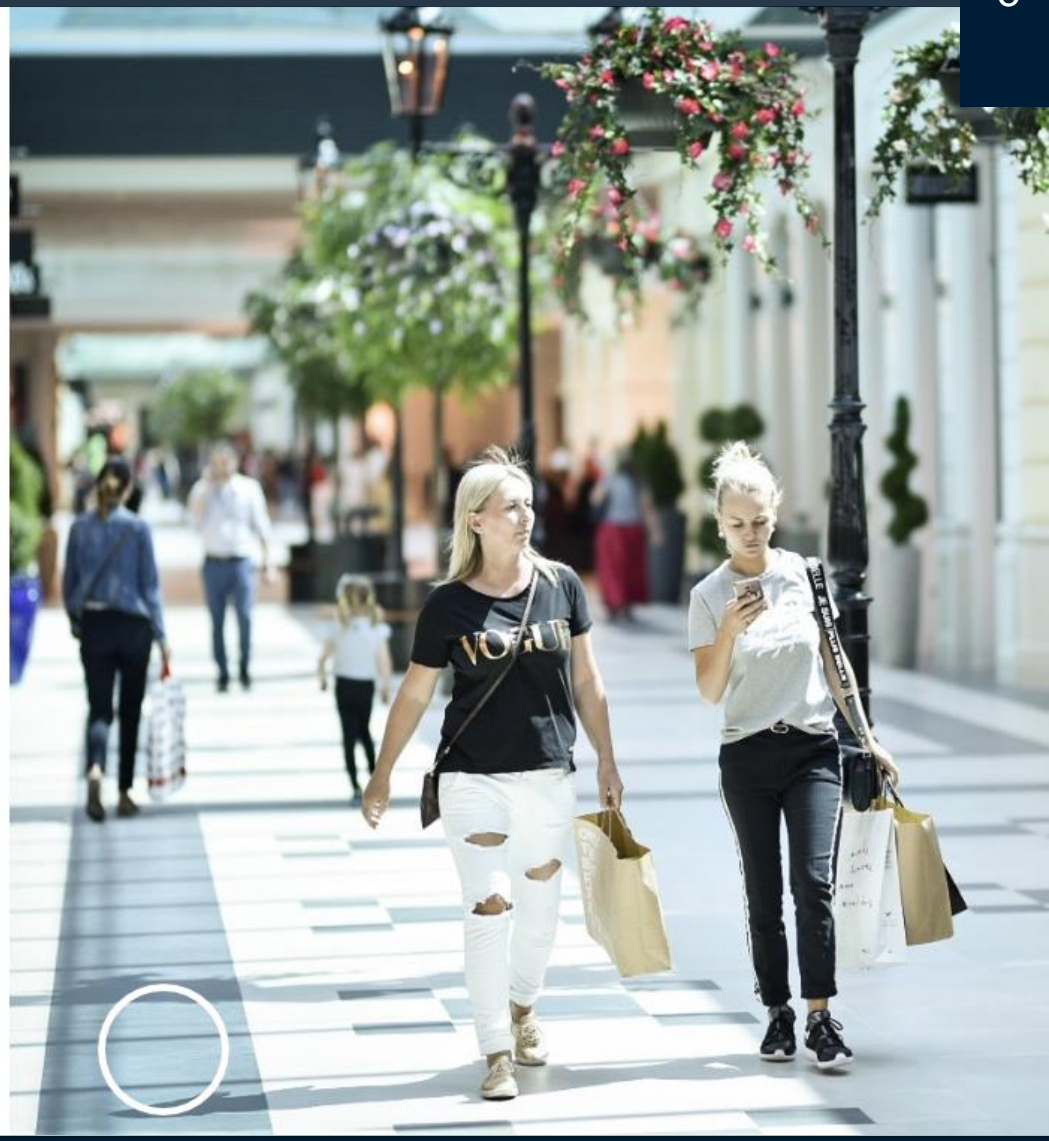
15 PARKING LOTS FOR BUSES

3 ENTRANCES

20 000 SQM GLA (PHASE I)

10 000 SQM GLA (PHASE II)

17 000 SQM GLA (ENTERTAINMENT)



