



FREEPORT

CASABLANCA

RAA AND FREEPORT BRING YOU AFRICA'S
FIRST SUSTAINABLE OUTLET VILLAGE

OPENING MARCH 2028



RealAssetsAfrica



A WARM
WELCOME

RAA

TOP
BRANDS

EXQUISITE
LOCATION

AN AMAZING
CATCHMENT

PERFECTLY
CONNECTED

FREEPORT
CASABLANCA

HIGHEST
QUALITY

CASABLANCA
VISION

THRIVING
TOURISM

MARKETING
PROGRAMME

THE KEY
STATS

PROJECT
TIMELINE





WELCOME TO MOROCCO



Economically stable with a young, fast-growing population it is now becoming one of Africa's most attractive business destinations.

The government is sponsoring a host of ambitious economic development projects including TGV connections between major cities, the emergence of Tangier as one of the leading ports and transshipment points to western Africa in the world, the largest solar panel project in the world and the growth of tourism. The GDP of Morocco is approaching €40 billion.

In 2030, Morocco will host the soccer World Cup and is building the largest stadium in the world - 115,000 seats - at Ben Slimane within 15 minutes of Freeport Casablanca.

The young population (median age 30) is rapidly coming to know international brands – consumer spend on fashion rose 14% in 2023 alone.





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RAA was formed in 2019 to develop Africa's first sustainable outlet village. The three partners – Trendy Fashion, Scoop Architects and Freeport have deep experience in the retail and real estate trade. Despite the frustrations of Covid, they are now excited that their vision will soon be realised.



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FREEPORT WILL FOCUS ON TOP GLOBAL BRANDS

