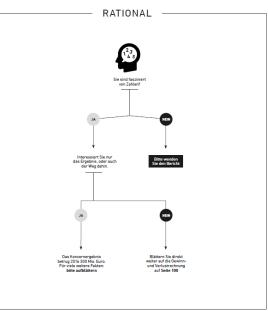


COMPANY PRESENTATION







04.2017



EQUITY STORY



COMPANY



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



Deutsche EuroShop does not seek short-term success, but rather longterm growth and the resulting stable increase in the value of the portfolio





AT A GLANCE

COMPANY



21 shopping centers on high street and in established locations – 17 in Germany and one each in Austria, Czech Republic, Hungary and



2016 portfolio valuation: approx. 5.24% net initial yield (before transaction costs)



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

Lettable space	Approx. 1,067,000 sqm
Retail shops	Approx. 2,700
Market value	Approx. €5.1 billion ¹
Rents per year	€280 million ¹
Occupancy rate	99%

Avg. lettable space per DES-center: inner city 39,000 sqm est. Locations 97,000 sqm

¹ 100%-view

Poland



KEY FIGURES¹

COMPANY

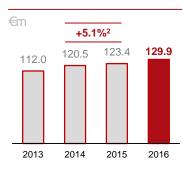
REVENUE



EBIT



FFO



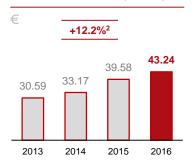
NUMBER OF SHARES



DIVIDEND PER SHARE



NAV PER SHARE (EPRA)



¹ 2016: Preliminary results

² 2013 – 2016, Compound Annual Growth Rate (CAGR)

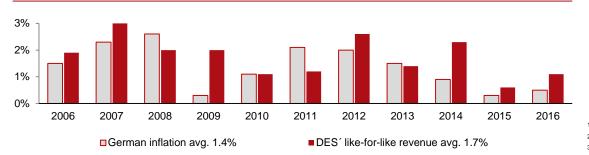
³ Proposal



LEASE SYSTEM

- 10 years lease
- No break-up option
- Turnover-linked rents
- Minimum rents are CPI-linked
- Avg. retail space rent per sqm and year: €250
- Avg. turnover per sqm and year (productivity) in DES shopping centers: €4,193^{1,2} (avg. German retail: €3,456, avg. German shopping centers: €3,912)^{1,2,3}
- Rent-to-sales-ratio: 7 11%
- Weighted maturity of rental contracts: 5.7 years¹

LIKE-FOR-LIKE REVENUE



¹ Status: 31 Dec. 2016

² excl. VAT

³ Source: GfK Geomarketing

COMPANY



COMPANY

TARGETS

Long term net asset value enhancement

Main focus on NAV and dividend

"Buy & hold"strategy, Continuous growth Stable and attractive dividends









Dividend yield: currently 3.7%

Investment-focus: At least 75% Germany and up to 25% Europe Portfolio extension

- By acquisition of new shopping centers
- By increasing existing amounts of holdings
- By expansion of portfolio centers









MAP OF THE PORTFOLIO









GERMAN PRIME SHOPPING CENTER YIELDS 2005-2020E







FINANCIALS

ACQUISITION OF OLYMPIA BRNO

 Deutsche EuroShop acquires 100% of the shares in Olympia SPV from Rockspring and ECE European Prime Shopping Centre Fund I (50% each)

Expected closing in H1 2017

 Total investment: approx. €382 million, net purchase price excl. debt of SPV and excl. acquisition costs: approx. €207 million

 financing by long term debt (approx. €217 million, 57%) and proceeds of capital increase (approx. €165 million, 43%)

Expected annualised rents 2017: €20.1 million

Expected NOI yield: 5.1%, expected net initial yield: 5.0%

The SPV will be fully consolidated





ACQUISITION OF SAARPARK-CENTER NEUNKIRCHEN

 Deutsche EuroShop acquired a 50% participation in the Saarpark-Center SPV from BAT Custodian

