

DES

Deutsche EuroShop

03/09

feeestate.de



THE CHANGING FACE OF RETAIL

HSBC Real Estate Conference
Frankfurt, 4 March 2009



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

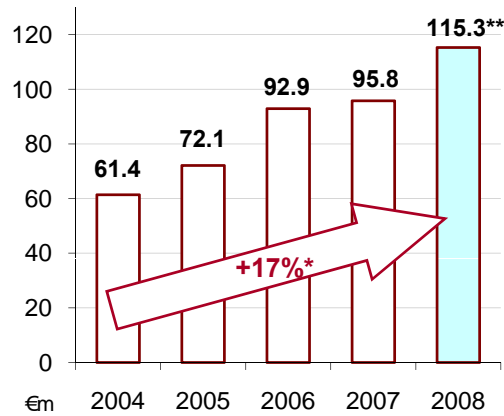
Pure Player

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

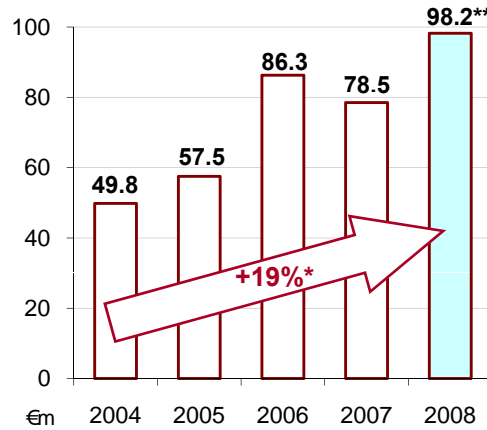
- | | |
|----------------|----------------------|
| Lettable space | approx. 643,000 sqm |
| Retail shops | approx. 1,660 |
| Market value | approx. €2.6 billion |
| Rents per year | €167 million |
| Occupancy rate | > 99% |