HUGO BOSS

GUESS



**TOMMY
HILFINGER**



Calvin Klein

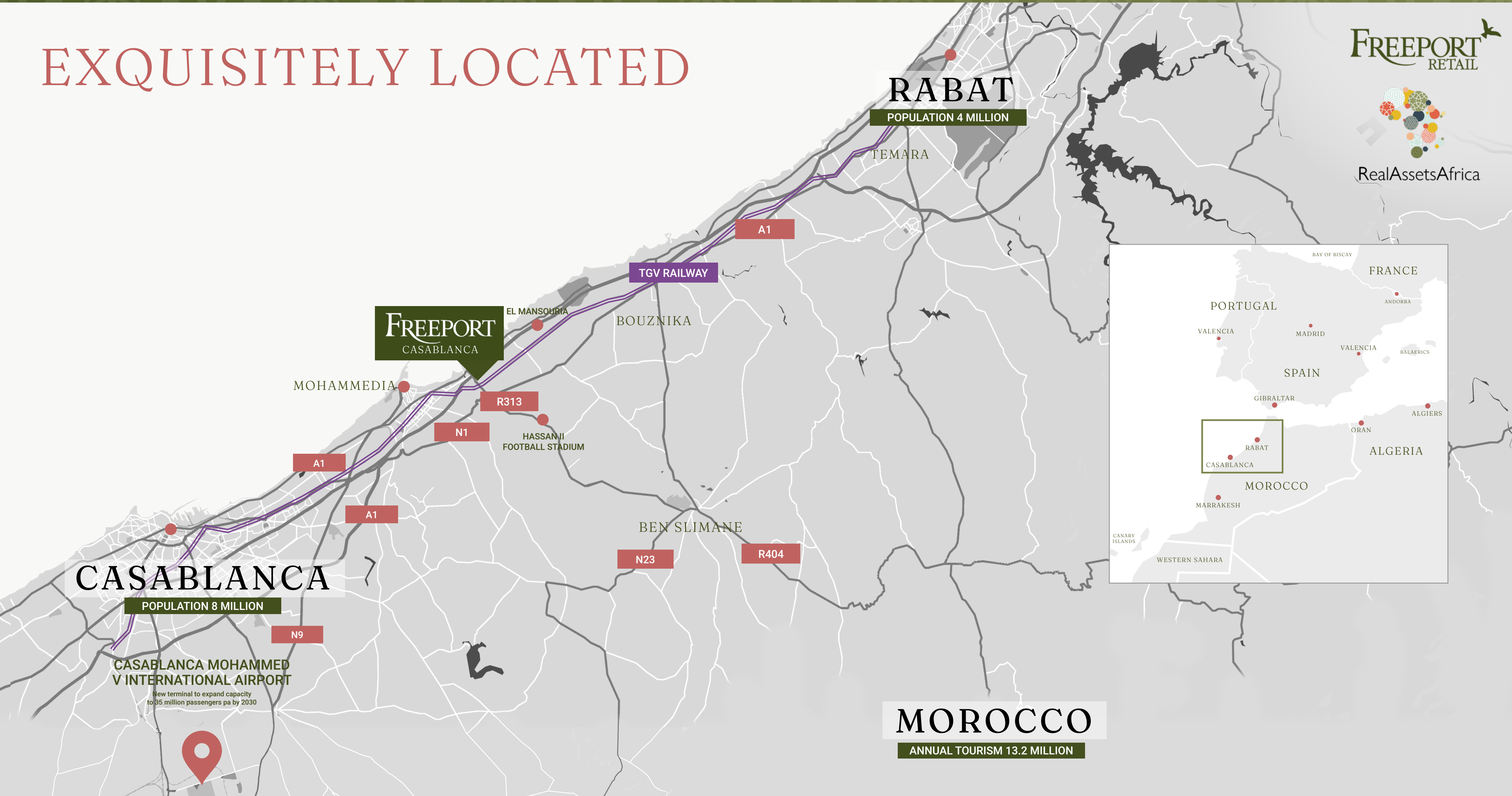


DIESEL



The outlet will be managed by Freeport – who opened one of the first European outlets in 1994. In 2019 The Village, Lyon, a joint venture between Freeport and Cie de Phalsbourg won the prestigious Mapic Outlet award. Other Freeport centres have been shortlisted too. In