

Hamburg, May 2018

Invitation to the Annual General Meeting of Deutsche EuroShop AG

Dear Ladies and Gentlemen:

You are cordially invited to the Annual General Meeting of Deutsche EuroShop AG at Handwerkskammer Hamburg at 10:00 am on 28 June 2018.

Please use the password-protected "Online Service for Shareholders" at www.deutsche-euroshop.de/HV to register for our Annual General Meeting and receive your admission ticket. If you do not intend to attend personally, you can also use the password-protected "Online Service for Shareholders" at www.deutsche-euroshop.de/HV to issue a power of attorney to a trusted representative or to issue a power of attorney with instructions on how to exercise your voting rights to the company's proxies.

You may also register and issue a power of attorney by mail, fax or email. **Please see reverse** for additional details and important information on registering and your personal log-in information to the password-protected "Online Service for Shareholders" at www.deutsche-euroshop.de/HV.

Please note that the registration deadline is 21 June 2018 (receipt).

Attached please find:

- an invitation to our Annual General Meeting,
- the registration form you can use to
 - o register yourself or issue a power of attorney to a trusted representative (front) or
 - issue a power of attorney with instructions to the proxies of Deutsche EuroShop AG (reverse).

Your vote is very important to us. We therefore encourage you to exercise your rights as a shareholder and take advantage of one of the options to cast your vote.

The full interim report for the financial year 2017 is available as a PDF document and in ePaper format. It can be downloaded from www.deutsche-euroshop.com/IR. If you want to receive a copy of our Annual Report please send us a fax to +49(0)40-4135 7929 or an e-mail to info@deutsche-euroshop.de.

We are looking forward to your participation in our Annual General Meeting!

Sincerely,

Deutsche EuroShop AG

Wilhelm Wellner

Olaf Borkers

Annexes

Important information

Please note the registration deadline.

Your registration must be received by 21 June 2018, 24:00 hrs.



Registration for the Annual General Meeting

You can register a online using the password-protected "Online Service for Shareholders" at www.deutsche-euroshop.de/HV or b by mail, fax or email using the attached registration form.

a Using the password-protected "Online Service for Shareholders" at www.deutsche-euroshop.de/HV

Visit www.deutsche-euroshop.de/HV for a link to the password-protected "Online Service for Shareholders". Please log in there with your personal log-in information:

► Your shareholder number: (see postal invitation) ► Your access password: (see postal invitation)

You can then register online for the Annual General Meeting and receive your admission ticket. If you do not intend to attend our Annual General Meeting personally, you can also issue a power of attorney to a trusted representative or issue a power of attorney with instructions on how to exercise your voting rights to the company's proxies.

You can issue or revoke a power of attorney or issue or change instructions to proxies named by the company prior to the Annual General Meeting. For organisational reasons, these must be submitted to the company by 27 June 2018, 24:00 hrs., using the password-protected "Online Service for Shareholders" at www.deutsche-euroshop.de/HV.

b Using the registration form

Please only fill out the front or back of the form.

Front - registration, admission ticket request or power of attorney without instructions:

Under No. 1, select whether you will participate in the Annual General Meeting yourself or whether you would like to issue a power of attorney without instructions, and complete the registration process by providing your signature or a readable declaration in which the person making the declaration is named in No. 3.

If you are issuing a power of attorney without instructions to a trusted representative, please additionally enter the authorised representative's details under No. 2. Please ensure whether and under what circumstances the authorised representative is prepared to represent you. Note also that in this case, Deutsche EuroShop AG has no influence on whether your voting rights will actually be represented at the Annual General Meeting. If you grant power of attorney to more than one person, Deutsche EuroShop AG may refuse to accept one or more of them.

Back - registration, power of attorney with instructions to the company's proxies:

Please specify under A that you wish to grant a power of attorney to the company's proxies.

Next, issue individual instructions under **B** if you do not wish to vote <u>in favour of</u> all of the resolutions proposed by the Executive Board and/or Supervisory Board in the agenda items announced in the convening notice for the Annual General Meeting, and complete the declaration by providing your signature or a readable declaration in which the person making the declaration is named in **C**.

Please consider mail delivery times and send back the registration form in a timely manner. If you have received several registration forms, please fill out and send back all of the forms. When the forms are processed, it is assumed that the person(s) making the declaration is/are authorised to make the declaration.

You can issue or revoke a power of attorney or issue or change instructions to proxies named by the company prior to the Annual General Meeting. For organisational reasons, these must be submitted to the company by 27 June 2018, 24:00 hrs., to the address, fax number or email address listed below:

Deutsche EuroShop AG, c/o Better Orange IR & HV AG, Haidelweg 48, 81241 Munich, Germany.

