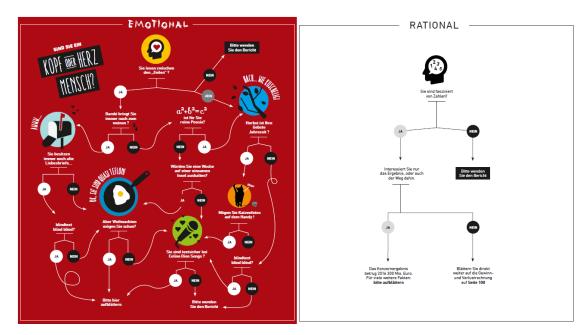


COMPANY PRESENTATION



03.2017



EQUITY STORY





Deutsche EuroShop is Germany's only public company that invests solely in shopping centers É

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
Poland



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



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

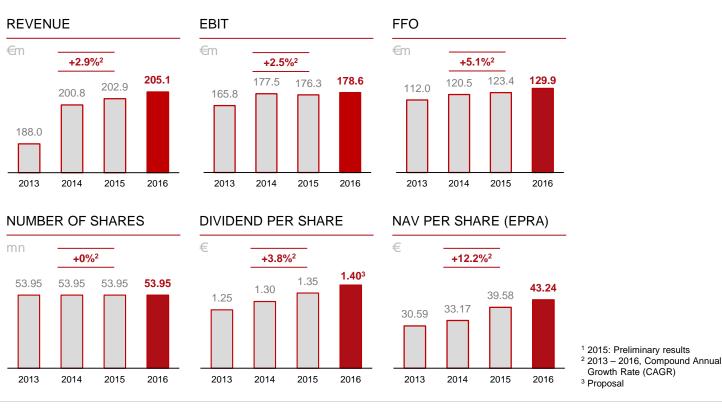
Lettable space	Approx. 1,067,000 sqm	
Retail shops	Approx. 2,700	
Market value	Approx. €5.1 billion ¹	
Rents per year	€280 million ¹	
Occupancy rate	99%	

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

1 100%-view



KEY FIGURES¹

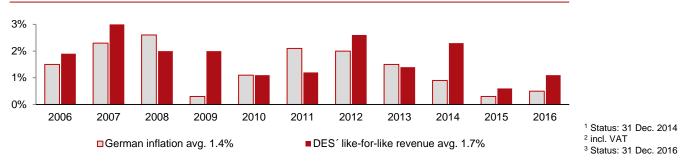


COMPANY



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: €4,450 (avg. German retail: €3,463, avg. German shopping centers: €3,972^{1,2}
- Rent-to-sales-ratio: 7 11%
- Weighted maturity of rental contracts: 5.7 years³



