



DES

Deutsche EuroShop AG

Company Presentation
March 2005



1. The Company
2. The Shopping Centers
3. The Financials
4. The Shopping Center Share



- 10.10.1997 Incorporation
- 28.09.2000 Start of business operations
- 02.01.2001 Going public
- 15.04.2003 Admission to the Prime Standard
- 14.07.2003 Admission to the SDAX
- 02.01.2004 Admission to the EPRA-Index
- 20.09.2004 Admission to the MDAX

**Pure Player**

- Deutsche EuroShop AG 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



14 Centers

- Participations in 14 shopping centers on high street and in established locations – nine in Germany and one each in Austria, France, Hungary, Italy and Poland

	Total	Deutsche EuroShop
Lettable space	526,000 m ²	327,000 m ²
Retail shops	approx. 1,290	
Investment	€ 1.95 billion	€ 1.2 billion
Rents per year	€ 127 million	€ 77 million

Potential through sales-linked rents

- Indexed minimum rents and participation in sales growth of retail industry
- Occupancy rate > 99 %
- Professional center management by external, long-term experienced companies like ECE Projektmanagement, the European market leader in this industry

**Main focus on dividend**

- Investment targets
 - focus on the optimization of the distributable free cash flow after taxes
 - “buy & hold”-strategy
 - long term portfolio value enhancement

Continuous growth

- Company targets
 - acquisition of two to three shopping centers per year
 - establish as one of the Top 5 retail real estate companies in Euro countries



- Attractive after-tax dividend yield of currently 4.6%
- Net Asset Value per share €43.56
- Rating: entire portfolio was given an “A” rating (i.e. “very good”)
- Consolidated equity ratio currently 50% (plan: steadily >45%)
- Independent management with many years of experience in shopping center development
- Investment-focus: 75% Germany / 25% Europe
- Risk diversification due to a portfolio of shopping centers and diversity of tenants



1. The Company
2. The Shopping Centers
3. The Financials
4. The Shopping Center Share

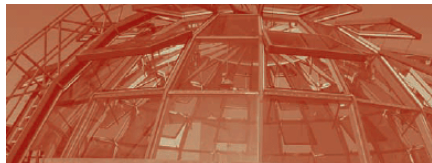
DES

Deutsche EuroShop AG






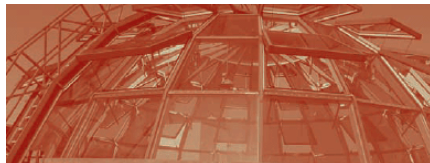
Locations in Europe





Shopping Centers in Germany

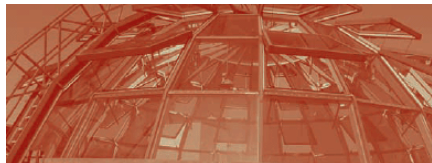
			
Location	Rhein-Neckar-Center Viernheim	Main-Taunus-Center Frankfurt	City-Galerie Wolfsburg
Investment	92.8%	37.4%	89.0%
Lettable space sqm	64,000	102,000	30.000
Parking	3,500	4,000	800
Number of shops	approx. 100	approx. 100	approx. 90
Occupancy rate	100%	100%	100%
Catchment area	1.4 m inhabitants.	2.2 m inhabitants	0.6 m inhabitants
Opening/refurbishment	Nov. 2002	Sep. 2004	Sep. 2001






Shopping Centers in Germany



	Altmarkt-Galerie Dresden	City-Arkaden Wuppertal	Allee-Center Hamm
Location			
Investment	50.0%	72.0%	87.7%
Lettable space sqm	43,800	28,100	34,800
Parking	520	650	1.290
Number of shops	Approx. 100	approx. 90	approx. 80
Occupancy rate	99%	100%	100%
Catchment area	1.0 m inhabitants	0.7 m inhabitants	1.0 m inhabitants
Opening/refurbishment	Sep. 2002	Oct. 2001	March 2000



Shopping Centers in Germany

			
Location	Phoenix-Center Hamburg	Forum Wetzlar	City-Point Kassel
Investment	50.0%	65.0%	40.0%
Lettable space sqm	39,000	34,300	29,400
Parking	1,600	1,700	200
Number of shops	approx. 110	approx. 110	approx. 60
Occupancy rate	96%	100%	100%
Catchment area	0.6 m inhabitants	0.5 m inhabitants	0.8 m inhabitants
Opening/refurbishment	Sep. 2004	Feb. 2005	Feb. 2002





Shopping Centers in Europe

Location			
Investment	99.9%	92.8%	50.0%
Lettable space sqm	15,200	(8,000 +) 8,600	34,200
Parking	1,100	1,000	850
Number of shops	approx. 40	approx. 50	approx. 130
Occupancy rate	100%	100%	98%
Catchment area	0.3 m inhabitants	0.8 m inhabitants	0.5 m inhabitants
Opening/refurbishment	1998	1994	2004



