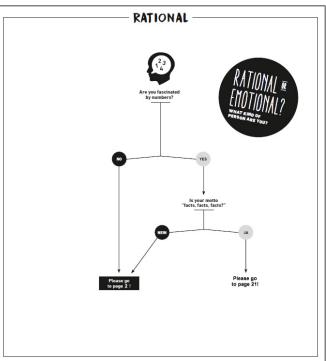


COMPANY PRESENTATION

11.2017









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 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. 4.94% net initial yield (before transaction costs)



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

Approx. 1,087,000 sqm
Approx. 2,700
approx. €5.1 billion (DES-share €4.1 bn.)
€297 million (DES-share €237 mn.)
99%

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

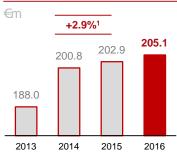
¹ 100%-view



KEY FIGURES

COMPANY

REVENUE



EBIT



FFO



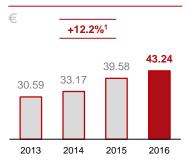
NUMBER OF SHARES



DIVIDEND PER SHARE



NAV PER SHARE (EPRA)



¹ 2013 – 2016, Compound Annual Growth Rate (CAGR)

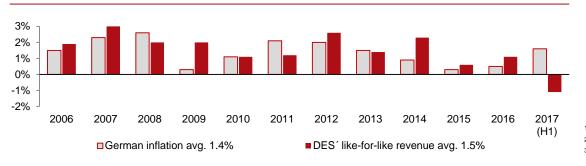
² paid on 3 July 2017



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

LIKE-FOR-LIKE REVENUE



COMPANY



¹ Status: 31 Dec. 2016

² excl. VAT

³ Source: GfK Geomarketing



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 4.7%

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

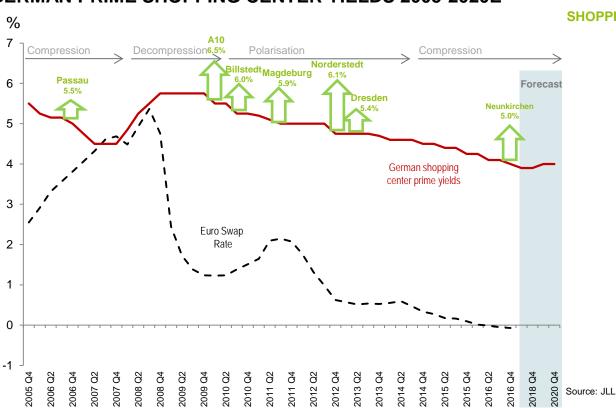








GERMAN PRIME SHOPPING CENTER YIELDS 2005-2020E







ACQUISITION OF OLYMPIA BRNO

d 100% of the shares in Olympia SPV

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





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	97%
Catchment area	Approx. 0.4 m. inhabitants
Visitors 2016	5.80 m.
Opening/	2008

