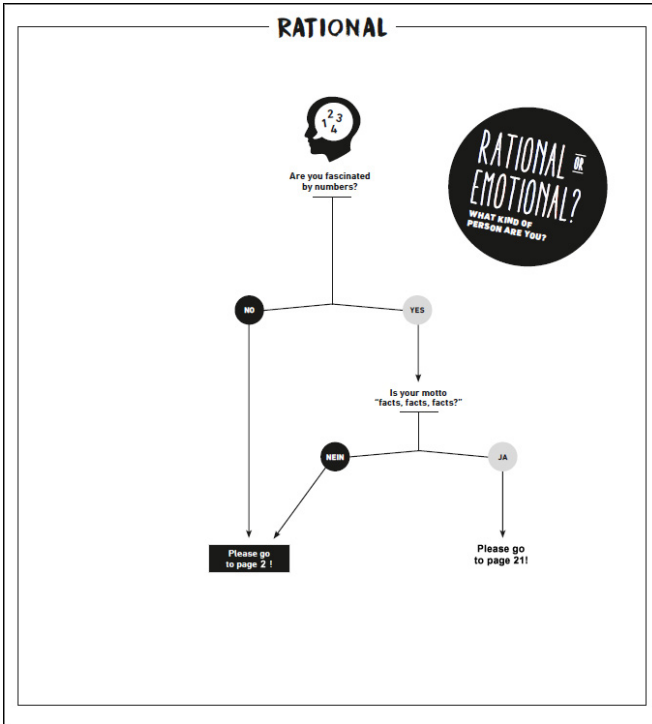
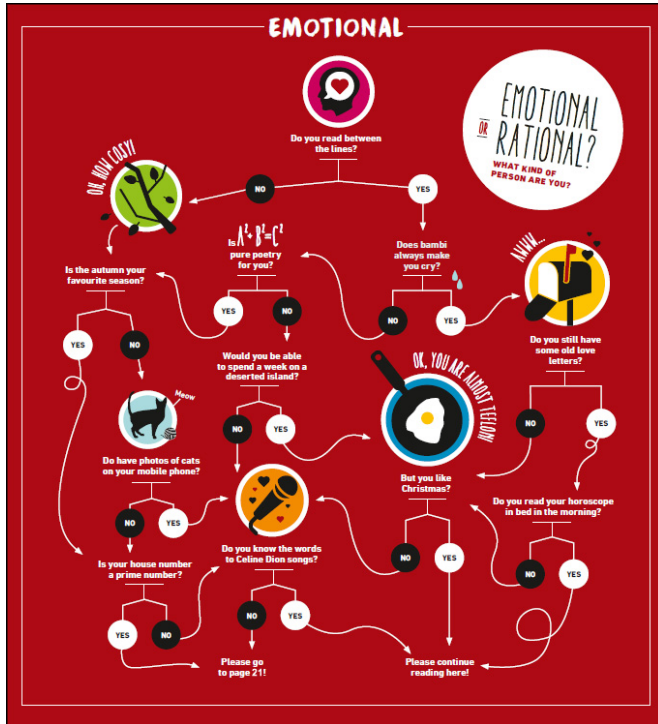


COMPANY PRESENTATION

01.2018



EQUITY STORY



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 long-term growth and the resulting stable increase in the value of the portfolio

COMPANY

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 Poland

2016 portfolio valuation: approx. 4.94% net initial yield (before transaction costs)



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

Lettable space ¹	Approx. 1,087,000 sqm
Retail shops ¹	Approx. 2,700
Market value ¹	approx. €5.1 billion (DES-share €4.1 bn.)
Rents per year ¹	€297 million (DES-share €237 mn.)
Occupancy rate ¹	99%

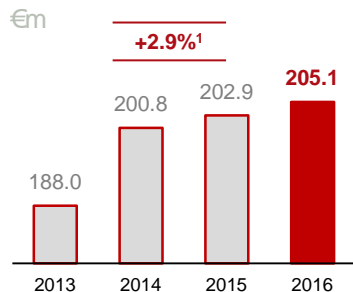
Avg. GLA per DES-center:
inner city 40,400 sqm
est. locations 99,900 sqm

¹ 100%-view

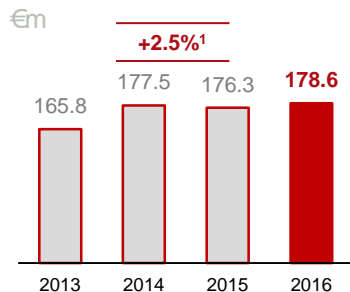
KEY FIGURES

COMPANY

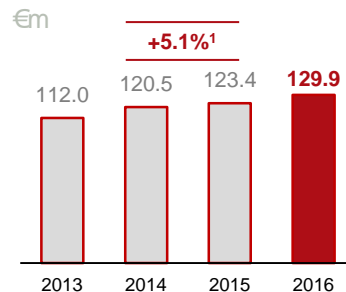
REVENUE



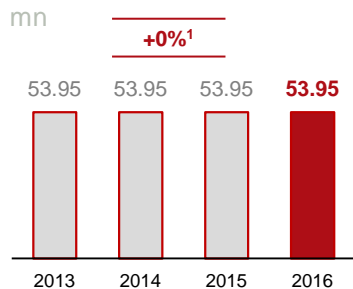
EBIT



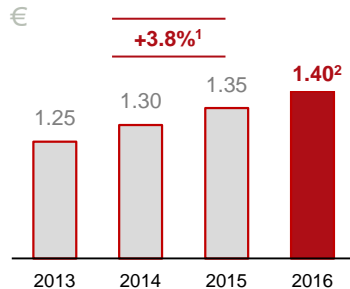
FFO



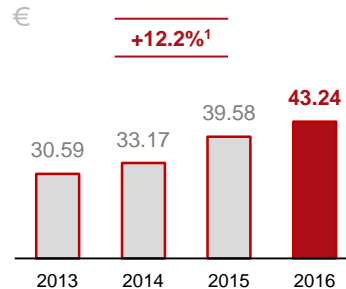
NUMBER OF SHARES



DIVIDEND PER SHARE



NAV PER SHARE (EPRA)



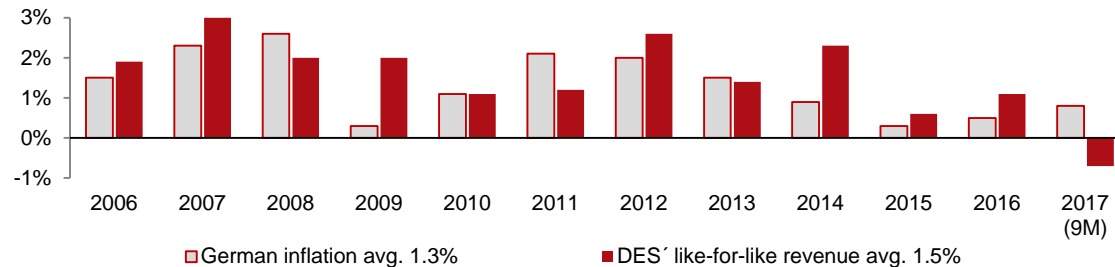
¹ 2013 – 2016, Compound Annual Growth Rate (CAGR)
² paid on 3 July 2017