LOCAL BUSINESS POTENTIAL

90 MIN.

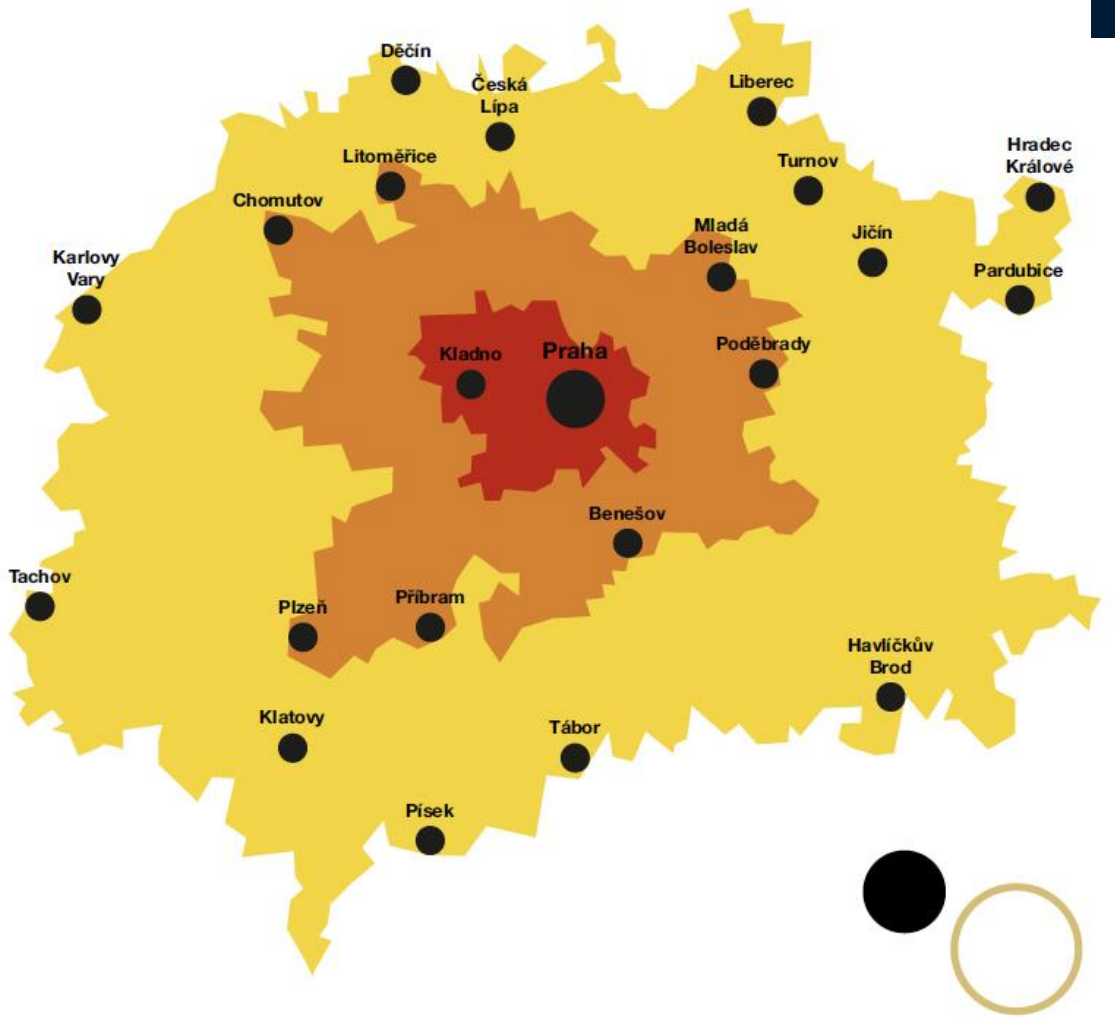
2,0 mil. households
4,6 mil. inhabitants
Purchase power **36 bn.** eur

