FIRST OUTLET IN BRUSSELS.
IDEALLY LOCATED

TOM - Tubize Outlet Mall - is located in Tubize, a town with a population of 25,000, 25 minutes from Brussels, on a former industrial site of over 80 hectares.

Its strategic position in the heart of Belgium means it covers a large catchment area and offers a unique opportunity for retailers to stand out.

Demographic profile:
TOM enjoys a competitive situation since it is the only outlet mall located in the center of the country, in a growing city.

AVERAGE POPULATION DENSITY

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12 Million people live less than 90 minutes from TOM

7.2 Million people live less than 60 minutes from TOM

3 Million people live less than 30 minutes from TOM
A UNIQUE STRATEGIC SITUATION

Exceptional Connections

Located in the area of influence of Brussels (25min from Brussels Capital), TOM will also draw visitors from Walloon Brabant, Flanders and Hainaut.

Ideally located at the heart of the road network, close to the E19 motorway to Anvers and to Mons, TOM can easily be a stop-over for tourists on their way to the historical cities of Namur, Liège, Gand and Ostende.

Access to the site is guaranteed to as many people as possible thanks to an efficient trainline linking it directly to Brussels every 20min (50 trains/day during the week and 25/day during the week-end). The urban boulevard running alongside the site has a bus stop and a taxi drop-off point, secure wide pavements and cycle paths.

There are sufficient numbers of underground car parking spaces to ensure the site remains accessible at peak times.

TOURISM

TWO MAINS INTERNATIONAL AIRPORTS SERVING THE WHOLE OF BELGIUM

26.4 Million passengers/year Brussels airport in 2019

8.2 Million passengers/year Brussels south Charleroi airport in 2019

BRUSSELS CATCHES ALMOST 50% OF THE NATIONAL TOURISM

10.2 Million tourists/year in Belgium

4.4 Million tourists/year in Brussels
TOM IS GROWING UP IN A GREAT PLACE.
In the heart of the confluents district

TOM is the first Outlet in Belgium located in the heart of an urban core. Built on a converted brownfield site, the new Confluents neighbourhood covering 11.5 hectares, provides high-quality multi-purpose urban development. Housing, corner shops, HORECA dedicated spaces, recreational and sports areas run alongside the Charleroi-Brussels canal. The entire development of the site has been carefully thought-out from a sustainable development perspective in which large green spaces, offering a range of uses, are designed for residents and visitors.

The conviviality of the area will create an attractive residential neighbourhood.
A REAL SHOPPING EXPERIENCE

Besides being a shopping destination of choice, TOM provides many opportunities for relaxation as a family or among friends. It offers visitors an unmatched shopping experience in the heart of a lively and vibrant neighbourhood.

TOM will host more than 80 international iconic brands whose development strategy is firmly marked by the outlet approach.

“The most famous national and international ready-to-wear brands for women, men and children all in one place.”

To complete its shopping offering, TOM is also somewhere to eat or take a coffee break in high-quality landscaped surroundings, offering recreational spaces, events, family entertainments, etc.
KEY FIGURES

1.100 Parking places

15,300 M² GLA Shopping area

1,500 M² Catering

250 Jobs

6,000 M² Leisure area
GREEN
BUT NOT BORING
THE LARGEST URBAN GREEN ROOF IN EUROPE

The Outlet has been created using a sustainable development approach.

The thinking behind the choice of the landscaping has concentrated on creating user-friendly living spaces, promoting relaxation and canal-side walks.

In this context, the project includes the development of urban vegetable gardens on the TOM roof. Therefore, 8,220 m² are dedicated to market gardening, organised along permaculture lines. Shoppers will simply need to walk onto the TOM roof, made accessible, to buy their vegetables!

ENERGY SELF-SUFFICIENT BUILDING

9,500 m²
GARDENING
ACTORS AND PARTNERS
The development of this project has been made possible thanks to the vision and expertise of public-private partnership specialists: retail shopping design offices, architectural firms, legal and financial consultants, etc.

Site Owner:

Investor:

Developer:

LEASING AND OUTLET MANAGEMENT
Startconcept relies on the knowledge of a team of experts from the outlet, retail and commercial real estate industries.

Juan Marcos Gabas
Managing Director
+33 (0)6 71 69 84 94
jmgabas@startconcept.fr

Didier Falla
Development Director
Leasing Support
+33 (0)6 34 42 33 51
dfalla@startconcept.fr
Tubize Outlet Mall