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: €270
- Avg. turnover per sqm and year (productivity) in DES' German shopping centers: €3,906^{1,2} (avg. German retail: €3,456, avg. German shopping centers: €3,912)^{1,2,3}
- Rent-to-sales-ratio: 7.5 – 11.5%
- Weighted maturity of rental contracts: 5.7 years¹

COMPANY

LIKE-FOR-LIKE REVENUE



¹ Status: 31 Dec. 2016

² excl. VAT

³ Source: GfK Geomarketing

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 4.4%



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



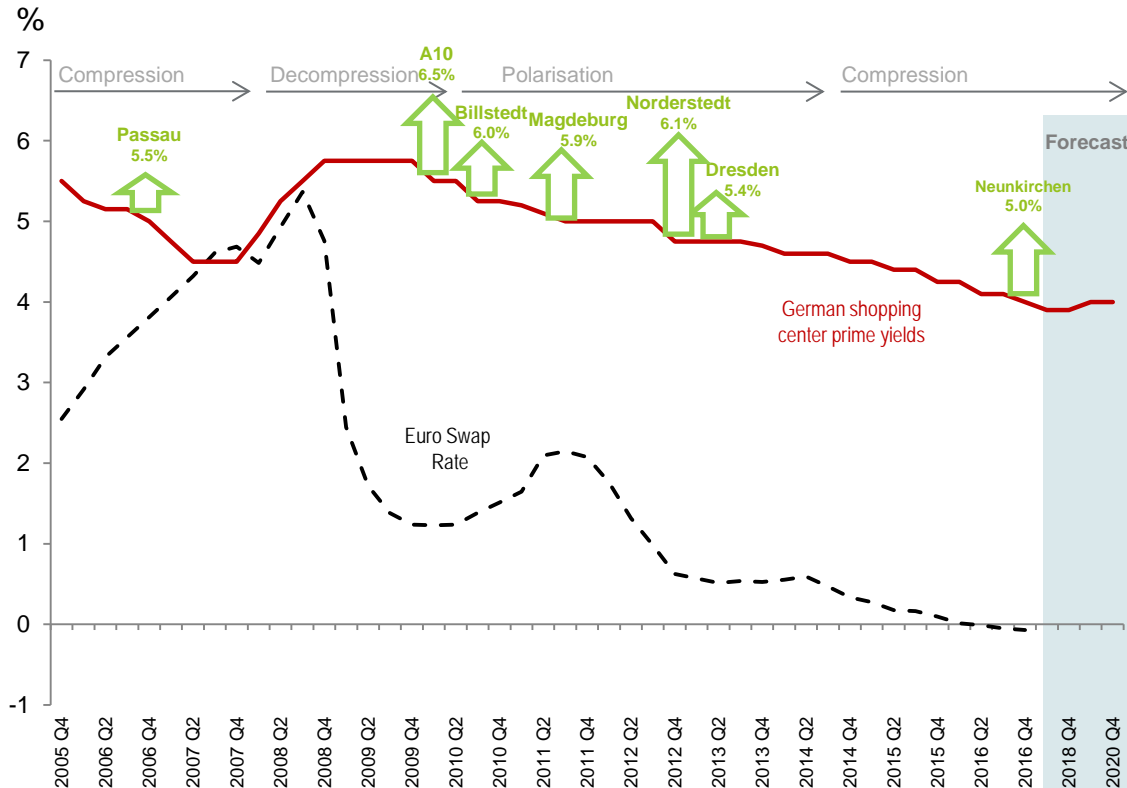
MAP OF THE PORTFOLIO



SHOPPING CENTERS



GERMAN PRIME SHOPPING CENTER YIELDS 2005-2020E



SHOPPING CENTERS



Source: JLL

ACQUISITION OF OLYMPIA BRNO

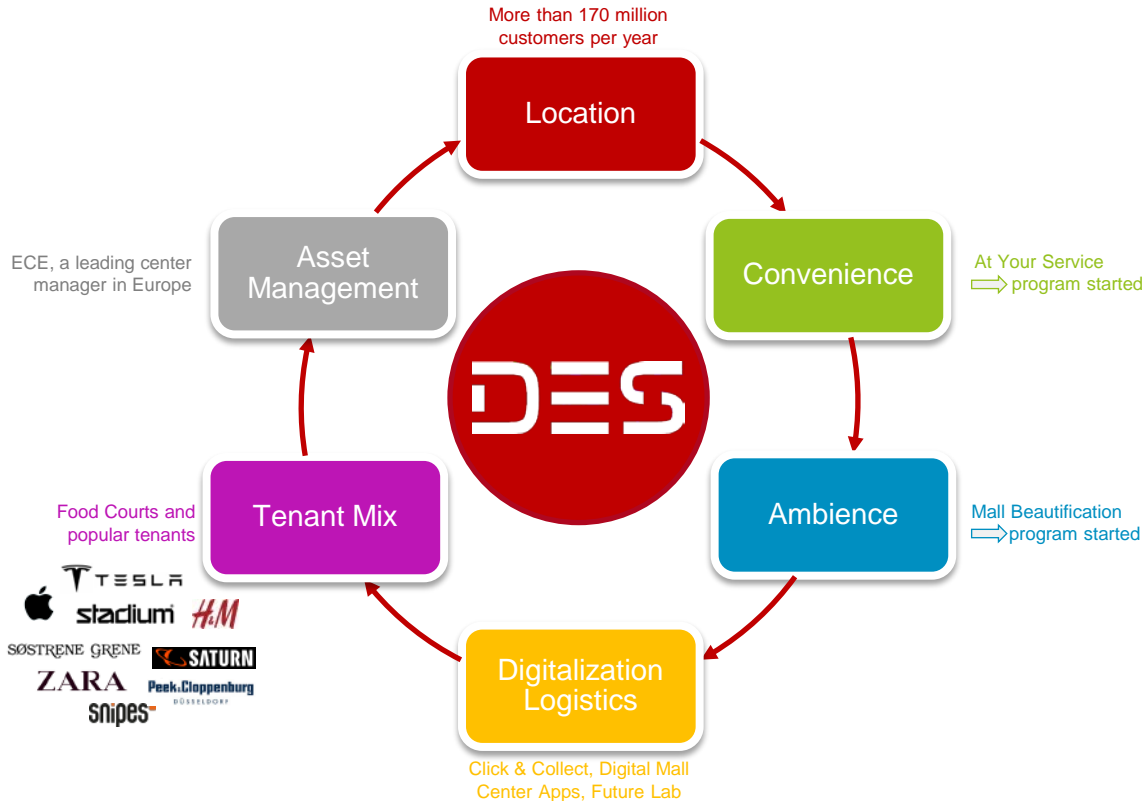
- Deutsche EuroShop acquired 100% of the shares in Olympia SPV from Rockspring and ECE European Prime Shopping Centre Fund I (50% each)
- Closing: 31 March 2017
- Total investment: approx. €382 million, net purchase price excl. debt of SPV and excl. acquisition costs: approx. €207 million
- financing 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 is fully consolidated as of 31 March 2017

