

Deutsche EuroShop AG

NO. 18

BUY Price target 28.50 €

(BUY - Price target 27.00 €)

7.10.109:24Current Price (ETR):25.71 €Bloomberg:DEQBranche:Real estatePerformance of share price:52 Week High52 Week Low21.72 €Compared toMDAXYTD-5.7%1 month1.2%3 months5.1%12 months-9.3%12 months-9.3%Share data:EV (in bn €; 2010):2.2Market cap (in bn €):1.2No. of shares (in m):45.9Free-float:77.0%Trading vol. Ø (in m €)2.428Share holder structure:18.0%Attfund5.0%Next event:030311.11.10Change in model in %:EPS20100.0%0.0%0.0%0.0%0.0%0.0%0.0%0.0%0.0%0.0%0.0%0.0%				
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2010 0.0% 0.0% -0.4%	Change in	model in	%:	
	2011	9.7%	10.1%	1.6%
2012 9.6% 9.9% 2.1%	2012	9.6%	9.9%	2.1%

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Please note the disclaimer & disclosures at the end of this report.

DEUTSCHE EUROSHOP BUYS SECOND CENTRE IN HAMBURG

Deutsche EuroShop today announced that it has acquired its second shopping centre in Hamburg (its 18th centre overall). Already in the run-up to the acquisition, the management had expressed its confidence to be able to buy a new centre before the end of this year.

The investment volume amounts to EUR 160 m (including the purchase price as well as possible investments in improvements in the coming years). Net rental yield is 6.0%, which is a favourable valuation. The acquisition of the centre is planned to be completed in January 2011. The purchase price will also have to be paid then.

A capital increase should not be carried out for the time being, because Deutsche EuroShop is currently negotiating the acquisition of another centre. After the conclusion of these negotiations it will be clear whether the company will have to finance one or two shopping centres, which is decisive for the amount of the capital increase.

We have adjusted our estimates for Deutsche EuroShop following the acquisition. The acquisition of the centre will have an impact on sales and EBIT levels. The possible capital increase (we currently expect 3 million shares) will lead to a partial dilution of the higher profits.

WE CONFIRM OUR BUY RATING

Based on our higher estimates, we maintain our "Buy" recommendation and raise our price target. Even in the case of a capital increase, earnings per share should rise as a result of the acquisition.

in m €	2008	2009	2010e	2011e	2012e	
Sales	115.3	127.6	141.1	123.4	127.2	
EBIT	98.1	110.7	120.5	106.7	110.1	
EBIT margin	85.1%	86.8%	85.4%	86.5%	86.5%	
Net debt	858.1	852.3	1,016.9	1,116.8	1,114.5	
FCF	-11.4	26.3	-306.2	-142.7	56.1	
EPS (in €)	2.00	0.93	1.14	1.62	1.67	
DPS (in €)	1.05	1.05	1.05	1.10	1.10	
Dividend yield	4.3%	4.4%	4.1%	4.3%	4.3%	
EV/Sales	14.7	13.5	15.4	19.2	18.6	
EV/EBIT	17.3	15.6	18.0	22.3	21.5	
PER	12.1	25.3	22.6	15.8	15.4	
Source: Company information, Bankhaus Jampe Research						

