

# DES

**Deutsche EuroShop**

HSBC Real Estate Conference

Frankfurt, 27 February 2008





## Company

Shopping Centers

Financials

Shopping Center Share

Appendix

- Deutsche EuroShop is Germany's only public company that invests solely in shopping centers.
  
- Shopping centers are attractive investments because of
  - continuously positive development of rents
  - stable long term growth
  - prime locations
  - high quality standards

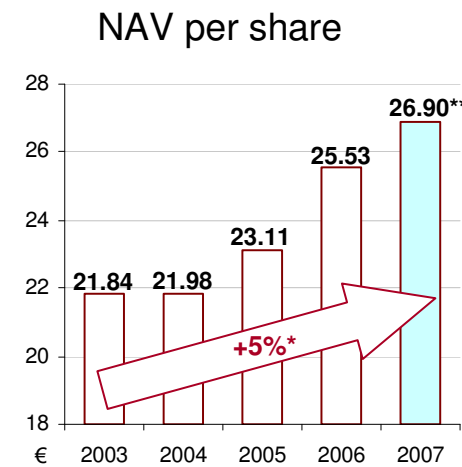
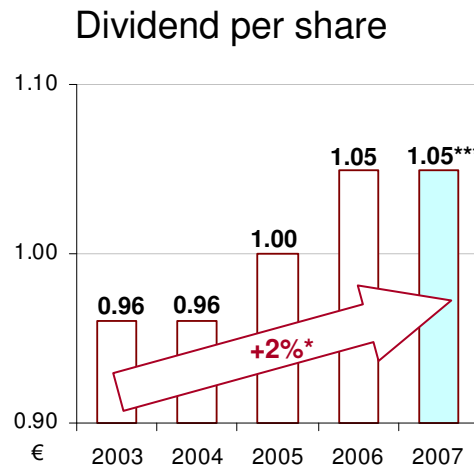
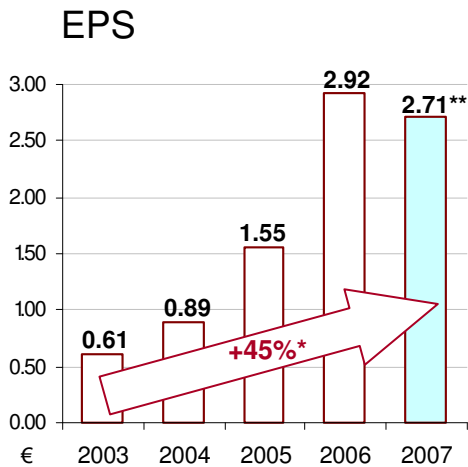
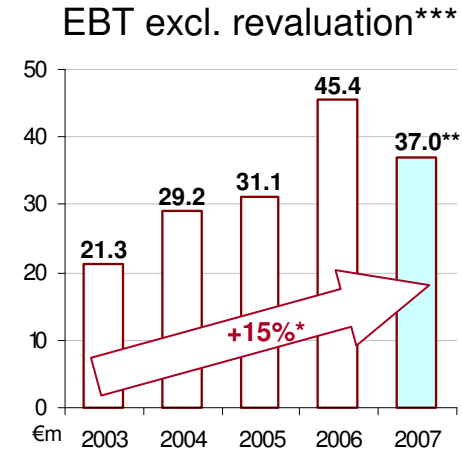
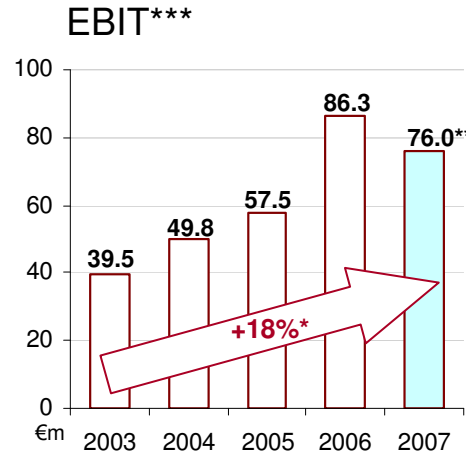
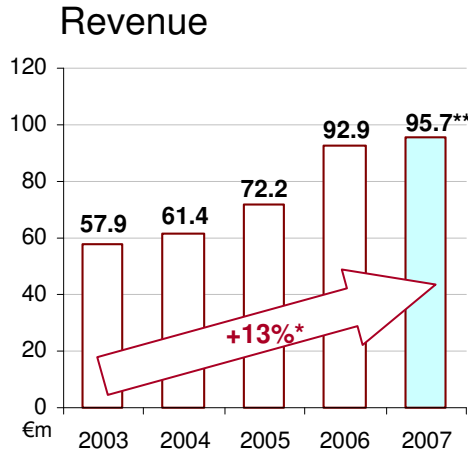
Pure Player

- 16 shopping centers on high street and in established locations – 12 in Germany, 2 in Poland and one each in Austria, Hungary