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

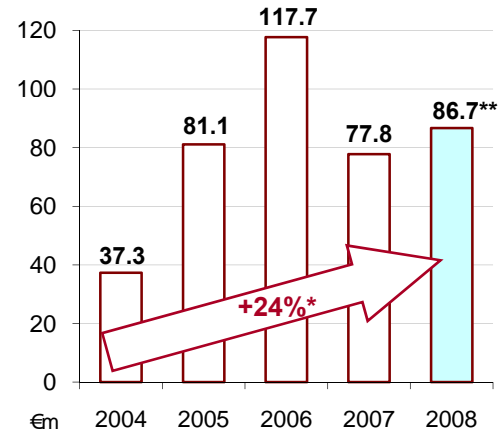
Revenue



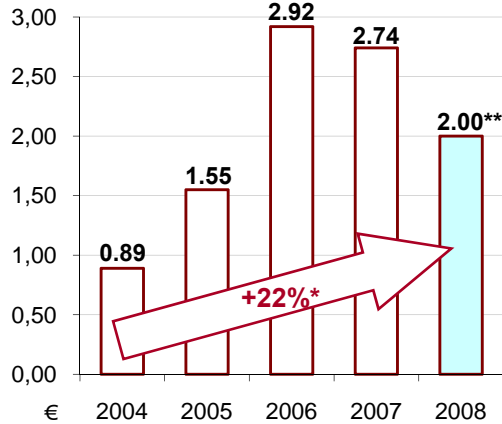
EBIT



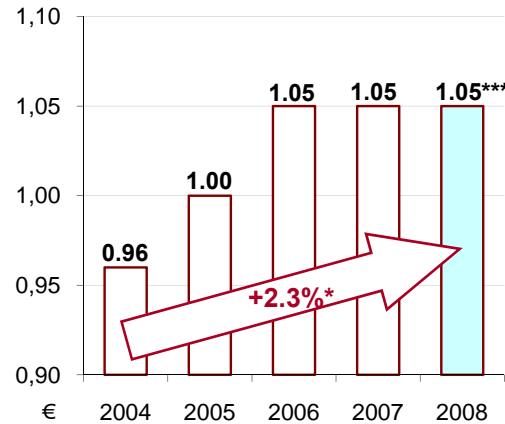
EBT



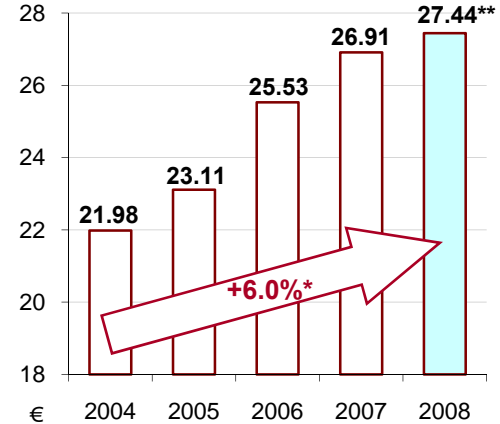
EPS



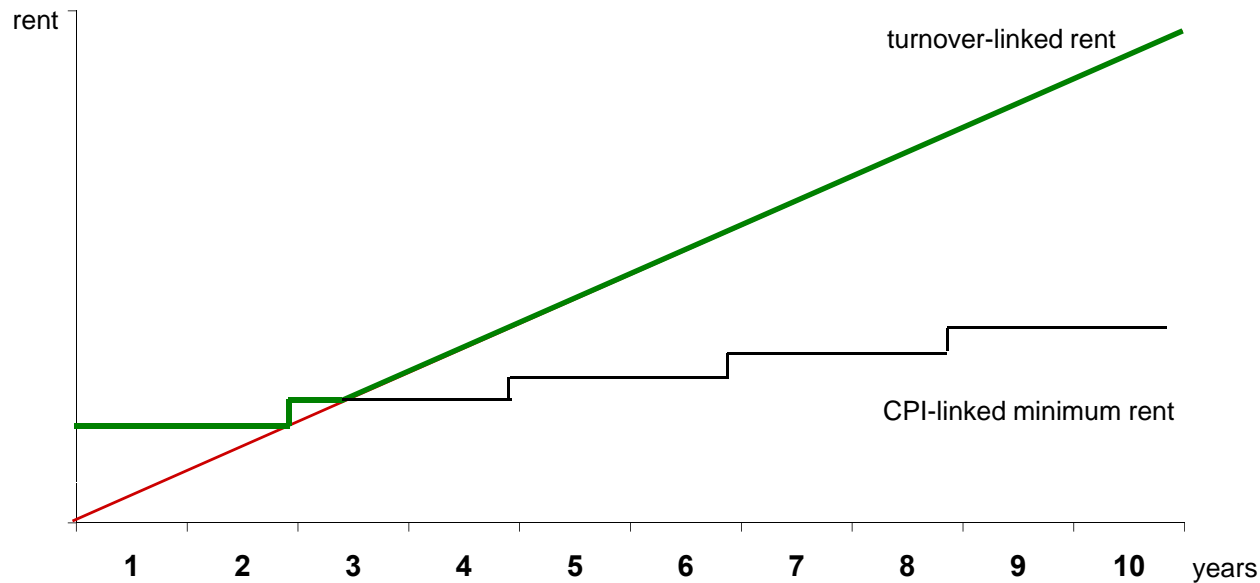
Dividend per share



NAV per share



*2004-2005, Compound Annual Growth Rate (CAGR)**preliminary results/**probable proposal



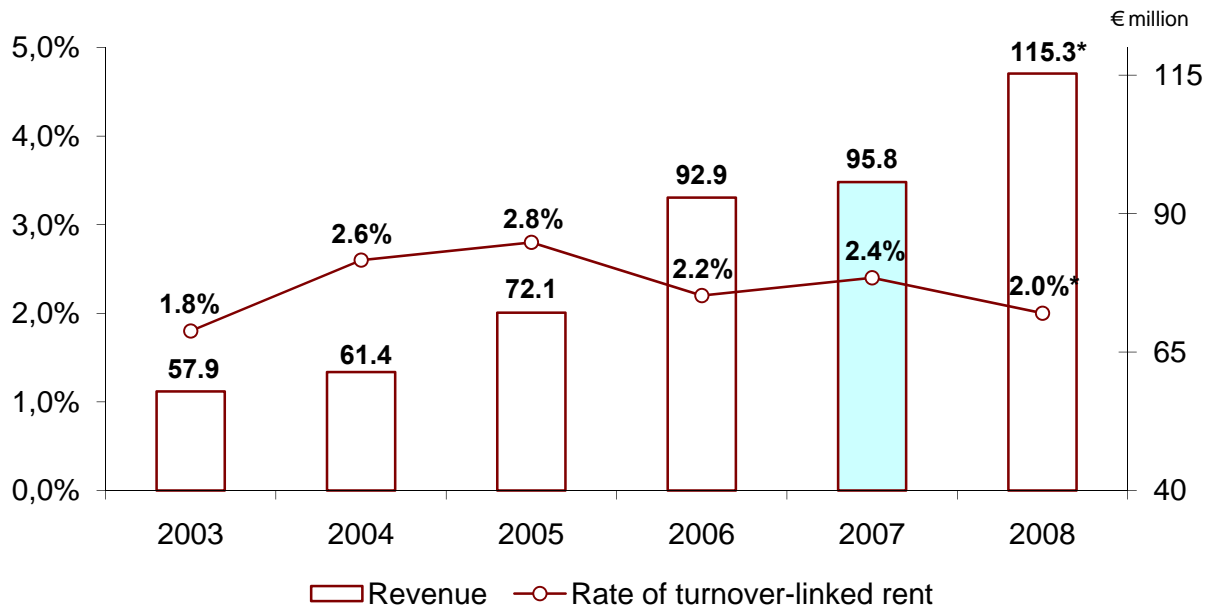
General form of
lease contracts
for DES-tenants

- 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:
€3,270



*preliminary results

- Long term net asset value enhancement
- “buy & hold”-strategy
- Stable and attractive dividends
Dividend yield: currently **5.1%**
- 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
 - by expending holdings

Main focus on
NAV and dividend

Continuous growth



Company | **Shopping Centers** | Financials | Shopping Center Share | Appendix





	Main-Taunus-Zentrum Frankfurt	Rhein-Neckar-Zentrum Viernheim	Altmarkt-Galerie Dresden
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



	Phoenix-Center Hamburg	Allee-Center Hamm	Forum Wetzlar
Location	Hamburg	Hamm	Wetzlar
Investment	50.0%	88.9%	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



	Rathaus-Center Dessau	City-Galerie Wolfsburg	City-Point Kassel
Location	Dessau	Wolfsburg	Kassel
Investment	94.9%	89.0%	90.0%
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



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



	Galeria Bałtycka Gdansk, Poland	City Arkaden Klagenfurt, Austria	Árkád 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	Wrocław, 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