SHOPPING CENTERS



SUCCESS FACTORS OF A MODERN SHOPPING CENTER

SHOPPING CENTERS



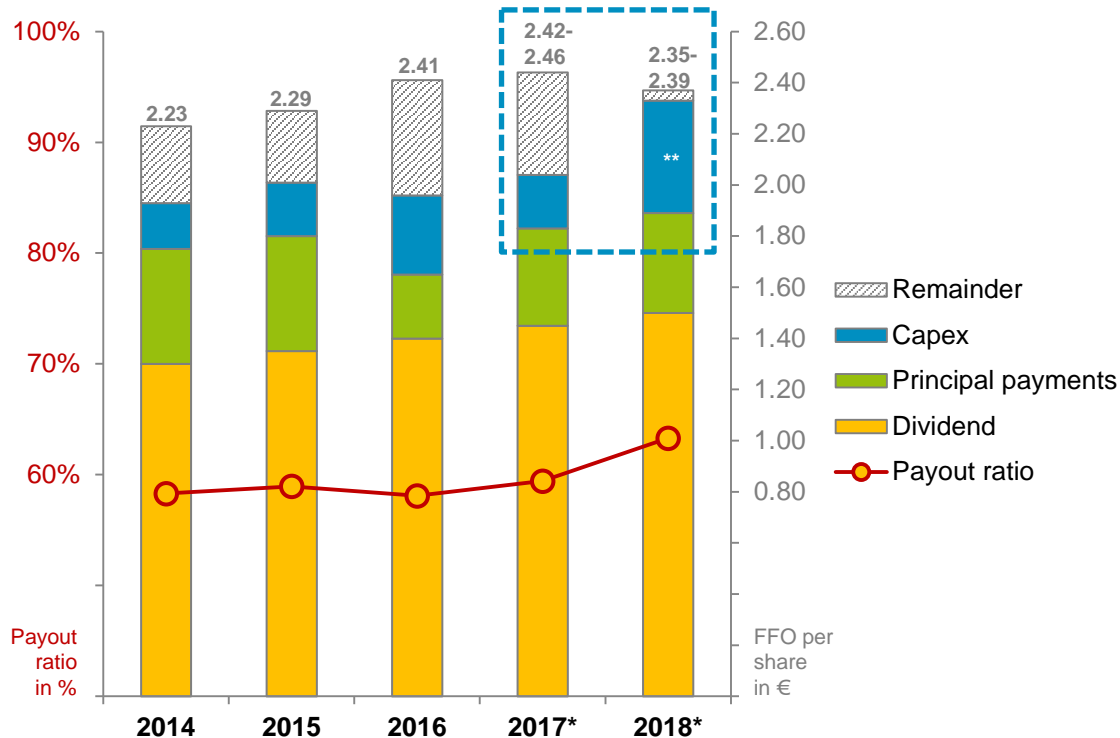
INVESTMENTS: MALL BEAUTIFICATION & CONVENIENCE

SHOPPING CENTERS



Design studies

INVESTMENTS: CAPEX COVERED BY FFO



FINANCIALS

Expected for 2018-2022:

€5-30 million per year on avg.

€3-25 million per year on avg.

€0.05 increase per year
(guidance until 2018)

* Forecast
Dividend per share: proposal
** expected: €27.5 million per year on avg.

GERMANY

SHOPPING CENTERS



	Main-Taunus-Zentrum	A10 Center	Altmarkt-Galerie	Rhein-Neckar-Zentrum
Location	Sulzbach/Frankfurt	Wildau/Berlin	Dresden	Viernheim/Mannheim
Investment	52.0%	100%	100%	100%
Lettable space sqm	124,000	121,000	77,000	69,500
Parking	4,500	4,000	500	3,800
Number of shops	Approx. 170	Approx. 200	Approx. 200	Approx. 110
Occupancy rate	100%	100%	100%	100%
Catchment area	Approx. 3.1 m. inhabitants	Approx. 1.1 m. inhabitants	Approx. 2.1 m. inhabitants	Approx. 1.5 m. inhabitants
Visitors 2016	8.10 m.	6.90 m.	14.40 m.	7.80 m.
Opening/refurbishment	1964/2004/2011	1996/2011	2002/2011	1972/2002

GERMANY

SHOPPING CENTERS



	Herold-Center	Rathaus-Center	Allee-Center	Phoenix-Center
Location	Norderstedt	Dessau	Magdeburg	Hamburg
Investment	100%	100%	50.0%	50.0%
Lettable space sqm	54,300	52,500	51,300	43,400
Parking	850	850	1,300	1,400
Number of shops	Approx. 140	Approx. 90	Approx. 150	Approx. 130
Occupancy rate	96%	100%	98%	97%
Catchment area	Approx. 0.5 m. inhabitants	Approx. 0.5 m. inhabitants	Approx. 0.8 m. inhabitants	Approx. 0.6 m. inhabitants
Visitors 2016	11.50 m.	5.60 m.	9.50 m.	9.20 m.
Opening/ refurbishment	1971/1995/2003	1995	1998/2006	2004/2016

GERMANY

SHOPPING CENTERS



	Billstedt-Center	Saarpark-Center	Forum	Allee-Center
Location	Hamburg	Neunkirchen	Wetzlar	Hamm
Investment	100%	50.0%	65.0%	100%
Lettable space sqm	42,500	35,600	34,500	34,000
Parking	1,500	1,600	1,700	1,300
Number of shops	Approx. 110	Approx. 130	Approx. 110	Approx. 90
Occupancy rate	95%	96%	98%	99%
Catchment area	Approx. 1.0 m. inhabitants	Approx. 0.6 m. inhabitants	Approx. 0.5 m. inhabitants	Approx. 0.7 m. inhabitants
Visitors 2016	10.10 m.	6.90 m.	7.60 m.	6.50 m.
Opening/ refurbishment	1969/1977/1996	1989/1999/2009	2005	1992/2003/2009

GERMANY

SHOPPING CENTERS



	City-Galerie	City-Arkaden	City-Point	Stadt-Galerie
Location	Wolfsburg	Wuppertal	Kassel	Passau
Investment	100%	100%	100%	75.0%
Lettable space sqm	30,800	28,700	27,800	27,700
Parking	800	650	220	500
Number of shops	Approx. 100	Approx. 80	Approx. 60	Approx. 90
Occupancy rate	98%	99%	100%	100%
Catchment area	Approx. 0.5 m. inhabitants	Approx. 0.8 m. inhabitants	Approx. 0.8 m. inhabitants	Approx. 1.2 m. inhabitants
Visitors 2016	7.50 m.	8.40 m.	8.60 m.	8.00 m.
Opening/refurbishment	2001/2006	2001/2004	2002/2009/2015	2008