- Effective from 1 Oct. 2016
- Total investment: approx. €113 million (50%), net purchase price excl. debt of SPV: €79 million
- (preliminary) financing by utilisation of a credit line, later long term debt
- Expected annualised rents effective from 2017: €12.8 million (100%)
- Expected NOI yield: 5.0% (corresponds to an expected net initial yield of 4.7%, but DES incurs no transfer tax)
- The SPV is treated as joint venture (at-equity)



























Stadt-Galerie

	Galerie
Location	Hameln
Investment	100%
Lettable space sqm	26,000
Parking	500
Number of shops	Approx. 100
Occupancy rate	99%
Catchment area	Approx. 0.4 m. inhabitants
Visitors 2015	5.70 m.
Opening/ refurbishment	2008



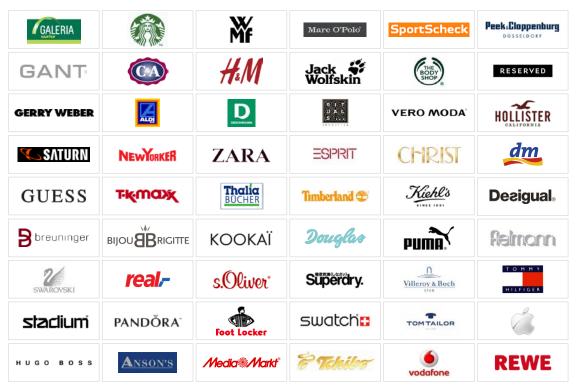
EUROPE





OUR TENANTS¹





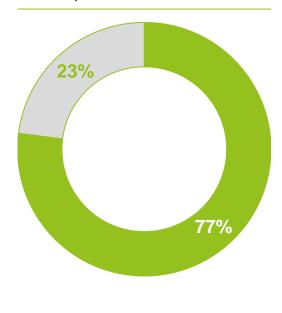
¹ Selection of our well known tenants



TENANTS STRUCTURE TOP 10 TENANTS¹

	2016	2015
Metro Group ²	4.7%	4.5%
H&M	3.6%	3.4%
New Yorker	2.4%	2.3%
Peek & Cloppenburg	2.2%	2.1%
Deichmann	2.0%	1.8%
Douglas ³	2.0%	2.1%
C&A	1.9%	1.5%
REWE	1.7%	1.6%
dm-drogerie markt	1.4%	1.2%
Thalia	1.3%	1.0%
Total	23.2%	21.5%

Low level of dependence on the top 10 tenants



Other tenants

¹ in % of total rents as at 31 Dec. 2016

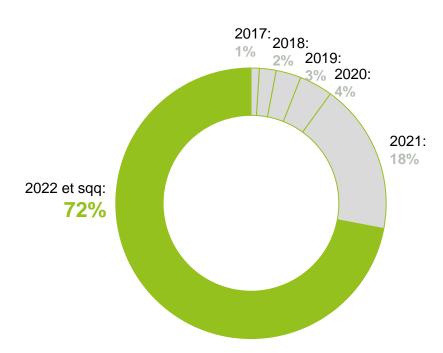
² excluding Kaufhof

³ perfumeries only



MATURITY DISTRIBUTION OF RENTAL CONTRACTS¹





- Long-term contracts base rental income
- Weighted maturity 5.7 years

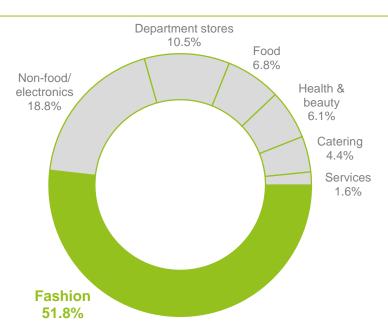
¹ as % of rental income as at 31 Dec. 2016