all, Freeport has developed and managed more than 20 centres across the globe and brings its meticulous management standards and global brand relationships to Morocco for the first time.

EXQUISITELY LOCATED



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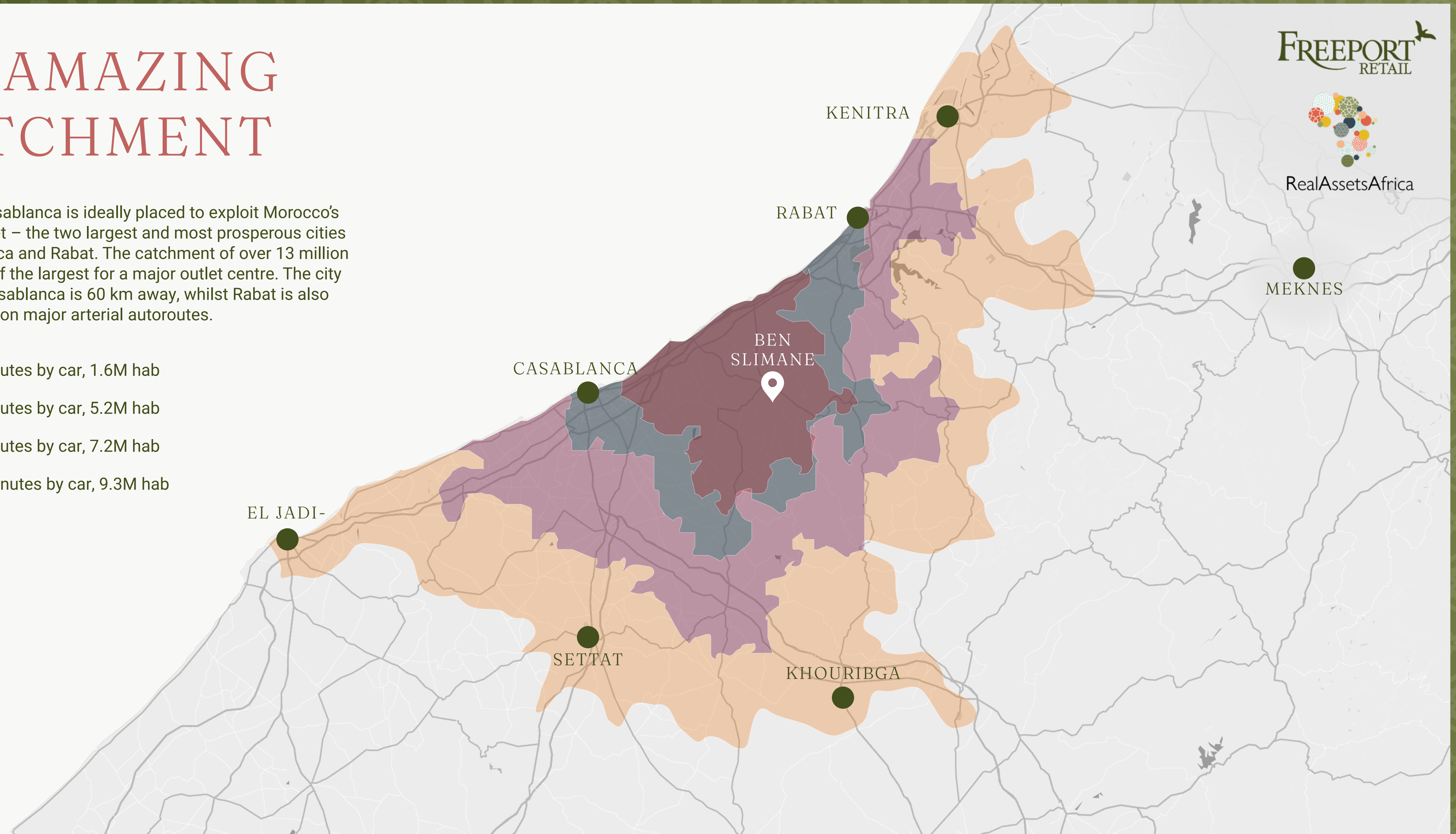
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AN AMAZING CATCHMENT