SHOPPING CENTERS



refurbishment



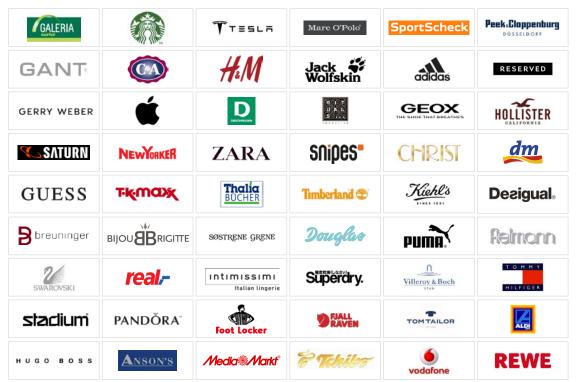
EUROPE





OUR TENANTS¹





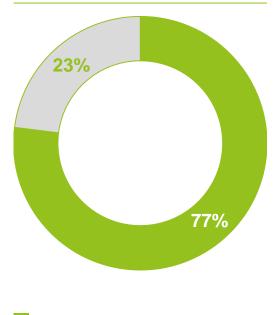
¹ Selection of our well known tenants



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



SHOPPING CENTERS

Other tenants

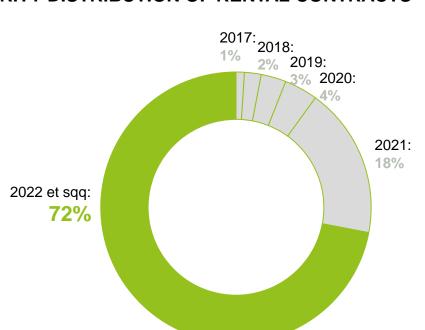
¹ in % of total rents as at 31 Dec. 2016

² excluding Kaufhof

³ perfumeries only



MATURITY DISTRIBUTION OF RENTAL CONTRACTS¹



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



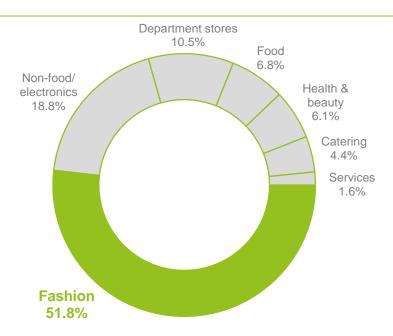
¹ as % of rental income as at 31 Dec. 2016



SECTOR MIX¹

SHOPPING CENTERS

Balanced sector diversification



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



KEY FIGURES 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 equity ¹	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%

FINANCIALS





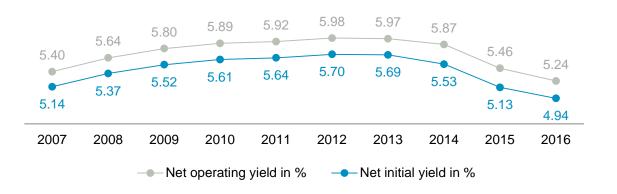
¹ Including the share attributable to equity-accounted joint ventures and associates



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

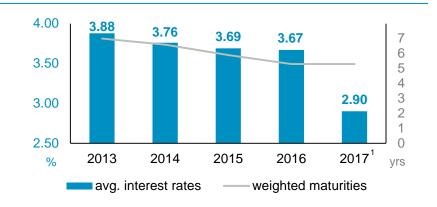
¹ External appraisers: since 2015: JLL



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%
Total ¹	5.3	1,638.6	100%	2.90%

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



FINANCIALS

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: 2017:

Galeria Baltycka Gdansk: €81.0m, 2.03%, 10y

2018:

Altmarkt-Galerie Dresden: €71.6m, 1.63%, 10y

2019:

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

2020:

Allee-Center Hamm: €4.9m, 1.68%, 6y

Non-consolidated loans1

von-consolidate	d loans		
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%

¹ as of 30 September 2017

² excl. non-consolidated loans

³ conversion as of 6 November 2017



GERMAN CONSUMER PRICE INDEX





Source: Destatis



FINANCIALS

FORECAST

REVENUE



EBT EXCL. VALUATION



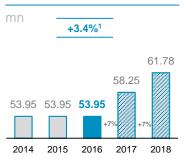
FFO



EBIT



NUMBER OF SHARES²



FFO PER SHARE



¹ Compound Annual Growth Rate (CAGR) 2014 - 2018



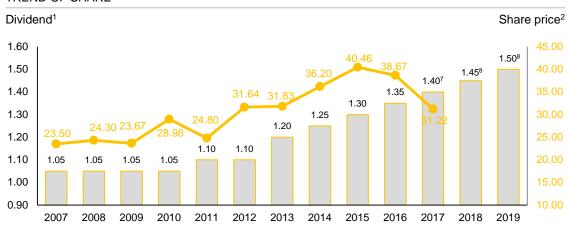
² weighted, taking into account the fact that the convertible bond was nearly fully converted at the end of its term in November 2017