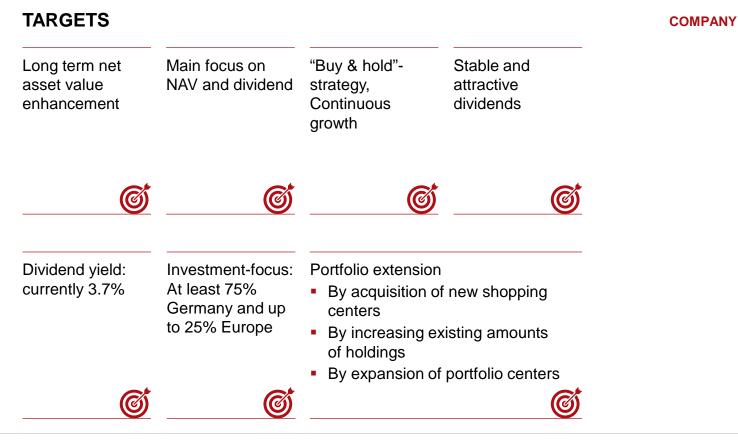
LIKE-FOR-LIKE REVENUE

Company Presentation March 2017

5

COMPANY



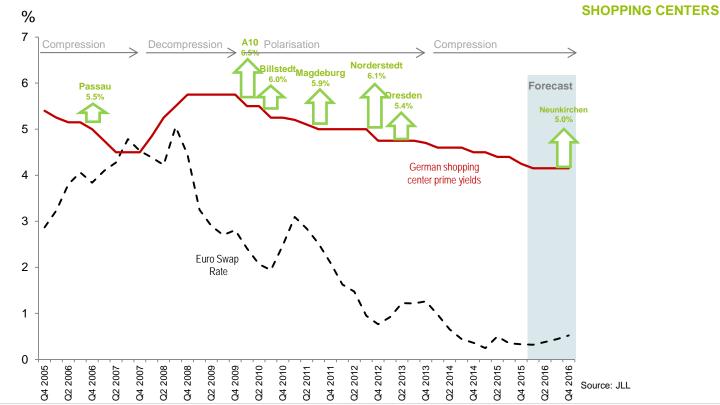




MAP OF THE PORTFOLIO







GERMAN PRIME SHOPPING CENTER YIELDS 2005-16E

Company Presentation



vmpia

Olympia

ACQUISITION OF OLYMPIA BRNO

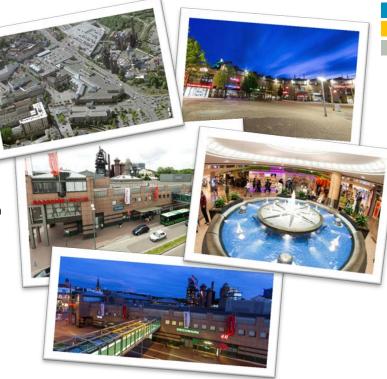
- Deutsche EuroShop acquires 100% of the shares in Olympia SPV from Rockspring and ECE European Prime Shopping Centre Fund I (50% each)
- Expected closing in H1 2017
- Total investment: approx. €382 million, net purchase price excl. debt of SPV and excl. acquisition costs: approx. €207 million
- financing 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)







	A10 Center	Main-Taunus- Zentrum	Altmarkt- Galerie	Rhein-Neckar- Zentrum
Location	Wildau/Berlin	Sulzbach/Frankfurt	Dresden	Viernheim/Mannheim
Investment	100%	52.0%	100%	100%
Lettable space sqm	124,700	124,000	77,000	69,500
Parking	4,000	4,500	500	3,800
Number of shops	Approx. 200	Approx. 170	Approx. 200	Approx. 110
Occupancy rate	100%	100%	99%	99%
Catchment area	Approx. 1.1 m. inhabitants	Approx. 3.1 m. inhabitants	Approx. 2.1 m. inhabitants	Approx. 1.5 m. inhabitants
Visitors 2015	6.90 m.	8.20 m.	14.80 m.	7.80 m.
Opening/ refurbishment	1996/2011	1964/2004/2011	2002/2011	1972/2002



GERMANY

	Herold- Center	Allee- Center	Billstedt- Center	Phoenix- Center
Location	Norderstedt	Magdeburg	Hamburg	Hamburg
Investment	100%	50.0%	100%	50.0%
Lettable space sqm	54,200	51,300	42,600	43,300
Parking	850	1,300	1,500	1,400
Number of shops	Approx. 140	Approx. 150	Approx. 110	Approx. 130
Occupancy rate	96%	98%	98%	99%
Catchment area	Approx. 0.5 m. inhabitants	Approx. 0.8 m. inhabitants	Approx. 1.0 m. inhabitants	Approx. 0.6 m. inhabitants
Visitors 2015	11.50 m.	9.50 m.	10.10 m.	9.20 m.
Opening/ refurbishment	1971/1995/2003	1998/2006	1969/1977/1996	2004/2016