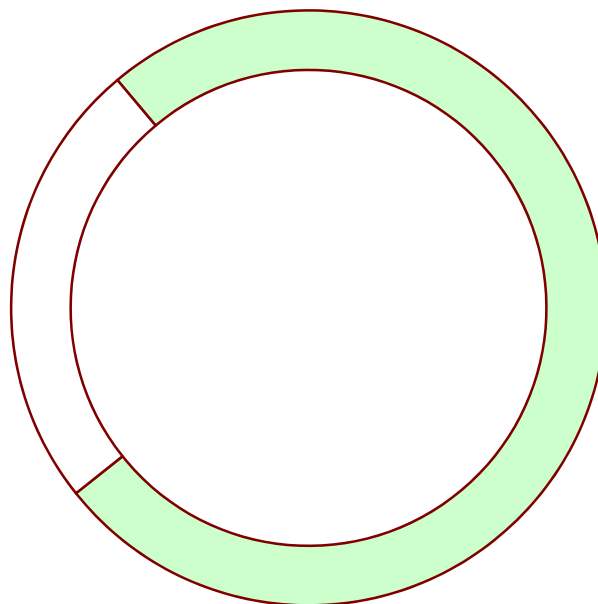
Our Tenants



Well-known
tenants

Tenants Structure Top 10 tenants*

Metro-Group	5.8%
Douglas-Group	4.5%
Peek & Cloppenburg	2.9%
H&M	2.4%
Inditex	2.1%
New Yorker	2.1%
Deichmann	1.8%
Engelhorn & Sturm	1.4%
dm-Drogeriemarkt	1.3%
REWE	1.1%



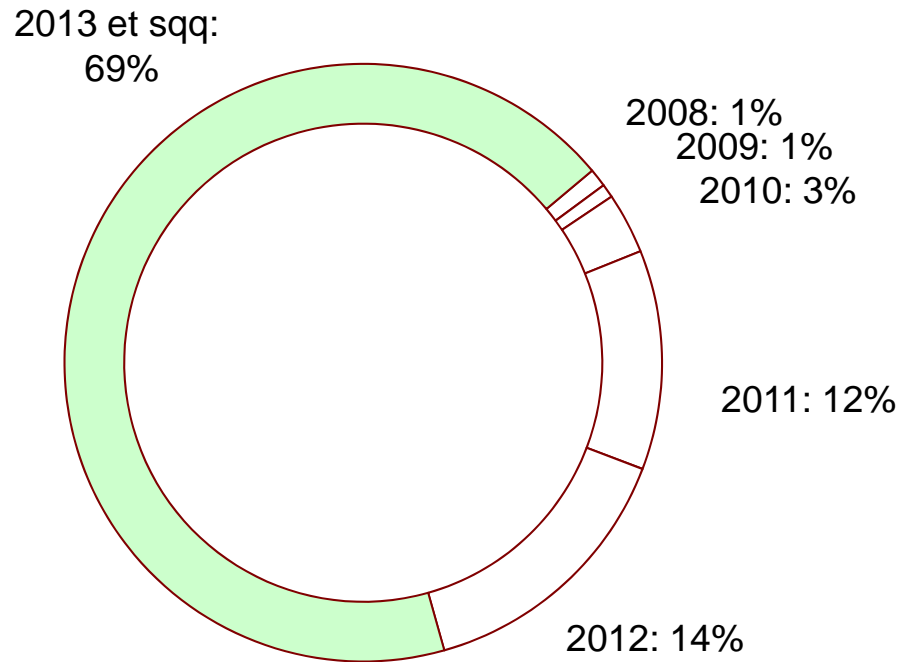
Low level of dependence on the top 10 tenants

