



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.



At a Glance

- 18 shopping centers on high street and in established locations – 14 in Germany, 2 in Poland and one each in Austria and Hungary

Lettable space	approx. 848,000 sqm*
Retail shops	approx. 2,170*
Market value	approx. €3.3 billion*
Rents per year	€224 million*
Occupancy rate	> 99%

- 2010 portfolio valuation: 5.89% net initial yield
- Professional center management by ECE, the European market leader in this industry

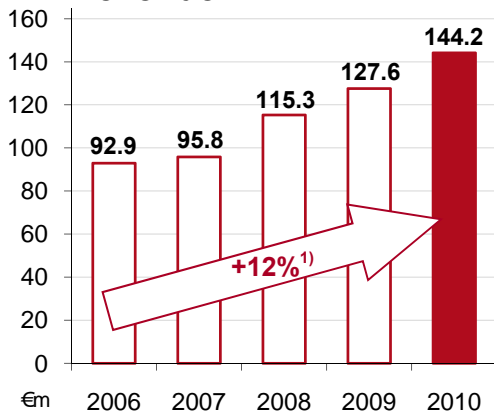
avg. lettable space
per DES-center:
inner city
35,750 sqm
est. locations
102,000 sqm



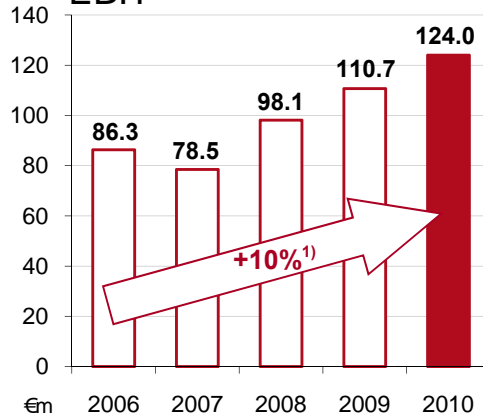
*incl. extension of Main-Taunus-Zentrum, 100%-view