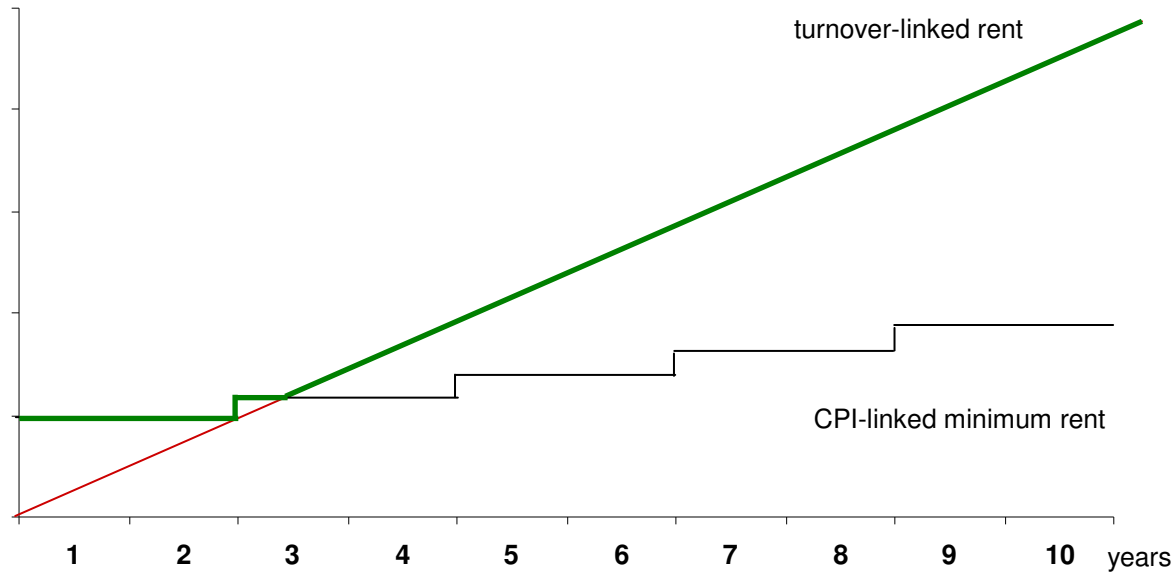
**16 Centers:**  
14 in operation  
2 in the pipeline

- |                |                      |
|----------------|----------------------|
| Lettable space | approx. 643,000 sqm  |
| Retail shops   | approx. 1,660        |
| Market value   | approx. €2.6 billion |
| Rents per year | €167 million         |
| Occupancy rate | > 99%                |

- Professional center management by ECE, the European market leader in this industry



\*2003-2008, Compound Annual Growth Rate (CAGR)/\*\*preliminary results/ \*\*\*adjusted for one-time proceeds from disposals/\*\*\*\*proposal

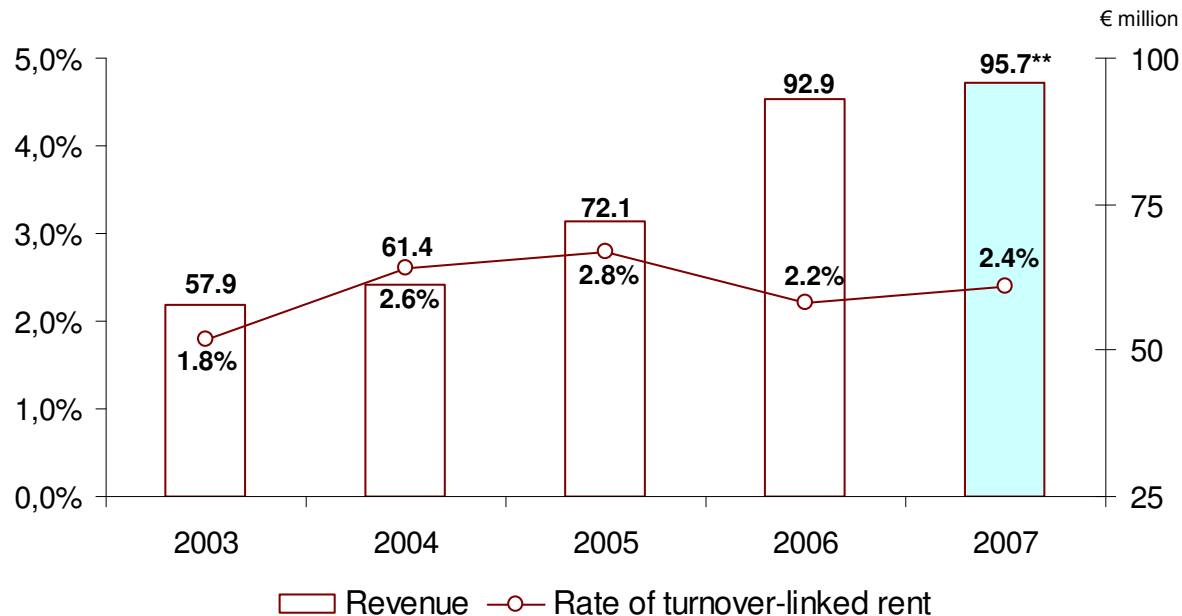


General form of  
lease contracts  
for DES-tenants

- Lease standards:
  - 10 years lease only
  - no break-up option
  - turnover-linked rents
  - minimum rents are CPI-linked, upwards only