Freeport Casablanca is ideally placed to exploit Morocco's major market – the two largest and most prosperous cities of Casablanca and Rabat. The catchment of over 13 million will be one of the largest for a major outlet centre. The city centre of Casablanca is 60 km away, whilst Rabat is also 60 km away on major arterial autoroutes.

- 45 minutes by car, 1.6M hab
- 60 minutes by car, 5.2M hab
- 90 minutes by car, 7.2M hab
- 120 minutes by car, 9.3M hab



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PERFECTLY CONNECTED

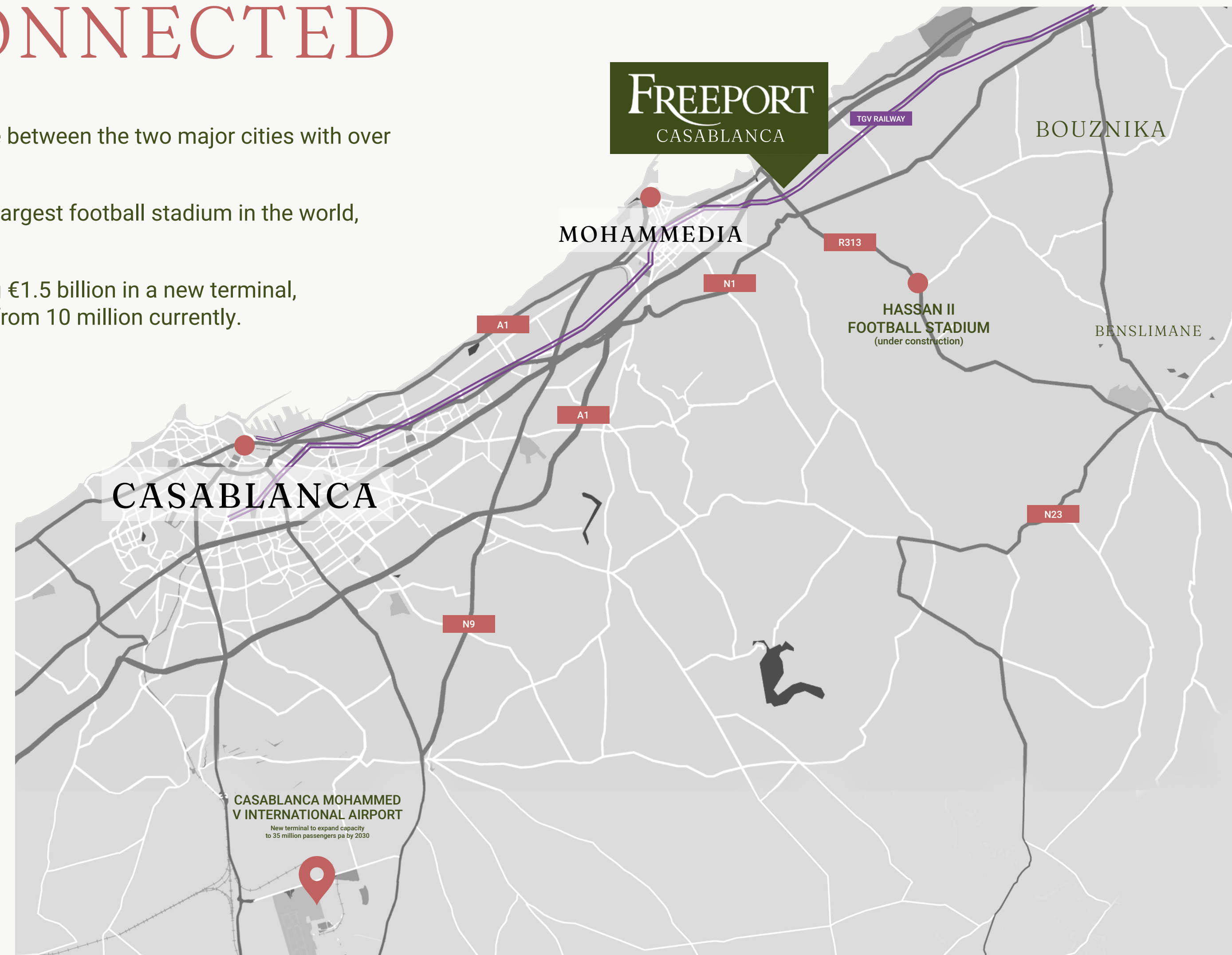
Freeport Casablanca is situated next to the N1 Autoroute between the two major cities with over 25,000 vehicles using the motorway each day.

10 km from the Grand Stade Hassan II – the soon to be largest football stadium in the world, opening for the World Cup in 2030

Casablanca's Mohammed V Airport is currently investing €1.5 billion in a new terminal, taking capacity to 35 million passengers pa by 2030, up from 10 million currently.

Transport infrastructure is currently being upgraded to include

- High speed rail connecting Casablanca and Rabat
- Regional rail to integrate with the wider rail network and the International Airport
- Road Network upgrades including a new continental highway linking Rabat and Casablanca
- A range of international standard hotel and leisure facilities are in the pipeline



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FREEPORT CASABLANCA



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Around 80 units ranging in size from 90-500 m2 arranged on a standard 8m grid to facilitate fit-out and unit design.

