

CPI Europe secures Decathlon as new anchor tenant for retail site in Vienna Floridsdorf

Vienna, 25 June 2026 – International sports retailer leases around 2,100 sqm – successful let underscores the appeal of CPI Europe’s retail portfolio

CPI Europe has secured Decathlon, one of the world’s leading sports retailers, as a new tenant for the retail property at Brünner Straße 72A in Vienna Floridsdorf. With Decathlon leasing around 2,100 sqm of retail space, the property is fully let. This successful new let strengthens the location in the long term and confirms the high demand for modern retail space in established specialist retail locations.

The property comprises a total of around 8,700 sqm of lettable space and will in future be home to the renowned retailers MediaMarkt, Smyths Toys and Decathlon. This gives the site an attractive and complementary mix of tenants that appeals to different customer groups and unlocks additional footfall potential.

“The full letting of this site is further evidence of the quality of our portfolio and the strength of our active asset management. In Decathlon, we have secured an internationally successful retailer that ideally complements the site and will further enhance its appeal in the long term. At the same time, this let demonstrates that modern retail space in well-connected locations remains in high demand, even in a challenging market environment,” says Pavel Mechura, member of CPI Europe’s Executive Board.

Brünner Straße is one of the most important retail and specialist retail locations in the north of Vienna. Its immediate proximity to numerous established retailers, as well as its excellent accessibility by car and public transport, make the location an attractive destination for customers from Vienna and the surrounding area.

Retail is a key part of the portfolio strategy

The lease to Decathlon forms part of CPI Europe’s consistent portfolio and asset management strategy. The company focuses on high-quality properties in economically strong regions and continuously develops them to create sustainable value for tenants, customers and investors.

Retail properties form a key component of CPI Europe’s diversified property portfolio. In particular, the retail parks, STOP SHOP and local retail locations have proven resilient in recent years and benefit from stable customer footfall and strong demand from established retail brands. The Company is currently developing four STOP SHOP retail parks in Croatia, with more planned across Serbia, Hungary and Croatia for 2027–2028.

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