total 25.4%

Other tenants

total 74.6%

*in % of total rents; not including Passau as at 31 Dec 2007

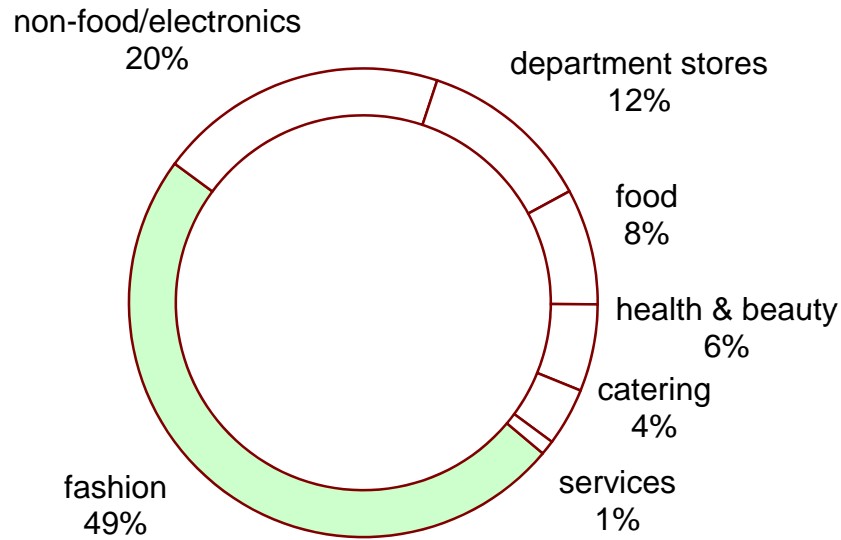


Long-term contracts
guarantee rental income

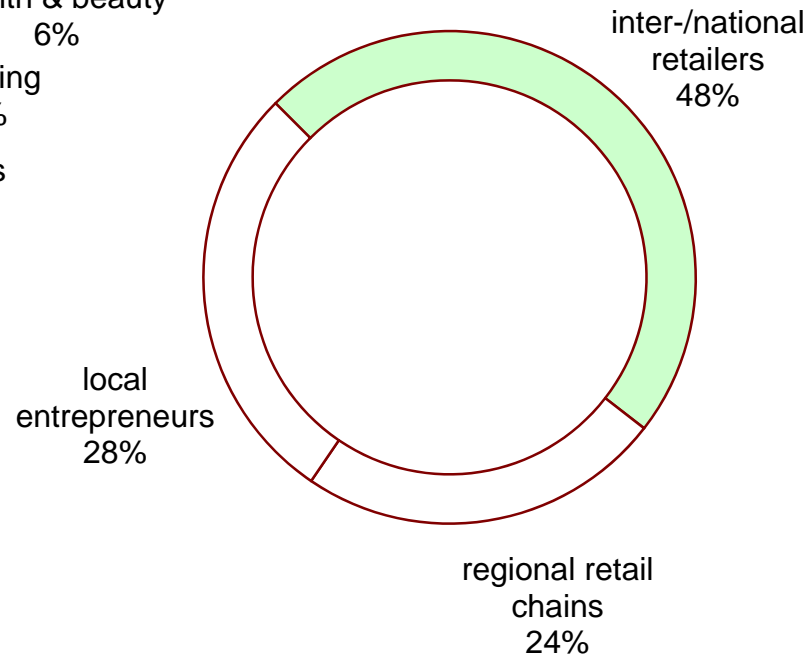
Weighted maturity
> 8 years

*as % of rental income – not including Passau as at 31 Dec 2007

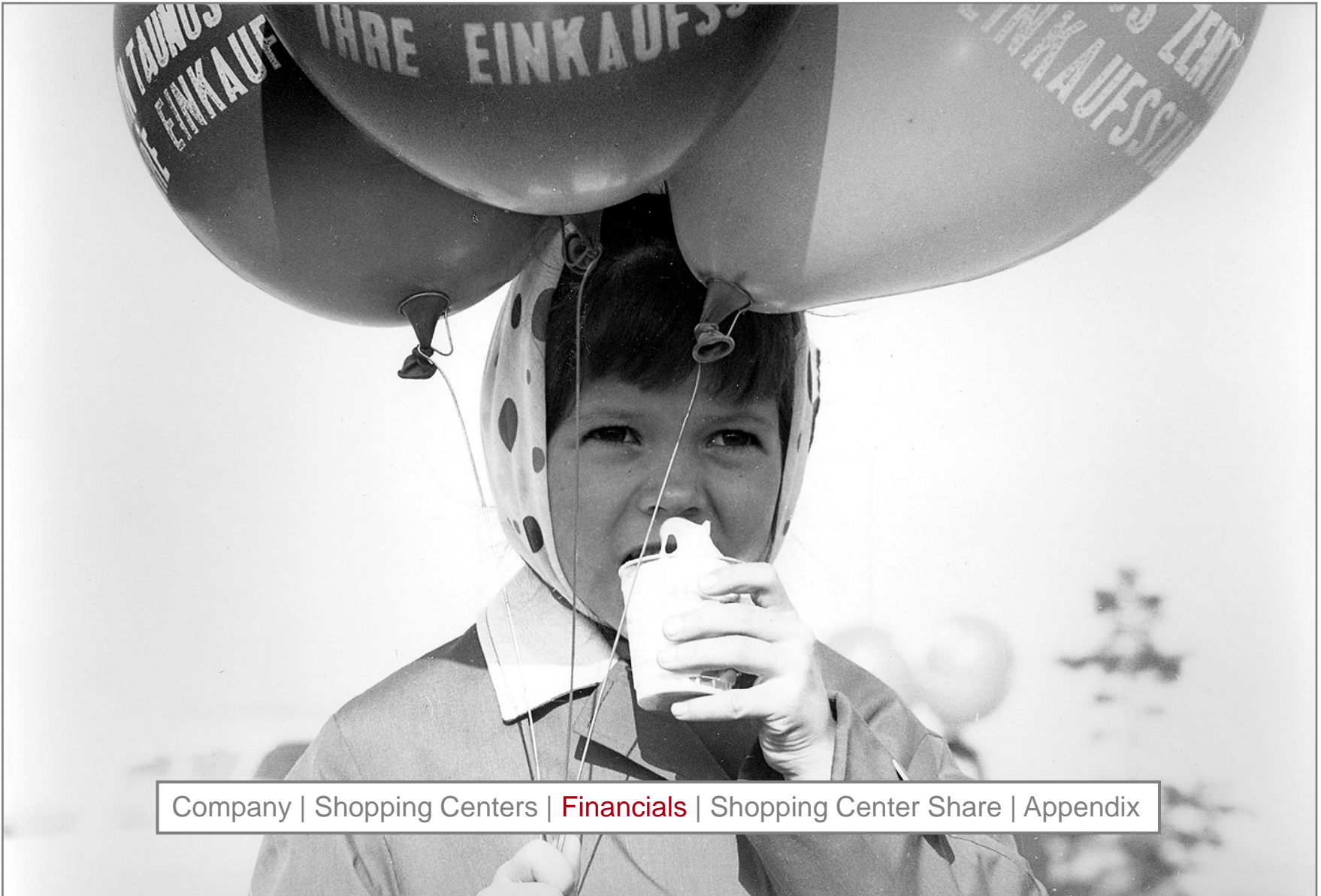
Sector and Retailer Mix*



Balanced sector and retailer diversification



*in % of lettable space; not including Hameln and Passau as at 31 Dec 2007



Company | Shopping Centers | **Financials** | Shopping Center Share | Appendix