SECTOR MIX¹

SHOPPING CENTERS

Balanced sector diversification





¹ as % of rental space as at 31 Dec. 2016



KEY FIGURES 2016¹

€million	01.01. – 31.12.2017	01.01. – 31.12.2016	Change
Revenue	205.1	202.9	1%
Net operating income	184.7	183.5	1%
EBIT	178.6	176.3	1%
Net finance costs	-13.9	-2.1	>100%
Measurement gains/losses	116.8	220.6	-47%
EBT	281.5	394.7	-29%
Consolidated profit	221.8	309.3	-28%
FFO per share (€)	2.41	2.29	5%
EPRA Earnings per share (€, undiluted)	2.29	2.18	5%

€million	31.12.2016	31.12.2015	Change
Total equity ²	2,224.1	2,061.0	8%
Financial liabilities	1,445.6	1,407.6	3%
Other debt (incl. Deferred taxes)	428.2	383.0	12%
Total assets	4,114.5	3,851.6	7%
Net financial liabilities	1,381.5	1,336.9	3%
Equity ratio ²	54.5%	53.5%	
LTV ratio	34.2%	35.5%	
Gearing ²	83.6%	86.9%	

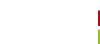
¹ Preliminary results



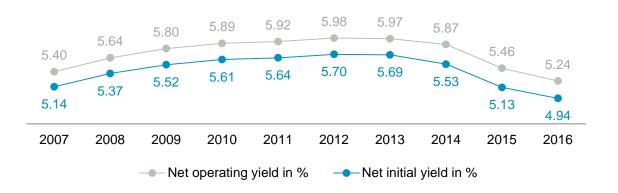
² Incl. non controlling interests



VALUATION¹ – INVESTMENT PROPERTIES 2016



FINANCIALS



SENSITIVITY ANALYSIS

in €thousand	Basis	change of -25bps	change of +25bps
Rent increase rates	1.39%	-101,100	+148,000
Discount rate	5.97%	+69,000	-69,200
Capitalization rate	5.21%	+114,200	-106,600
Cost ratio	10.17%	+10,400	-9,000

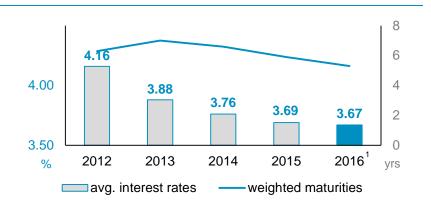
¹ External appraisers: since 2015: JLL



LOAN STRUCTURE INCL. CONVERTIBLE BONDS^{1,2}

Interest lockin	Duration	Principle amounts (€ million)	Share of total loan	avg. interest rate
Up to 1 year		274.1	19.0%	1.26%
1 to 5 years	3.8	578.5	40.2%	4.34%
5 to 10 years	6.9	524.8	36.4%	3.14%
Over 10 years	11.0	63.0	4.4%	5.25%
Total 2016 ¹	5.1	1,440.4	100%	3.67%

- 21 German Banks
- Weighted maturity of fixed interest periods 5.1 years¹



FINANCIALS

¹ as of 30 Dec. 2016

² excl. at-equity consolidated loans



MATURITIES UNTIL 2022^{1,2}

in € million	end of fixed interest periods respectively expiring loans	avg. interest rate	regular redemption payments	total maturities
2017	Convertible Bond 98.7	1.75%	16.5	115.2
2018	72.1	4.60%	17.8	89.9
2019	123.1	4.73%	14.7	137.8
2020	134.1	4.52%	10.1	144.2
2021	198.3	4.48%	8.2	206.5
2022	217.8	3.26%	7.8	225.7
	844.1			

At-equity consolidated loans¹

in € million	End of fixed interest periods respectively expiring loans	Avg. interest rate	DES' share
2017-2019	0		
2020	35.0	4.00%	50%
2021	63.3	4.59%	50%
2022	0		

Saarpark-Center, Neunkirchen Phoenix-Center, Hamburg, Saarpark-Center, Neunkirchen