SHOPPING CENTERS





	Saarpark- Center	Forum	Allee- Center	City- Galerie
Location	Neunkirchen	Wetzlar	Hamm	Wolfsburg
Investment	50.0%	65.0%	100%	100%
Lettable space sqm	35,600	34,300	34,000	30,800
Parking	1,600	1,700	1,300	800
Number of shops	Approx. 130	Approx. 110	Approx. 90	Approx. 100
Occupancy rate	99%	99%	99%	100%
Catchment area	Approx. 0.6 m. inhabitants	Approx. 0.5 m. inhabitants	Approx. 0.7 m. inhabitants	Approx. 0.5 m. inhabitants
Visitors 2015	7.10 m.	7.60 m.	6.80 m.	7.70 m.
Opening/ refurbishment	1989/1999/2009	2005	1992/2003/2009	2001/2006





	Rathaus- Center	City- Arkaden	City- Point	Stadt- Galerie
Location	Dessau	Wuppertal	Kassel	Passau
Investment	100%	100%	100%	75.0%
Lettable space sqm	30,100	28,600	27,700	27,700
Parking	850	650	220	500
Number of shops	Approx. 90	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 2015	5.60 m.	8.90 m.	8.60 m.	8.20 m.
Opening/ refurbishment	1995	2001/2004	2002/2009/2015	2008







SHOPPING CENTERS

EUROPE

1000 Galeria City Árkád Olympia **Bałtycka** Arkaden Location Pécs. Poland 100% 74.0% 50.0% 50.0% Investment Lettable space 85,000 48,700 36,900 35,400 sqm Parking 4,000 1,050 880 850 Number of shops Approx. 200 Approx. 195 Approx. 120 Approx. 130 Occupancy rate 98% 100% 100% 97% Catchment Approx. 1.2 m. Approx. 1.1 m. Approx. 0.4 m. Approx. 1.0 m. inhabitants inhabitants inhabitants inhabitants area Visitors 2015 8.0 m. 9.80 m. 5.60 m. 12.40 m. Opening/ 1999/2014-16 2007 2006 2004 refurbishment

16



OUR TENANTS¹

GALERIA		Ňŕ	Marc O'Polo	SportScheck	
GANT	CA	HaM	Jack 🐐 Wolfskin	THE BODY SHOP	RESERVED
GERRY WEBER	ALDI	D		VERO MODA	HOLLISTER
SATURN	NEWYORKER	ZARA	ESIPRIT	CHRIST	dm
GUESS	TIKMOX	Thalia BÜCHER	Timbertand 🏵	Kichl's	Derigual ®
Bbreuninger		KOOKAÏ	Douglas	PUMA	fielmann
2 swarovski	real,-	s.Oliver*	Superdry.	Villeroy & Boch	HILFIGER
staclium	PANDŎRA	Foot Locker	swatch	TOMTAILOR	Č
HUGO BOSS	Anson's	Media Markt [®]	8 Tchilos	vodafone	REWE

SHOPPING CENTERS

¹ Selection of our well known tenants

Company Presentation March 2017

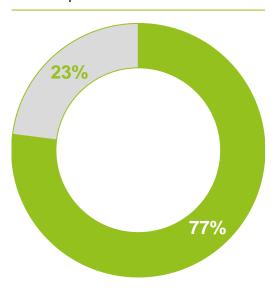


SHOPPING CENTERS

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



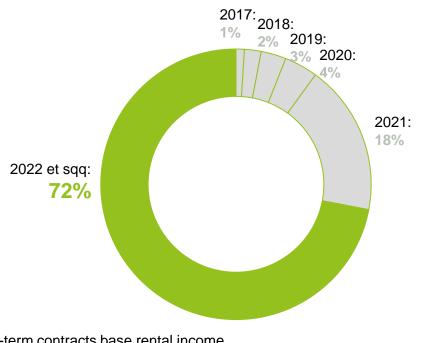
Other tenants

¹ in % of total rents as at 31 Dec. 2016
 ² excluding Kaufhof
 ³ perfumeries only