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



POP OUTLET & ENTERTAINMENT

JUST 5 MINUTES FROM PRAGUE AIRPORT & 25 MINUTES FROM DOWNTOWN

BY CAR

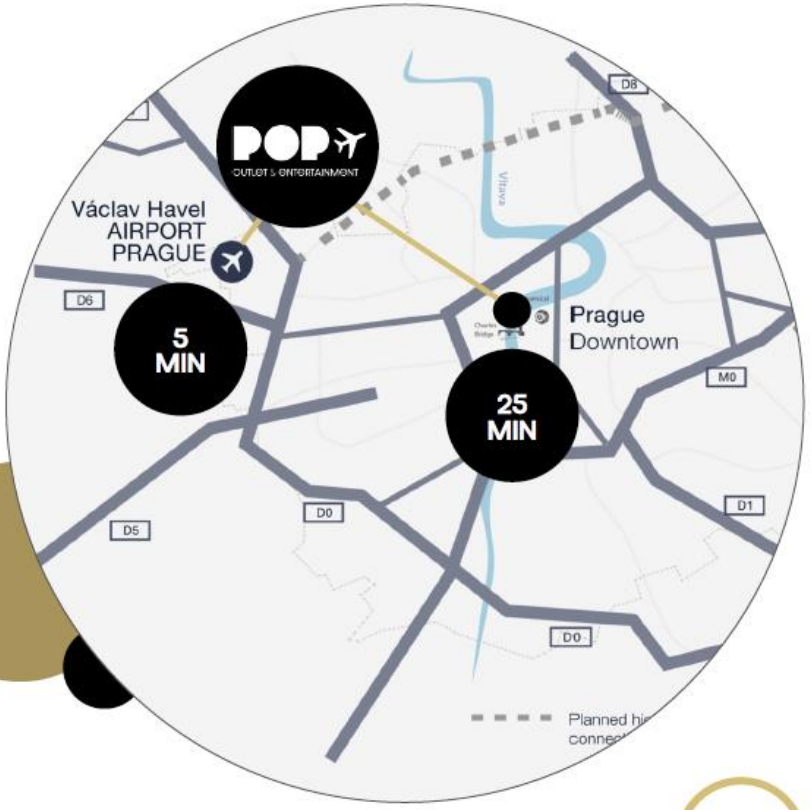
5 minutes to prague airport
15 minutes to metro A
25 minutes to downtown

