

## WITH THE ADDITION OF “BARBERINO OUTLET”, PROMOS LEADS THE SECTOR, CONTROLLING 25% OF THE MARKET

Milan, June 10, 2024 –Promos<sup>1</sup> has been adjudicated the winner of the recent European bidding competition for the management of **Barberino Outlet**.

It is an acquisition that strengthens the position of the company in the Outlet sector, which now **leads the national market**, both in terms of area managed, amounting to a total of **25%** (more than **170,000 sq.mt.** of GLA), and of number of assets under management (**6<sup>2</sup>**), for a total of over **750 stores**.

Starting on **July 1, 2024**, Promos will manage the structure, **on behalf of one of the real estate funds of the asset manager DWS<sup>3</sup>**. Opened in 2006 and located in Barberino del Mugello, in a strategic position between Florence (at 40 km) and Bologna (at 70km), it currently operates 130 stores on an area of 27,000 sq.mt..

**Filippo Maffioli, CEO of Promos** remarks: *“We are very proud to have been chosen once again by DWS, after receiving the assignment to manage Valmontone Outlet. for them in 2015. For this new assignment, we will deploy all our expertise and know-how acquired in the last thirty years, and the propensity for investment that we share, to develop a project that will transform the mall and make it an even more attractive destination,, in addition to consolidating its “premium” position.*

**Giuseppe Colombo, Head of Real Estate Italia for DWS** replies: *“We will be watching this new process for Barberino Outlet with great interest. We are confident that it will be another step forward in the growth and development of this process , from the standpoint of business, with a renewal of its positioning on the market, as well as from that of sustainability, with tangible benefits also for the surrounding community, in a perspective that harmonizes completely with the innovative spirit and responsible approach of DWS.”*

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<sup>1</sup> **Promos**, for more than 30 years, has been developing, promoting, advertising and managing commercial real estate projects in Italy and abroad. With 12 assets (including 6 Outlet Malls, 6 Shopping Centers/Retail Parks, more than 290,000sq.mt. of GLA managed, 900 stores under management and 100,000 sq.mt. of new developments, it is now the Italian company of reference in the sector, leader in the Outlet sector.

<sup>2</sup> Barberino Outlet, Brugnato 5Terre Outlet Village, Città Sant’Angelo Outlet Village, Mondovicino Outlet, Outlet Center Brenner, Valmontone Outlet.

<sup>3</sup> **DWS**, with 941 billion euro of equity under management, is acknowledge globally for its integrated investment solutions, stability and innovation, offering competence in all the major classes of activity and particular attention to the environment, society and governance. With about 4,600 employees worldwide, DWS is committed to delivering excellent results, contributing to the transition toward a sustainable future and always acting in the best interests of its clients.

The agreement, as well as the management, also provides for a significant plan of development to be carried out over a period of several years, starting with the total **rebranding** of the asset, followed by a series of **actions** that will contribute to make the mall even more competitive on the market, and enhance its performance in terms of footfall and turnover, offering an even more complete experience, in addition to satisfying the needs of the consumers and guaranteeing an extended stay at the structure, fundamental elements for its valorization.

The project will develop on 3 macro areas, which will involve **over 7,000 sq.mt.**

- **Expansion:**  
3,000 sq.mt. of extensions designed to reinforce and diversify the fashion offering even more, in addition to adding a multiple-story parking garage with over 200 slots.
- **Food Court:**  
More than 2,000 sq.mt. positioned in the heart of the Outlet, making available a more concentrated zone with a larger and more complete tenancy mix.
- **Events Area:**  
An area of 2,000 sq.mt. that can become a place for creating community and where events and initiatives will be organized – not just entertainment but also social and cultural exchanges



The restyling process will be implemented while minimizing the impact on the zone through a selection of sustainable materials; meticulous waste management (both construction and demolition), focusing as much as possible on recovery, reuse and recycling rather than disposal; reduced water consumption and the use of photovoltaic panels and other certified energy sources.

It will be important, also, to preserve and valorize the existing biodiversity, which will be achieved with the creation of a “**Biodiversity Garden**” that will bring tangible benefits, not only for the ecosystem but also for the community.