SHOPPING CENTERS

MATURITY DISTRIBUTION OF RENTAL CONTRACTS¹



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

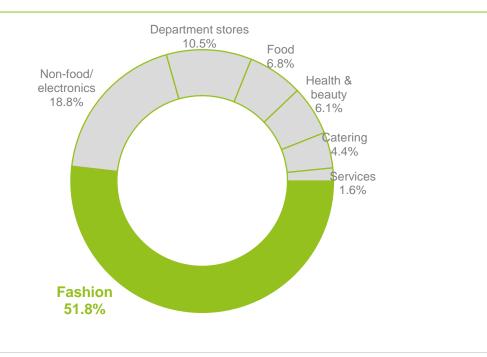
¹ as % of rental income as at 31 Dec. 2016



SECTOR MIX¹

SHOPPING CENTERS

Balanced sector diversification



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



KEY FIGURES 2016¹

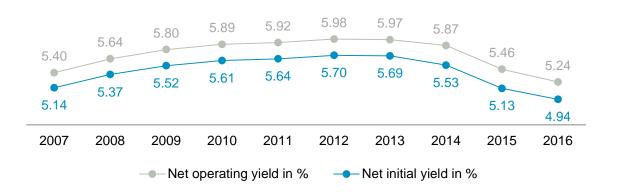
€million	01.01. – 31.12.2017	01.01. – 31.12.2016	Change
Revenue	205.1	202.9	1%
Net operating income	184.7	183.5	1%
EBIT	178.6	176.3	1%
Net finance costs	-13.9	-2.1	>100%
Measurement gains/losses	116.8	220.6	-47%
EBT	281.5	394.7	-29%
Consolidated profit	221.8	309.3	-28%
FFO per share (€)	2.41	2.29	5%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

SENSITIVITY ANALYSIS

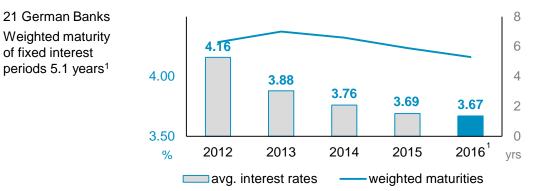
in € thousand	Basis	change of -25bps	change of +25bps
Rent increase rates	1.39%	-101,100	+148,000
Discount rate	5.97%	+69,000	-69,200
Capitalization rate	5.21%	+114,200	-106,600
Cost ratio	10.17%	+10,400	-9,000

¹ External appraisers: since 2015: JLL



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

Interest Iockin	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 2016¹	5.1	1,440.4	100%	3.67%



