

# OUTLET/CITY

METZINGEN



## Fact Sheet

Company	OUTLET/CITY AG
Location	Metzingen, Baden-Württemberg
History	<p>1995: HOLY GmbH &amp; Co. KG is established</p> <p>1997: Outlets City Metzingen is born</p> <p>2003: The company becomes HOLY AG</p> <p>2012: Founding of the world's first online shop of an outlet destination <b><a href="https://outletcity.com/shop">outletcity.com/shop</a></b></p> <p>2022: OUTLET/CITY METZINGEN GmbH was merged with its parent company HOLY AG and the latter was renamed OUTLET/CITY AG</p>
Executive board	<p>Wolfgang Bauer (CEO)</p> <p>Michael Henseling (CFO)</p> <p>Regine Schöllkopf-Pinakidis (COO)</p>
Number of employees	ca. 400
Visitors (per year)	<p>ca. 4.2 Mio. people visit Outlets City Metzingen</p> <p>46 Mio. visits on <b><a href="https://outletcity.com/shop">outletcity.com/shop</a></b></p>
International visitors	around 40% of turnover in 2019 was generated by international visitors from 185 countries

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Shop floor space	ca. 40,000 square metres on completion of the new areas; 5,000 square metres of this total are dedicated to the BOSS outlet
Total number of brands	about 500 premium und luxury brands in Metzingen and in the Online Shop
Food and drink	Almresi, Starbucks, Marché, Mövenpick, L'Osteria, Amorino, Mc Donald's, Keim Bakery, Champa, Bollicine&Co Champagne Bar, Times Café by BOSS, Tommy's Coffee
Services	3,500 parking spaces across 8 car parks, 61 e-charging stations, Outletcity Club, Outletcity App,Tax Free Shopping, Free Wifi, Kids Camp, gift card,Shopping Shuttle, prayer room
Opening hours	Monday to Friday: 10 am – 8 pm Saturday: 9 am – 8 pm
Communication channels	Website: <b>outletcity.com</b> Online Shop: <b>outletcity.com/shop</b> Facebook, Instagram, YouTube, WeChat, Weibo and TikTok