



COPENHAGEN
DESIGNER
OUTLETS

COPENHAGEN DESIGNER OUTLETS

THE MOST SIGNIFICANT INTERNATIONAL DESIGNER OUTLET,
FOR ONE OF THE MOST STABLE AND AFFLUENT MARKETS IN EUROPE

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welcome to
**COPENHAGEN
DESIGNER
OUTLETS**



what

17,500 SQUARE METERS OF EXCLUSIVE OUTLET SHOPPING FOR OVER 3 MIO. CONSUMERS



OVER 80 UNITS
RANGING IN SIZE
FROM 50M²
UP TO 1000M²



Designed as the prime outlet for leading brands, Copenhagen Designer Outlets is within easy reach of much of the population of Denmark and wider afield.

Copenhagen Designer Outlets has been created with typical Danish style and quality, to complement the brands it supports.

Set adjacent to City2, the leading and most recognised out-of-town shopping destination in the whole of Denmark, there are over 3000 free parking spaces, with leisure and entertainment facilities as well as many restaurants and cafes.

- Copenhagen Designer Outlets is an enclosed shopping center ensuring a controlled environment all year round.
- Top quality materials and finishes are being used throughout and integrated to complement the high level of international tenant mix and the Scandinavian design philosophy.

- Copenhagen Designer Outlets will be the outlet shopping center destination for the whole of Denmark and Southern Sweden, combining the best international and Scandinavian brands under one roof.

**COPENHAGEN
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**UPSCALE
SHOPS AND
NO CARDBOARD
BOXES**



why

INCREASING BRAND PROFITS
THROUGH OUTLETS



**COPENHAGEN
DESIGNER OUTLETS
BECOMES THE
LARGEST OUTLET
IN DENMARK**



As the driver to an ever changing and increasing marketplace, the rise of the clearance model throughout Europe has given brand owners an outlet to clear stock and increase profits. An outlet channel can provide economies and efficiencies in production, with many brand owners realising that 'made for outlet' products is also a highly profitable retail channel.

Copenhagen Designer Outlets is located just far enough away from city centre stores to ensure there is no conflict of interest and with the added bonus of City2 on its doorstep. Copenhagen Designer Outlets is designed to be a major attraction in its own right.

**COPENHAGEN
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OUTLETS**



GREATER COPENHAGEN AREA

Population.....	1.228.991
Number of households.....	600.586
Average household income.....	519.783 DKK
Consumption per household (2008).....	287.526 DKK
Households with car.....	443.710

where THE PERFECT LOCATION

TOTAL OF ZEALAND AND SOUTH OF SWEDEN AREA

Population.....	2.971.781
Number of households.....	1.835.736
Average household income.....	358.180 DKK
Consumption per household.....	300.871 DKK
Households with car.....	1.046.369



DRIVE TIME TO COPENHAGEN DESIGNER OUTLETS



With 3 million people within a 60 minute drive of Copenhagen Designer Outlets and a population of around 1.3 million in greater Copenhagen alone, Copenhagen Designer Outlets has the necessary infrastructure to sustain growth in the market. The added bonus of 74 % of the households owning cars in greater

Copenhagen means an even greater potential for a high footfall at Copenhagen Designer Outlets. The opening of the bridge and tunnel across the Oresund Straits connecting Copenhagen with Malmo in Sweden adds another half a million potential customers.

Located in Taastrup, less than 30 minutes drive south west of central Copenhagen and adjacent to the well known City2 shopping landmark, Copenhagen Designer Outlets is conveniently located close to the main auto routes that link all

parts of Denmark with Scandinavia and the rest of Europe. Within 10 minutes walk of Copenhagen Designer Outlets is Taastrup main line railway and bus station with frequent trains from the city centre.





The largest IKEA store in the whole of Denmark is just 2 minutes by car from Copenhagen Designer Outlets and other major complementary stores like Toys”R”Us, Bauhaus and Elgiganten all helping to benefit the desirability of Copenhagen Designer Outlets.