Participation in  
sales growth of  
retail industry

- avg. rent per sqm and year: €250
- avg. turnover per sqm and year: €4,700\*
- Rent-to-sales-ratio: 6.5-8.5%
- weighted maturity of rental contracts: >8 years



\*avg. German retail: €3,300 / \*\*preliminary results

- Long term net asset value enhancement
- “buy & hold”-strategy
- Stable and attractive dividends  
“After-tax“ dividend yield: currently 4.1%
- Investment-focus: Germany and up to 25% Europe
- Portfolio expansion by 10% per year
  - by acquisition of new shopping centers
  - by increasing existing amounts of holdings

Main focus on  
NAV and dividend

Continuous growth



Company

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	<b>Main-Taunus-Zentrum</b>	<b>Rhein-Neckar-Zentrum</b>	<b>Altmarkt-Galerie</b>
Location	Frankfurt	Viernheim	Dresden
Investment	43.1%	99.9%	50.0%
Lettable space sqm	103,400	63,600	44,500
Parking	4,000	3,800	500
Number of shops	approx. 100	approx. 100	approx. 100
Occupancy rate	100%	100%	99%
Catchment area	approx. 2.2 m. inhabitants	approx. 1.4 m. inhabitants	approx. 1.0 m. inhabitants
Opening / refurbishm.	1964 / 2001-2004	1972 / 2000-2003	2002



	<b>Phoenix-Center</b>	<b>Allee-Center</b>	<b>Forum</b>
Location	Hamburg	Hamm	Wetzlar
Investment	50.0%	87.7%	65.0%
Lettable space sqm	39,200	35,100	34,300
Parking	1,600	1,300	1,700
Number of shops	approx. 110	approx. 85	approx. 110
Occupancy rate	99%	100%	100%
Catchment area	approx. 0.6 m. inhabitants	approx. 1.0 m. inhabitants	approx. 0.5 m. inhabitants
Opening / refurbishm.	2004	1992 / 2002-2003	2005



	<b>Rathaus-Center</b>	<b>City-Galerie</b>	<b>City-Point</b>
Location	Dessau	Wolfsburg	Kassel
Investment	94.9%	89.0%	40.0%
Lettable space sqm	30,600	30,000	29,500
Parking	850	800	220
Number of shops	approx. 80	approx. 90	approx. 60
Occupancy rate	98%	100%	100%
Catchment area	approx. 0.5 m. inhabitants	approx. 0.3 m. inhabitants	approx. 0.8 m. inhabitants
Opening	1995	2001	2002



	<b>City-Arkaden</b>	<b>Stadt-Galerie</b>	<b>Stadtgalerie</b>
Location	Wuppertal	Hameln	Passau
Investment	72.0%	94.9%	75.0%
Lettable space sqm	28,700	25,000	27,200
Parking	650	500	500
Number of shops	approx. 85	approx. 100	approx. 90
Occupancy rate	100%	100%	approx. 85%
Catchment area	approx. 0.7 m. inhabitants	approx. 0.4 m. inhabitants	approx. 0.4 m. inhabitants
Opening / refurbishm.	2001 / 2004	March 11, 2008	Autumn 2008





	<b>Galeria Bałtycka</b> Gdansk, Poland	<b>City Arkaden</b> Klagenfurt, Austria	<b>Árkád</b> Pécs, Hungary
Location			
Investment	74.0%	50.0%	50.0%
Lettable space sqm	47,600	36,700	35,200
Parking	900	880	850
Number of shops	approx. 200	approx. 120	approx. 130
Occupancy rate	100%	100%	100%
Catchment area	approx. 1.1 m. inhabitants	approx. 0.4 m. inhabitants	approx. 0.5 m. inhabitants
Opening	2007	2006	2004



## **Galeria Dominikanska**

Location	Wroclaw, Poland
Investment	33.3%
Lettable space sqm	32,800
Parking	900
Number of shops	approx. 100
Occupancy rate	100%
Catchment area	approx. 1.3 m. inhabitants
Opening	2001



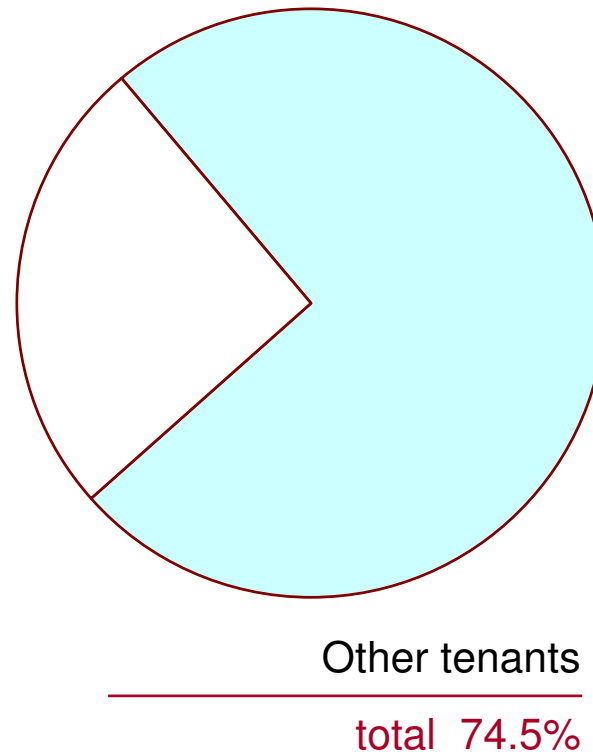
# Our Tenants



Well-known  
tenants

# Tenants Structure Top 10 tenants\*

Metro-Group	5.0%
Douglas-Group	4.9%
Peek & Cloppenburg	3.0%
H & M	2.4%
New Yorker	2.1%
Zara	2.0%
Deichmann	1.9%
Engelhorn & Sturm	1.6%
dm - Drogeriemarkt	1.4%
Karstadt	1.2%
<b>total</b>	<b>25.5%</b>