GERMANY



Stadt-Galerie

Location	Hameln
Investment	100%
Lettable space sqm	26,000
Parking	500
Number of shops	Approx. 100
Occupancy rate	97%
Catchment area	Approx. 0.4 m. inhabitants
Visitors 2016	5.80 m.
Opening/ refurbishment	2008

SHOPPING CENTERS



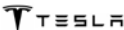
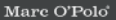








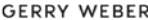

























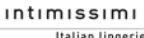















EUROPE

SHOPPING CENTERS



	Olympia	Galeria Bałtycka	City Arkaden	Árkád
Location	Brno, Czech Republic	Gdansk, Poland	Klagenfurt, Austria	Pécs, Hungary
Investment	100%	74.0%	50.0%	50.0%
Lettable space sqm	85,000	48,700	36,900	35,400
Parking	4,000	1,050	880	850
Number of shops	Approx. 200	Approx. 195	Approx. 120	Approx. 130
Occupancy rate	99%	100%	98%	99%
Catchment area	Approx. 1.2 m. inhabitants	Approx. 1.1 m. inhabitants	Approx. 0.4 m. inhabitants	Approx. 1.0 m. inhabitants
Visitors 2016	8.4 m.	9.80 m.	5.80 m.	12.50 m.
Opening/ refurbishment	1999/2014-16	2007	2006	2004

OUR TENANTS¹

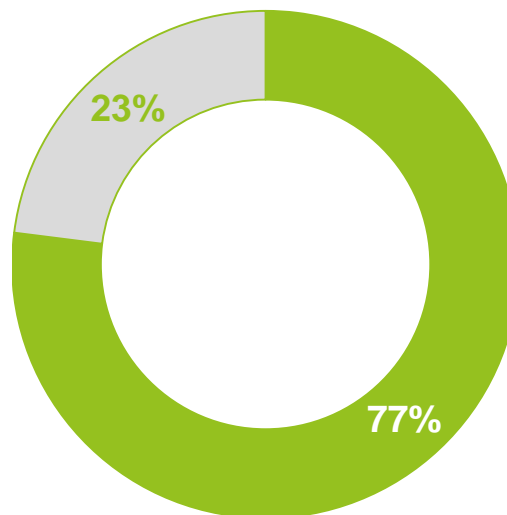
SHOPPING CENTERS

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

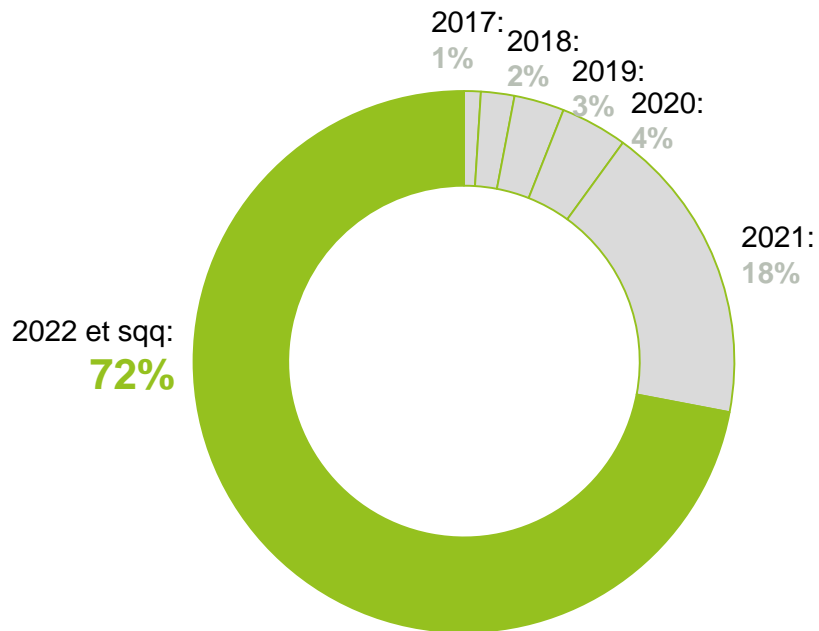
SHOPPING CENTERS

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

² excluding Kaufhof

³ perfumeries only

MATURITY DISTRIBUTION OF RENTAL CONTRACTS¹



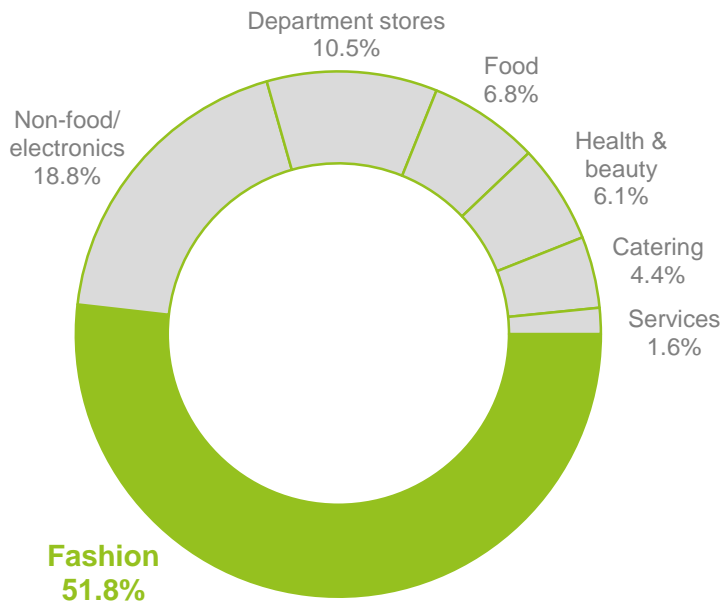
SHOPPING CENTERS

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

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

SECTOR MIX¹

Balanced sector diversification



SHOPPING CENTERS

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

KEY FIGURES 9M 2017

€ million	01.01. – 30.09.2017	01.01. – 30.09.2016	Change
Revenue	161.0	152.3	6%
Net operating income	144.4	136.0	6%
EBIT	140.2	131.5	7%
Net finance costs	-30.1	-36.6	18%
Measurement gains/losses	-3.6	-4.8	25%
EBT	106.6	90.1	12%
Consolidated profit	85.2	72.2	18%
FFO per share (€)	1.88	1.74	8%
EPRA Earnings per share (€, undiluted)	1.79	1.66	8%

€ million	30.09.2017	31.12.2016	Change
Total equity¹	2,422.1	2,240.7	8%
Net Financial liabilities	2,141.4	1,873.8	14%
Total assets	4,563.5	4,114.5	11%
Equity ratio ¹	53.1%	54.5%	
Loan to value ratio	35.5%	34.2%	
Cash and cash equivalents	81.2	64.0	27%