PERFECT LOCATION

WITH CITY2'S MANY OPPORTUNITIES RIGHT NEXT DOOR



A DESTINATION FOR THE WHOLE OF DENMARK AND BEYOND



GREAT SALES POTENTIAL

Copenhagen is a vibrant, sophisticated and modern city at the centre of a thriving economy, which has one of the largest employment rates in the whole of Europe. Denmark has higher than average disposable family income, with the highest recorded in the municipalities north of Copenhagen and easily accessible to Copenhagen Designer Outlets.

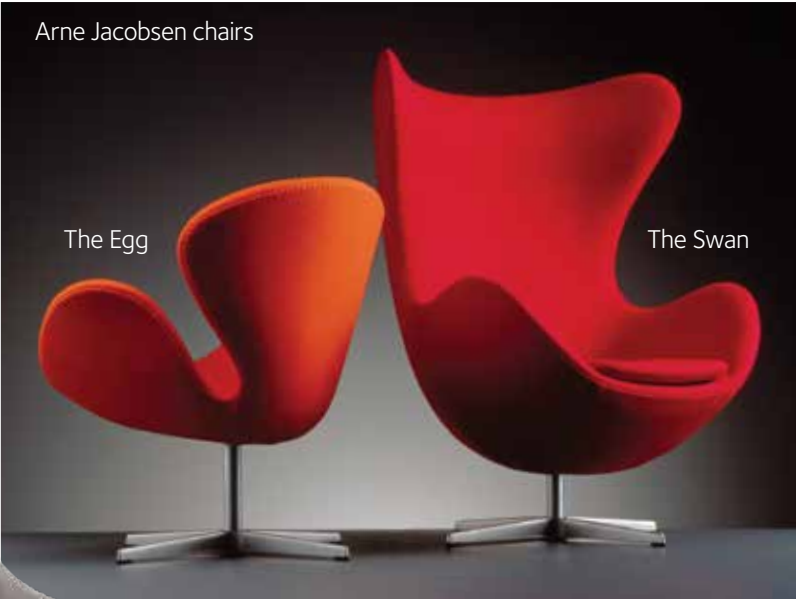
Classed as one of the most peaceful and stable countries worldwide, Denmark has become one of the top places to visit with over 620,000 cruise ship passengers disembarking to explore the locality in 2011.

Copenhagen Airport too, is continuing its run of record breaking years, with almost 23 million passengers in 2011, helped by its strategy to build a world class hub to service its 134 European and intercontinental routes.

**COPENHAGEN
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ECCO



Arne Jacobsen chairs

The Egg

The Swan



Helena Christensen
Model and photographer



Royal Copenhagen mug

**THE SERVICE SECTOR
IS THE DOMINANT
INDUSTRY**

VISITORS
Dane Visitor/Tourist visits to Copenhagen **5.4 million**
Foreign Visitor/Tourist visits to Copenhagen **3.6 million**