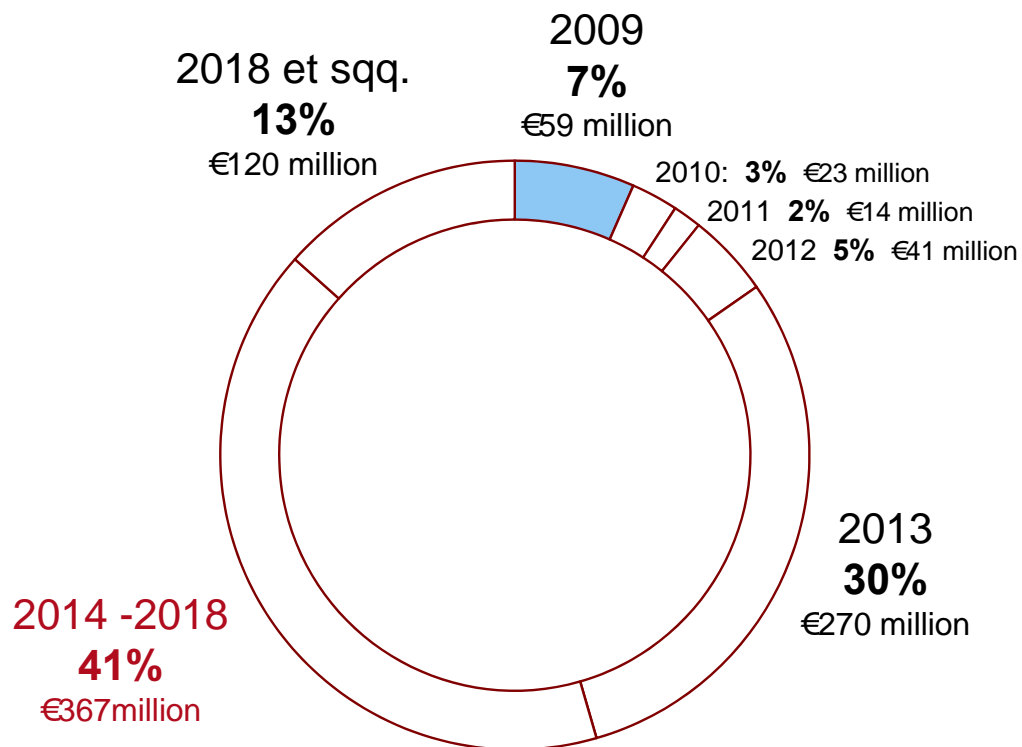
€ million	01.01.- 31.12.2008*	01.01.- 31.12.2007	+/-
Revenue	115.3	95.8	20%
Net operating income		82.7	
EBIT	98.2	78.5	25%
Net finance costs		-39.6	
EBT	86.7	77.8	11%
Consolidated profit	68.8	94.2	-27%
FFO per share (€)	1.46	1.12	30%
Earnings per share (€)	2.00	2.74	-27%

Corporate Tax Reform

	30.09.2008	31.12.2007	+/-
Total equity	961.4	974.0	-1%
Interest bearing debt	897.1	896.0	0%
Other debt	103.2	106.3	-3%
Total assets	1,961.7	1,976.3	-1%
Equity ratio	49.0%	49.3%	
LTV ratio	47.4%	48.7%	