Key Figures

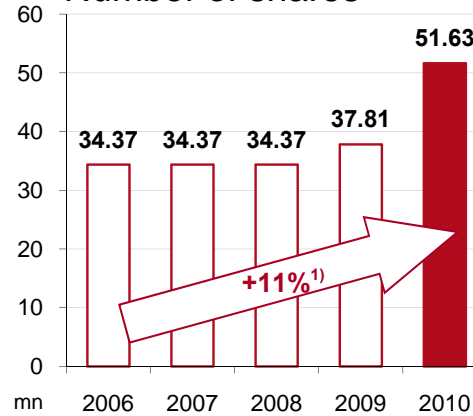
Revenue



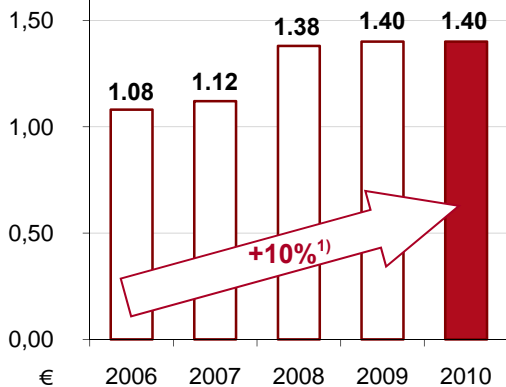
EBIT



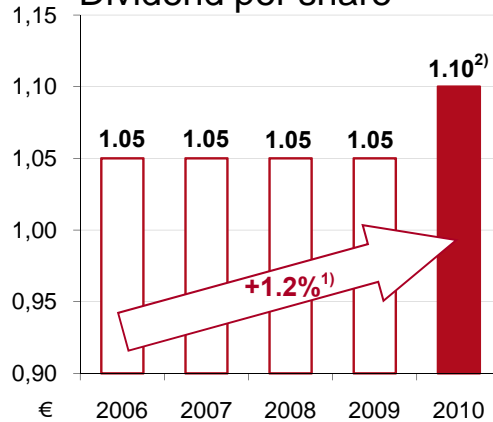
Number of shares



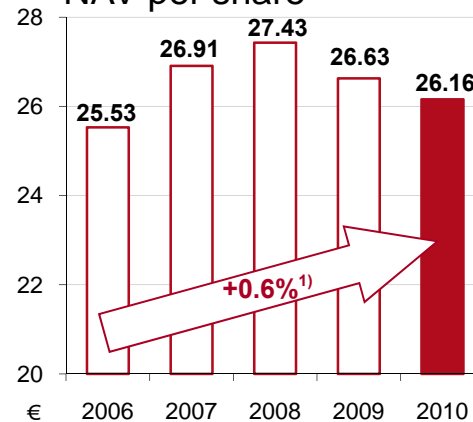
FFO per share



Dividend per share



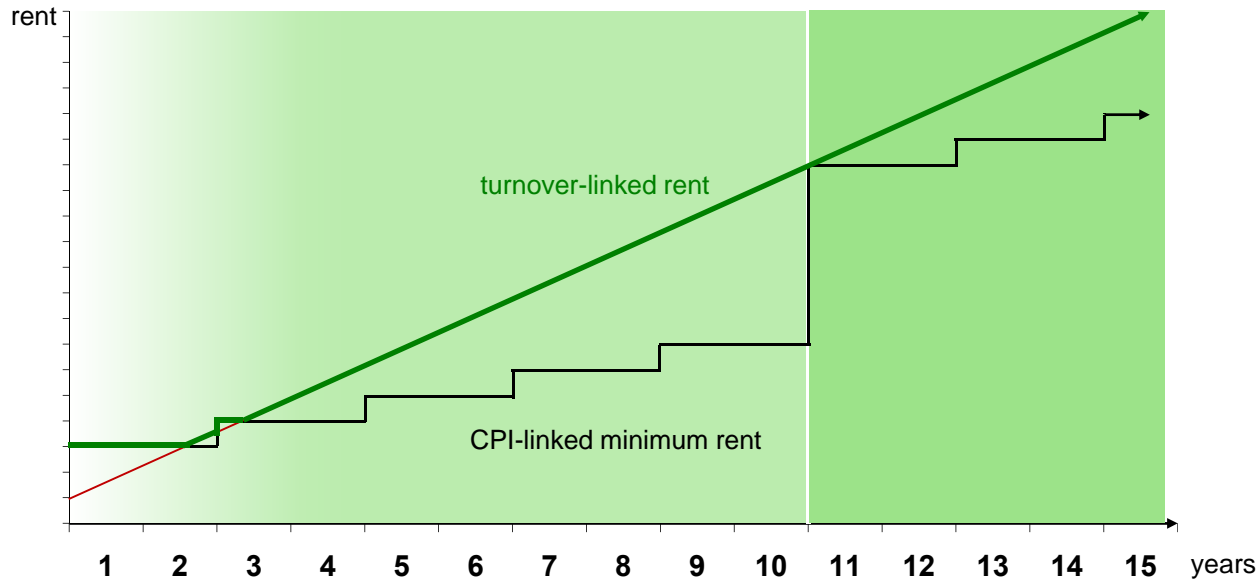
NAV per share



¹⁾2006-2010, Compound Annual Growth Rate (CAGR) ²⁾proposal



Lease System



General form of
lease contracts
for DES-tenants

Participation in
sales growth of
retail industry

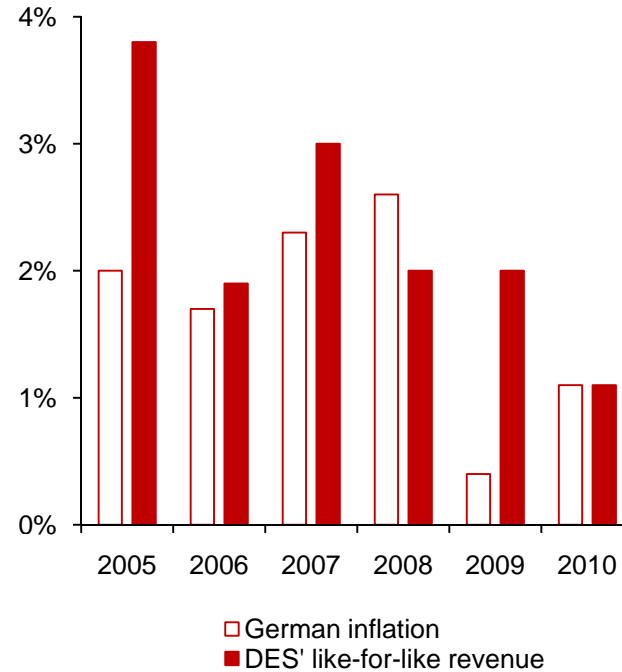
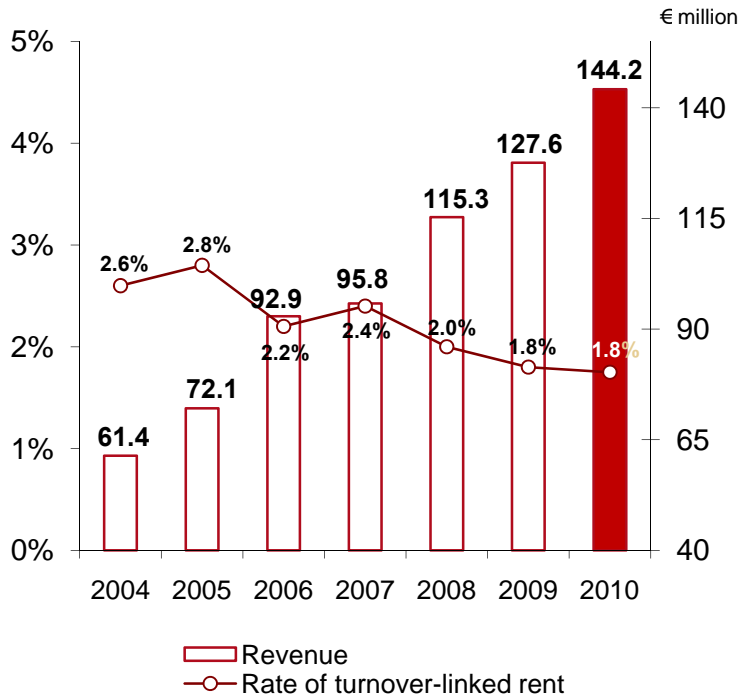
- Lease standards:
 - 10 years lease only
 - no break-up option
 - turnover-linked rents
 - minimum rents are CPI-linked



Lease System

- avg. rent per sqm and year: €250
- avg. turnover per sqm and year: €4,700
- Rent-to-sales-ratio: 7-11%
- weighted maturity of rental contracts: 6.4 years

avg. German retail:
€3,420

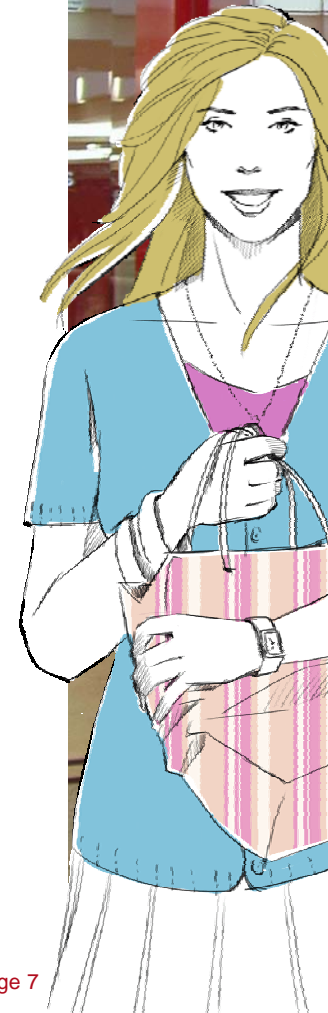


Targets

- Long term net asset value enhancement
- “buy & hold”-strategy
- Stable and attractive dividends
Dividend yield: currently **3.8%**
- Investment-focus: At least 75% Germany and up to 25% Europe
- Portfolio extension by 10% per year
 - by acquisition of new shopping centers
 - by increasing existing amounts of holdings
 - by expansion of portfolio centers

Main focus on
NAV and dividend

Continuous growth



Overview



Germany



Location

Investment

Lettable space sqm

Parking

Number of shops

Occupancy rate

Catchment area

Opening / refurbishm.

A10 Center

Wildau/Berlin

100%

120,000

4,000

approx. 180

100%

approx. 1.2 m. inhabitants

1996 / 2011

Main-Taunus-Zentrum

Sulzbach/Frankfurt

52.0%

117,000*

4,500*

approx. 170*

100%

approx. 2.2 m. inhabitants

1964 / 2004 / 2011

Altmarkt-Galerie

Dresden

67.0%

76,500

520

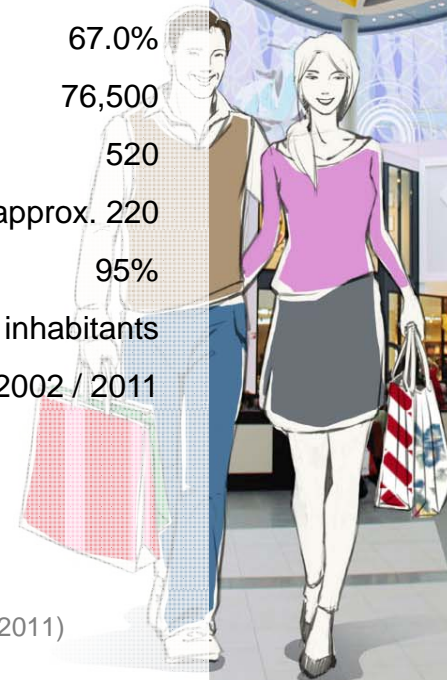
approx. 220

95%

approx. 1.0 m. inhabitants

2002 / 2011

*incl. extension (opening November 2011)



Germany



Rhein-Neckar-Zentrum

Viernheim

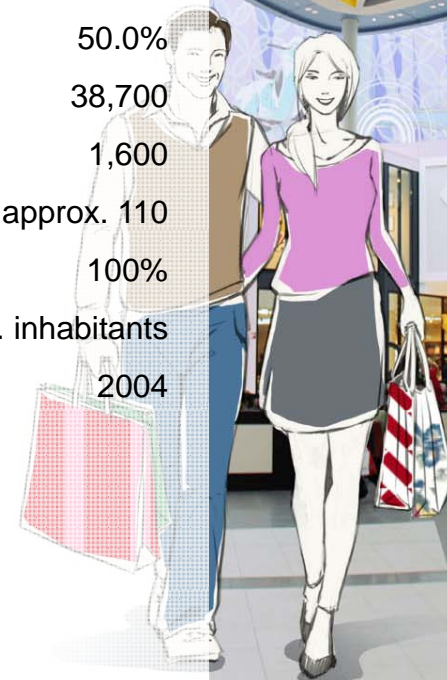
Billstedt-Center

Hamburg

Phoenix-Center

Hamburg

Location	Viernheim	Hamburg	Hamburg
Investment	99.9%	100%	50.0%
Lettable space sqm	69,000	43,400	38,700
Parking	3,500	1,500	1,600
Number of shops	approx. 100	approx. 110	approx. 110
Occupancy rate	100%	99%	100%
Catchment area	approx. 1.4 m. inhabitants	approx. 0.7 m. inhabitants	approx. 0.6 m. inhabitants
Opening / refurbishm.	1972 / 2003	1969 / 1977 / 1996	2004