PUBLIC BUS

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

FREE SHUTTLE

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



POP OUTLET & ENTERTAINMENT

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

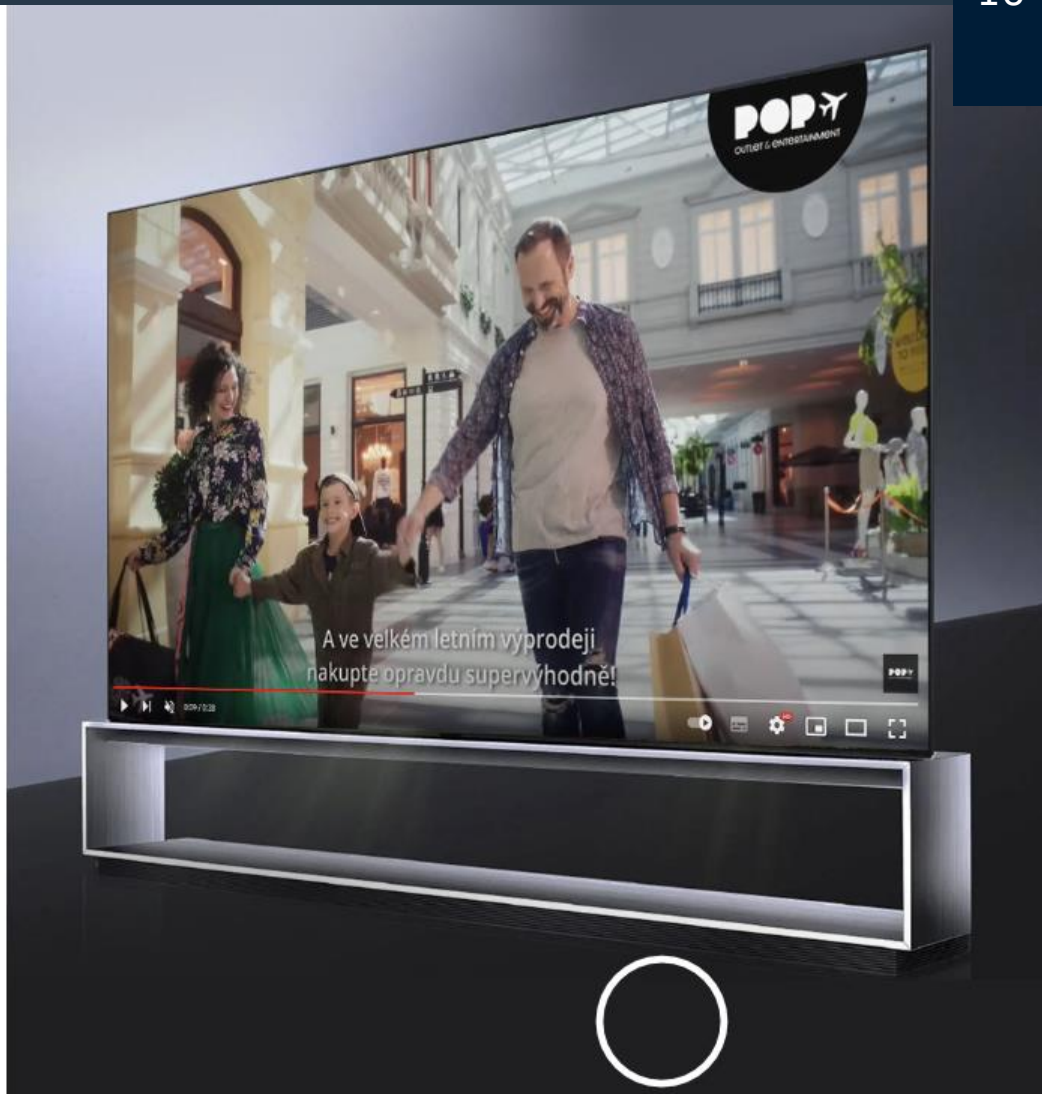


STRONG MEDIA
CAMPAIGNS

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

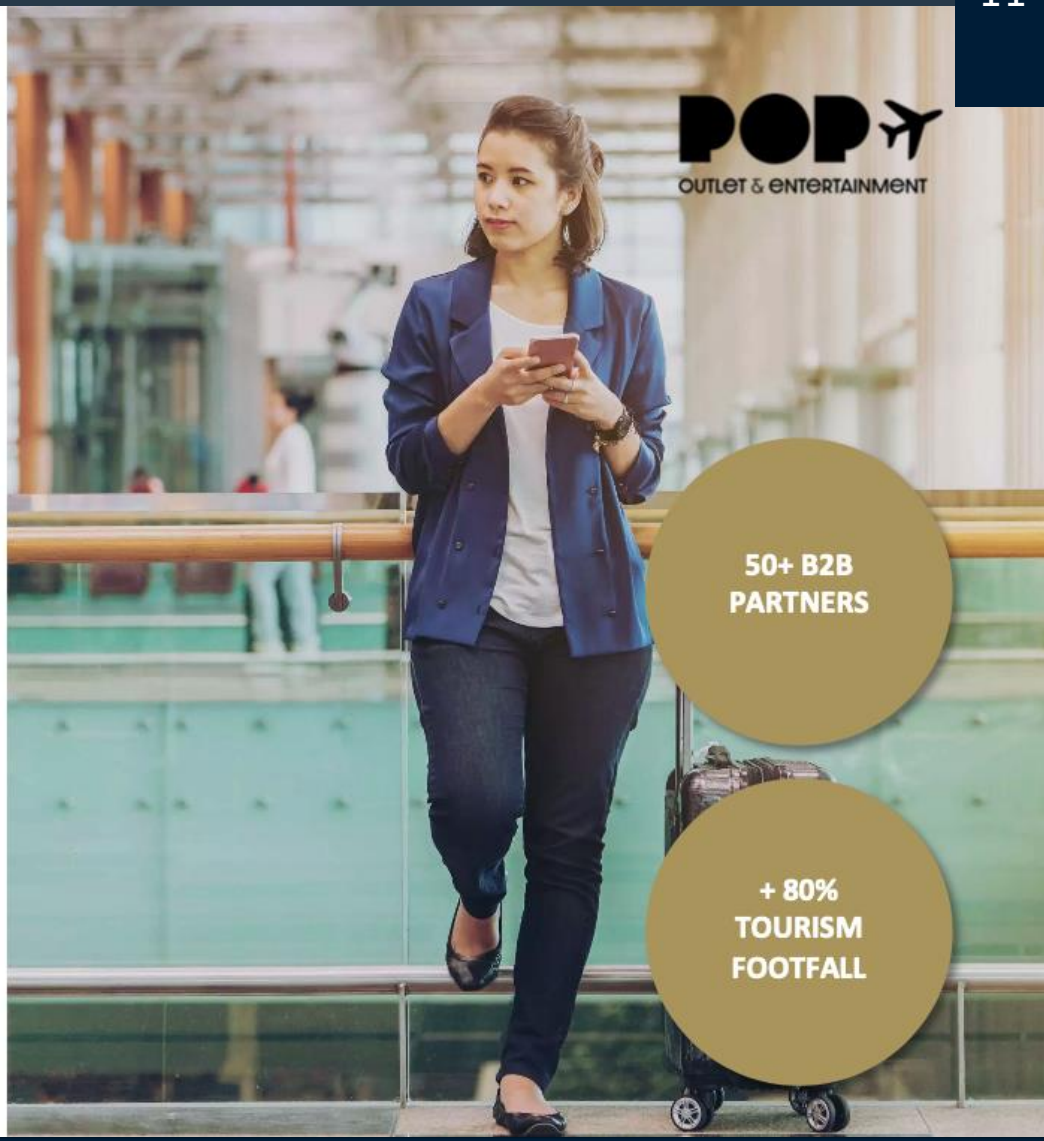
AWARENESS	**79% *** + 600% VS. 2018
AD SPEND	**4,97 MIL. €**
TOTAL TV GRPS	**2 360**