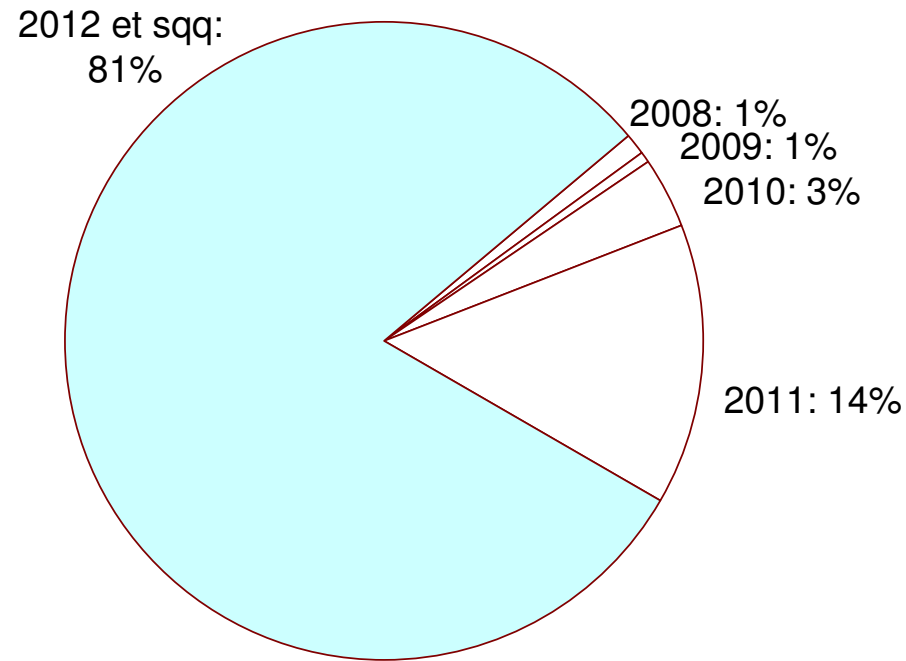


Low level of dependence on the top 10 tenants

\*in % of total rents; not including Hameln, Passau and Gdansk as at 31 Dec 2006

# Maturity Distribution of Rental Contracts\*

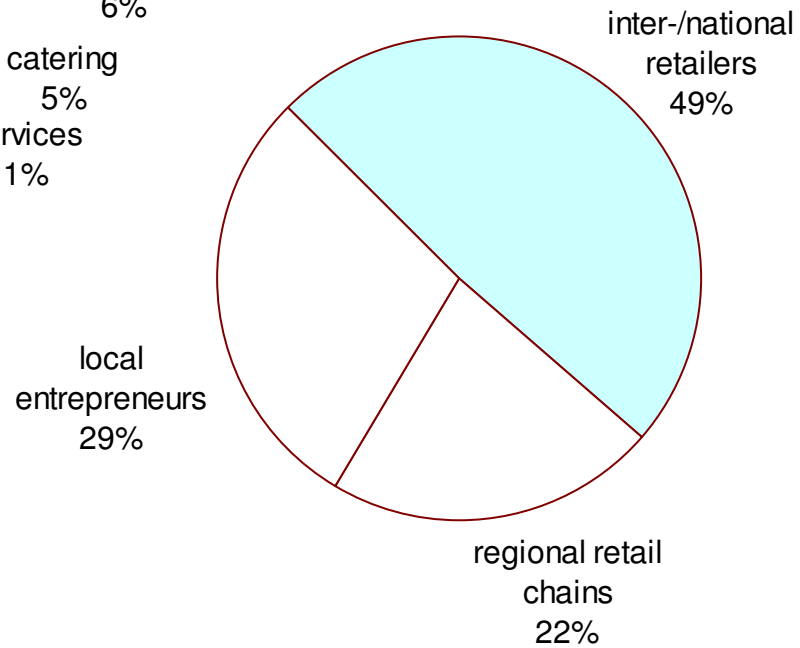
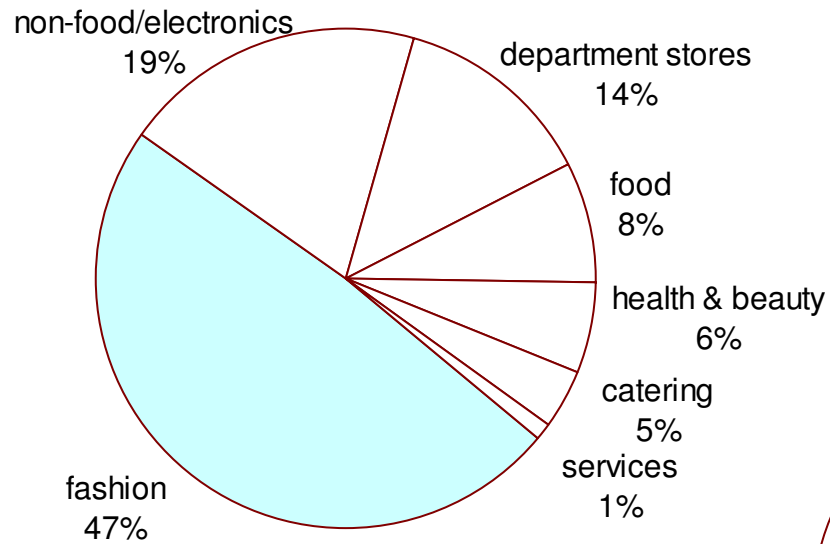
Long-term contracts  
guarantee rental income