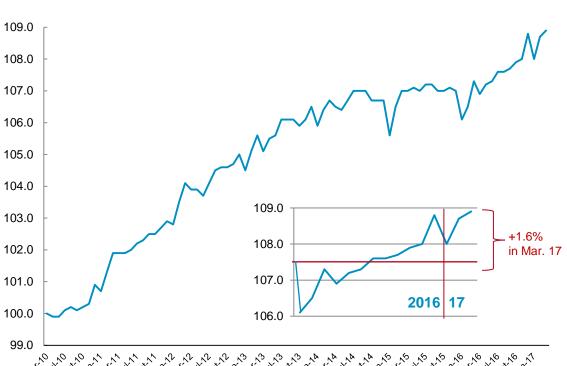


¹ as of 31 Dec. 2016

² excl. at-equity consolidated loans



GERMAN CONSUMER PRICE INDEX



FINANCIALS

Source: Destatis



FORECAST

REVENUE €m 201-205 CAGR1: +4% 200.8 202.9 205.1 178.2 188.0 +5% +7% +1% +1% **EBIT** €m 175-179 CAGR1: +4% 165.8 +7% 177.5 -1% 176.3 +1% 178.6 151.6 +9% EBT EXCLUDING VALUATION2 €m 133 -136 134.5 127.0 125.0 113.4 95.1 CAGR1: +9% +2% +19% +10% +6% FFO PER SHARE € 2.38-2.423 CAGR1: +10% 2.41 +25% 2.08 +7% 2.23 +3% 2.29 +5% 1.66

2015



- ¹ Compound Annual Growth Rate (CAGR) 2012 - 2016
- ² Excl. capital gain
- ³ Undiluted

2017⁵

2016⁴

- ⁴ Preliminary Figures
- Will be updated with publication of the Annual Report 2016

2012

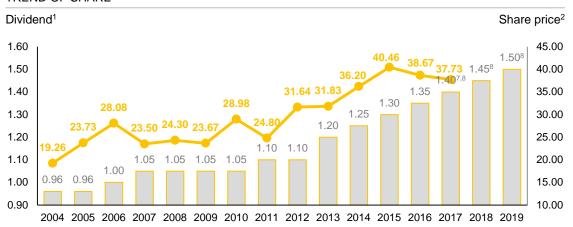
2013

2014



DIVIDEND & PERFORMANCE

TREND OF SHARE



PERFORMANCE ³						
		DES	DAX	EPRA ⁴	REX ⁵	OEF
1 year	(2016)	-1.2%	+6.9%	-5.0%	+2.3%	+2.8%
3 years	+34.1% =	+10.3% p.a.	+6.3% p.a.	+13.0% p.a.	+3.3% p.a.	+2.9% p.a.
5 years	+86.0% =	+13.2% p.a.	+14.2% p.a.	+15.3% p.a.	+2.8% p.a.	+2.3% p.a.
Since IPO (2001)	+280.9%=	+8.7% p.a.	+3.7% p.a.	+7.9% p.a.	+4.6% p.a.	+3.3% p.a.



¹ respectively paid for the previous FY

² 2017: as of 30 March 2017

³ as of 31 Dec. 2016

⁴ EPRA/NAREIT Europe

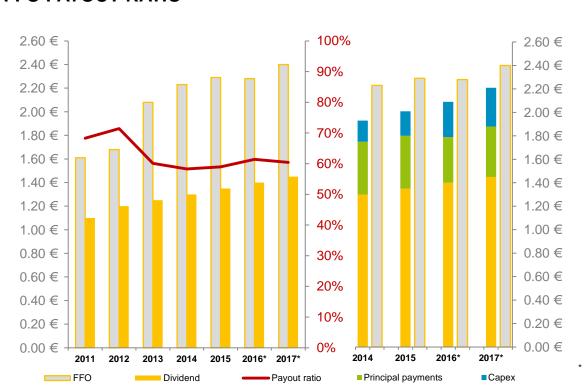
⁵ German government bonds index

⁷ to be paid on 29 June 2017

⁸ proposal



FFO PAYOUT RATIO





* FFO per share: forecast Dividend per share: proposal without Olympia Center Brno