* 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



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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



3 NEW KEY PROJECTS IN 2023 - 2025



MAJALAND OUTDOOR

AQUA PARK

HOTEL & SPA

EXPECTED FOOTFALL INCREASE

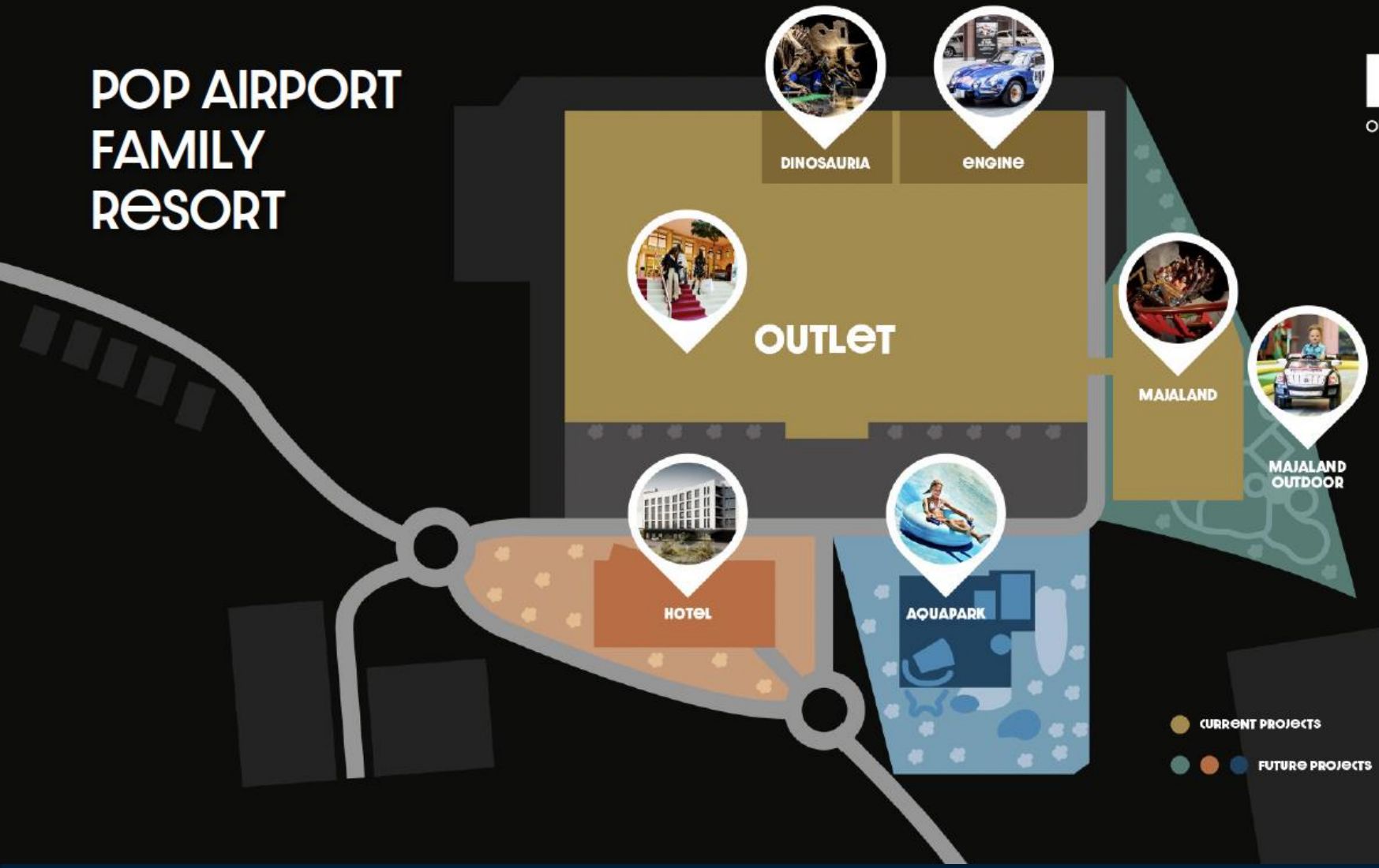