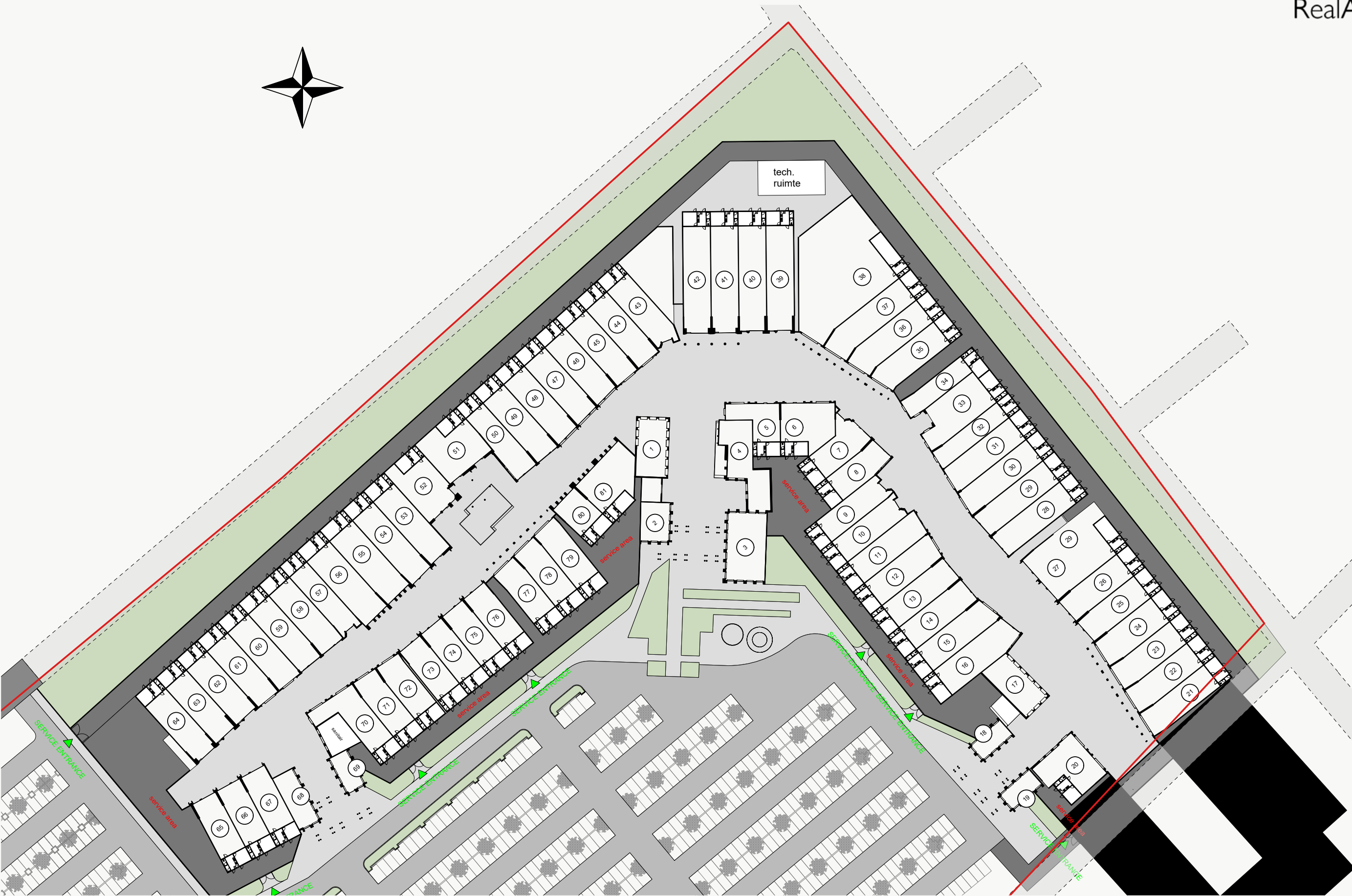
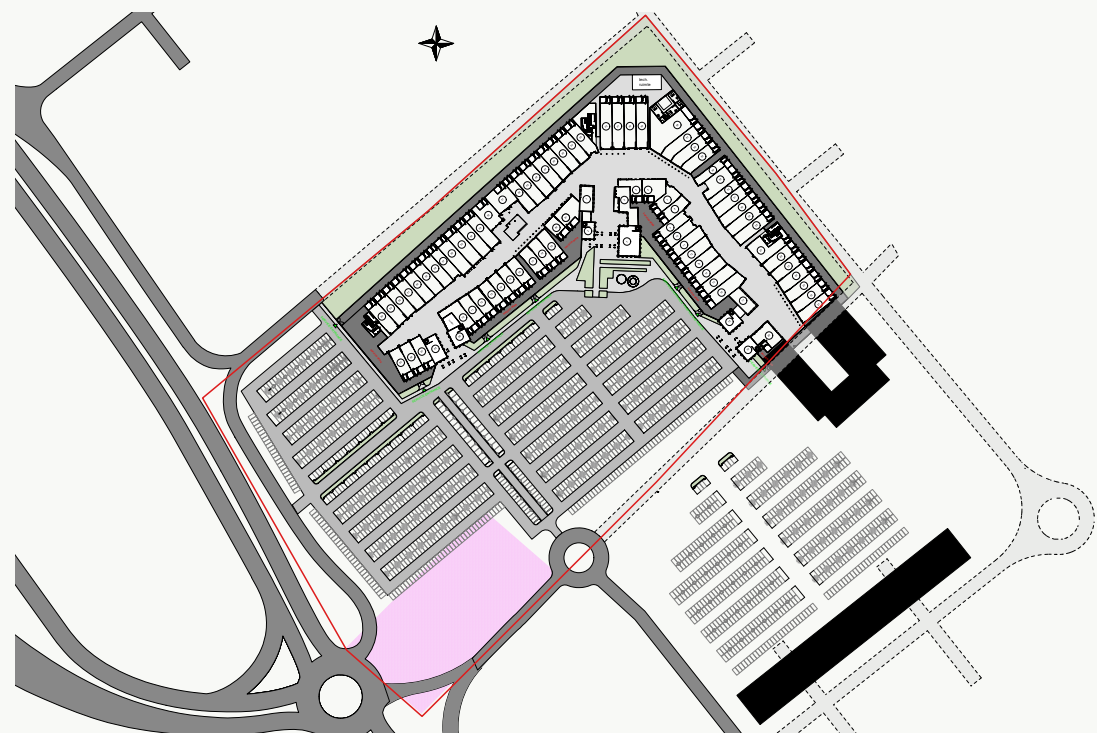
Units will be handed over with ready to open fit out include flooring, air-conditioning and lighting.