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KEY FIGURES

in m €	200	8	200	19	2010)e	2011	le	201	2e
Sales yoy	115.3 20.4%	100.0%	127.6 10.6%	100.0%	141.1 10.7%	100.0%	123.4 -12.6%	100.0%	127.2 3.1%	100.0%
Cost of Sales yoy	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%
Gross profit yoy	115.3 20.4%	100.0%	127.6 10.6%	100.0%	141.1 10.7%	100.0%	123.4 -12.6%	100.0%	127.2 3.1%	100.0%
Sales and marketing yoy	-6.0 -25.7%	-5.2%	-5.8 -1.9%	-4.6%	-7.2 23.2%	-5.1%	-6.3 -12.6%	-5.1%	-6.5 3.1%	-5.1%
General and administration yoy	-7.2 17.6%	-6.2%	-7.2 0.4%	-5.6%	-8.5 17.9%	-6.0%	-7.4 -12.6%	-6.0%	-7.6 3.1%	-6.0%
Research and development yoy	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%
Other operating result yoy	-4.1 30.9%	-3.6%	-3.8 -7.2%	-3.0%	-5.0 30.5%	-3.5%	-3.0 -40.0%	-2.4%	-3.0 0.0%	-2.4%
EBITDA yoy	98.1 24.9%	85.1%	110.7 12.9%	86.8%	120.5 8.8%	85.4%	106.7 -11.5%	86.5%	110.1 3.2%	86.6%
Depreciation yoy	0.0 -37.5%	0.0%	0.0 100.0%	0.0%	0.0 15.0%	0.0%	0.0 -13.0%	0.0%	0.0 0.0%	0.0%
BITA yoy	98.1 25.0%	85.1%	110.7 12.8%	86.8%	120.5 8.8%	85.4%	106.7 -11.5%	86.5%	110.1 3.2%	86.5%
Amortisation of goodwill yoy	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%
Amortisation of intangible assets yoy	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%
EBIT yoy	98.1 25.0%	85.1%	110.7 12.8%	86.8%	120.5 8.8%	85.4%	106.7 -11.5%	86.5%	110.1 3.2%	86.5%
inancial result yoy	-48.2 21.6%	-41.8%	-55.9 15.9%	-43.8%	-62.1 11.3%	-44.0%	-35.5 -42.9%	-28.8%	-38.4 8.1%	-30.2%
ncome on ordinary activities yoy	49.9 28.4%	43.3%	54.9 9.9%	43.0%	58.3 6.3%	41.3%	71.1 22.0%	57.7%	71.7 0.8%	56.4%
xtraordinary income/loss yoy	37.1 -4.8%	32.1%	-14.8	-11.6%	2.5 	1.8%	23.4 >100%	19.0%	25.8 10.0%	20.3%
ВТ уоу	87.0 11.8%	75.4%	40.1 -53.9%	31.4%	60.8 51.8%	43.1%	94.6 55.5%	76.7 %	97.5 3.1%	76.6%
axes yoy	-18.1	-15.7%	-5.7 68.5%-	-4.5%	-9.7 70.4%	-6.9%	-15.1 55.5%	-12.3%	-15.6 3.1%	-12.3%
Tax rate	20.8%		14.3%		16.0%		16.0%		16.0%	
let income from cont. operations yoy	68.9 -26.9%	59.7%	34.4 -50.1%	26.9%	51.1 48.7%	36.2%	79.5 55.5%	64.4%	81.9 3.1%	64.4%
let income from discont. operations yoy	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%
Ainority interest	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
let income (adj.) yoy	68.9 -26.9%	59.7%	34.4 -50.1%	2 6.9 %	51.1 48.7%	36.2%	79.5 55.5%	64.4%	81.9 3.1%	64.49
No. of shares (in m)	34.3	88	36.8	80	45.0	0	48.8	9	48.8	39

Deutsche EuroShop AG – Balance sheet										
Assets (m €)	200	8	20	09	201	0e	201	1e	201	2e
Fixed assets	1,954.0	97.4%	2,020.2	95.6%	2,370.8	96.8%	2,602.0	96.7%	2,627.8	96.7%
Property, plant and equipment	21.2	1.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Intangible assets	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Financial assets	30.3	1.5%	24.8	1.2%	27.2	1.1%	25.0	0.9%	25.0	0.9%
Other long-term assets	1,902.4	94.8%	1,995.4	94.5%	2,343.6	95.7%	2,577.0	95.8%	2,602.8	95.7%
Current assets	52.9	2.6%	91.9	4.4%	79.3	3.2%	88.4	3.3%	90.7	3.3%
Inventories	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Accounts receivable	2.7	0.1%	2.6	0.1%	3.0	0.1%	3.5	0.1%	3.5	0.1%
Other current assets	8.5	0.4%	7.5	0.4%	9.0	0.4%	9.5	0.4%	9.5	0.3%
Securities	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Cash	41.7	2.1%	81.9	3.9%	67.3	2.7%	75.4	2.8%	77.7	2.9%
Total assets	2,006.8	100.0%	2,112.1	100.0%	2,450.1	100.0%	2,690.4	100.0%	2,718.5	100.0%