Germany



Location

Forum

Wetzlar

Allee-Center

Hamm

City-Galerie

Wolfsburg

Investment

65.0%

88.9%

89.0%

Lettable space sqm

34,300

34,000

30,800

Parking

1,700

1,300

800

Number of shops

approx. 110

approx. 85

approx. 95

Occupancy rate

100%

99%

100%

Catchment area

approx. 0.5 m. inhabitants

approx. 1.0 m. inhabitants

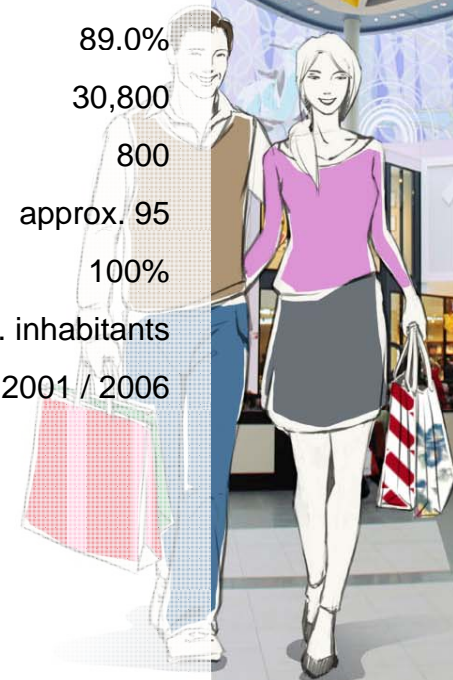
approx. 0.3 m. inhabitants

Opening / refurbishm.

2005

1992 / 2003 / 2009

2001 / 2006



Germany



Rathaus-Center

Dessau

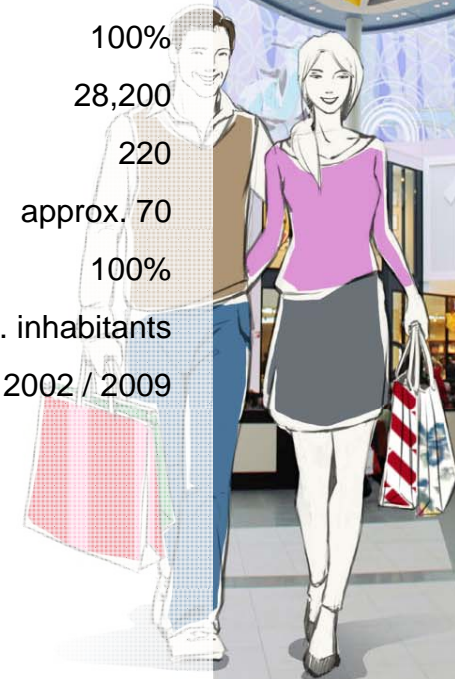
City-Arkaden

Wuppertal

City-Point

Kassel

Location	Dessau	Wuppertal	Kassel
Investment	94.9%	100%	100%
Lettable space sqm	30,400	28,700	28,200
Parking	840	650	220
Number of shops	approx. 80	approx. 90	approx. 70
Occupancy rate	97%	100%	100%
Catchment area	approx. 0.5 m. inhabitants	approx. 0.7 m. inhabitants	approx. 0.8 m. inhabitants
Opening / refurbishm.	1995	2001 / 2004	2002 / 2009



Germany



Stadtgalerie

Stadt-Galerie

Location	Passau	Hameln
Investment	75.0%	100%
Lettable space sqm	27,300	25,900
Parking	470	510
Number of shops	approx. 90	approx. 100
Occupancy rate	100%	100%
Catchment area	approx. 0.4 m. inhabitants	approx. 0.4 m. inhabitants
Opening / refurbishm.	2008	2008





Galeria Bałtycka

Gdansk, Poland

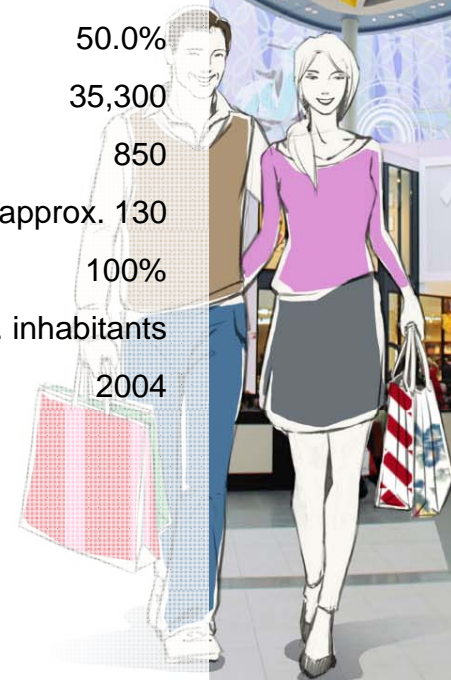
City Arkaden

Klagenfurt, Austria

Árkád

Pécs, Hungary

Location	Gdansk, Poland	Klagenfurt, Austria	Pécs, Hungary
Investment	74.0%	50.0%	50.0%
Lettable space sqm	39,500	36,900	35,300
Parking	1.100	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

Wrocław, Poland

Location	Wrocław, Poland
Investment	33.3%
Lettable space sqm	32,900
Parking	920
Number of shops	approx. 100
Occupancy rate	100%
Catchment area	approx. 1.3 m. inhabitants
Opening	2001



Extension Main-Taunus-Zentrum



- selling area: additional 12,000 m² (currently 79,000 m²)
- 70 new shops
- approx. €74 million total investment volume (approx. €38.5 million for DES)
- opening planned for Nov. 2011
- April 2011 pre-letting status: approx. 90%
- expected net initial yield: >10.0%



Our Tenants



Well-known tenants



Retail Turnover 2010*

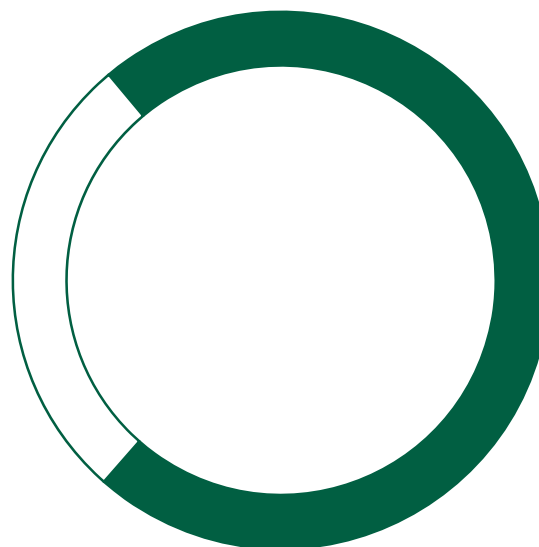
Retail sector	% change in 2010	rent-to-sales ratio in %	% of sales	% of space
Department stores	-4.4	5.1	7.0	14.3
Food	-0.4	6.5	10.2	7.0
Fashion textiles	+6.5	10.9	27.9	34.7
Shoes & leather goods	+5.5	12.8	5.5	6.9
Sports	+6.1	8.2	4.7	5.5
Health & Beauty	-0.5	7.4	10.7	6.3
General Retail	-0.2	10.2	11.0	11.2
Electronics	-3.1	2.5	15.2	8.5
Services	+4.8	5.0	3.6	1.4
Food catering	-0.9	13.2	4.2	4.2
Total	-0.1	8.2	100.0	100.0



*all German centers on a like-for-like basis (12 centers with a 2010 turnover of €1.4 billion)