Poul Henningsen lamp



Malene Birger, designer

**ONLY 20 MINUTES DRIVE
FROM CENTRAL COPENHAGEN**

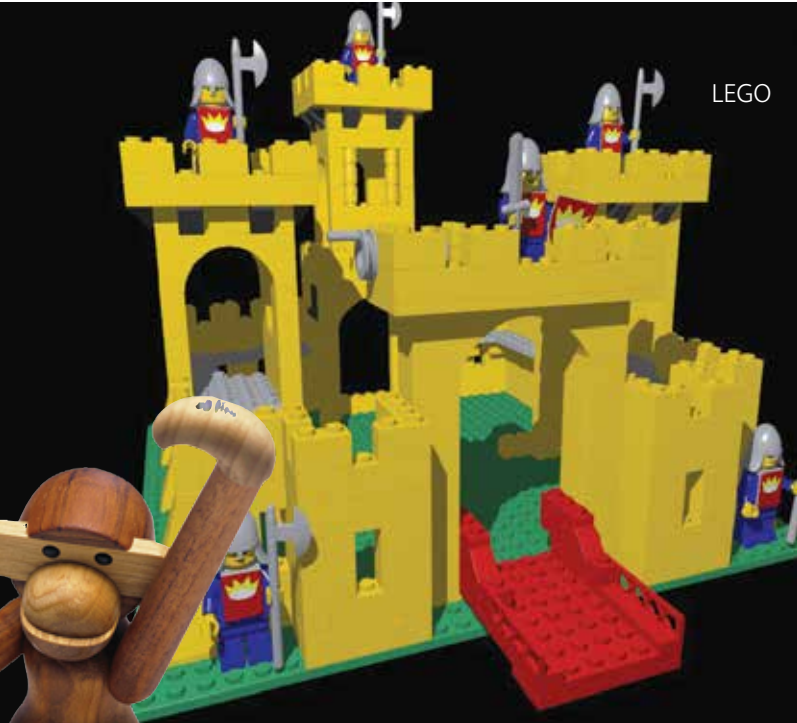
Denmark



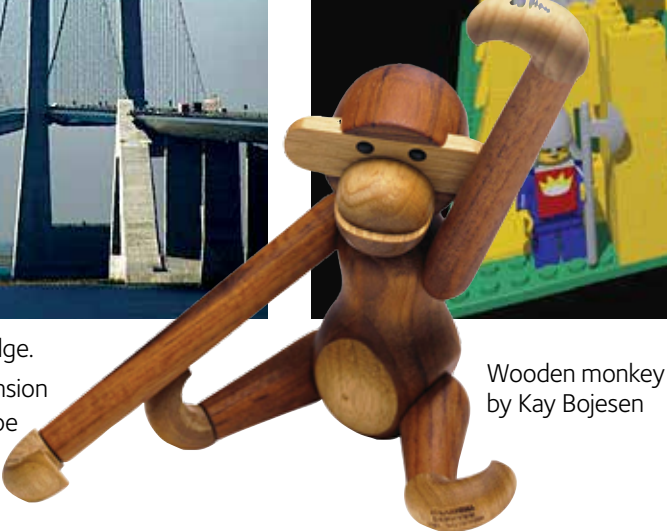
Bang and Olufsen



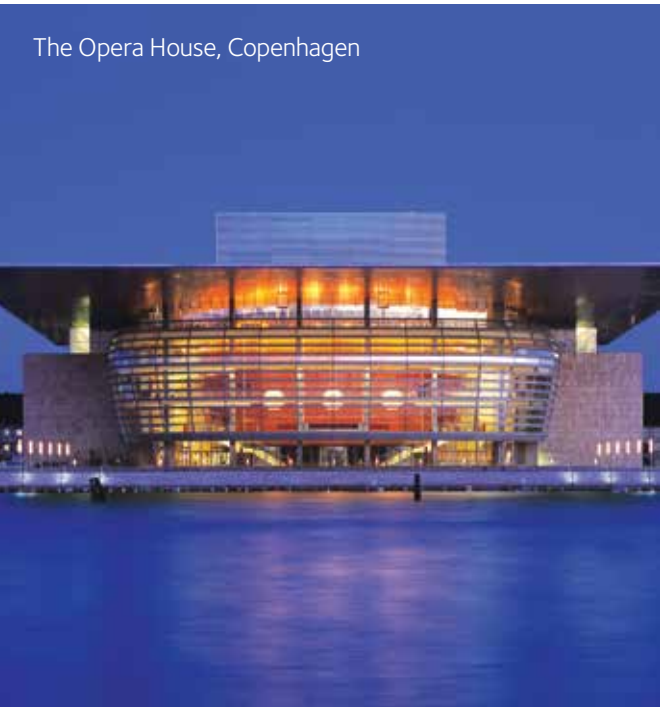
Great Belt Bridge.
Largest suspension
bridge in Europe



LEGO



Wooden monkey
by Kay Bojesen



The Opera House, Copenhagen



Dress by Henrik Vibskov



The Tivoli Boys Guard
Founded in 1844

**ONE OF THE LARGEST
EMPLOYMENT RATES
IN EUROPE**

DENMARK - FACTS AND NUMBERS

Population	5.584.758
Population Density.....	130 per Sq.Km
Households	2.593.553
Average household income	310.985 DKK
Households with car	1.685.809