+ 730 000 VISITORS


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

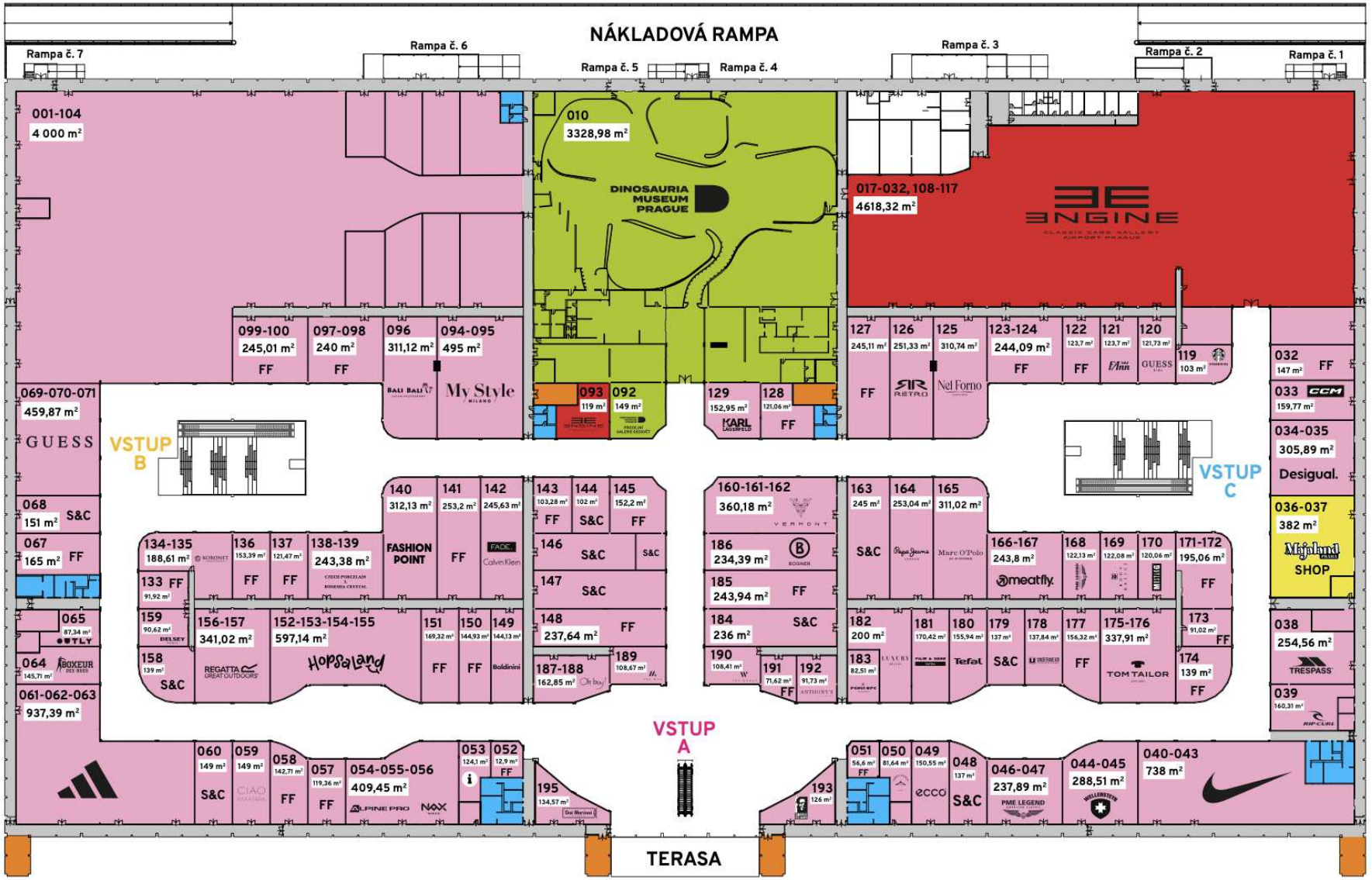
**** AIRPORT CONFERENCE HOTEL & SPA



POP AIRPORT FAMILY RESORT



POP OUTLET & ENTERTAINMENT



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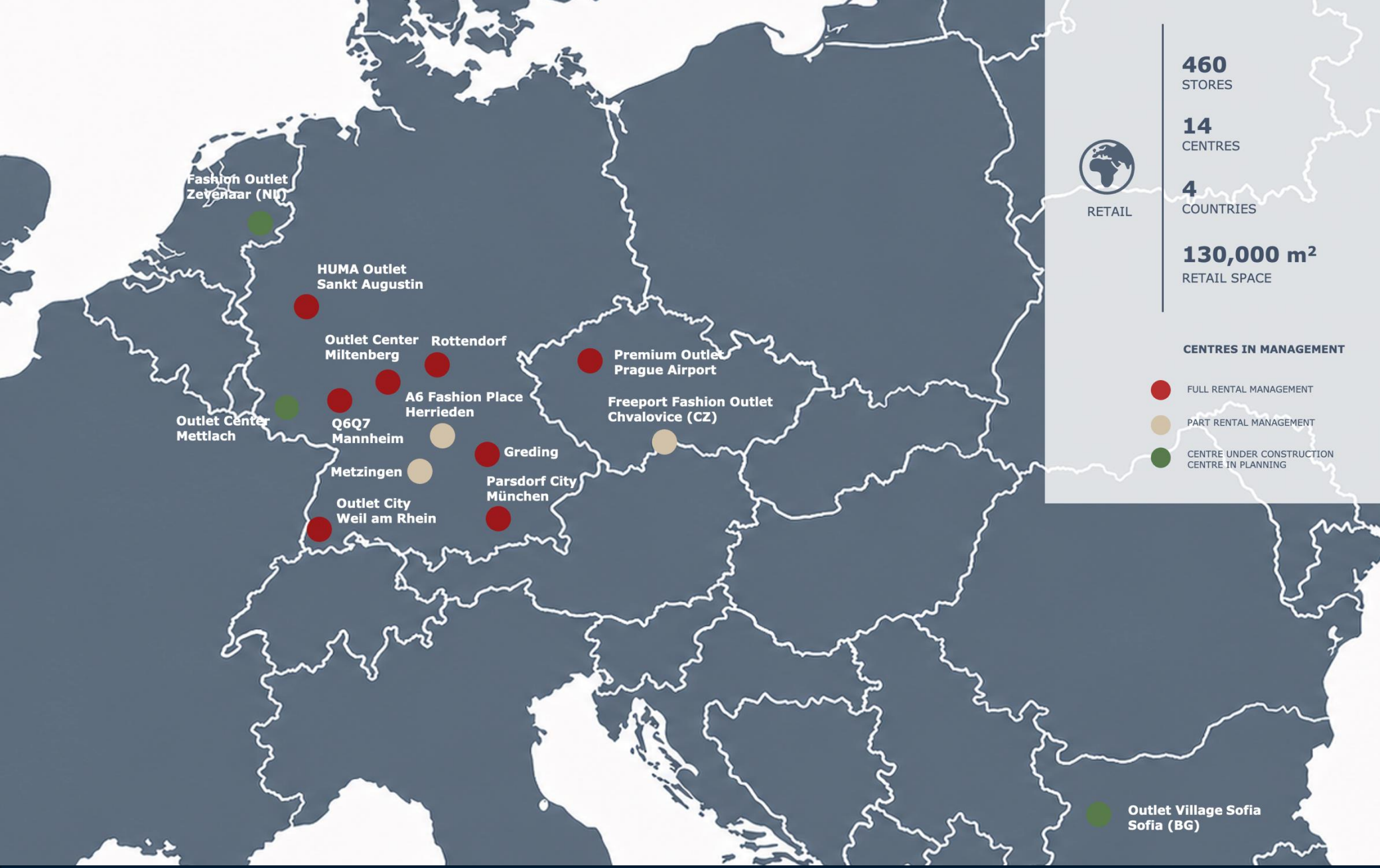