Other facilities:

- Kids play
- Leisure spaces
- Tourist office
- Prayer room
- Electric shuttle
- Free wifi
- Tourist information office
- Full marketing programme and loyalty scheme

Opening hours:

- 7 days a week, 10am to 10pm



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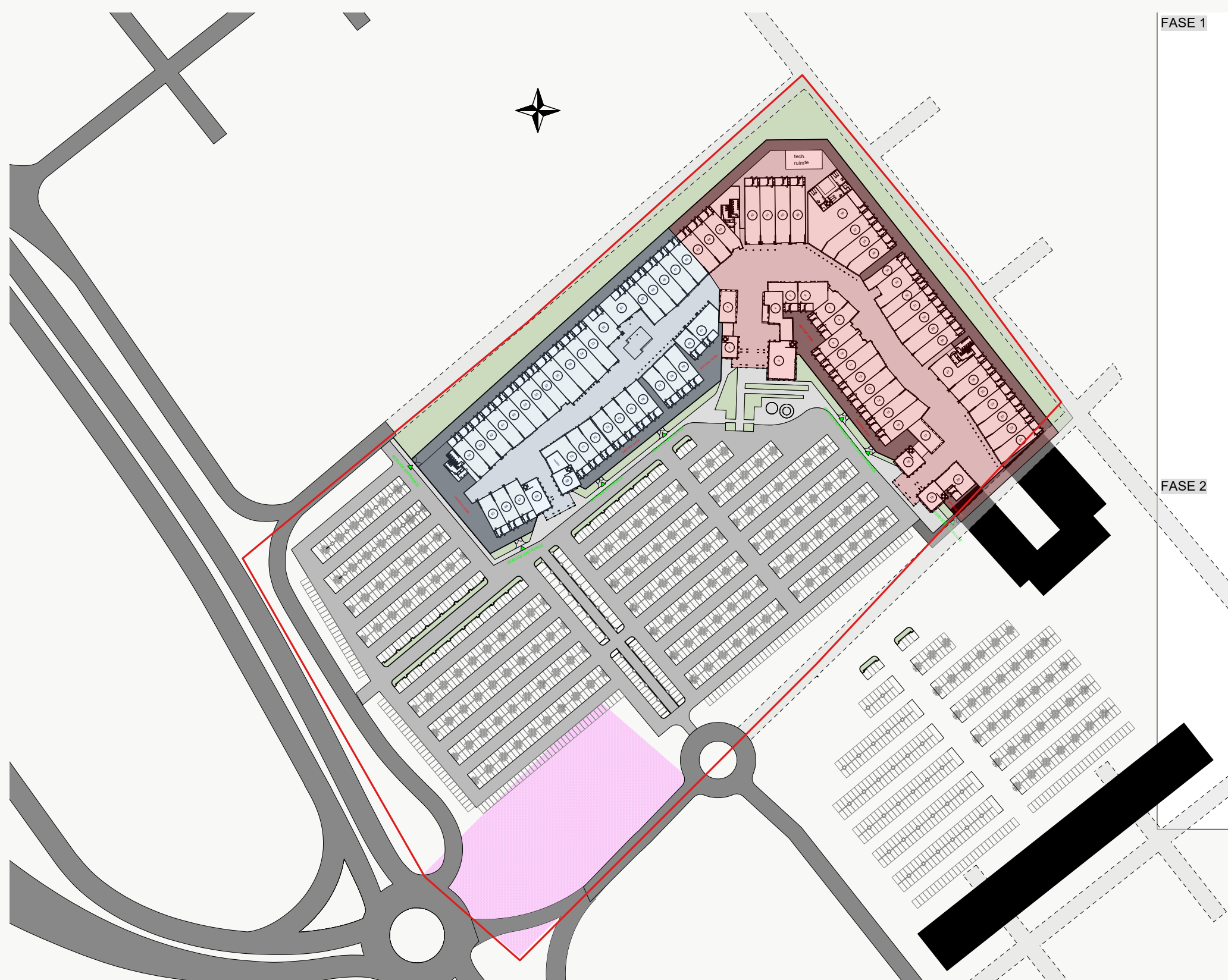