¹ as of 30 Dec. 2016 ² excl. at-equity consolidated loans

Weighted maturity of fixed interest periods 5.1 years¹



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



109.0 108.0 107.0 106.0 105.0

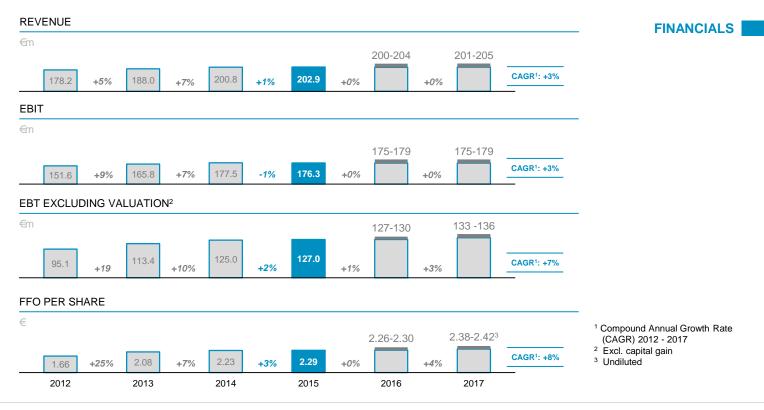
GERMAN CONSUMER PRICE INDEX

FINANCIALS





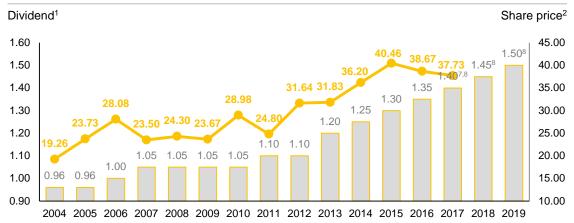
FORECAST





DIVIDEND & PERFORMANCE

TREND OF SHARE



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

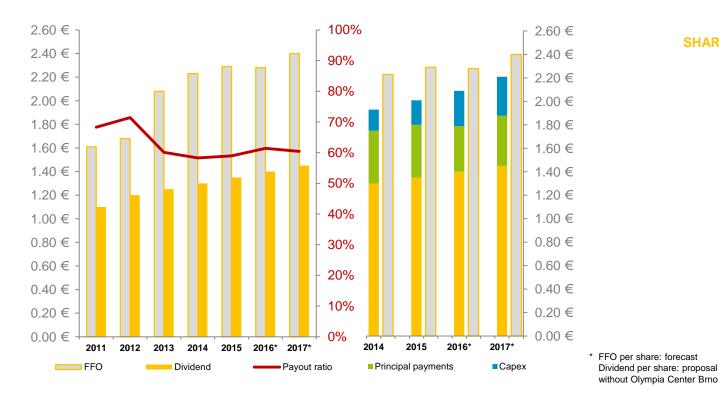
- ⁴ EPRA/NAREIT Europe
- ⁵ German government bonds index
- ⁷ to be paid on 29 June 2017
- ⁸ proposal

² 2017: as of 15 March 2017

 $^{^{\}rm 3}$ as of 31 Dec. 2016

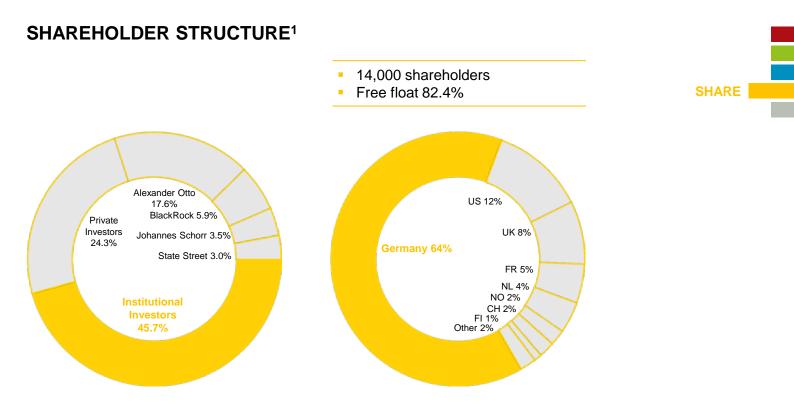


FFO PAYOUT RATIO



SHARE





¹ Status: 14 March 2017



ANALYSTS' CONSENSUS¹

avg./in € EBIT (€n FFO per NAV per Dividend	nillion) share share	2017 184.1 2.42 43.20 1.45	2. 44. 1.	 2.4 • 22 analysts: one of the 45 best covered real estate companies in Europe² 50
Price targ SELL ABN Amro Green Street Advisors	UNDERPERFORM BofA Merrill Lynch	NEUTRAL • Commerzbank • Deutsche Bank • GSC Research • J.P. Morgan Cazenove • M.M. Warburg • Oddo BHF	43. OUTPERFORM • Equinet	BUY Baader Bank Bankhaus Lampe Berenberg Bank DZ Bank HSBC Independent Research BUY Kepler Cheuvreux Metzler NORD/LB Societe Generale Research
0200	ative neutral posi	666666666666666666666666666666666666666		00222 00412 00413 00413 00413 00415 00415 00415 00415 00415 00415 00416 00416 00416 00416 00416 00416 00416 00416 00416 00416 00416 00416 00416 00416 00416 00416 00417 00416 00417 00717 00717 00717 00717 00717 00717 00717 00717 00717 00700000000

