



Wereldhave Belgium accelerates the roll-out of its Full Service Center strategy with Nespresso

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PRESS RELEASE | The first Nespresso N-Point in a Belgian shopping centre opens at Ville 2, as part of Wereldhave Belgium's new The Point. The launch marks the start of a partnership between the two companies, with two additional N-Points set to open in early November at Shopping les Bastions and Ring Kortrijk. With the opening of a new The Point at Ville 2 and the arrival of Nespresso, Wereldhave Belgium continues to expand its service offering and create new reasons for visitors to come to its centres throughout the week.

Wereldhave Belgium today opens The Point at Ville 2 in Charleroi. This new service hub, integrated into the shopping centre, brings together a range of services designed to make everyday life easier for visitors, including parcel collection, postal services, a laundromat and stroller rental.

The opening also marks the launch of a partnership with Nespresso. At Ville 2, The Point now features a Nespresso N-Point, further expanding the range of services available to visitors. Using a digital terminal, customers can select and purchase a wide range of Nespresso Vertuo and Original capsules and immediately collect their order from The Point hosts. This is the first N-Point to open in a Belgian shopping centre. Two additional N-Points will open in early November at Shopping les Bastions and Ring Kortrijk.

“We are very pleased with this partnership with Nespresso, which is fully aligned with our ambition to make our centres places where shopping, services and everyday needs come together. With The Point, we are creating new reasons for people to visit our centres throughout the week, while Nespresso adds a premium service to the offering. This is exactly the kind of partnership we are looking for as we continue to develop our Full Service Center Strategy,” says **Nicolas Rosiers, CEO van Wereldhave Belgium.**

This opening is part of the strategic direction Wereldhave Belgium has pursued since 2019: transforming its centres from primarily shopping-focused destinations into Full Service Centers designed around everyday life. Shopping centres are no longer destinations reserved for the weekend. They are places people visit throughout the week, not only to shop, but also to collect a parcel, charge their car, work, eat or simply spend time together. By creating more reasons to visit, Wereldhave Belgium aims to strengthen footfall throughout the week, benefiting both retailers and the cities in which its centres operate.

This strategy is already delivering results. Visitor numbers increased by 1.5% in the first quarter, followed by a further 1.8% increase in the second quarter. Across both quarters, Wereldhave Belgium clearly outperformed the Belgian market (BLSC), which recorded -0.5% in the first quarter and +1.4% in the second quarter. The Group’s eight centres in Belgium and Luxembourg welcome more than 30 million visits each year, with an average dwell time of approximately 90 minutes.

The opening of the new The Point at Ville 2 is part of this same strategy. The concept is already present at Shopping 1 in Genk, Shopping les Bastions in Tournai, Belle-Île in Liège, Ring Kortrijk and Shopping Nivelles. Wereldhave Belgium intends to continue rolling out The Point across its shopping centre portfolio while progressively expanding the services it offers.

This development forms part of Wereldhave Belgium’s broader investment strategy, under which the company invests the equivalent of 3% to 5% of its net rental income (NRI) in its shopping centres each year. The three centres where Nespresso is being introduced welcome a combined 12.5 million visits annually, with more than 550,000 visitors using The Point each year. Across its Belgian portfolio, Wereldhave Belgium handles approximately 600,000 parcels annually through its collection and shipping services.

For Nespresso, this new permanent point of sale forms part of its omnichannel distribution strategy, combining its own boutiques, selected retail partners and pop-up concepts. Through this partnership, Nespresso extends its presence into an environment visited by consumers every day, while The Point strengthens its offering with a premium service.

Nespresso: *“Nespresso is pleased to partner with Wereldhave Belgium to bring its N-Point concept to the heart of The Point, the new service hub at Ville 2 shopping centre in Charleroi. This collaboration provides our customers with a new and convenient point of contact, complementing our existing network of Boutiques, N-Points and digital channels. We look forward to welcoming local coffee lovers to this new location and making the Nespresso experience even more accessible.”*

Harold d'Anstaing, Operations Director Wereldhave Belgium : *“This partnership demonstrates that leading brands recognise the value of our shopping centres as destinations welcoming more than 30 million visitors every year. Together, we are making everyday services more accessible while further enhancing the premium experience our visitors expect.”*

About Wereldhave Belgium

Wereldhave Belgium is a Belgian regulated real estate company (RREC) with a retail portfolio valued at more than €1.2 billion. Its portfolio comprises shopping centres, retail parks and offices in Belgium and the Grand Duchy of Luxembourg. Together, these locations welcome more than 30 million visitors each year.

Wereldhave Belgium operates in Belgian cities including Nivelles, Liège, Kortrijk, Tournai, Charleroi, Antwerp, Vilvoorde and Genk, as well as in Schmiede and Pommerloch in the Grand Duchy of Luxembourg. The portfolio is primarily located on the outskirts of urban areas, where accessibility and are key. These locations combine a stable tenant mix with strong local roots.

Wereldhave Belgium combines investment capacity with operational expertise. The company manages its assets directly and actively oversees leasing, marketing and value creation. On-site teams ensure a strong local presence, supported by a central organisation that provides efficiency and consistency.

Wereldhave Belgium's strategy is built around its **LifeCentral vision**, with a focus on developing accessible and sustainable destinations that bring together retail, leisure and services. Growth is supported by targeted acquisitions and continued investment in the existing portfolio.

For more information:

Nicolas Rosiers – Deputy CEO
nicolas.rosiers@wereldhave.com
+ 32 2 732 19 00

Harold d'Anstaing - Operations Director
harold.danstaing@wereldhave.com
+ 32 2 732 19 00