Equity and liabilities (m €)	200	8	200	09	201	0e	201	1e	201	2e
Shareholders' equity	860.5	42.9%	921.3	43.6%	1,097.5	44.8%	1,204.7	44.8%	1,232.8	45.3%
Shareholders' equity (before minority)	860.5	42.9%	921.3	43.6%	1,097.5	44.8%	1,204.7	44.8%	1,232.8	45.3%
Minorities	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Non-current liabilities	1,093.7	54.5%	1,149.7	54.4%	1,316.2	53.7%	1,431.2	53.2%	1,431.2	52.6 %
Pension provisions	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Other provisions	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Long-term financial debt	879.1	43.8%	921.2	43.6%	1,071.2	43.7%	1,171.2	43.5%	1,171.2	43.1%
Other long-term debt	214.6	10.7%	228.5	10.8%	245.0	10.0%	260.0	9.7%	260.0	9.6%
Current liabilities	52.7	2.6%	41.2	1.9%	36.4	1.5%	54.5	2.0%	54.5	2.0%
Short-term financial debt	20.7	1.0%	13.0	0.6%	13.0	0.5%	21.0	0.8%	21.0	0.8%
Short-term accruals	10.7	0.5%	21.7	1.0%	15.0	0.6%	15.0	0.6%	15.0	0.6%
Accounts payable	3.0	0.2%	1.1	0.1%	3.0	0.1%	3.5	0.1%	3.5	0.1%
Other liabilities	18.3	0.9%	5.4	0.3%	5.4	0.2%	15.0	0.6%	15.0	0.6%
Total aguity and lightlifting	0.000.0	100.00%	0 1 1 0 1	100.0%	2 450 1	100.00%	2 000 4	100.00%	<u>а 710 г</u>	100.00%

 Total equity and liabilities
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 100.0%
 2,112.1
 100.0%
 2,450.1
 100.0%
 2,690.4
 100.0%
 2,718.5
 100.0%

Deutsche EuroShop AG - Cash-flow sta	tement				
in m €	2008	2009	2010e	2011e	2012e
Net income (adj.)	68.9	34.4	51.1	79.5	81.9
Depreciation	0.0	0.0	0.0	0.0	0.0
Amortisation of goodwill & intangible assets	0.0	0.0	0.0	0.0	0.0
Change of provisions	-14.9	10.9	-6.7	0.0	0.0
Other	3.5	30.4	-2.5	-23.4	-25.8
Operating Cash-flow before changes in w/c	57.5	75.8	42.0	56.0	56.1
Change in inventory	0.0	0.0	0.0	0.0	0.0
Change in accounts receivable	0.5	0.2	-0.4	-0.5	0.0
Change in accounts payable	-5.6	-2.0	1.9	0.5	0.0
Change in other working capital positions	27.5	-11.8	-1.5	9.1	0.0
Operating Cash-flow	79.9	62.1	41.9	65.1	56.1
Capex	-87.3	-35.9	-345.7	-210.0	0.0
Payments for acquisitions	0.0	0.0	0.0	0.0	0.0
Financial investments	-3.9	0.0	-2.5	2.2	0.0
Income from asset disposals	0.0	0.0	0.0	0.0	0.0
Income from financial investments	0.0	0.0	0.0	0.0	0.0
Cash-flow from investing activities	-91.2	-35.9	-348.2	-207.8	0.0
Free Cash-flow	-11.4	26.3	-306.2	-142.7	56.1
Capital measures	0.0	66.5	163.7	75.0	0.0
Increase/decrease in debt position	3.9	-7.2	150.0	108.0	0.0
Purchase of own shares	0.0	0.0	0.0	0.0	0.0
Others	-6.9	-7.7	16.5	15.0	0.0
Dividend paid	-36.1	-36.1	-38.6	-47.3	-53.8
Cash-flow from financing activities	-39.1	15.5	291.6	150.7	-53.8
Increase/ decrease in liquid assets	-50.5	41.8	-14.6	8.1	2.3
Effects of exchange rate changes	-16.8	-1.6	0.0	0.0	0.0
Cash at beginning of period	109.0	41.7	81.9	67.3	75.4
Change in total cash and cash equivalents	-67.3	40.2	-14.6	8.1	2.3
Cash at end of period	41.7	81.9	67.3	75.4	77.7