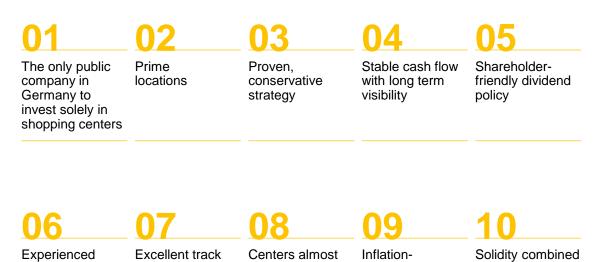
SHARE

Company Presentation March 2017 ¹ Aggregated by DES ² According to Bloomberg as

of March. 2017



10 REASONS TO INVEST



record

100% let

protected rental agreements

with growth potential

SHARE

Company Presentation



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 (15 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
OTC market	Berlin-Bremen, Dusseldorf, Hamburg, Hanover, Munich and Stuttgart
ISIN	DE 000 748 020 4
Ticker	DEQ, Reuters: DEQGn.DE
Market maker	Oddo Seydler

APPENDIX



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 (15 March 2017)	122.60%
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

APPENDIX

¹ Originally €35.10, adjusted on 21 June 2013,19 June 2014, 19 June 2015 and 16 June 2016



RETAIL TURNOVER 2016¹

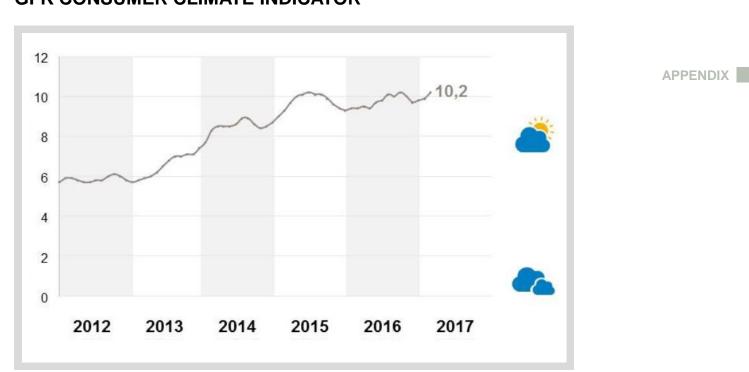
Retail sector	% change in 2016	rent-to-sales ratio in %	% of sales	% of space
Department stores	-0.8	6.1	7.8	13.5
Food	-1.5	7.5	9.2	6.5
Fashion textiles	-0.9	12.2	29.7	38.9
Shoes & leather goods	-1.9	14.7	5.7	7.0
Sports	-2.9	9.3	4.1	4.8
Health & beauty	-0.1	7.1	11.8	5.9
General retail	-1.6	11.0	8.6	9.3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

APPENDIX

- 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%

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





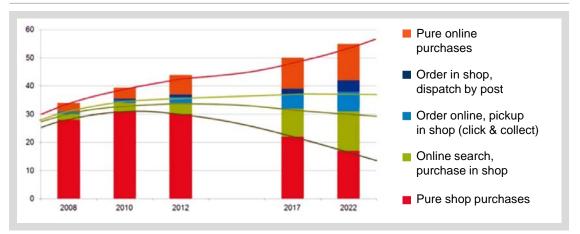
GFK CONSUMER CLIMATE INDICATOR¹

¹ As at: February 2017, source: GfK



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, attractivity & likeability"

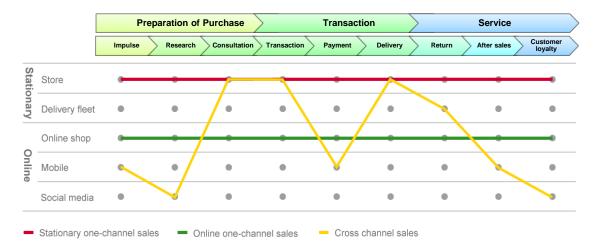
Source: GfK



CROSS CHANNEL!