Tenants Structure Top 10 Tenants*

▪ Metro-Group	7.1%
▪ Douglas-Group	4.6%
▪ H&M	2.5%
▪ REWE	2.2%
▪ Peek & Cloppenburg	2.1%
▪ C&A	2.0%
▪ New Yorker	1.9%
▪ Inditex Group	1.8%
▪ Deichmann	1.8%
▪ Esprit	1.4%
<hr/>	
total	27.4%



Other tenants

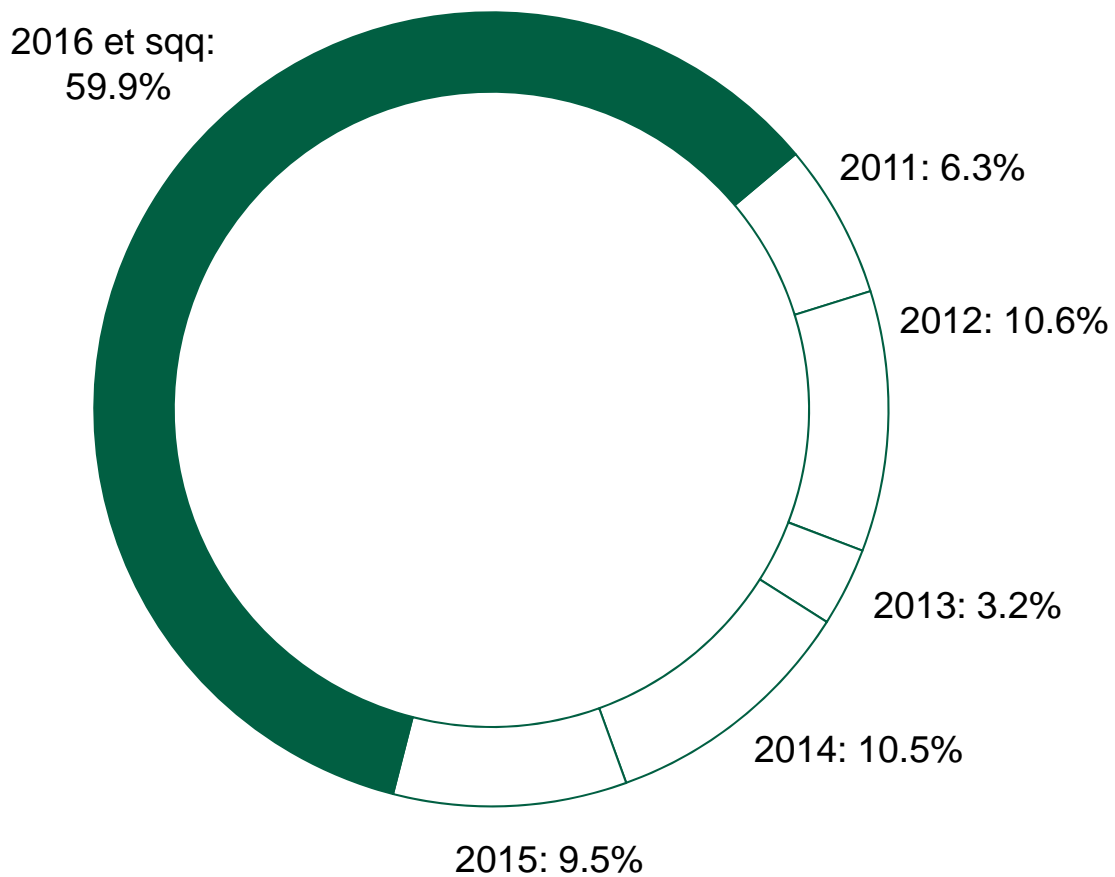
total 72.6%

Low level of dependence on the top 10 tenants



*in % of total rents as at 31 Dec 2010, excluding extensions

Maturity Distribution of Rental Contracts*



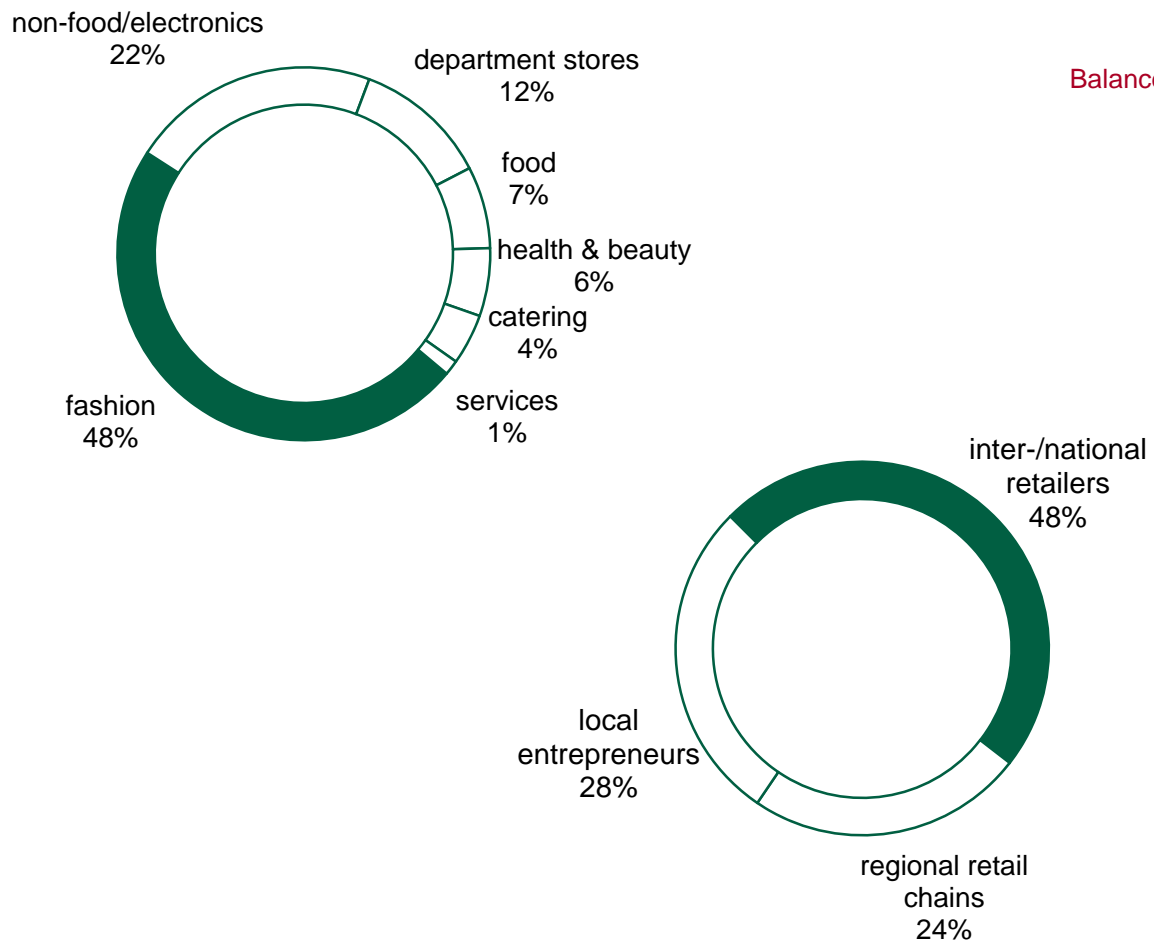
Long-term contracts guarantee rental income

Weighted maturity 6.4 years



*as % of rental income as at 31 Dec 2010, excluding extensions

Sector and Retailer Mix*



Balanced sector and retailer diversification



*in % of lettable space as at 31 Dec 2010, excluding extensions

Key Figures Q1 2011

€ million	01.01.-31.03.2011	01.01.-31.03.2010	+/-
Revenue	44.4	34.6	28%
Net operating income	40.1	30.9	30%
EBIT	38.6	30.1	28%
Net finance costs	-19.1	-14.7	-30%
EBT before valuation	19.5	15.4	27%
Valuation result	-0.4	0.0	
EBT	19.1	15.4	24%
Consolidated profit	16.0	12.8	25%
FFO per share (€)	0.38	0.34	12%
Earnings per share (€)	0.31	0.28	11%