SHARE

DIVIDEND & PERFORMANCE

TREND OF SHARE



PERFORMANCE ³						
		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 14 Nov. 2017

³ as of 31 Dec. 2016

⁴ EPRA/NAREIT Europe

⁵ German government bonds index

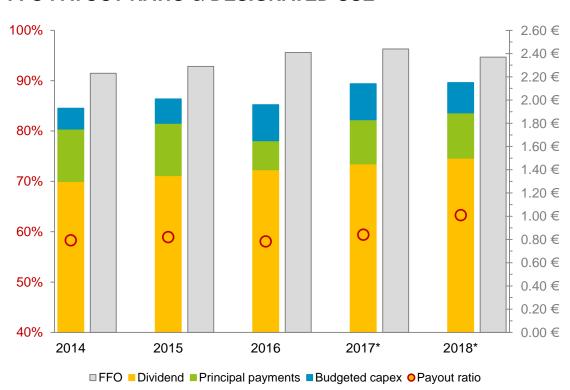
⁶ Open ended real estate funds

⁷ paid on 3 July 2017

⁸ planned proposal



FFO PAYOUT RATIO & DESIGNATED USE





* Forecast Dividend per share: proposal

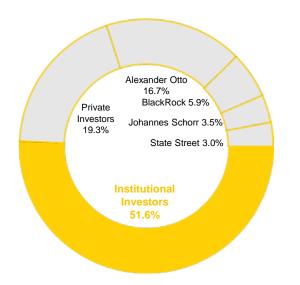


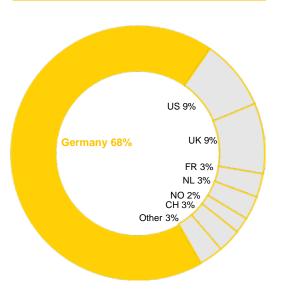
SHAREHOLDER STRUCTURE¹



Free float 83.3%







¹ Status: 7 Nov. 2017



ANALYSTS' CONSENSUS¹

avg./in €	2017	2018
EBIT (€ million)	192.0	197.4
FFO per share	2.46	2.45
NAV per share	43.02	44.86
Dividend	1.45	1.50
Price target		39.96



Aggregated by DES, status: 8 Nov. 2017, 21 analysts





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	€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 (14 Nov. 2017)	€31.22
Market capitalisation	€1.93 billion
Avg. turnover per day last 12 months (XETRA)	197,300 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



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	100 ²	100 ²

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%

(turnover: €2.2 billion)

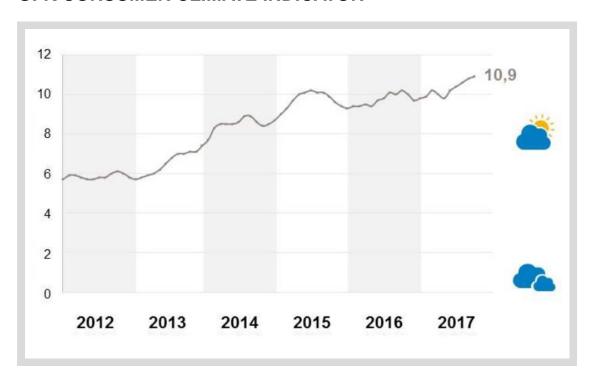


¹ German centers on a like-for-like basis

²The sum may not equal the totals due to rounding



GFK CONSUMER CLIMATE INDICATOR¹



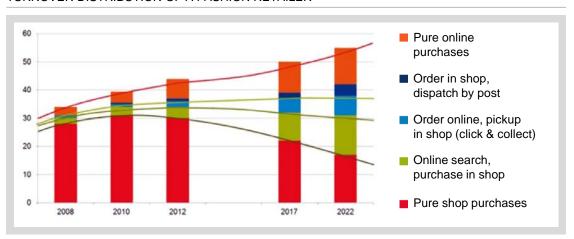


¹ as at: September 2017, source: GfK



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"