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Phase 1 will amount to approximately 10,000m2 of GLA plus the full range of public amenities.



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FASE 1				
	shops	app. shops	app. restau.	total
1	140 m ²			140 m ²
2	95 m ²			95 m ²
3	227 m ²			227 m ²
4	208 m ²			208 m ²
5	122 m ²	31 m ²		152 m ²
6	163 m ²	31 m ²		194 m ²
7	144 m ²	31 m ²		175 m ²
8	130 m ²	31 m ²		161 m ²
9	184 m ²	30 m ²		214 m ²
10	155 m ²	29 m ²		184 m ²
11	178 m ²	30 m ²		208 m ²
12	181 m ²	31 m ²		212 m ²
13	171 m ²	31 m ²		202 m ²
14	172 m ²	31 m ²		203 m ²
15	184 m ²	31 m ²		215 m ²
16	213 m ²	35 m ²		248 m ²
17	150 m ²			150 m ²
18	128 m ²			128 m ²
19	125 m ²			125 m ²
20	187 m ²	31 m ²		218 m ²
21	179 m ²	31 m ²		210 m ²
22	175 m ²	31 m ²		206 m ²
23	188 m ²	31 m ²		219 m ²
24	177 m ²	34 m ²		211 m ²
25	159 m ²	31 m ²		190 m ²
26	163 m ²	31 m ²		194 m ²
27	240 m ²	31 m ²		271 m ²
28	188 m ²	30 m ²		218 m ²
29	191 m ²	30 m ²		221 m ²
30	191 m ²	30 m ²		221 m ²
31	190 m ²	31 m ²		221 m ²
32	130 m ²	22 m ²		152 m ²
33	225 m ²	34 m ²		259 m ²
34	120 m ²	32 m ²		152 m ²
35	177 m ²	31 m ²		208 m ²
36	197 m ²	31 m ²		228 m ²
37	218 m ²	31 m ²		249 m ²
38	412 m ²	63 m ²		475 m ²
39	233 m ²	31 m ²		264 m ²
40	233 m ²	31 m ²		264 m ²
41	235 m ²	31 m ²		266 m ²
42	235 m ²	31 m ²		266 m ²
43	172 m ²	31 m ²		203 m ²
44	172 m ²	31 m ²		203 m ²
45	172 m ²	31 m ²		203 m ²