Weighted maturity  
**> 8 years**

\*as % of rental income – not including Hameln, Passau and Gdansk as at 31 Dec 2006

# Sector and Retailer Mix\*



Balanced sector and retailer diversification

\*in % of lettable space; not including Hameln, Passau and Gdansk as at 31 Dec 2006



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Shopping Center Share

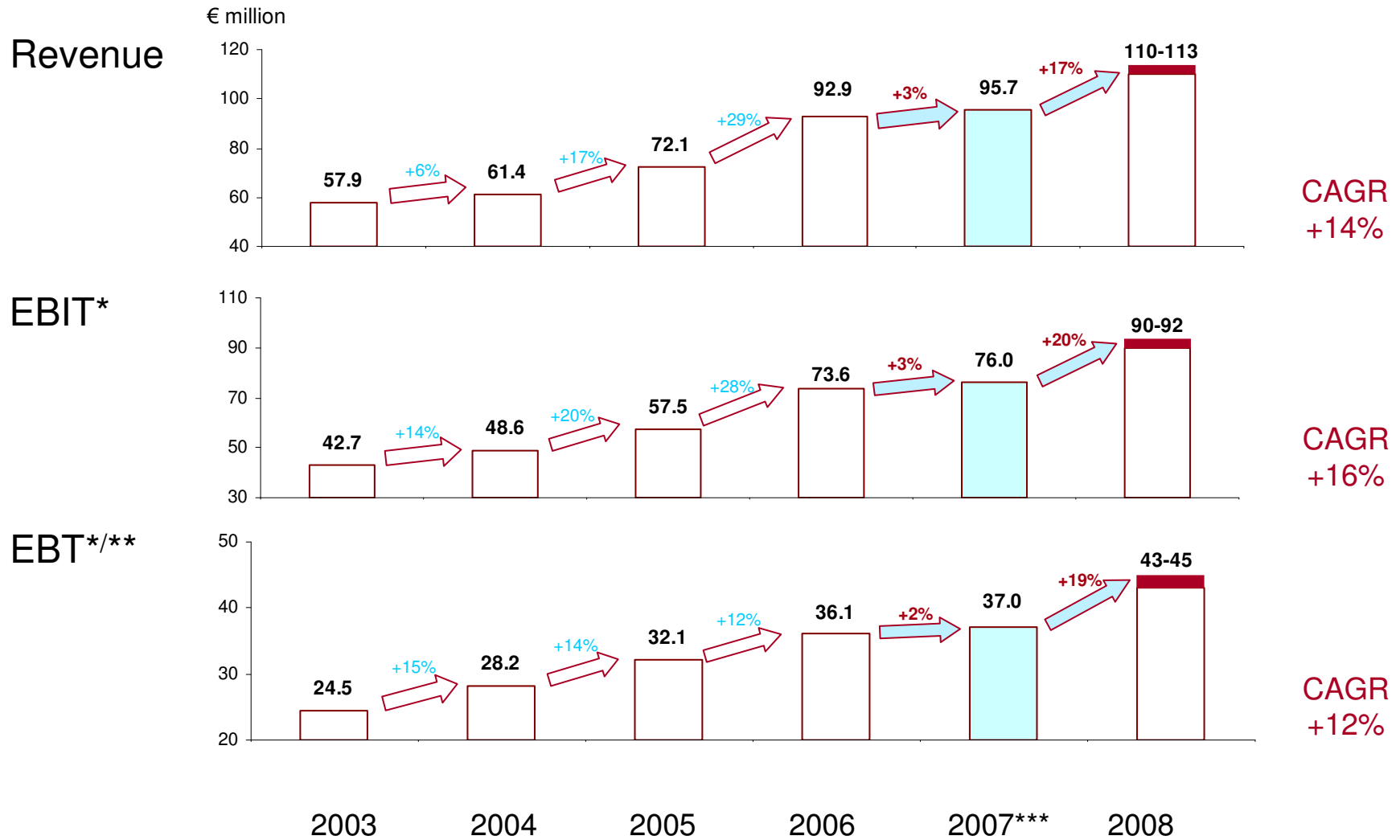
Appendix

# Key Figures

€ million	01.01.- 31.12.2007*	01.01.- 31.12.2006	+/-
Revenue	95.7	92.9	3%
EBIT**	76.0	86.3	-12%
Net finance costs		-41.0	
EBT**/**	37.0	36.1	+2%
Consolidated profit	93.0	100.3	-7%
Earnings per share (€)	2.71	2.92	-7%