€ million	31.03.2011	31.12.2010	+/-
Total equity	1,545.4	1,527.4	1%
Interest bearing debt	1,298.1	1,288.2	1%
Other debt	44.3	35.8	24%
Total assets	2,993.0	2,963.6	1%
Equity ratio	51.6%	51.5%	
LTV ratio	45%	45%	



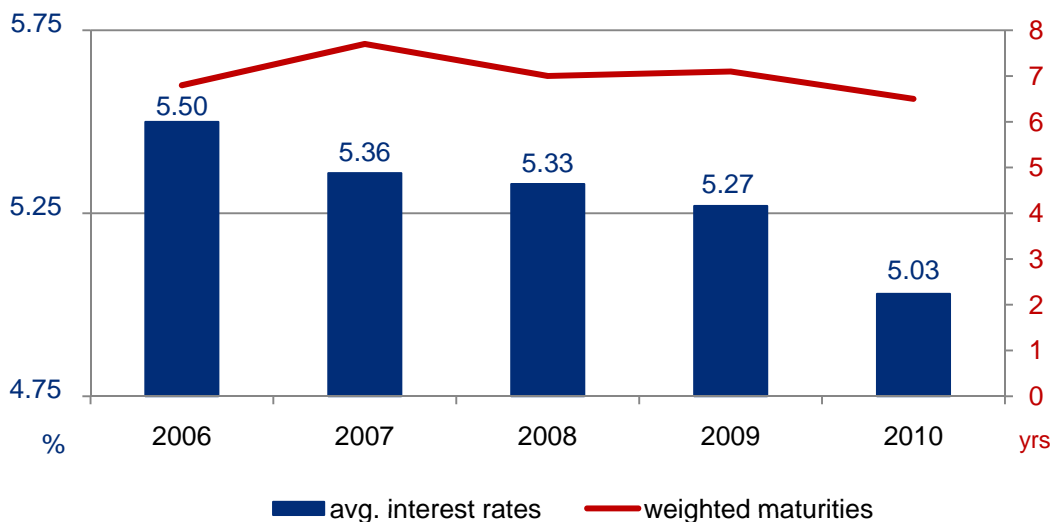
Loan Structure*

Interest lockin	Duration	Principle amounts (€ thousand)	Share of total loan	avg. interest rate
Up to 1 year	1.0	62,939	4.9%	3.30%
1 to 5 years	3.6	552,823	43.3%	5.38%
5 to 10 years	7.9	492,366	38.5%	4.96%
Over 10 years	14.3	169,200	13.3%	4.74%
Total 2010	6.5	1,277,327	100%	5.03%

Banks:
18 German and
1 Austrian

Weighted maturity
of fixed interest periods
6.5 years

Weighted maturity
of the loans
>20 years



*as of 31 December 2010

Maturities until 2015*

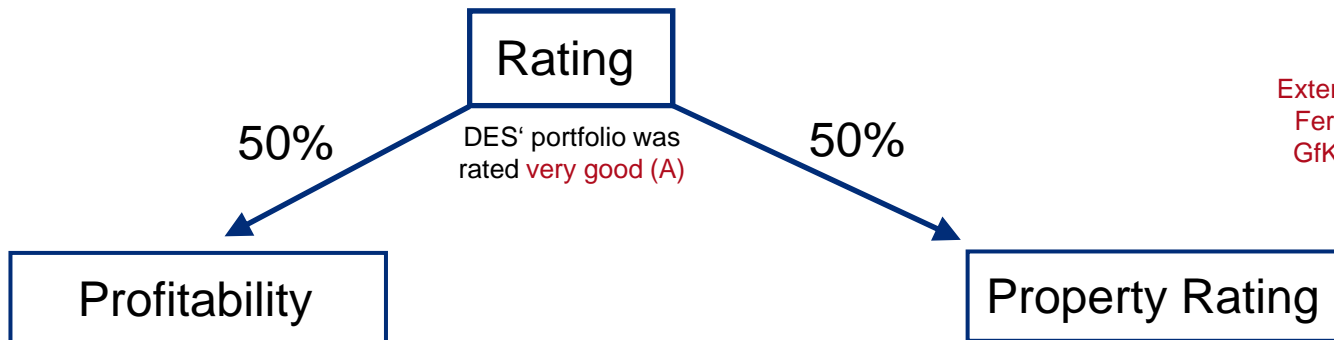
	end of fixed interest periods respectively expiring loans (€ million)	regular redemption payments (€ million)	total maturities (€ million)
2011	0	17.9	17.9
2012	54.6	20.1	74.7
2013	137.3	20.5	157.8
2014	205.3	22.6	227.9
2015	76.8	16.2	92.4

- 2011: renewed credit line of €150 million, runs 3 years until Feb 2014
- 2011: prolonged €81 million loan with a 10 years fixed interest period for 4.22% (former interest rate was 5.65%)
- Currently: discussion of before-maturity renewals of 7 loans with the banks, total volume of approx. €240 million

*as of 31 December 2010



Valuation – Investment Properties

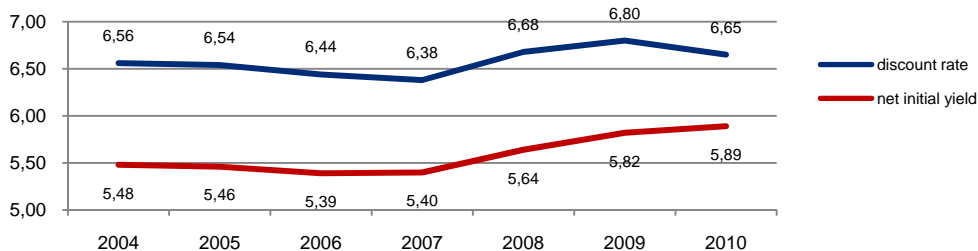


External appraisers:
Feri Research and
GfK GeoMarketing

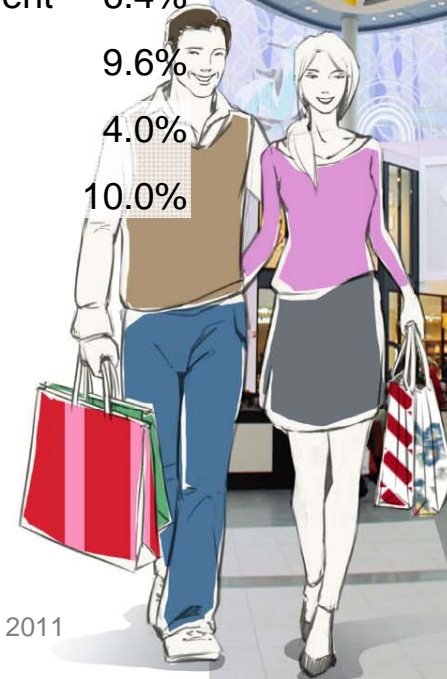
discounted cash-flow method

	2009	2010	actual
expected yield of 10-year German federal bonds	4.48%	4.44%	3.12% ¹⁾
average applied risk premiums	2.38%	2.21%	
average discount rate	6.80%	6.65%	
average property operating and management costs	11.40%	11.70%	
net initial yield	5.82%	5.89%	

- Macro-location 20.0%
- Competitive environment 6.4%
- Micro-location 9.6%
- Property quality 4.0%
- Tenants risk 10.0%