*preliminary results

Projected Financing Structure

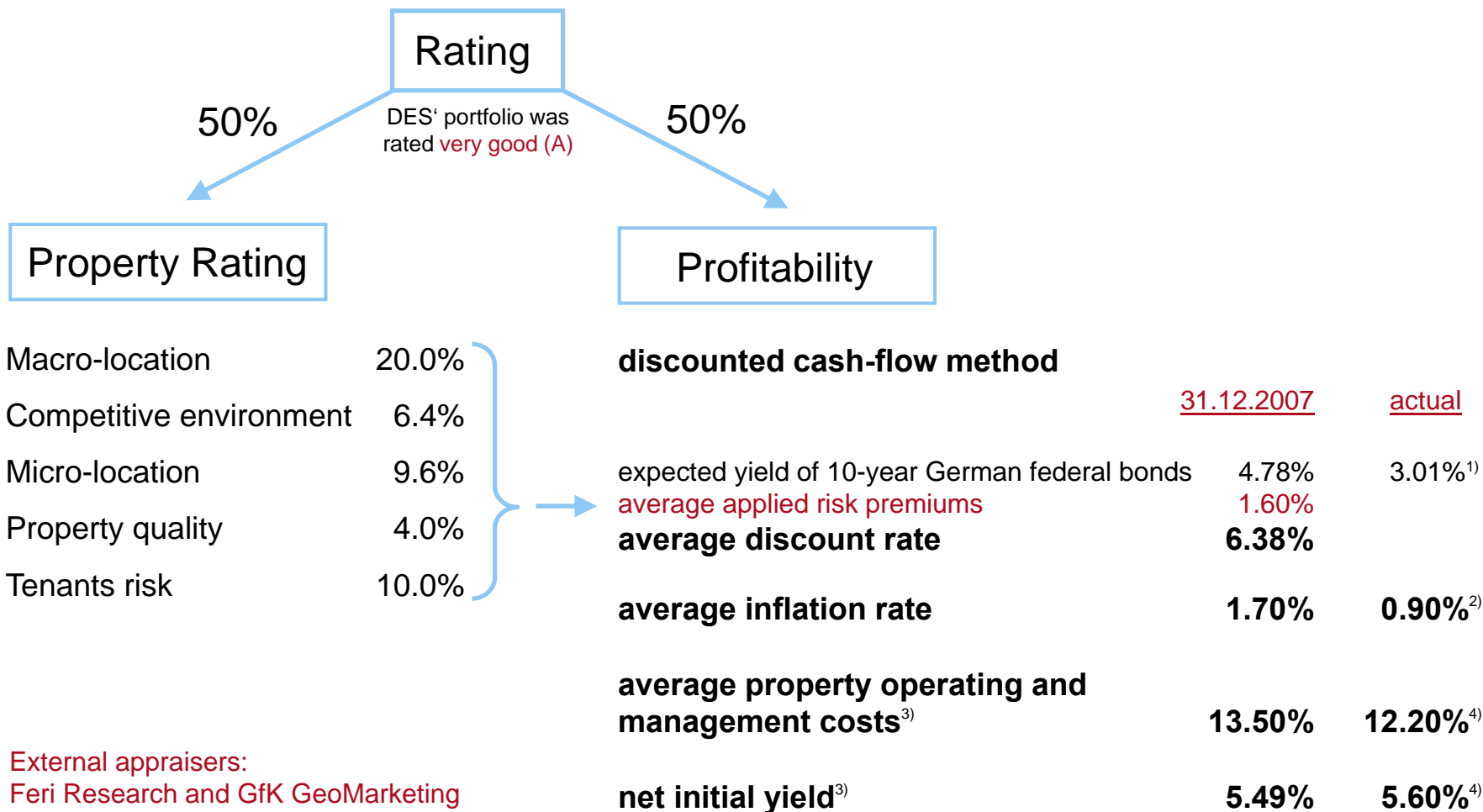


bank debt: €894 million

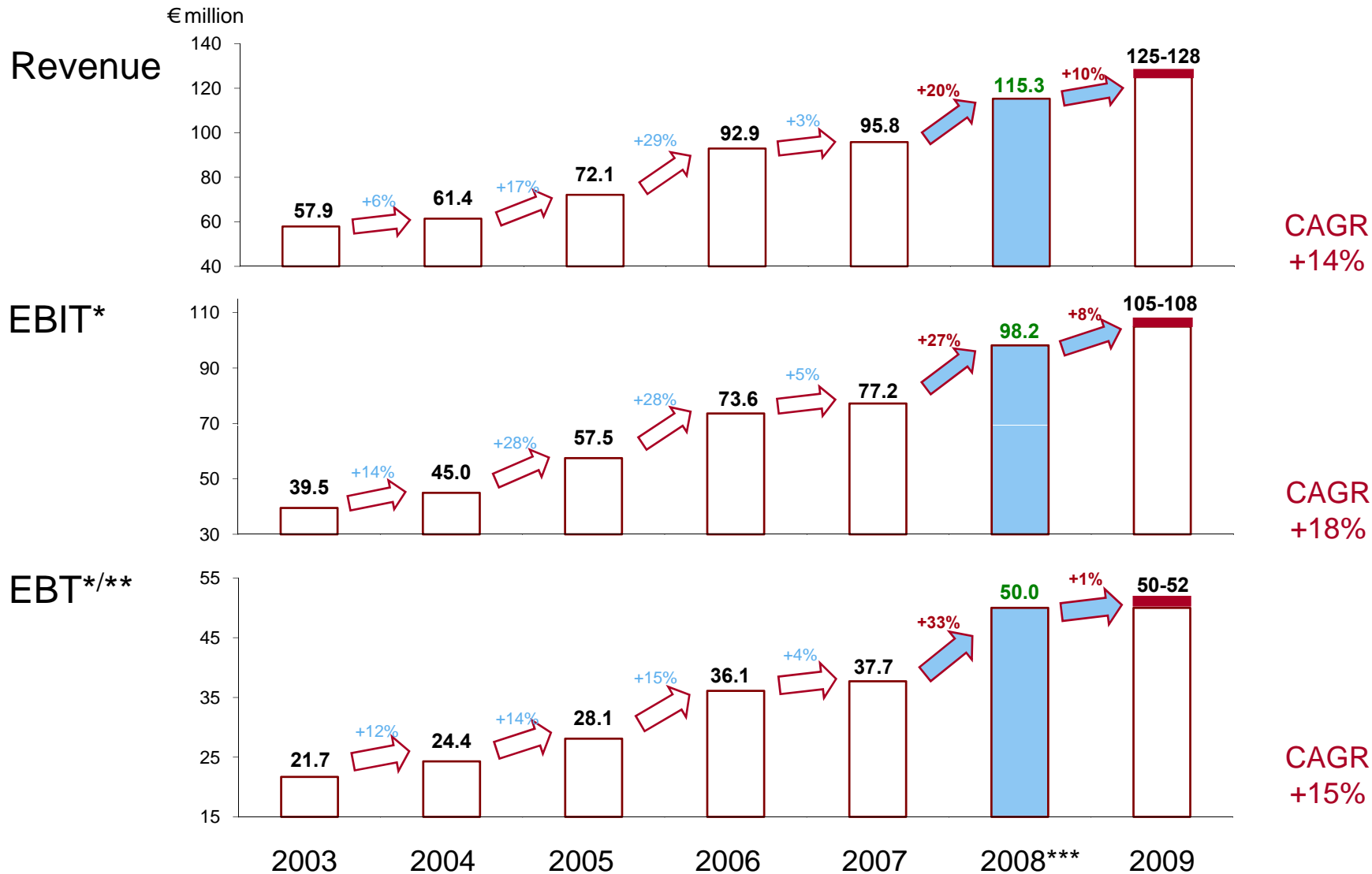
avg. effective interest rate
5.33%

Weighted maturity
7.0 years

Rounding differences may occur due to calculatory reasons



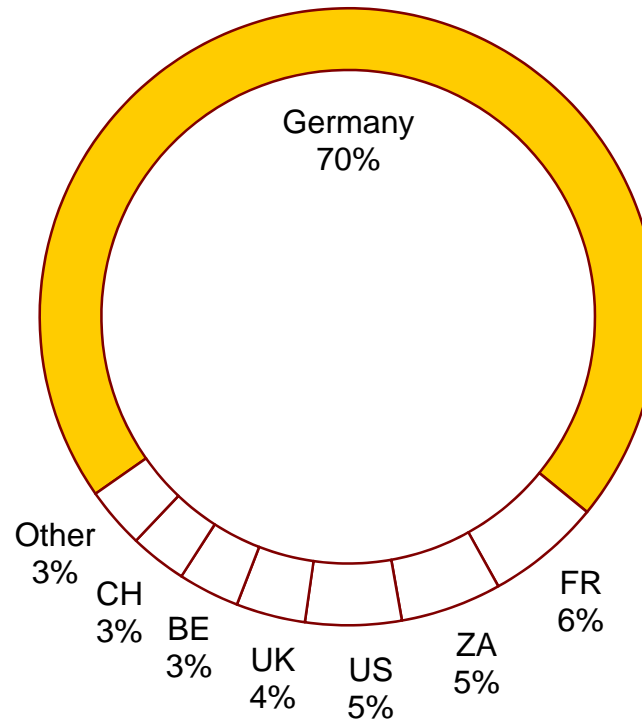