	30.09.2007	31.12.2006	+/-
Equity	812.5	796.3	2%
Minorities	101.0	101.6	-1%
Liabilities	858.8	797.2	8%
Total assets	1,850.1	1,796.2	3%
Equity ratio (%)****	49.4	50.0	
Gearing (%)	102	100	
Cash and cash equivalents	63.1	96.9	-35%

\*preliminary results/\*\*adjusted for one-time proceeds from disposals/\*\*excl. measurement gains and losses/\*\*incl. minorities



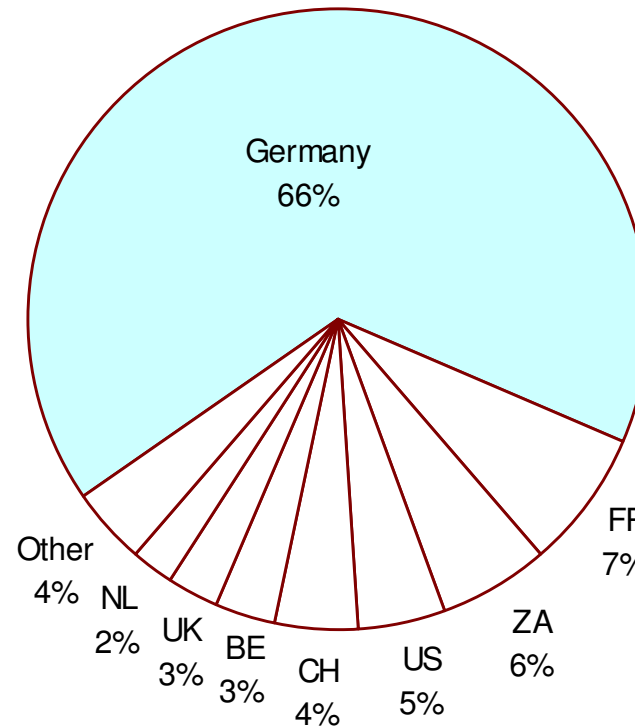
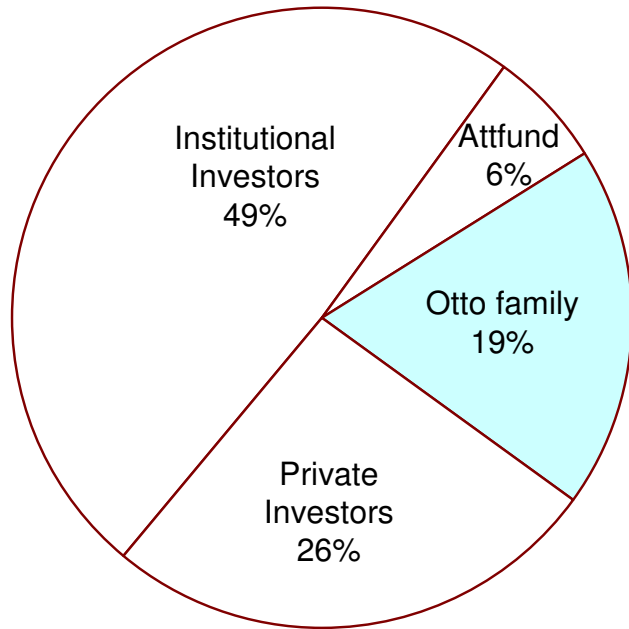
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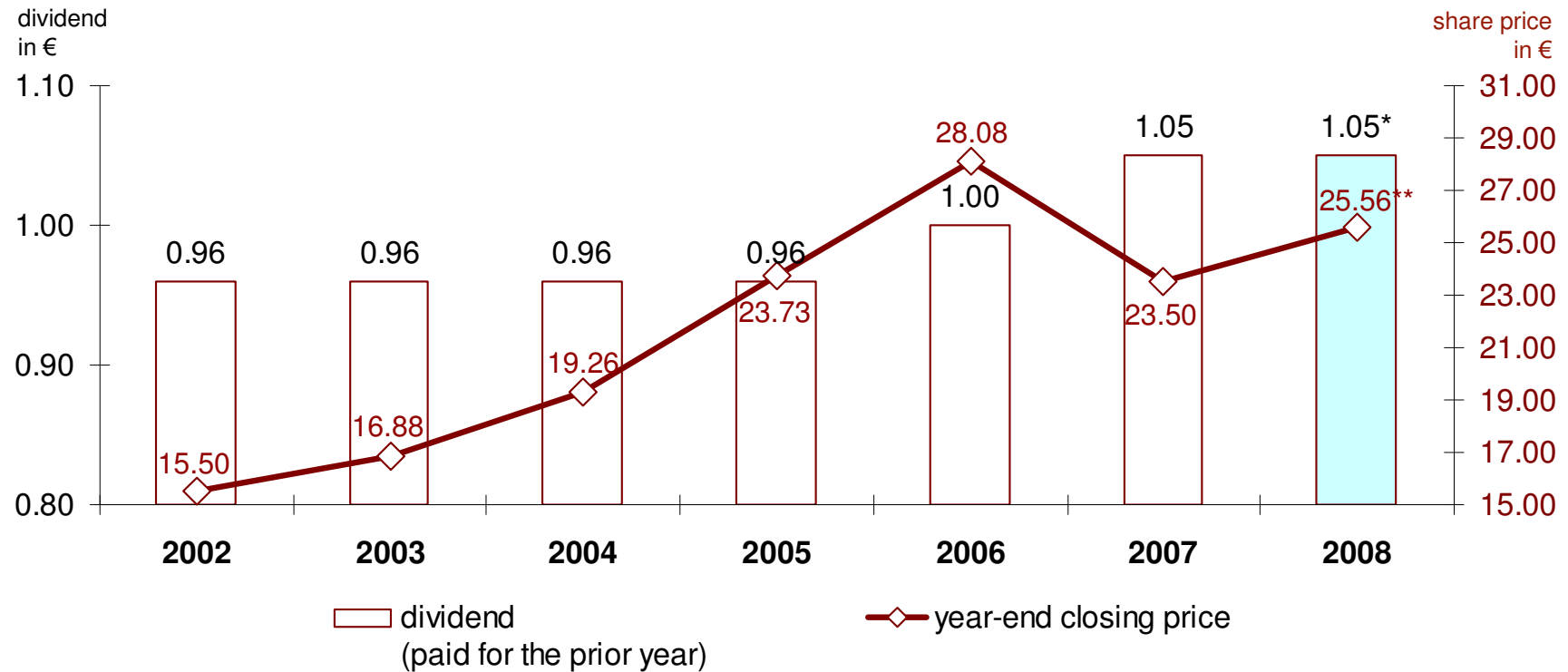