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OUR CENTRES

HUMA OUTLET

OUTLET CITY WEIL AM RHEIN

fashion outlet zevenaar

FREEPORT FASHION OUTLET

Q6Q7 Mannheim DAS QUARTIER

Parsdorf city outlets+more

MILTENBERGER OUTLET // CENTER

OUTLET VILLAGE SOFIA

POP OUTLET & ENTERTAINMENT

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OUR REFERENCES

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 ▪ 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 ▪ 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 ▪ Klagefurt Outlets ▪ Outlet Berlin Wustermark ▪ Outlet Center Selb ▪ Outlet Center Wadgassen ▪ City Outlet Rietberg ▪ City Outlet Dinkelsbühl ▪ City Outlet Rüsselsheim ▪ City Outlet Zwiesel ▪ City Outlet Wernigerode ▪ City Outlet Bad Münstereifel ▪ Mustang ▪ CBR Street One Cecil ▪ Barutti ▪ René Lezard ▪ Le Creuset ▪ Estée Lauder MAC Cosmetics ▪ Apple mcworld, AT ▪ LTB Jeans, TR ▪ White Stuff, UK


NATIONAL GEOGRAPHIC
LACOSTE
TOMMY HILFIGER
BOGNER
ZARA HOME
GANT
RALPH LAUREN
WELLENSTEYN
BETTY BARCLAY
Timberland
TRUSSARDI
BRAX
MAMMUT
OLYMP
LIEBESKIND BERLIN
Marc O'Polo
Desigual
GUESS
comma
asics
s.Oliver
VANS
CECIL
Street One
CALVIN KLEIN
Jack Wolfskin
Massimo Dutti
new balance
seidensticker
GARCIA
Loacker
ONLY
KARL LAGERFELD
ecco
odlo
Alpine Lifestyle
TOM TAILOR
O'NEILL
bruno banani
NOT FOR EVERYBODY
SALEWA
hunkemöller
JACK&JONES
bugatti
LLOYD
SCHIESSER
carhartt
WORK IN PROGRESS
Levi's
CLOSED
G-STAR
MUSTANG
Petrol
PANDORA
swatch
Kneipp
DOUGLAS
L'ORÉAL PARIS
MAC
PORSCHE DESIGN
MÖVE
Villeroy & Boch
1748
Tefal
WMF
Lindt
MAÎTRE CHOCOLATIER SUISSE
DEPUIS 1845
HARIBO
sigikid
Ravensburger

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