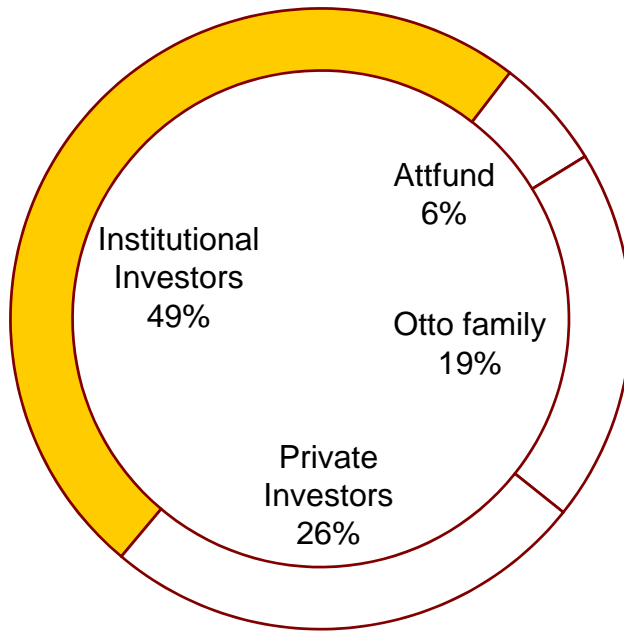
1) Status: 25 February 2009
 2) German Federal Statistical Office, January 2008 (estimate)
 3) Investment properties, i.e. without Hameln and Passau
 4) Plan 2008



*adjusted for one-time proceeds from disposals/**excluding measurement gains and losses/***/preliminary results