# Shareholder Structure



7,500 shareholders

Free float 81%



### Performance:

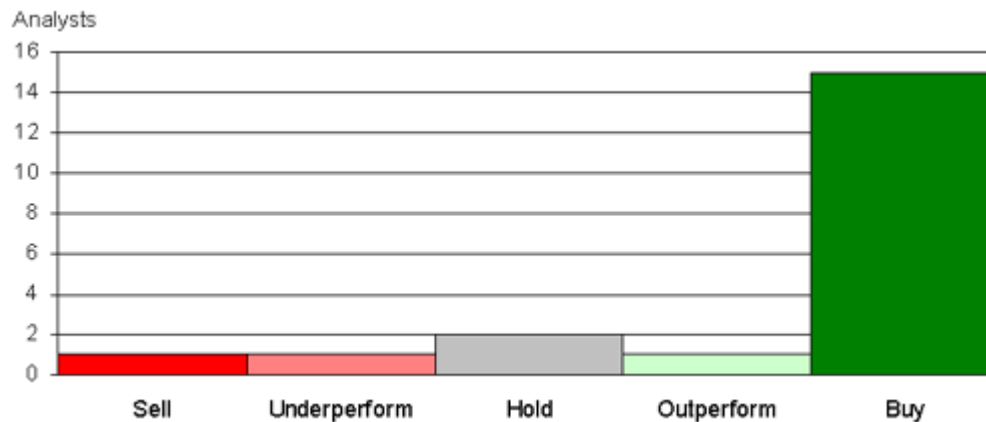
5 years : +91.1% = +13.8% p.a.

3 years: +37.2% = +11.1% p.a.

1 year: -13.1%

y-t-d: +8.8%

\*probable proposal/\*\*Status: 19 Feb 2008



avg. / in €	2007	2008
EBIT (in € million)	74.44	90.15
EPS	1.94	2.22
Dividend	1.06	1.12
Price target		29.49