GENDER MIX

Women	2.815.512
Men	2.769.246

AVERAGE AGE OF POPULATION

Women	40.4 years
Men	38 years

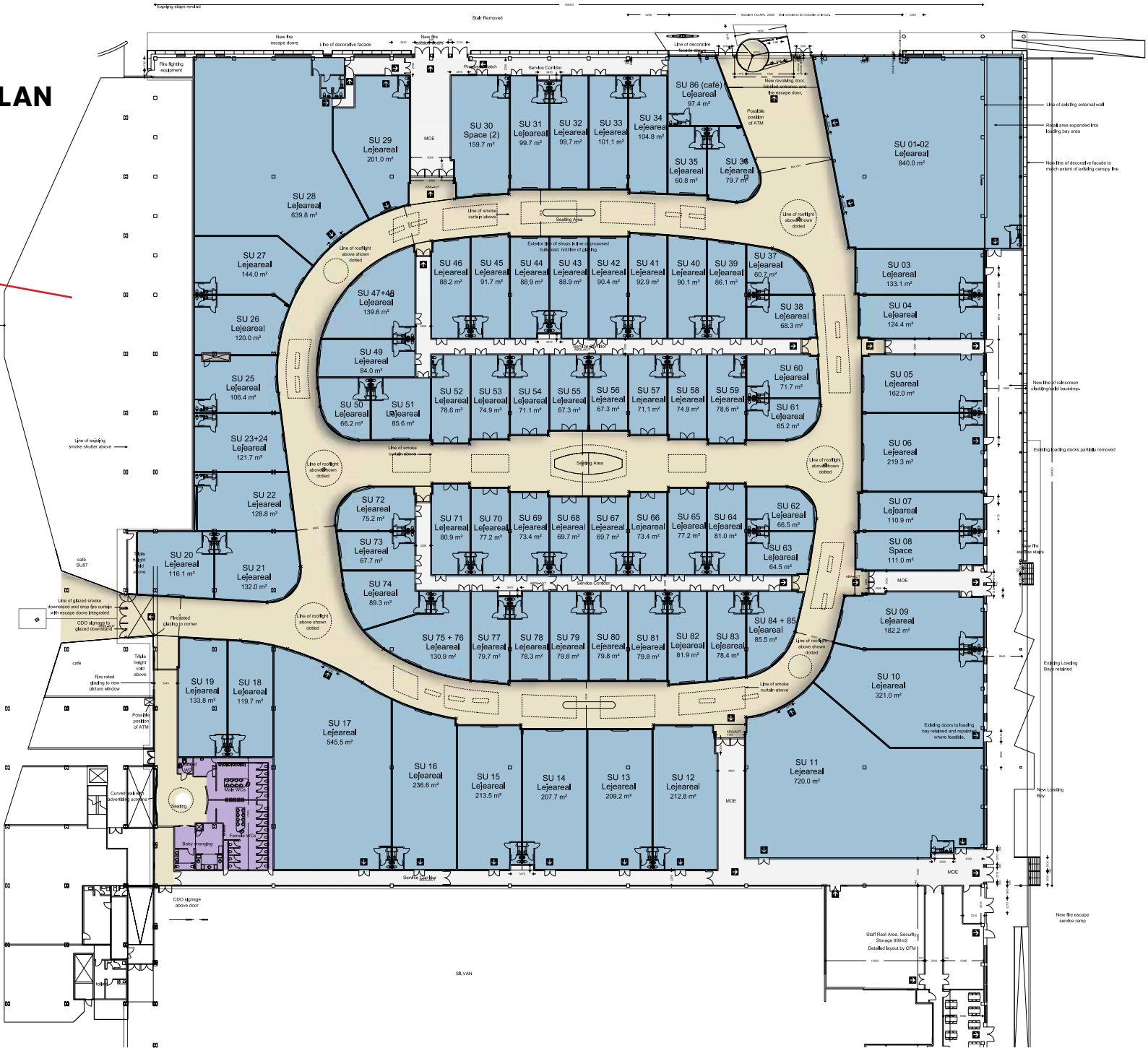
**COPENHAGEN
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YOU WILL HAVE
17,500 EXCLUSIVE
SQUARE METERS
TO CHOOSE FROM



FLOOR PLAN



WHERE DO YOU SEE YOURSELF?