AN EXAMPLE FOR A MODERN CUSTOMER JOURNEY

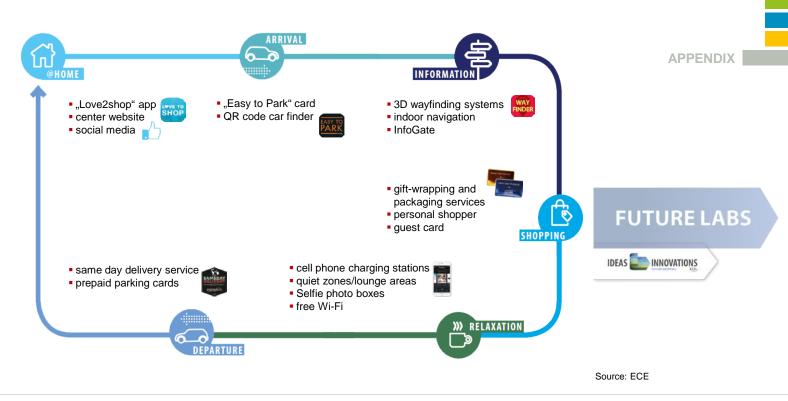
- The cross-channel customer combines stationary and online channels
- The one-channel customer uses only one channel



APPENDIX



THE CUSTOMER JOURNEY IN OUR SHOPPING CENTERS

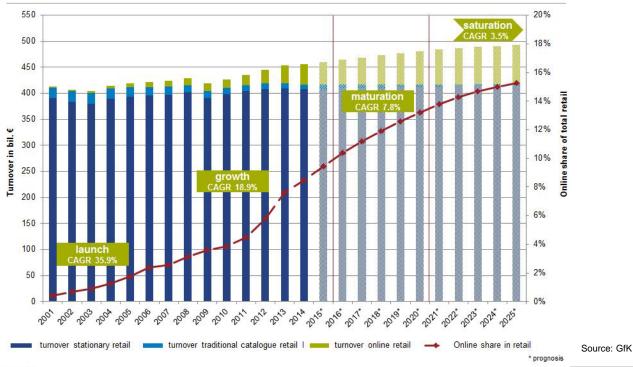




APPENDIX

ECOMMERCE: GROWTH WITHOUT END?

PROGRESSION OF ONLINE RETAIL TO MARKET MATURITY



39



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

SpainTurkey

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:

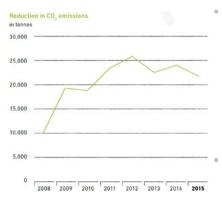
ING M	COMMERZ REAL 🧆	DES Deutsche Eurothop AB	Real I.S.	Union Investment		AXA	:
Bank of America 🧇	HSH REAL ESTATE	📥 IMMOBILIEN AG	unibail-rodamco	HGA CAPITAL	DZ BANK	CREDIT SUISSE	▲ hamburg trust





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 2015, 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 2015. 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 66.6 million kWh of green electricity in 2015. This represented 100% of the electricity requirements in these shopping centers. Based on conservative calculations, this meant a reduction of around 21,760 tonnes in carbon dioxide emissions, which equates to the annual CO_2 emissions of around 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 **APPENDI**





FINANCIAL CALENDAR

2017

23.03.	HSBC RE Conference, Frankfurt
25.03.	Stock Exchange Day, Munich
28.03.	Roadshow London, Metzler
30.03.	Roadshow Amsterdam, Commerzbank
03.04.	Roadshow Munich, Baader Bank
 03.04.	Roadshow Zurich, Berenberg
28.04.	Publication of the Annual Report 2016
 11.05.	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
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
15.11. 16.11.	
 	Quarterly Statement 9M 2017
 16.11.	Quarterly Statement 9M 2017 Natixis European Mid Caps Conf., Paris
 16.11. 17.11.	Quarterly Statement 9M 2017 Natixis European Mid Caps Conf., Paris Roadshow Amsterdam, Societe Generale
16.11. 17.11. 17.11.	Quarterly Statement 9M 2017 Natixis European Mid Caps Conf., Paris Roadshow Amsterdam, Societe Generale Roadshow Brussels, Kempen & Co
16.11. 17.11. 17.11. 21.11.	Quarterly Statement 9M 2017 Natixis European Mid Caps Conf., Paris Roadshow Amsterdam, Societe Generale Roadshow Brussels, Kempen & Co DZ Bank Equity Conf., Frankfurt

APPENDIX



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