FASE 2				
	shops	app. shops	app. restau.	total
46	171 m ²	31 m ²		202 m ²
47	175 m ²	31 m ²		206 m ²
48	179 m ²	31 m ²		210 m ²
49	180 m ²	31 m ²		211 m ²
50	188 m ²	29 m ²		217 m ²
51	209 m ²	31 m ²		240 m ²
52	187 m ²	31 m ²		218 m ²
53	188 m ²	31 m ²		219 m ²
54	204 m ²	31 m ²		235 m ²
55	214 m ²	30 m ²		244 m ²
56	215 m ²	30 m ²		245 m ²
57	148 m ²	29 m ²		177 m ²
58	179 m ²	31 m ²		210 m ²
59	174 m ²	31 m ²		205 m ²
60	174 m ²	31 m ²		205 m ²
61	189 m ²	31 m ²		220 m ²
62	186 m ²	31 m ²		217 m ²
63	184 m ²	31 m ²		215 m ²
64	171 m ²	31 m ²		202 m ²
65	120 m ²	31 m ²		151 m ²
66	140 m ²	31 m ²		171 m ²
67	141 m ²	31 m ²		172 m ²
68	141 m ²	31 m ²		172 m ²
69	141 m ²	31 m ²		172 m ²
70	187 m ²	31 m ²		218 m ²
71	140 m ²	31 m ²		171 m ²
72	138 m ²	31 m ²		169 m ²
73	136 m ²	31 m ²		167 m ²
74	138 m ²	31 m ²		169 m ²
75	140 m ²	31 m ²		171 m ²
76	140 m ²	31 m ²		171 m ²
77	143 m ²	31 m ²		174 m ²
78	148 m ²	31 m ²		179 m ²
79	154 m ²	31 m ²		185 m ²
80	159 m ²	31 m ²		190 m ²
81	197 m ²	36 m ²		233 m ²



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QUALITY BRANDS,
QUALITY LOCATION



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TAKE THE 3D TOUR



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THRIVING TOURISM

Morocco is one of the most welcoming tourist destinations in the world. In 2024, it welcomed a record 17.4 million visitors, a 20% increase from 2023 and a 35% increase compared to pre-pandemic levels in 2019. People come for its historic cities, remote mountains, beautiful beaches and equable climate. This makes it the most-visited country in Africa. The tourism sector contributed significantly to the economy, with revenue reaching \$10.5 billion in 2023.

RAA is proud to announce that it has also secured a great site in Marrakech and will be developing Morocco's second outlet centre in 2028.



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FULL MARKETING PROGRAMME

LOYALTY PROGRAMMES

A targeted loyalty programme available to all on site retailers to enable customer targeting.

An exclusive service to regular and high spending customers of Freeport Village offering special deals and rewards.

A system designed to engage our shoppers and drive performance sales.

A DIGITAL CENTRE

Freeport Village Digital, a powerful tool to provide help and satisfaction to our customers, whenever and wherever they are, including;

- All the data
- Targetted offers
- Mobile app
- Website

LET’S HAVE FUN!

FULL PROGRAMME OF MARKETING ACTIVITY

MAJOR LAUNCH EVENT



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3
MILLION
VISITORS

€3,200/M2
TURNOVER BY YEAR 3
€10,000/M2 PHASE 1
€21,000/M2 TOTAL

21,000
SQ METRES

€67.2
MILLION
ANNUAL TURNOVER
BY YEAR 3

3,000
SQ METRES
F&B

PARKING FOR
800
CARS

SHUTTLE
BUSES
CASABLANCA,
RABAT AND
RAILWAY STATIONS

80
STORES



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PROJECT TIMELINE

**JULY
2026**

Complete detail
planning permission and
construction tender



**January
2026**

Site acquisition and
planning application



**SEPTEMBER
2026**

Start construction



**FROM SEPTEMBER
2027**

Handover of units



**FEBRUARY
2028**

Grand Opening Phase 1



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BE PART OF THE SUCCESS

We are reserving units for key tenants
in Phase 1

Contact our team:

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