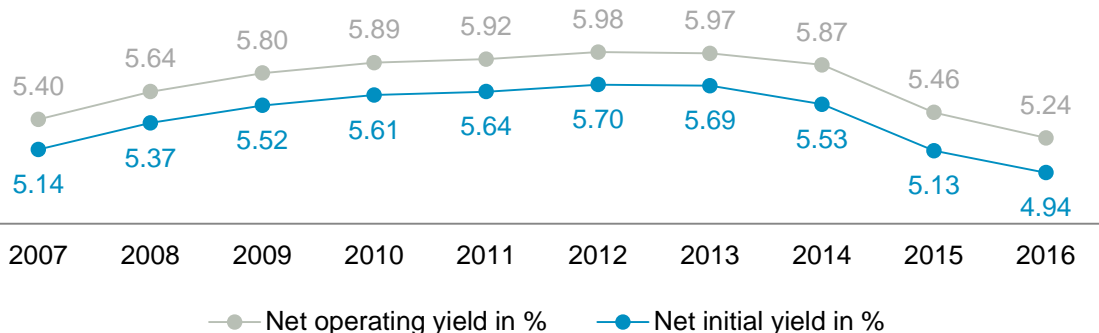
¹ Including the share attributable to equity-accounted joint ventures and associates

FINANCIALS



VALUATION¹ – INVESTMENT PROPERTIES 2016

FINANCIALS



SENSITIVITY ANALYSIS

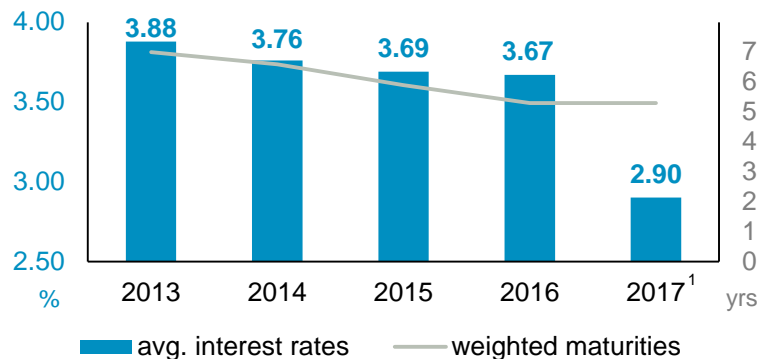
in € thousand	Basis	change of -25bps	change of +25bps
Rent increase rates	1.39%	-101,100	+148,000
Discount rate	5.97%	+69,000	-69,200
Capitalization rate	5.21%	+114,200	-106,600
Cost ratio	10.17%	+10,400	-9,000

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		96.1	5.9%	1.87%
1 to 5 years	3.3	513.9	31.4%	4.26%
5 to 10 years	6.7	706.5	43.1%	2.75%
Over 10 years	10.3	322.1	19.6%	2.45%
Total¹	5.3	1,638.6	100%	2.90%

- 21 German and 4 foreign bank partners
- Weighted maturity of fixed interest periods 5.3 years¹



¹ as of 30 September 2017
² excl. non-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 ³ 91.2	1.75%	4.9	96.1
2018	148.3	2.49%	22.3	170.6
2019	123.1	4.73%	19.9	143.0
2020	134.1	4.52%	19.5	153.6
2021	198.3	4.48%	16.0	214.3
2022	217.8	3.26%	16.5	234.3
	912.8			

FINANCIALS

Already fixed:

Galeria Baltycka Gdansk:
€1.0m, 2.03%, 10y

Altmarkt-Galerie Dresden:
€7.6m, 1.63%, 10y

City-Arkaden Wuppertal
€12.2m, 1.91%, 7.3y

Allee-Center Hamm:
€4.9m, 1.68%, 6y

Non-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	48.6	4.65%	50%
2022	12.1	4.90%	50%