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Deutsche EuroShop AG – Financial ratios					
	2008	2009	2010e	2011e	2012e
Financial ratios					
EPS (in €)	2.00	0.93	1.14	1.62	1.67
Book value per share	25.03	25.04	24.39	24.64	25.21
Free Cash-flow per share (in €)	-0.33	0.71	-6.81	-2.92	1.15
Dividend per share(in €)	1.05	1.05	1.05	1.10	1.10
Evaluation ratios					
EV/Sales	14.7	13.5	15.4	19.2	18.6
EV/EBITDA	17.3	15.6	18.0	22.3	21.5
EV/EBIT	17.3	15.6	18.0	22.3	21.5
Price earning ratio (P/E)	12.1	25.3	22.6	15.8	15.4
Price to book (total equity)	1.0	0.9	1.1	1.0	1.0
Dividend yield per share	4.3%	4.4%	4.1%	4.3%	4.3%
Profitability ratios					
EBITDA margin	85.1%	86.8%	85.4%	86.5%	86.6%
EBIT margin	85.1%	86.8%	85.4%	86.5%	86.5%
Net return on sales	59.7%	26.9%	36.2%	64.4%	64.4%
Return on capital employed (ROCE)	5.0%	5.3%	5.0%	4.0%	4.1%
Productivity ratios					
Capital turnover	16.9	16.2	17.1	21.4	20.9
Operating leverage	1.2	1.2	0.8	0.9	1.0
Sales per employee (in thousand €)	19,223.8	21,260.5	23,524.8	20,558.4	21,199.0
EBIT per employee (in thousand €)	16,350.8	18,451.2	20,080.2	17,776.5	18,345.9
Number of employees (in thousand)	<0,1	<0,1	<0,1	<0,1	<0,1
Financial ratios					
Equity ratio	42.9%	43.6%	44.8%	44.8%	45.3%
Net financial debt (in m €)	858.1	852.3	1,016.9	1,116.8	1,114.5
Net debt / Equity	99.7%	92.5%	92.7%	92.7%	90.4%
Interest cover	2.1	2.2	2.1	1.8	1.8
Net debt / EBITDA	8.7	7.7	8.4	10.5	10.1
Working Capital (in m €)	-0.3	1.5	0.0	0.0	0.0
Change Working Capital (in m €)	5.2	1.8	-1.5	0.0	0.0
WC /sales	-0.3%	1.2%	0.0%	0.0%	0.0%
Stocks in days of sales	n/a	n/a	n/a	n/a	n/a
Trade debtors in days of sales	9	7	8	10	10
Trade creditors in days of COGS/Material cost	10	3	8	10	10
Cash conversion cycle	n/a	n/a	n/a	n/a	n/a
Invest. (property/plant/equity) / Depreciation	n/a	n/a	n/a	n/a	n/a
Others					
Sales CAGR (last 3 years)	16.9%	11.2%	13.8%	2.3%	-0.1%
EBIT CAGR (last 3 years)	19.5%	8.6%	15.3%	2.8%	-0.2%
Net income CAGR (last 3 years)	24.4%	-30.0%	-18.4%	4.9%	33.6%
Pay out ratio	52.4%	112.4%	92.5%	67.7%	65.7%
Free cash flow (in m €)	-11.4	26.3	-306.2	-142.7	56.1
Free cash flow yield	-1.4%	3.0%	-26.5%	-11.3%	4.5%

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Disclosures

Shares are rated based upon analyst forecasts with regard to the performance of the share during a period of twelve months. The rating "Buy" within this general concept means that the share's forecast performance is at least 10%. "Hold" means a price movement in a bandwidth of 0% to 10%. "Sell" means that the share's forecast performance is negative. Unless shown otherwise, the stated upside targets are based upon either a discounted flow-cash pricing or upon a comparison of the performance ratios of companies that the respective analyst considers to be comparable, or upon a combination of these two analyses. Analysts modify the result of this fundamental assessment to incorporate the potential trend in the market mood.

Overview of our recommendations for the share in the previous twelve months.

Date of publication	Price at recommendation	Rating	Price Target
9.10.2009	24,01 €	Hold	26,00 €
6.11.2009	23,09 €	Buy	26,00 €
13.11.2009	24,16 €	Buy	27,00 €
27.1.2010	22,92 €	Buy	26,50 €
19.3.2010	23.45 €	Buy	26.50 €
25.3.2010	23.74 €	Buy	26.50 €
4.5.2010	23,49 €	Buy	27,00 €
15.6.2010	23,28 €	Buy	27,00 €
6.8.2010	23,80 €	Buy	27,00 €
12.8.2010	23.35 €	Buy	27.00 €
25.8.2010	22,69 €	Buy	27,00 €

The distribution of recommendations in our investments universe is currently as follows (date: 1/7/2010):

Rating	Basis: all analysed companies	Basis: companies with investmentbanking relationships
Buy	59.3%	75.0%
Hold	35.2%	25.0%
Sell	5.6%	0.0%
under review	0.0%	0.0%

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Company

Deutsche EuroShop AG

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- 15. Bankhaus Lampe KG acted as Co-Manager in connection with the initial public offering of this company.
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Responsible regulatory authority: Federal Financial Supervisory Authority – Bundesanstalt für Finanzdienstleistungsaufsicht (BaFin), Lurgiallee12, D-60439 Frankfurt

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