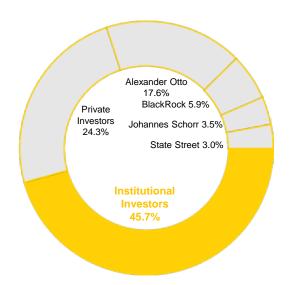


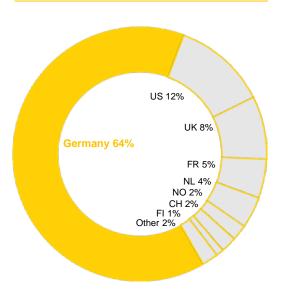
SHAREHOLDER STRUCTURE¹



Free float 82.4%







¹ Status: 14 March 2017



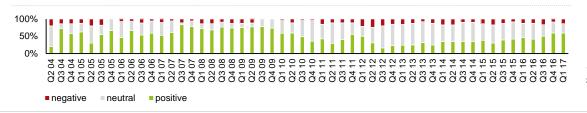
ANALYSTS' CONSENSUS¹

avg./in €	2017	2018
EBIT (€ million)	184.1	189.4
FFO per share	2.42	2.45
NAV per share	43.20	44.89
Dividend	1.45	1.50
Price target		43.52

Status: 16 March 2017

 22 analysts: one of the best covered real estate companies in Europe²





Aggregated by DES
 According to Bloomberg as of March, 2017





10 REASONS TO INVEST



Prime locations

The only public company in Germany to invest solely in shopping centers

Proven, conservative strategy

Stable cash flow with long term visibility

Shareholderfriendly dividend policy

Experienced management team

Excellent track record

Centers almost 100% let

Inflationprotected rental agreements

Solidity combined with growth potential



KEY DATA OF THE SHARE

Listed since	02.01.2001
Nominal capital	€58,404,996.00
Outstanding shares	58,404,996
Class of shares	Registered shares
Dividend 2016 (proposal)	€1.40
52W High	€42.61
52W Low	€35.87
Share price (30 March 2017)	€37.73
Market capitalisation	€2.20 billion
Avg. turnover per day last 12 months (XETRA)	143,700 shares
Indices	MDAX, EPRA, GPR, MSCI Small Cap, EURO STOXX, STOXX Europe 600
Official market	Prime Standard Frankfurt and XETRA
Official market OTC market	
	Frankfurt and XETRA Berlin-Bremen, Dusseldorf, Hamburg,
OTC market	Frankfurt and XETRA Berlin-Bremen, Dusseldorf, Hamburg, Hanover, Munich and Stuttgart





KEY DATA OF THE CONVERTIBLE BOND 1.75% 2017

Amount	€100 million
Principal amount	€100,000 per Bond
Issue date	20 Nov. 2012
Maturity date	20 Nov. 2017
Coupon	1.75%
Price (31 March 2017)	121.95%
Interest payment date	payable semi-annually in arrear on 21 May and 21 November in each year
Conversion price	€30.62 ¹
Dividend protection	Conversion Price adjustment for any dividends paid (full dividend protection)
ISIN	DE 000 A1R 0W0 5
Listing	Open Market (Freiverkehr) segment of the Frankfurt Stock Exchange



Originally €35.10, adjusted on 21 June 2013,19 June 2014, 19 June 2015 and 16 June 2016



RETAIL TURNOVER 2016¹

Retail sector	% change in 2016	rent-to-sales ratio in %	% of sales	% of space
Department stores	-0.8	6.1	7.8	13.5
Food	-1.5	7.5	9.2	6.5
Fashion textiles	-0.9	12.2	29.7	38.9
Shoes & leather goods	-1.9	14.7	5.7	7.0
Sports	-2.9	9.3	4.1	4.8
Health & beauty	-0.1	7.1	11.8	5.9
General retail	-1.6	11.0	8.6	9.3
Electronics	0.8	4.2	13.5	8.1
Services	-0.1	4.8	5.0	1.7
Food catering	-0.1	13.2	4.6	4.3
Total	-0.75	9.2	100.0	100.0