Saarpark-Center Neunkirchen

Phoenix-Center Hamburg

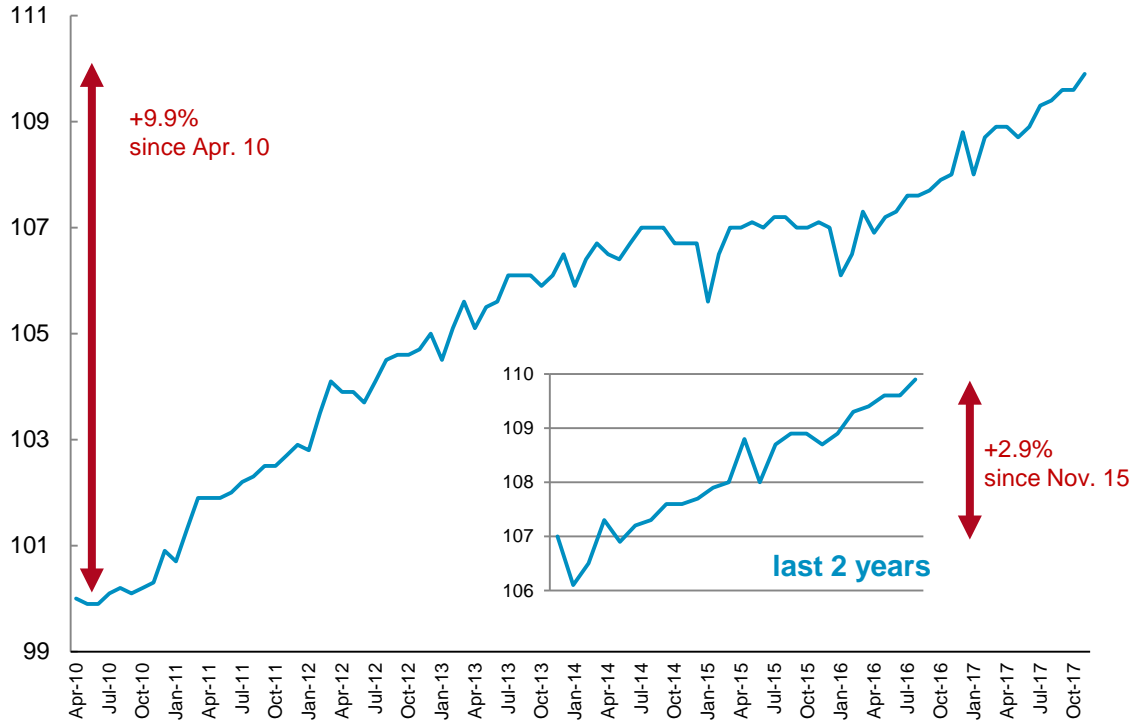
Saarpark-Center Neunkirchen

¹ as of 30 September 2017

² excl. non-consolidated loans

³ 99.5% conversion as of
6 November 2017

GERMAN CONSUMER PRICE INDEX

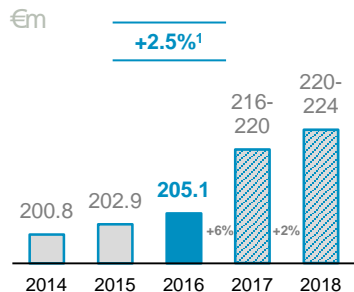


FINANCIALS

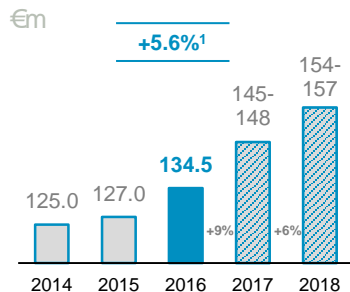
Source: Destatis

FORECAST

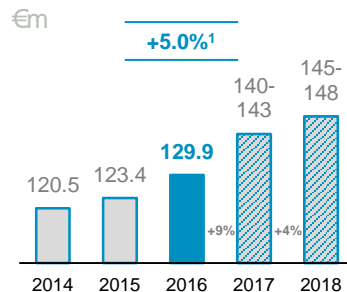
REVENUE



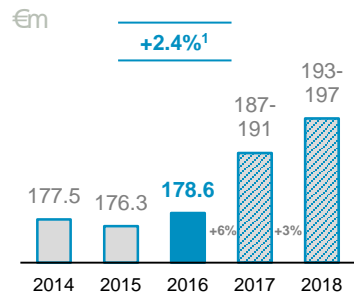
EBT EXCL. VALUATION



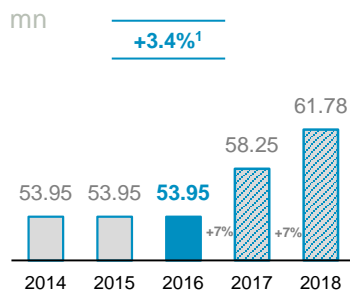
FFO



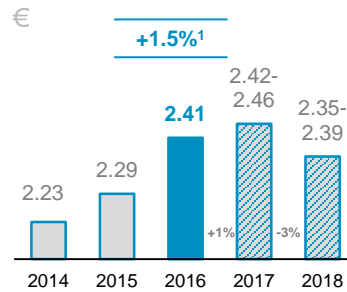
EBIT



NUMBER OF SHARES²



FFO PER SHARE

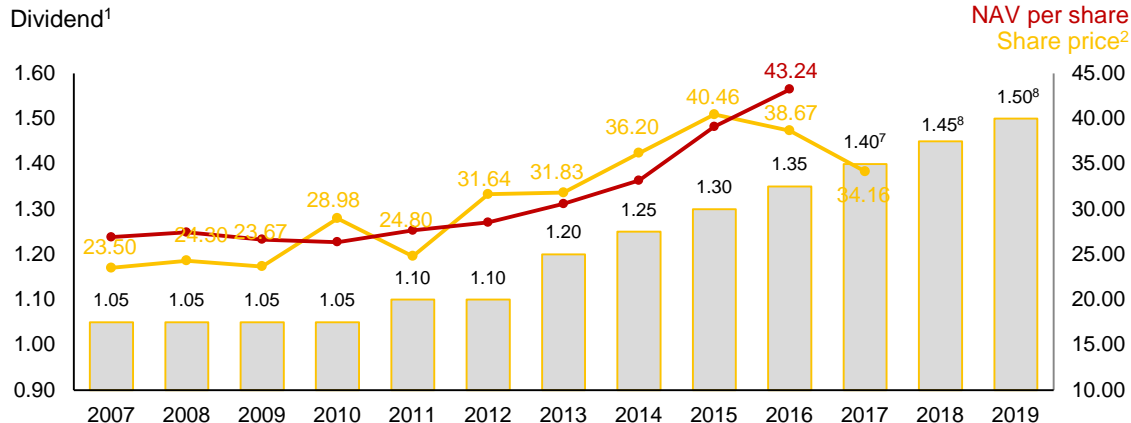


¹ Compound Annual Growth Rate (CAGR) 2014 - 2018

² weighted, taking into account the fact that the convertible bond was nearly fully converted at the end of its term in November 2017

DIVIDEND & PERFORMANCE

TREND OF SHARE



PERFORMANCE³

		DES	DAX	EPRA ⁴	REX ⁵	OEF ⁶
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 21 Dec. 2017

³ as of 31 Dec. 2016

⁴ EPRA/NAREIT Europe

⁵ German government bonds index

⁶ Open ended real estate funds

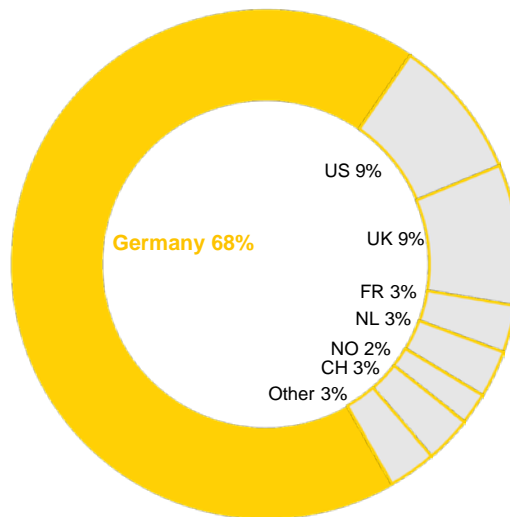
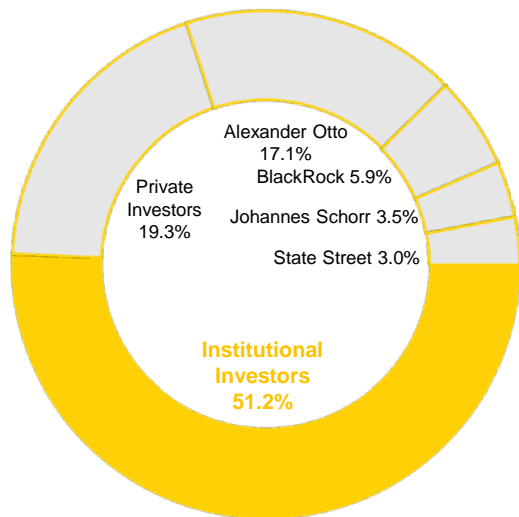
⁷ paid on 3 July 2017