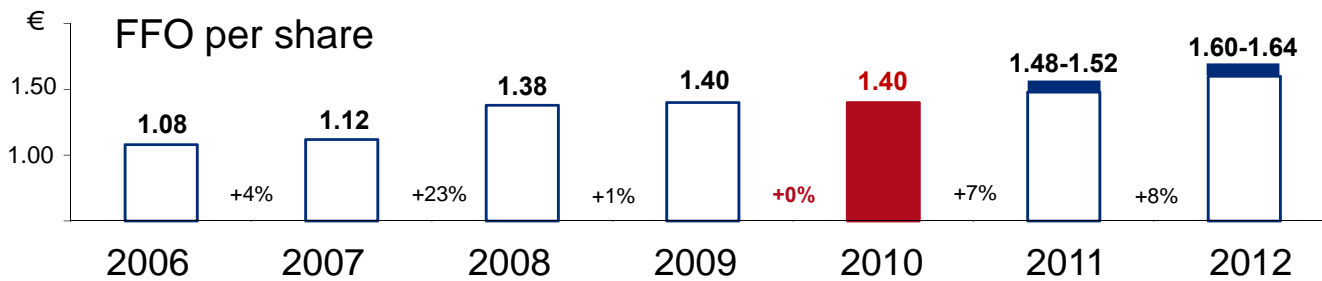
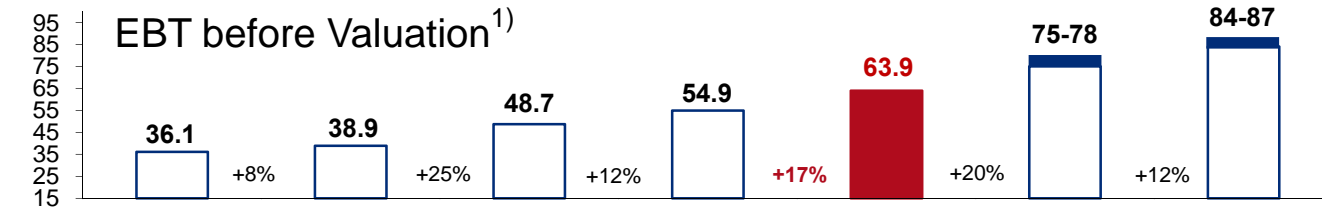
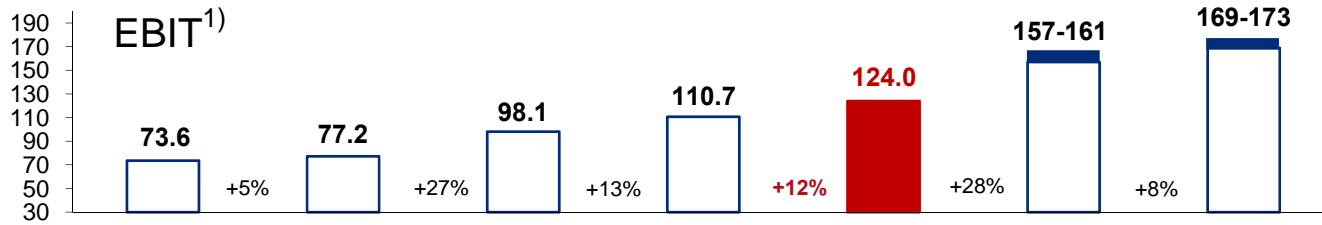
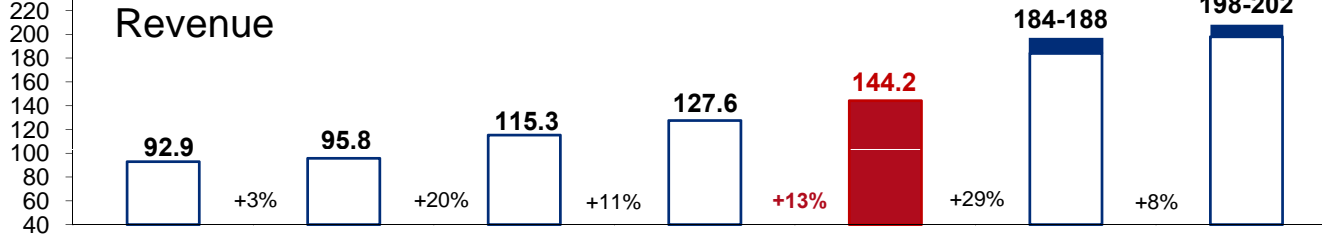


¹⁾ Status: 11 May 2011



Forecast

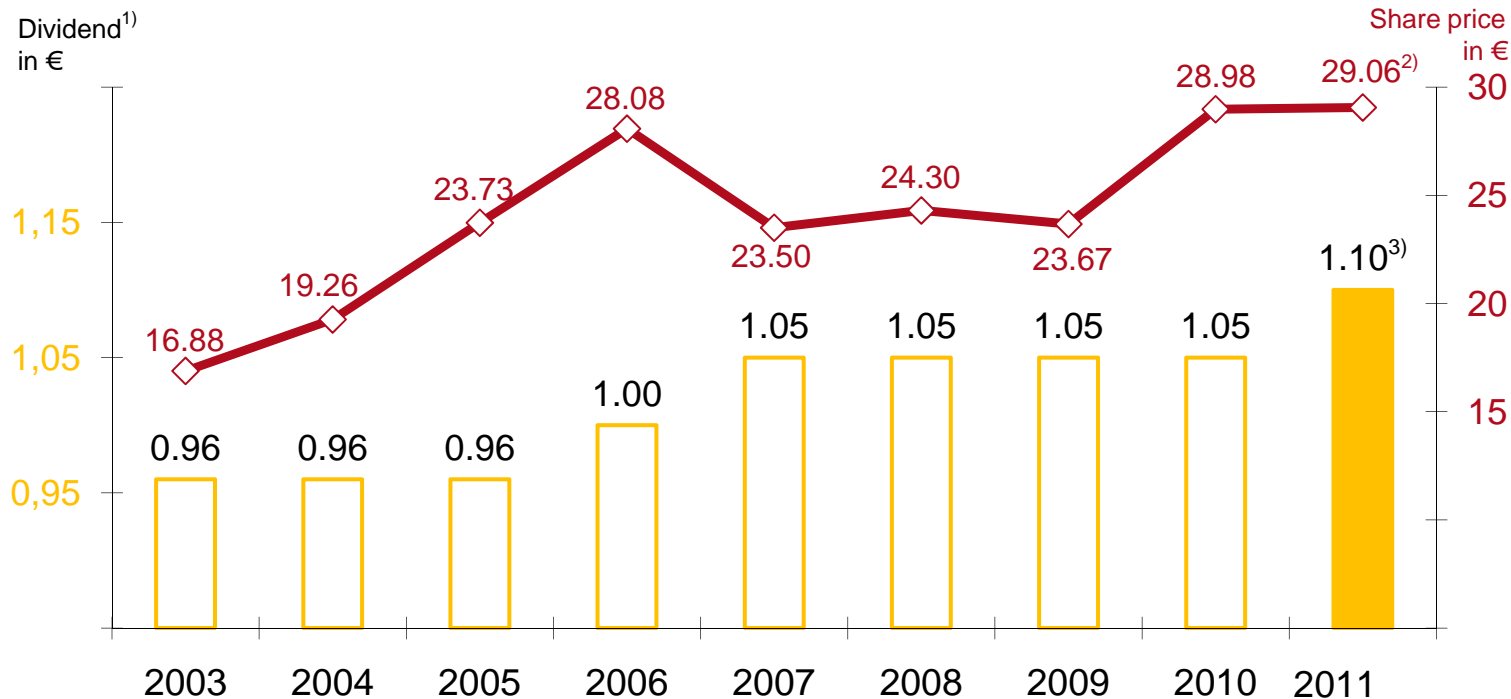
€ million



¹⁾ adjusted for one-time proceeds from disposals ²⁾ incl. dilution



Dividend & Performance



Performance

DES:

1 year (2010): +28.1%
 3 years: +41.2% = +12.2% p.a.
 5 years: +50.6% = +8.5% p.a.
 since IPO (2001) = +9.7% p.a.

