

FACT SHEET
HOLY AG/OUTLET/CITY METZINGEN

Company name	HOLY AG & OUTLET/CITY METZINGEN GmbH
Location	Metzingen, Baden-Württemberg
Date founded	1995: HOLY AG 1997: OUTLET/CITY METZINGEN
Management Board	Wolfgang Bauer (CEO) Stefan Hoffmann (Managing Director) Michael Henseling (CFO) Marc Holy (Chairman of the Supervisory Board)
Number of employees	ca. 300
Visitors (each year)	4 million visitors to OUTLET/CITY METZINGEN 1.6 million 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 300 online & offline https://www.outletcity.com/en/metzingen/brand-outlet/
<i>Food and drink</i>	<i>Almresi, Starbucks, Marché Mövenpick, Olio e Pane, Amorino, McDonald's, Keim Bakery, Panini Bar</i>

Services	3,500 parking spaces across 8 car parks OUTLET/CITY CLUB, tax-free shopping and refunds, free WiFi, Kids Camp, gift cards, Outlets city shuttle, personal shopping, prayer room
Opening hours	Monday to Friday: 10.00 am – 8.00 pm Saturday: 9.00 am – 8.00 pm
Communication channels	Website: https://www.outletcity.com/en/metzingen/ Online shop: https://www.outletcity.com/shop Website Clicks (25 million) Newsletter (1.9 million subscribers) Facebook (170,000 fans) Instagram (25,000 followers) and YouTube, TripAdvisor, WeChat and Weibo