Retail turnover development on a like-for-like basis: Germany -0.75%, abroad +1.3%
 DES-Portfolio overall: -0.5%

Absolute turnover development: Germany -0.1%, abroad +1.1%
 DES-Portfolio overall: +0.0%

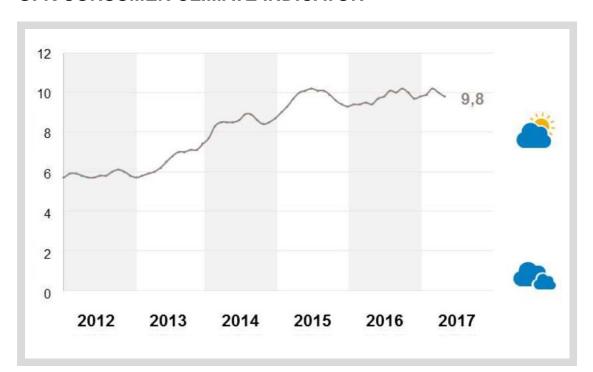


APPENDIX

¹ German centers on a like-for-like basis (turnover: €2.1 billion)



GFK CONSUMER CLIMATE INDICATOR¹



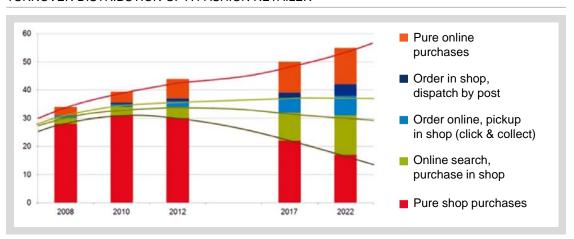


¹ as at: March2017, source: GfK



ONLINE VS. STATIONARY RETAIL?

TURNOVER DISTRIBUTION OF A FASHION RETAILER



- Stationary retail transforms from "Point of Purchase" to "Touch Point" (product experience)
- New store concepts (flagship store, show room, multi-channel store, pick-up store),
 click & collect, augmented reality, online goes offline, mobile services
- "Location, location, location" newly interpreted: "Convenience, attractivity & likeability"

APPENDIX ____

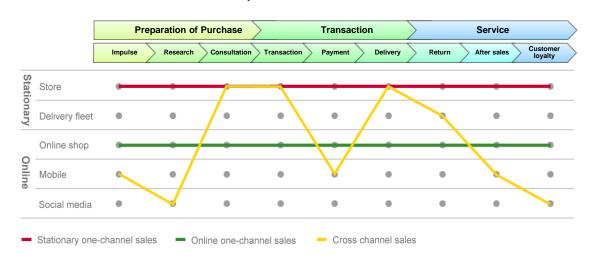
Source: GfK



CROSS CHANNEL!

AN EXAMPLE FOR A MODERN CUSTOMER JOURNEY

- The cross-channel customer combines stationary and online channels
- The one-channel customer uses only one channel

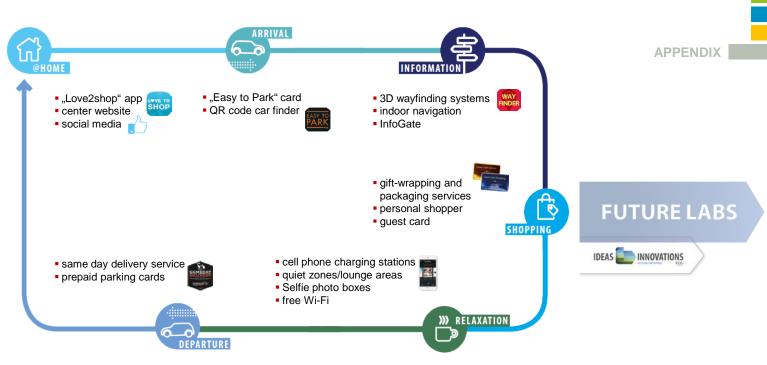


APPENDIX

Source: EY



THE CUSTOMER JOURNEY IN OUR SHOPPING CENTERS



Source: ECE



ECOMMERCE: GROWTH WITHOUT END?