⁸ planned proposal

SHAREHOLDER STRUCTURE¹

- 18,500 shareholders
- Free float 82.9%

SHARE



¹ Status: 18 Dec. 2017

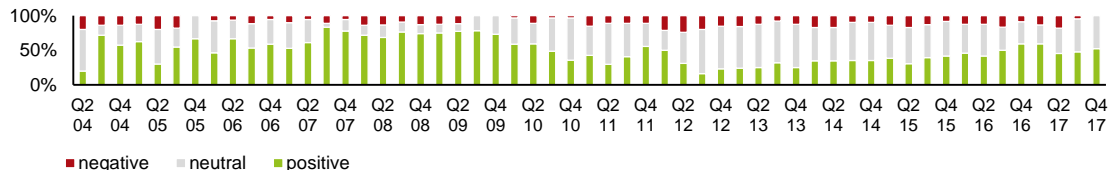
ANALYSTS' CONSENSUS¹

avg./in €	2017	2018
EBIT (€ million)	192.5	198.3
FFO per share	2.44	2.41
NAV per share	42.72	44.27
Dividend	1.45	1.50
Price target		39.06

SHARE

SELL UNDERPERFORM NEUTRAL ➔ OUTPERFORM BUY

- BA Merrill Lynch
- Commerzbank
- Deutsche Bank
- Equinet
- Green Street Advisors
- GSC Research
- J.P. Morgan Cazenove
- Kempen
- NORD/LB
- Oddo BHF
- Baader Bank
- Bankhaus Lampe
- Berenberg Bank
- DZ Bank
- HSBC
- Independent Research
- Kepler Cheuvreux
- Metzler
- M.M. Warburg
- Natixis
- Societe Generale



¹ aggregated by DES, status: 22 Dec. 2017, 21 analysts

10 REASONS TO INVEST

01

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

02

Prime locations

03

Proven, conservative strategy

04

Stable cash flow with long term visibility

05

Shareholder-friendly dividend policy

06

Experienced management team

07

Excellent track record

08

Centers almost 100% let

09

Inflation-protected rental agreements

10

Solidity combined with growth potential

SHARE

KEY DATA OF THE SHARE

Listed since	02.01.2001
Nominal capital	€61,783,594.00
Outstanding shares	61,783,594
Class of shares	Registered shares
Dividend 2016 (paid on 3 July 2017)	€1.40
52W High	€39.47
52W Low	€30.29
Share price (21 Dec. 2017)	€34.16
Market capitalisation	€2.11 billion
Avg. turnover per day last 12 months (XETRA)	206,400 shares
Indices	MDAX, EPRA, GPR, MSCI Small Cap, Euro STOXX, STOXX All Europe 800
Official market	Prime Standard Frankfurt and XETRA
OTC market	Berlin-Bremen, Dusseldorf, Hamburg, Hanover, Munich and Stuttgart
ISIN	DE 000 748 020 4
Ticker	DEQ, Reuters: DEQn.DE
Market maker	Oddo Seydler

APPENDIX

RETAIL TURNOVER 9M 2017¹

Retail sector	% change to 2016	rent-to-sales ratio in %	% of sales	% of space
Department stores	-0.5	6.2	7.4	13.1
Food	-0.4	7.6	8.7	6.2
Fashion textiles	+0.7	11.9	29.8	39.6
Shoes & leather goods	+0.9	14.4	5.4	6.5
Sports	-2.3	9.6	3.9	5.0
Health & beauty	-1.0	7.2	11.8	6.0
General retail	-1.6	10.6	8.2	8.9
Electronics	+6.3	3.8	15.2	8.5
Services	+4.0	4.9	4.9	1.8
Food catering	+2.6	12.5	4.8	4.3
Total	+1.0	8.9	100²	100²

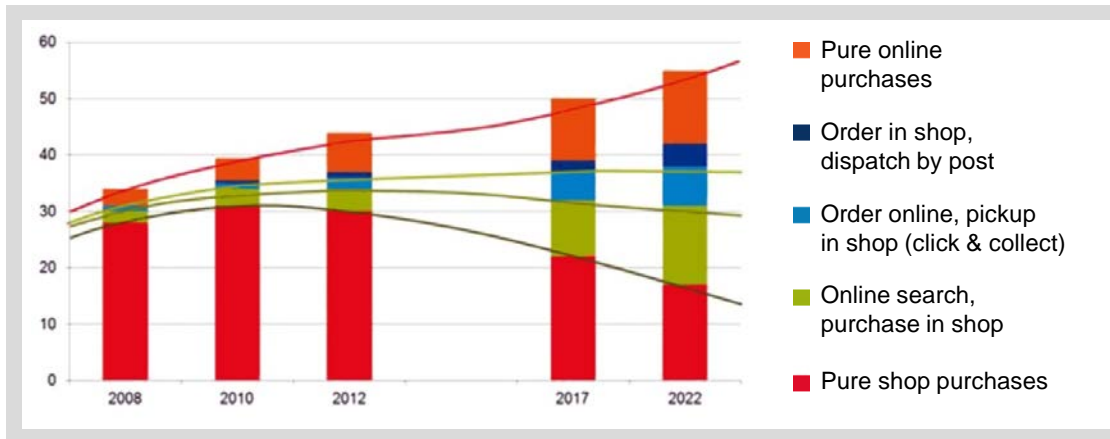
- Retail turnover development on a like-for-like basis: Germany **+1.0%** , abroad **+5.4%**
DES-Portfolio overall: **+1.8%**
- Absolute turnover development: Germany **+1.5%**, abroad **+5.8%**
DES-Portfolio overall: **+2.3%**

¹ German centers on a like-for-like basis (turnover: €2.2 billion)

² The sum may not equal the totals due to rounding

ONLINE VS. STATIONARY RETAIL?

TURNOVER DISTRIBUTION OF A FASHION RETAILER

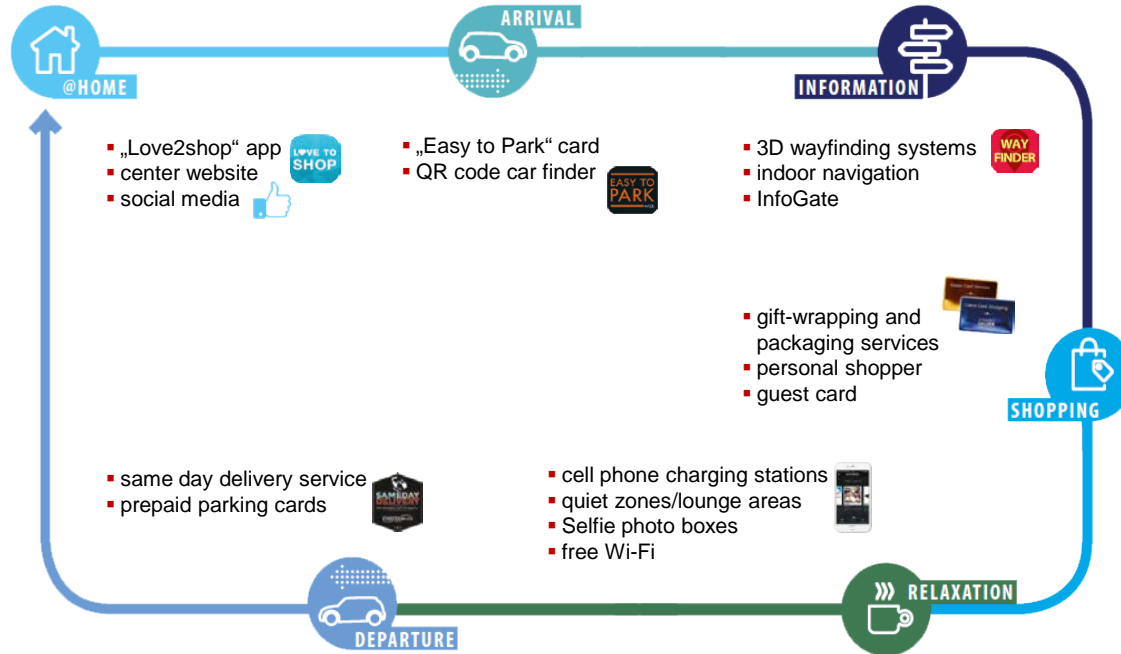


APPENDIX

- 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, attractiveness & likeability”