DAX:

+16.1%
 -5.0% p.a.
 +5.0% p.a.
 +0.8% p.a.

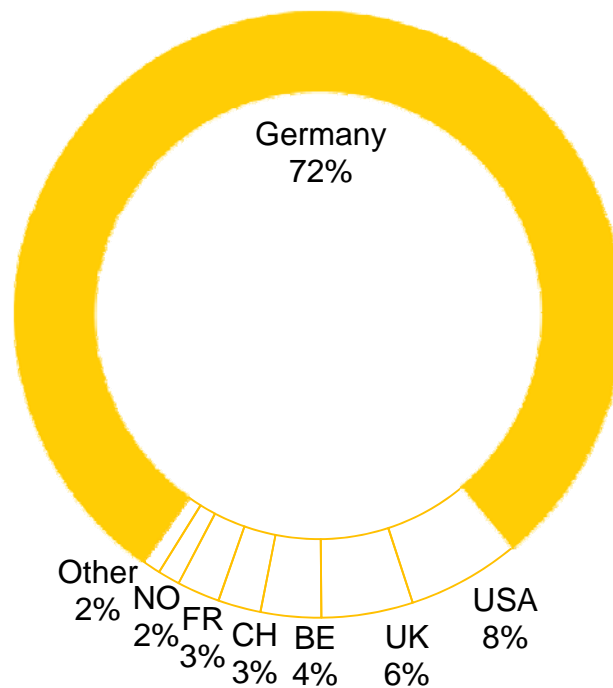
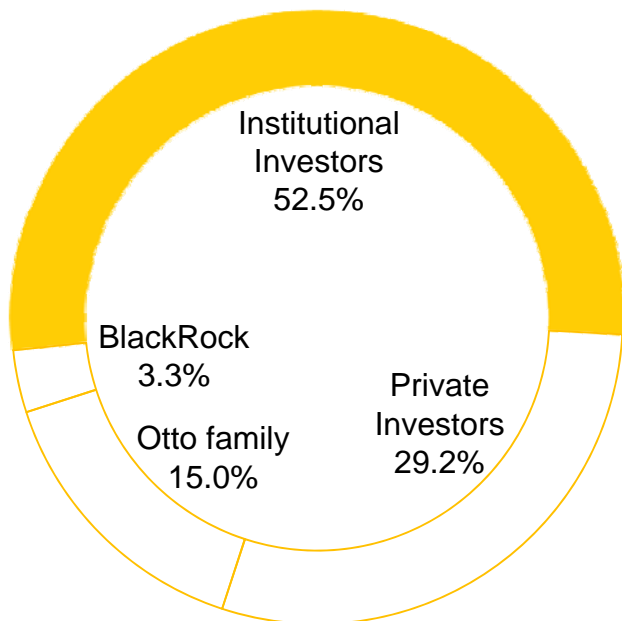
¹⁾respectively paid for the previous financial year ²⁾status: 1 June 2011 ³⁾proposal for AGM on 16 June 2011



Shareholder Structure

10,000 shareholders

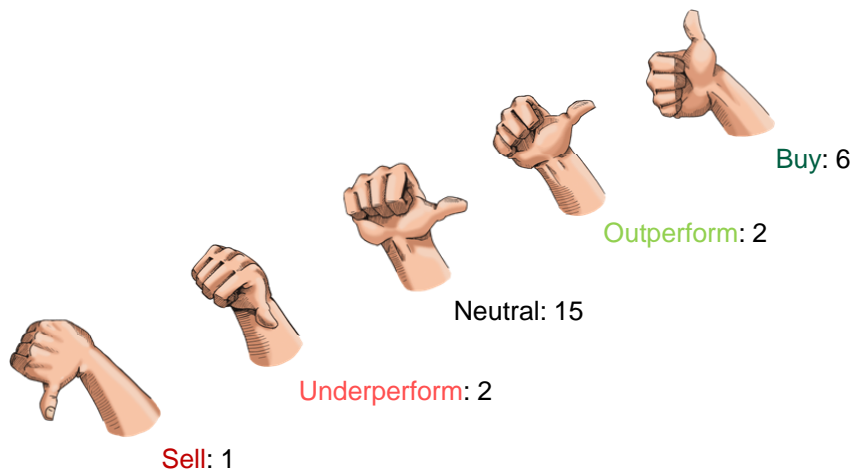
Free float 85.0%



*Status: 20 May 2011



Analysts' Consensus



avg. / in €	2011	2012
EBIT (€ million)	153.2	161.9
FFO per share	1.51	1.63
EPS	2.13	1.90
Dividend	1.15	1.21
Price target		28.02

26 analysts: one of the best covered real estate companies in Europe*

- ABN Amro
- Aurel
- Bankhaus Lampe
- Bank of America Merrill Lynch
- Berenberg Bank
- Close Brothers Seydler
- Credit Suisse
- DZ Bank
- Edge Capital
- equinet
- Hamburger Sparkasse
- HSBC
- ING
- Kempen & Co.
- Kepler Capital Markets
- Macquarie
- Metzler
- M.M. Warburg & Co
- Natixis
- Petercam Bank
- Rabobank
- Silvia Quandt Bank
- Societe Generale
- UBS
- Unicredit
- WestLB

Status: 18 May 2011 / * according to EPRA survey 3/2011



10 Reasons to Invest

1. The only public company in Germany to invest solely in shopping centers
2. Prime locations
3. Proven, conservative strategy
4. Stable cash flow with long term visibility
5. Shareholder-friendly dividend policy
6. Experienced management team
7. Excellent track record
8. Centers almost 100% let
9. Inflation-protected rental agreements
10. Solidity combined with growth potential