Company

Shopping Centers

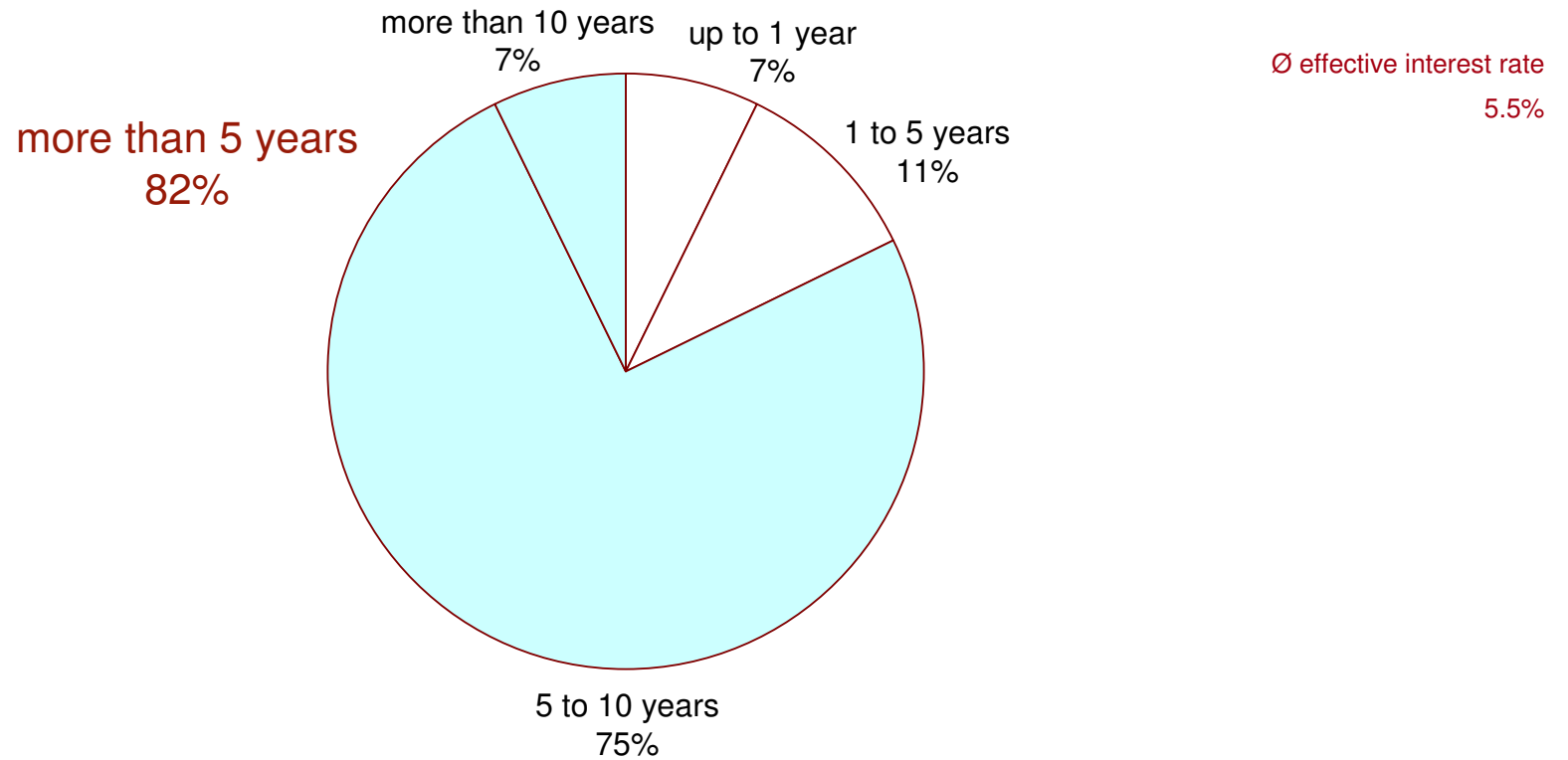
Financials

Shopping Center Share

**Appendix**

## Key Data of the Share

Listed since	02.01.2001
Nominal capital	€34,374,998
Outstanding shares	34,374,998
Class of shares	Registered shares
Dividend 2006 (22.06.2007)	€1.05
52W High	€30.68
52W Low	€21.00
Share price (19.02.2008)	€25.15
Market capitalisation	€ 865 million
avg. turnover per day 2007	144,000 shares
Indices	MDAX, EPRA, GPR, MSCI Small Cap
Official market	Prime Standard Frankfurt and XETRA
OTC market	Berlin-Bremen, Düsseldorf, Hamburg, Hanover, Munich und Stuttgart
ISIN	DE 000 748 020 4
Ticker	DEQ, Reuters: DEQn.DE
Market makers	Close Brothers Seydler, WestLB



27.02.	HSBC Trinkaus Real Estate Conference, Frankfurt	27.05.	Roadshow Munich, Sal. Oppenheim
27.02.	Roadshow Madrid, M.M. Warburg	28.05.	Roadshow Liechtenstein, Metzler
28.02.	Roadshow Lisbon, Bankhaus Lampe	28.05.	Kempen European Property Seminar, Amsterdam
18.04.	Annual earnings press conference, Hamburg	17.06.	UniCredit Financials Conference, Stockholm
21.-24.04.	Roadshow USA, Dresdner Kleinwort	19.06.	General Annual Meeting, Hamburg
21.04.	Roadshow Paris, Deutsche Bank	14.08.	Interim report H1 2008
22.04.	WestLB Real Estate Day, New York	25.08.	Roadshow Copenhagen, Kempen & Co.
22.04.	Roadshow Zurich, Commerzbank	04.-05.09	EPRA Annual Conference, Stockholm
23.04.	Roadshow Frankfurt, Deutsche Bank	17.09.	Roadshow London, Lehman Brothers
24.04.	Roadshow London, Berenberg	18.09.	Roadshow Paris, MainFirst
25.04.	Roadshow Dublin, equinet	23.09.	UniCredit German Investment Conference, Munich
14.05.	Interim report Q1 2008	06.-07.10.	Expo Real, Munich
16.05.	Commerzbank Real Estate Conference, Frankfurt	20.-21.10.	Real Estate Share Initiative, Frankfurt
20.05.	Roadshow Vienna, equinet	12.11.	WestLB Deutschland Conference, Frankfurt
20.05.	Roadshow Brussels, DZ Bank	14.11.	Interim report Q1-3 2008
21.05.	Roadshow Geneva, UBS		

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