Source: GfK

THE CUSTOMER JOURNEY IN OUR SHOPPING CENTERS



APPENDIX

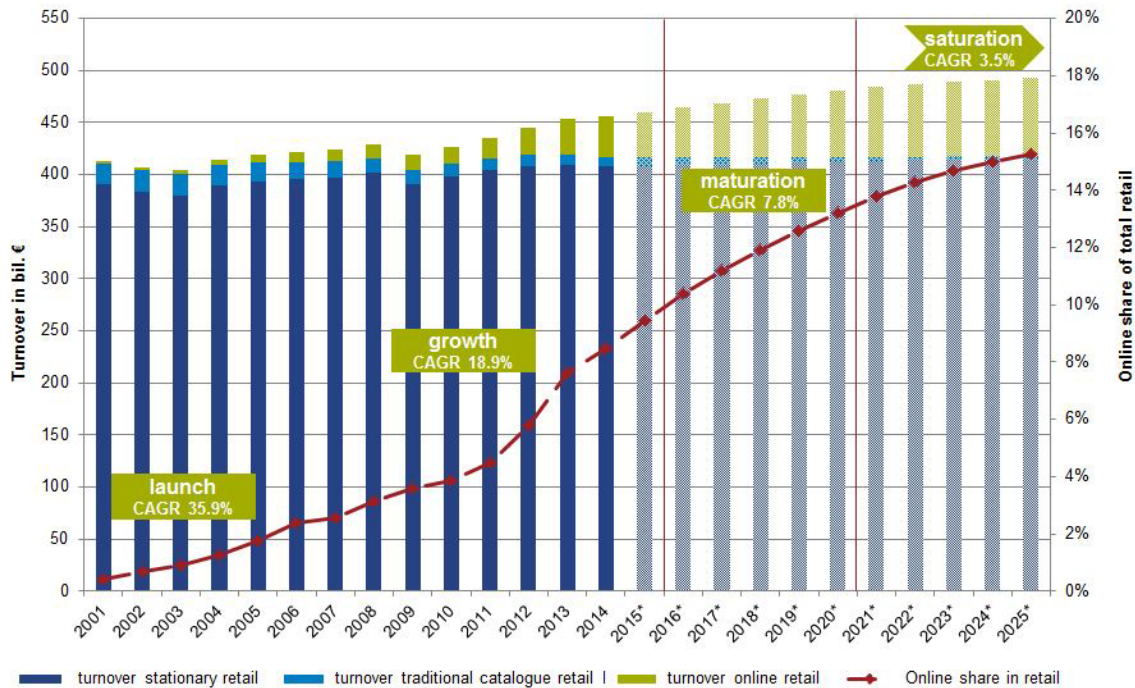
FUTURE LABS

IDEAS INNOVATIONS

Source: ECE

ECOMMERCE: GROWTH WITHOUT END?

PROGRESSION OF ONLINE RETAIL TO MARKET MATURITY



APPENDIX

Source: GfK

OUR PARTNER: ECE

- ECE develops, plans, builds, leases and manages large commercial real estate in the sectors shopping, office, industries since 1965
- originally ECE was an abbreviation for the German word **E**inkaufszent**e**ntwick**l**ung (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:
 - approx. 200 shopping centers
 - 7.3 million sqm overall sales area
 - approx. 21,000 retail businesses
 - 4.6 million daily visitors
 - €31 billion assets under management

- Austria
- Bulgaria
- Czech Republic
- Denmark
- Germany
- Hungary
- Italy
- Lithuania
- Poland
- Qatar
- Russia
- Slovakia
- Spain
- Turkey

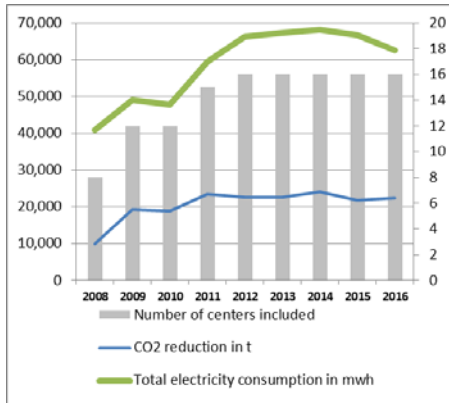
APPENDIX

Many investors rely on ECE:



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

APPENDIX



FINANCIAL CALENDAR

2018

11.-12.01.	Odco MidCap Forum, Lyon
16.01.	Kepler Cheuvreux GCC, Frankfurt
22.02.	Odco BHF German Conf., Frankfurt
20.03.	Preliminary Results 2017
21.-23.03.	Roadshow USA, Berenberg
27.03.	Commerzbank German Real Estate Forum, London
12.04.	HSBC Real Estate Conf., Frankfurt
27.04.	Publication of the Annual Report 2017
15.05.	Quarterly Statement 3M 2018
17.05.	Roadshow Helsinki, equinet
18.05.	Roadshow Copenhagen, equinet
29.05.	Kepler Cheuvreux German Property Day, Paris
08.06.	dbAccess Berlin Conference
28.06.	Annual General Meeting, Hamburg

14.08.	Half-year Financial Report 2018
04.-06.09.	EPRA Annual Conf., Berlin
08.-10.10.	EXPO Real, Munich
23.10.	Roadshow MM Warburg, Madrid
24.10.	Roadshow Paris, Natixis
14.11.	Quarterly Statement 9M 2018
20.11.	DZ Bank Equity Conf., Frankfurt
26.-28.11.	Eigenkapitalforum, Frankfurt
03.-06.12.	Berenberg European Conf., Pennyhill

APPENDIX

CONTACT

Deutsche EuroShop AG
Investor & Public Relations
Heegberg 36
22391 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

 ir-mall.com

 facebook.com/euroshop

 flickr.com/desag

 slideshare.net/desag

 twitter.com/des_ag

 youtube.com/DeutscheEuroShop



APPENDIX

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.