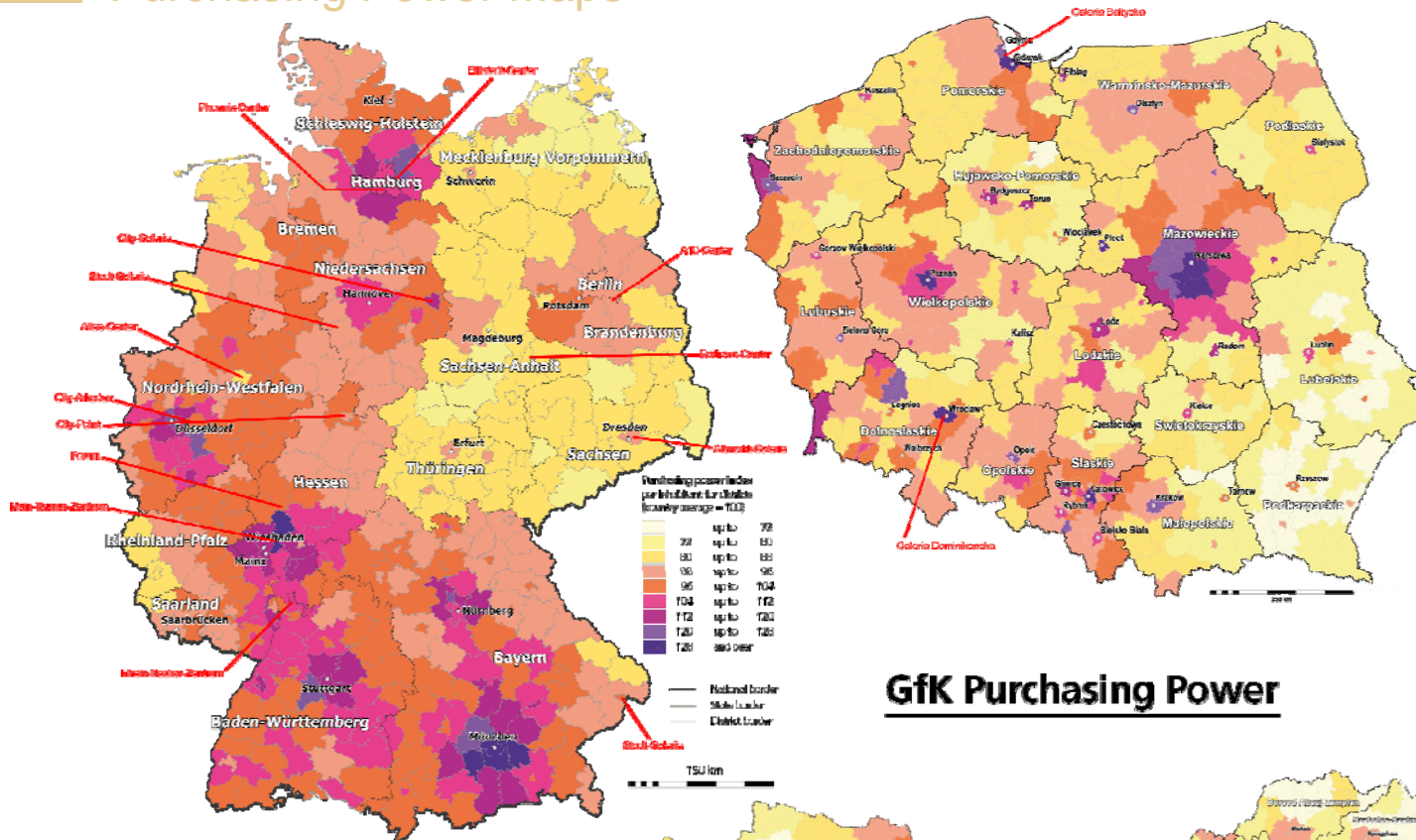


Key Data of the Share

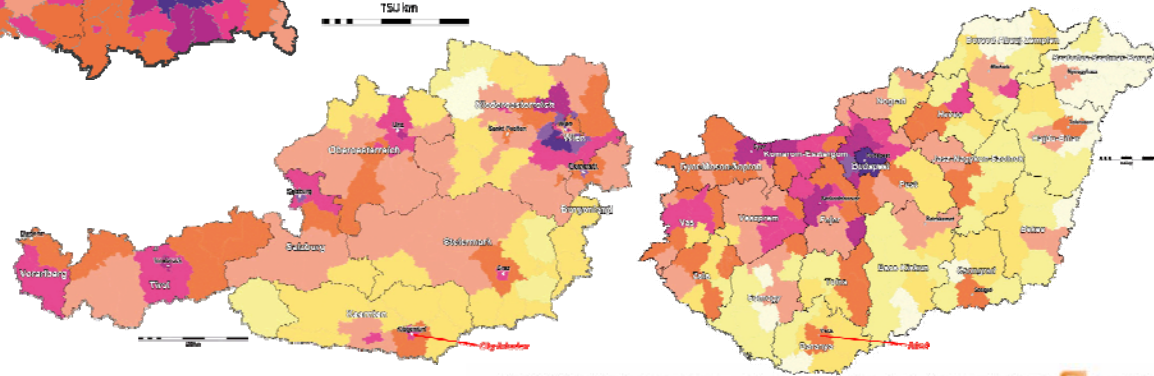
Listed since	02.01.2001
Nominal capital	€51,631,400.00
Outstanding shares	51,631,400
Class of shares	Registered shares
Dividend 2010 (proposal)	€1.10
52W High	€29.00
52W Low	€21.66
Share price (24.05.2011)	€28.04
Market capitalisation	€1.4 billion
avg. turnover per day last 12 months	116,000 shares
Indices	MDAX, EPRA, GPR, MSCI Small Cap Prime Standard
Official market	Frankfurt and XETRA Berlin-Bremen, Dusseldorf, Hamburg, Hanover, Munich and Stuttgart
OTC market	
ISIN	DE 000 748 020 4
Ticker	DEQ, Reuters: DEQn.DE
Market makers	Close Brothers Seydler, WestLB



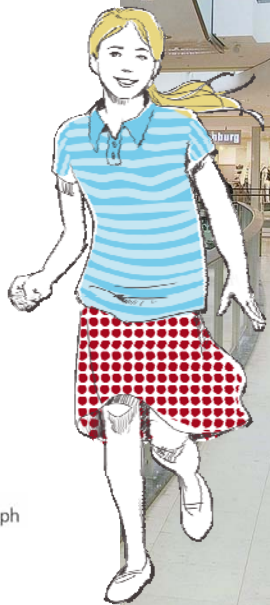
Purchasing Power Maps



GfK Purchasing Power



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Our partner: ECE

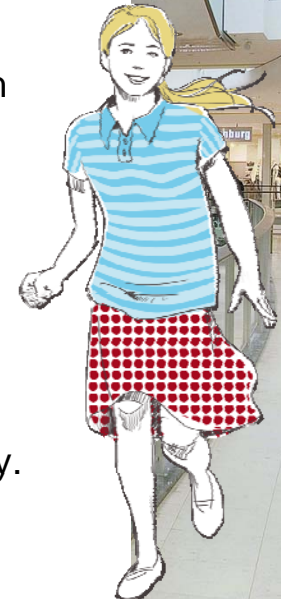


- ECE develops, plans, builds, leases and manages large commercial real estate in the sectors shopping, office, industries since 1965
- originally ECE was an abbreviation for the German word Einkaufszenterentwicklung (Shopping center development)
- 100% privately owned by the Otto family
- active in 15 European countries
- European market leader in the shopping center business
- Assets under management:
 - 132 shopping centers
 - 4.2 million sqm overall sales area
 - approx. 14,000 retail businesses
 - €15.3 billion in annual sales
- 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 do not have to be opposites. Long-term thinking is part of our strategy. This includes playing our part in environmental protection.
- In 2010, with the exception of the A10 Center, all our German shopping centers had contracts with suppliers that use regenerative energy sources such as hydroelectric power for their electricity needs. The “EnergieVision” organisation certified the green electricity for eleven of our German centers with the renowned “ok-power” accreditation in 2010. From 2011 onwards, all centers in the Deutsche EuroShop German portfolio will be powered by green electricity. We plan to switch the centers in other countries to green electricity as well in the next few years.
- The twelve participating centers used a total of around 47.8 million kWh of green electricity in 2010. As a result, based on conservative calculations this meant a reduction of around 18,800 tonnes in carbon dioxide emissions – this equates to the annual CO₂ emissions of around 850 two-person households. We have already reduced the energy consumption of our shopping centers by using heat exchangers and energy-saving light bulbs.
- 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 2011

- 09.06. Roadshow Vienna, Berenberg
- 16.06. **Annual General Meeting, Hamburg**
- 16.06. Supervisory Board meeting, Hamburg
- 21.-22.06. Bankhaus Lampe Hamburg Investment Conference

- 11.08. **Interim report H1 2011**
- 22.09. Supervisory Board meeting, Hamburg
- 28.09. UniCredit German Investment Conference, Munich

- 04.-06.10. Expo Real, Munich
- 19.10. Real Estate Share Initiative, Frankfurt
- 10.11. **Nine-month report 2011**
- 14.11. Roadshow Zurich, Rabo
- 16.-17.11. WestLB Deutschland Conference, Frankfurt
- 17.11. Supervisory Board meeting, Hamburg
- 23.11. Roadshow Brussels, Petercam
- 29.11.-02.12. Berenberg European Conference, Pennyhill



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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.



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