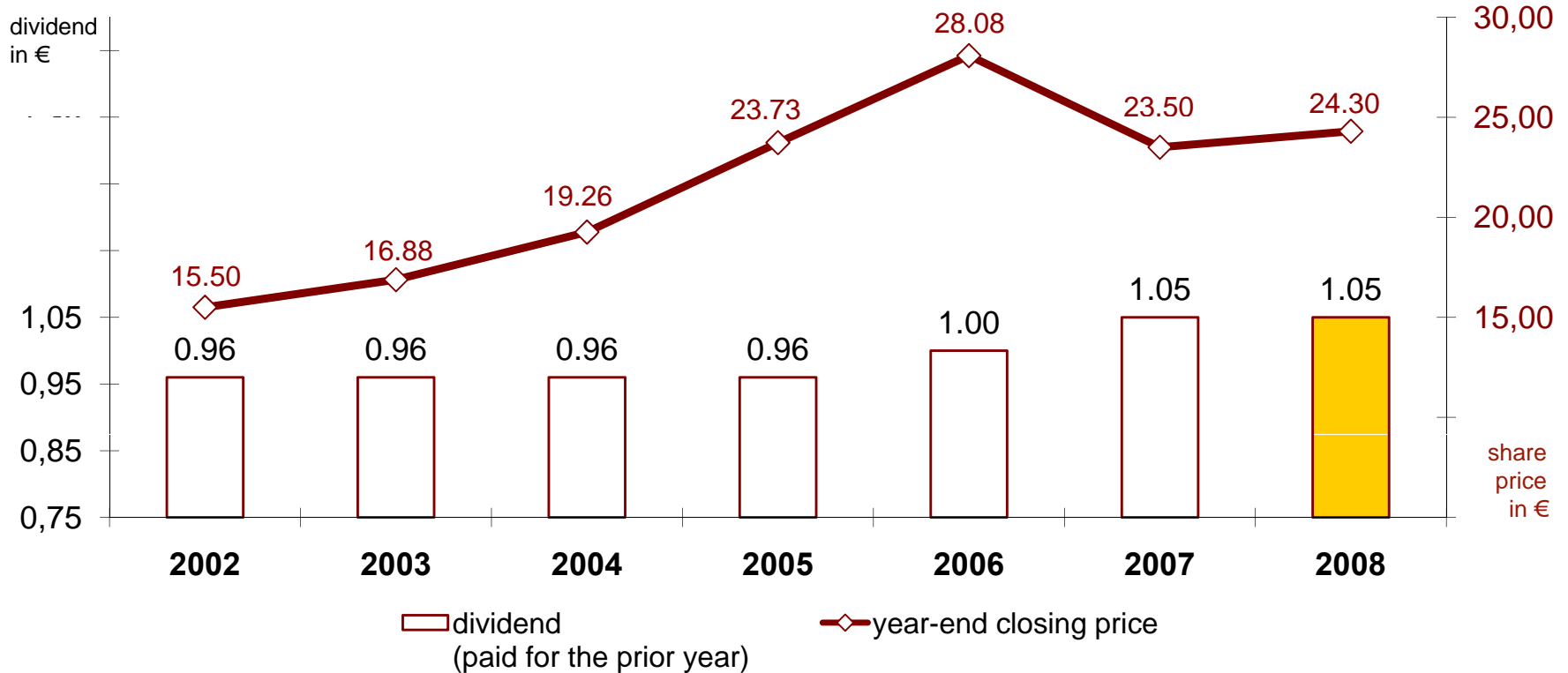


Company | Shopping Centers | Financials | **Shopping Center Share** | Appendix



7,780 shareholders

Free float 81%



Performance

DES:

5 years: +78.5% = +12.3% p.a.

3 years: +15.1% = +4.8% p.a.

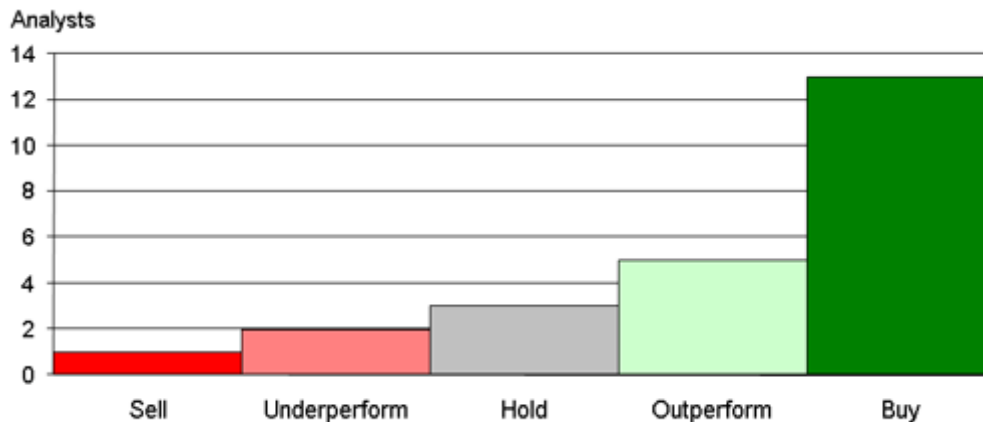
1 year (2008): +7.9%

DAX:

+3.9% p.a.

-3.8% p.a.

-40.4%



avg. / in €	2008	2009
EBIT (in € million)	94.22	102.64
EPS	1.41	0.83
Dividend	1.08	1.11
Price target		24.28



Status: 12 Feb 09

Company | Shopping Centers | Financials | Shopping Center Share | **Appendix**



Listed since	02.01.2001
Nominal capital	€34,374,998
Outstanding shares	34,374,998
Class of shares	Registered shares
Dividend 2008 (probable proposal)	€1.05
52W High	€28.40
52W Low	€18.50
Share price (26.02.2009)	€20.46
Market capitalisation	€703 million
avg. turnover per day last 12 months	136,700 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

- 04.03. HSBC Small & Mid Cap Real Estate Conference, Frankfurt
- 24.04. **Annual earnings press conference, Hamburg**
- 27.04. Roadshow London, Metzler
- 27.04. Roadshow Zurich, HSBC
- 28.04. Roadshow Paris, Societe Generale
- 29.04. Roadshow Frankfurt, UniCredit
- 14.05. **Interim report Q1 2009**
- 15.05. Roadshow Wien, Sal. Oppenheim
- 19.05. Roadshow Oslo, Berenberg
- 20.05. Roadshow Copenhagen, M.M. Warburg
- 27.-28.05. Kempen & Co European Property Seminar, Amsterdam
- 23.-24.06. Deutsche Bank German & Austrian Corporate Conference, Frankfurt
- 30.06. **Annual General Meeting, Hamburg**
- 13.08. **Interim report H1 2009**
- 26.08. Roadshow London, WestLB
- 16.09. Sal. Oppenheim Real Estate Forum, Amsterdam
- 22.-24.09. UniCredit German Corporate Conference, Munich
- 01.10. Societe Generale Pan European Real Estate Conference, London
- 20.-21.10. Real Estate Share Initiative, Frankfurt
- 12.11. **Interim report Q1-3 2009**
- 19.11. WestLB Deutschland Conference, Frankfurt

Claus-Matthias Böge
Chief Executive Officer



Olaf G. Borkers
Chief Financial Officer



Patrick Kiss
Head of Investor & Public Relations



Nicolas Lissner
Manager Investor & Public Relations

Deutsche EuroShop AG
Investor & Public Relations
Oderfelder Straße 23
20149 Hamburg

Tel. +49 (40) 41 35 79 - 20 / -22
Fax +49 (40) 41 35 79 - 29
E-Mail: ir@deutsche-euroshop.com
Web: www.deutsche-euroshop.com

Important Notice: Forward-Looking Statements

Statements in this presentation relating to future status or circumstances, including statements regarding management's plans and objectives for future operations, sales and earnings figures, are forward-looking statements of goals and expectations based on estimates, assumptions and the anticipated effects of future events on current and developing circumstances and do not necessarily predict future results.

Many factors could cause the actual results to be materially different from those that may be expressed or implied by such statements.

Deutsche EuroShop does not intend to update these forward-looking statements and does not assume any obligation to do so.