Fax: +49 (0)89 889 6906-33. Email: deutsche-euroshop@better-orange.de.

The company's proxies are permitted to exercise your voting rights only based on instructions you issue. No orders beyond this scope will be carried out by the company's proxies. If you wish to have your rights as a shareholder exercised beyond the parameters described, you must participate in the Annual General Meeting in person or issue a power of attorney for a third party to do so.

Motions or candidate nominations by shareholders (counter-motions) to be made available may be viewed online at www.deutsche-euroshop.de/HV. You may join a counter-motion that is exclusively intended to reject a proposed resolution by voting against that proposed resolution. A power of attorney with instructions to the company's proxies cannot be used to vote on motions beyond this scope such as counter-motions or procedural motions.

If proxies receive several powers of attorney and instructions, or if they receive these by various transmission methods, the most recently issued, formally valid power of attorney with the corresponding instructions will be deemed binding.

Telephone hotline

If you have questions about ordering admission tickets or issuing powers of attorney or instructions, please contact our Annual General Meeting hotline at +49 (0)89 889 69 06 20 Monday through Friday from 9:00am to 5:00pm.

Change of address

Your custodian bank has submitted your information printed on the registration form for entry in the share register. Please verify this information. If this information is incorrect, please inform your regular bank/custodian bank of your address change.

Registration

for the Annual General Meeting of Deutsche EuroShop AG on 28 Ju

1 Request for admission tickets

Deutsche EuroShop AG c/o Better Orange IR & HV AG Haidelweg 48 81241 Munich Germany

	Details of shareholder(s): (PLEASE PRINT) Name, first name of registered shareholder(s):					
	Street, No. or P.O. box:					
utsche EuroShop AG	Country, post code, place:					
Better Orange IR & HV AG delweg 48 241 Munich rmany	Shareholder number: Number of shares:					
	Registration deadline (receipt): 21 June 2018, 24:00 hrs. Fax: +49 (0)89 889 6906-33 Email: deutsche-euroshop@better-orange.de					
Please fill out only the front (request for admission ticker company's proxies) and send the form back to us by the Please follow the instructions on page 2 of the registrations.						
Request for admission tickets						
My/our shareholding is hereby registered for the Annu	al General Meeting of Deutsche EuroShop AG on 28 June 2018.					
One admission ticket (issued to the register	red shareholder(s))					
I/We will attend the Annual General Meeting* above.	f. Please send the admission ticket to my/our address listed					
Two admission tickets (issued to the registe	ered shareholder(s))					
I/We will attend the Annual General Meeting* shares as equally as possible – to my/our na	f. Please issue two admission tickets – dividing the number of me(s) and send these to my/our address listed above.					
	T: We authorise each other – each individually and with the right to eral Meeting and to exercise the associated rights, particularly					
	rney without instructions (issued to one representative)					
	ing and issue a power of attorney to the person named in admission ticket to the address of the authorised representative					
Power of attorney without instructions	S					
I/We issue a power of attorney to**:						
First name***						
Last name or company name***						
Street***	House number***					
Country Doctol code*** City***						
Country Postal code*** City*** ** The power of attorney is issued with disclosure of the name(s). The power of a	attorney covers revocation of powers of attorney issued otherwise and exercise of all shareholder					
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rights, including the issuance of a sub-authorisation. It is revoked by personal *** Required fields	participation of the issuer(s) of the power of attorney in the Annual General Meeting.					

³ Signature or person making the declara

Registration
for the Annual General Meeting of Deutsche EuroShop AG on 28 June 2018

Registra		Details of sh Name, first nar			•
c/o Bette	el Olalige ik & HV AG	Street, No. or F	P.O. box:		
Haidelweg 48 81241 Munich Germany		Country, post code, place:			
Fax: Email:	+49 (0)89 889 6906-33 deutsche-euroshop@better-orange.de	Shareholder n	umber:	Number	of shares:
Power	of attorney with instructions to the comp	pany's proxi	ies		
My/our s	shareholding is hereby registered for the Annual Gene	eral Meeting of D	Deutsche Eu	ıroShop AG	on 28 June 2018.
	I/We authorise the company's proxies, Mr Thomas Wagner and Mr Harald Hossfeld, both en individually with disclosure of my/our name(s) and wir at the Annual General Meeting of Deutsche EuroSho in favour of all of the resolutions proposed by the agenda items announced in the convening notice not issued any individual instructions otherwise in	th the right to is p AG on 28 June Executive Bo for the Annua	sue a sub-a ne 2018 and ard and/or Il General N	authorisation I to exercise Supervisor	n to represent me/u my/our voting righ ry Board in the
Individ	dual instructions regarding the resolution		-		Board and/or
	visory Board in the convening notice for	the Annual (General i	viceting	
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