PROGRESSION OF ONLINE RETAIL TO MARKET MATURITY



APPENDIX

Source: GfK

* prognosis



OUR PARTNER: ECE

ECE develops, plans, builds, leases and manages large commercial real estate in the sectors shopping, office, industries since 1965

Austria

Bulgaria

Denmark

Germany

Hungary

Italy

Czech Republic =

Lithuania

Poland

Qatar

Russia

Spain

Turkey

Slovakia

- originally ECE was an abbreviation for the German word Einkaufscenterentwicklung (Shopping center development)
- 100% privately owned by the Otto family
- Active in 14 European countries
- European market leader in the shopping center business
- Assets under management:
 - 199 shopping centers
 - 7.3 million sqm overall sales area
 - approx. 21,000 retail businesses
 - 4.6 million daily visitors
 - €31 billion assets under management

Many investors rely on ECE:

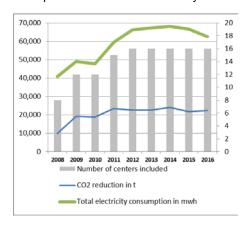


APPENDIX



ENVIRONMENT

- Climate protection is one of the most important issues for Deutsche EuroShop. We believe that sustainability and profitability, the shopping experience and environmental awareness are not opposing forces. Long-term thinking is part of our strategy. This includes playing our part in environmental protection
- In 2016, all our German shopping centers had contracts with suppliers that use renewable energy sources, such as hydroelectric power, for their electricity needs. The "EnergieVision" organisation certified the green electricity for our centers in Germany with the renowned "ok-power" accreditation in 2016. We also plan to switch our centers in other countries over to green electricity wherever possible within the next few years



- The German centers used a total of around 62.5 million kWh of green electricity in 2016. This represented 100% of the electricity requirements in these shopping centers. Based on conservative calculations, this meant a reduction of around 22,445 tonnes in carbon dioxide emissions, which equates to the annual CO₂ emissions of more than 1,000 two-person households. The use of heat exchangers and energy-saving light bulbs allows us to further reduce energy consumption in our shopping centers
- Deutsche EuroShop, through its shopping centers, also supports a range of activities at local and regional level in the areas of ecology, society and economy









FINANCIAL CALENDAR

2017

03.04.	Roadshow Munich, Baader Bank
03.04.	Roadshow Zurich, Berenberg
28.04.	Publication of the Annual Report 2016
	Quarterly Statement 3M 2017
16.05.	Roadshow Helsinki, M.M. Warburg
19.05.	equinet ESN Conference, Frankfurt
19.05.	Warburg Highlights, Hamburg
01.06.	Kepler Cheuvreux German Property Day, Paris
07.06.	Kempen & Co European Property Seminar, Amsterdam
15.06.	Roadshow London, Green Street Advisors
15.06.	Roadshow Warsaw, Berenberg
16.06.	Roadshow Edinburgh, JP Morgan Cazenove
22.06.	Deutsche Bank dbAccess Conference, Berlin
28.06.	Annual General Meeting, Hamburg

15.08.	Half-year Financial Report 2016
0506.09.	DES Real Estate Summer, Brno
1213.09.	BoA Merrill Lynch Global RE Conf., New York
18.09.	Goldman Sachs & Berenberg German Conf., Munich
19.09.	Baader Investment Conf., Munich
29.09.	Societe Generale Pan European RE Conf., London
0406.10.	Expo Real, Munich
15.11.	Quarterly Statement 9M 2017
16.11.	Natixis European Mid Caps Conf., Paris
17.11.	Roadshow Amsterdam, Societe Generale
17.11.	Roadshow Brussels, Kempen & Co
21.11.	DZ Bank Equity Conf., Frankfurt
0607.12.	Berenberg European Conf., Pennyhill
1112.12.	HSBC Global RE Conf., Cape Town

APPENDIX



APPENDIX

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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.

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