Source: GfK



APPENDIX

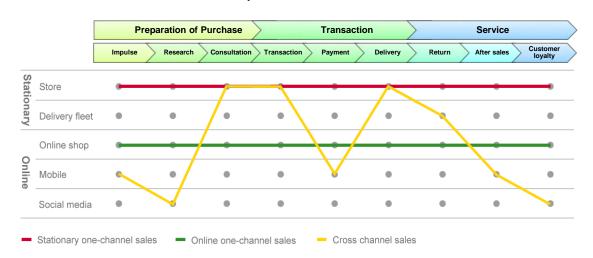


APPENDIX

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

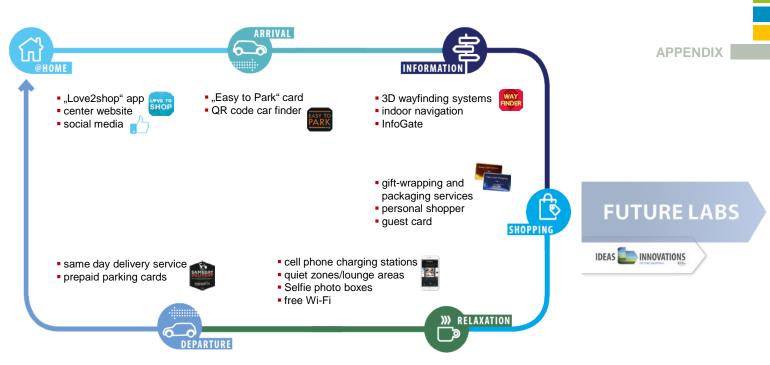


Source: EY





THE CUSTOMER JOURNEY IN OUR SHOPPING CENTERS

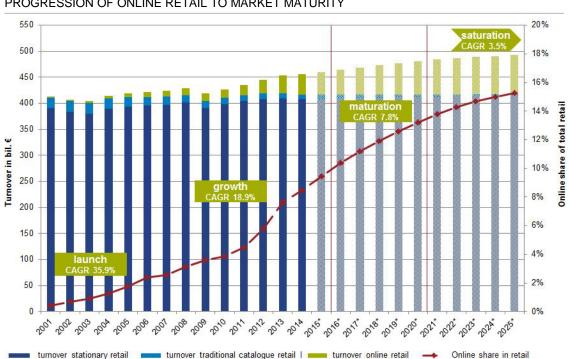


Source: ECE



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
- 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:
 - 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

Many investors rely on ECE:





APPENDIX

Lithuania

Poland

Qatar

Russia

Spain

Turkey

Slovakia

AustriaBulgaria

Denmark

Germany

Hungary

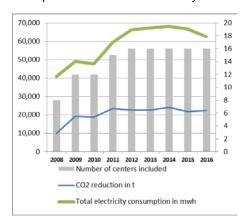
Italy

Czech Republic =



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 2018

15.11.	Quarterly Statement 9M 2017
16.11.	Natixis European Mid Caps Conferece, Paris
17.11.	Roadshow Brussels, Kempen & Co
21.11.	DZ Bank Equity Conf.erence, Frankfurt
05.12.	Berenberg European Conference, Pennyhill
1112.12.	HSBC Global RE Conference, Cape Town
18.1219.12.	Roadshow Abu Dhabi & Dubai, Berenberg

1112.01.	Oddo MidCap Forum, Lyon
16.01.	Kepler Cheuvreux GCC, Frankfurt
20.03.	
	Publication of the Annual Report 2017
15.05.	Quarterly Statement 3M 2018
28.06.	Annual General Meeting, Hamburg
14.08.	Half-year Financial Report 2018
14.11.	Quarterly Statement 9M 2018



APPENDIX



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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.