

FACT SHEET

HOLY AG/OUTLET/CITY METZINGEN

Company name	HOLY AG & Outletcity Metzingen GmbH
Location	Metzingen, Baden-Württemberg
History	1995: HOLY GmbH & Co. KG is established 1997: Outletcity Metzingen is born 2003: The company becomes Holy AG 2012: outletcity.com is created as the world's first online shop for an outlet destination
Executive board HOLY AG	Wolfgang Bauer (Chairman of the Executive Board) Michael Henseling (Chief Financial Officer)
Management Board Outletcity Metzingen	René Kamm (Managing Director Outletcity) Stefan Hoffmann (Managing Director Digital & Customer) Michael Henseling (Managing Director Finance)
Number of employees	ca. 300
Visitors (per year)	4.2 million people visited Outletcity Metzingen in 2019
International visitors	Around 40% of turnover in 2019 was generated by international visitors from 185 countries
Shop floor space	Approximately 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	Over 380 online & offline
Food and drink	Almresi, Starbucks, Marché Mövenpick, Olio e Pane, Amorino, McDonald's, Keim Bakery, Panini Bar

Services	<p>3,500 parking spaces across 8 car parks</p> <p>OUTLET/CITY CLUB, tax-free shopping and refunds, free WiFi, Kids Camp, gift cards, Outletcity shuttle, personal shopping, prayer room</p>
Opening hours	<p>Monday to Friday: 10.00 am – 8.00 pm</p> <p>Saturday: 9.00 am – 8.00 pm</p>
Communication channels	<p>Website: https://www.outletcity.com/en/metzingen/</p> <p>Online shop: https://www.outletcity.com/shop</p> <p>Website Klicks (25 million)</p> <p>Newsletter (1.9 million subscribers)</p> <p>Facebook, Instagram, YouTube, TikTok, Tripadvisor, WeChat and Weibo</p>