Where do you see yourself? The layout of the center has been designed to ensure that individual stores have optimum visibility and prominence. Each has been carefully considered to facilitate effective merchandising, retail operation, space distribution and logistics. The architecture and figure eight configuration together with

the careful use of light and spatial design features facilitates a constant pedestrian flow throughout the entire center. The size, shape and proximity of each store has been determined by the projected high quality tenant mix and the need to promote the brand image, optimise sales space and maximise turnover levels.

SIZE OF SHOPS (IN SQUARE METERS)

SU1+2 840.0	SU13.....209.2	SU25106.4	SU36 79.7	SU47+48.. 139.6	SU59 78.6	SU70 77.2	SU82 81.9
SU3..... 133.1	SU14..... 207.7	SU26120.0	SU37 60.7	SU49 84.0	SU60 71.7	SU71 80.9	SU83 78.4
SU4..... 124.4	SU15..... 213.5	SU27144.0	SU38 68.3	SU50 66.2	SU61 65.2	SU72 75.2	SU84+85 .. 85.5
SU5..... 162.0	SU16..... 236.6	SU28639.8	SU39 86.1	SU51 85.6	SU62 66.5	SU73 67.7	SU86 97.4
SU6..... 219.3	SU17..... 545.5	SU29201.0	SU40 90.1	SU52 78.6	SU63 64.5	SU74 89.3	
SU7..... 110.9	SU18..... 119.7	SU30159.7	SU41 92.9	SU53 74.9	SU64 81.0	SU75+76.. 130.9	
SU8..... 111.0	SU19..... 133.8	SU31 99.7	SU42 90.4	SU54 71.1	SU65 77.2	SU77 79.7	
SU9..... 182.2	SU20116.1	SU32 99.7	SU43 88.9	SU55 67.3	SU66 73.4	SU78 78.3	
SU10..... 321.0	SU21132.0	SU33101.1	SU44 88.9	SU56 67.3	SU67 69.7	SU79 79.8	
SU11..... 720.0	SU22128.8	SU34104.8	SU45 91.7	SU57 71.1	SU68 69.7	SU80 79.8	
SU12..... 212.8	SU23+24.. 121.7	SU35 60.8	SU46 88.2	SU58 74.9	SU69 73.4	SU81 79.8	





who COPENHAGEN DESIGNER OUTLETS.
DEVELOPED BY EXPERTS FOR EXPERTS.



COPENHAGEN DESIGNER OUTLETS

- Designed to attract an affluent customer base
- High quality infrastructure design and style
- Strategically located for access to major auto routes
- Railway and bus station a few minutes walk away
- Large numbers of national and international tourists visit Copenhagen
- Benefits from being adjacent to City2
- Benefits from being close to IKEA, Toys'R'Us, Bauhaus and Elgiganten
- High levels of brand awareness
- A shopping culture that seeks out quality and good value
- A destination for shoppers from the whole of Denmark
- Excellent site management by Denmarks largest property management company, DEAS
- Owned by Danica Pension, part of the Danske Bank Group

Copenhagen Designer Outlets is owned and developed by Danica Pension, part of the Danske Bank Group, and is the largest pension fund in Denmark. As owner and investor, the company is fully committed to the long term future and success of Copenhagen Designer Outlets. To endorse this commitment, DEAS, Denmarks

largest property management company, has been installed and has developed a first class retail operation and management structure for the center. For further information contact Red Property Advisers. See details on back.



when

GRAND OPENING 2014



**COPENHAGEN
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