Shopping Centers in Europe

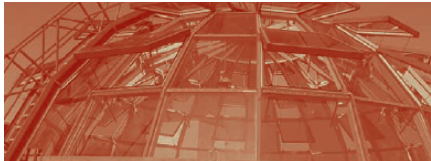
	 Galeria Dominikanska Wroclaw Poland	 City-Arkaden Klagenfurt Austria
Location		
Investment	33.3%	50.0%
Lettable space sqm	32,600	30,000
Parking	920	850
Number of shops	approx. 100	approx. 120
Occupancy rate	100%	51%
Catchment area	1.0 m inhabitants	0.4 m inhabitants
Opening/refurbishment	2001	Spring 2006



Shopping Centers Total

	International	Domestic	Total Deutsche EuroShop
Lettable space sqm	120,600	405,400	526,000
Parking	4,720	15,260	19,980
Number of shops	approx. 440	rd. 850	1,290
Occupancy rate*	100%	99%	99%
Catchment area	3.0 m inhabitants	8.8 m inhabitants	11.8 m inhabitants

* without Klagenfurt

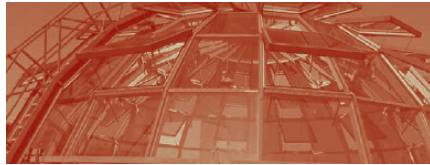


Pro active center management for sustainable development



DES

Deutsche EuroShop AG



Our Tenants

Douglas

Street One

**GALERIA
KAUFHOF**

GERRY WEBER

SATURN

**UNITED COLORS
OF BENETTON.**



KARSTADT

HALLHUBER

Peek & Cloppenburg KG
DÜSSELDORF

ZARA

Sinn  **Leffers**

Media Markt

NEWYORKER

H&M

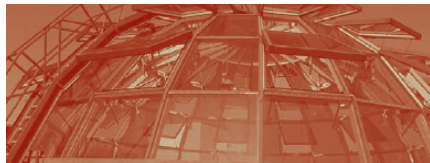
**Thalia
BÜCHER**



ESPRIT

ANSON'S

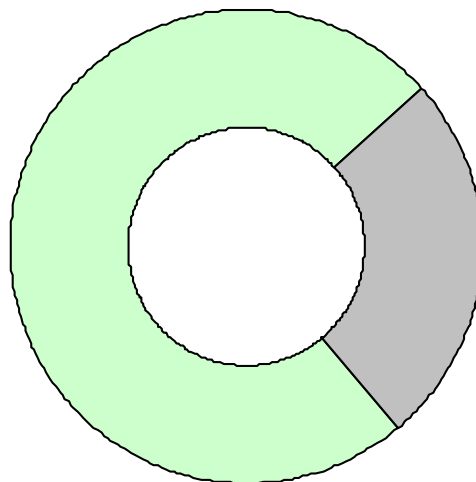
Well-known
tenants



Tenants Structure

The 10 largest tenants: in % of total rents

Low level of dependence
on the top 10 tenants



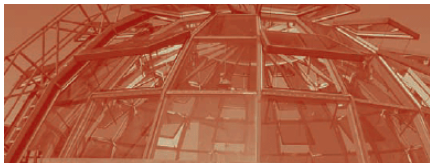
Other Tenants

Total **74.4%**

Metro-Group	5.3%
Douglas-Group	4.3%
Karstadt-Group	3.0%
H & M	2.7%
P & C	2.1%
Engelhorn	1.8%
Zara	1.8%
New Yorker	1.7%
ESPRIT	1.4%
Palastbetriebe	1.4%

Total **25.6 %**

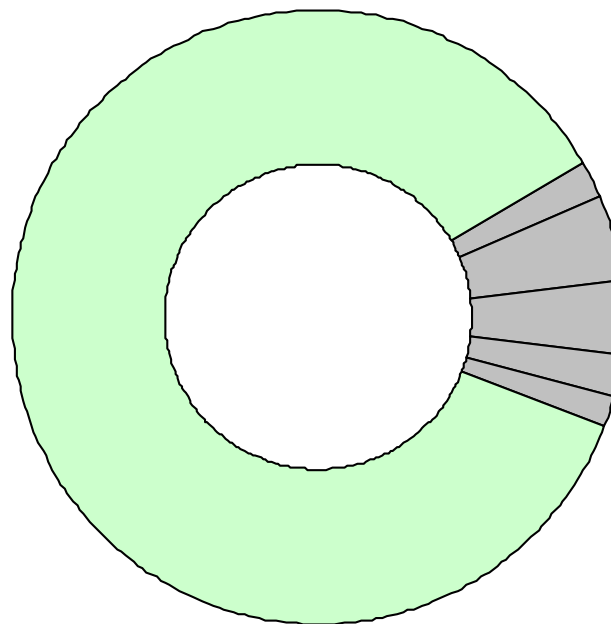
Status: December 31, 2004, without Klagenfurt



Maturity Distribution of rental contracts*

Long-term contracts
guarantee rental income

2010 et sqq:
86%



2005: 2%

2006: 4%

2007: 4%

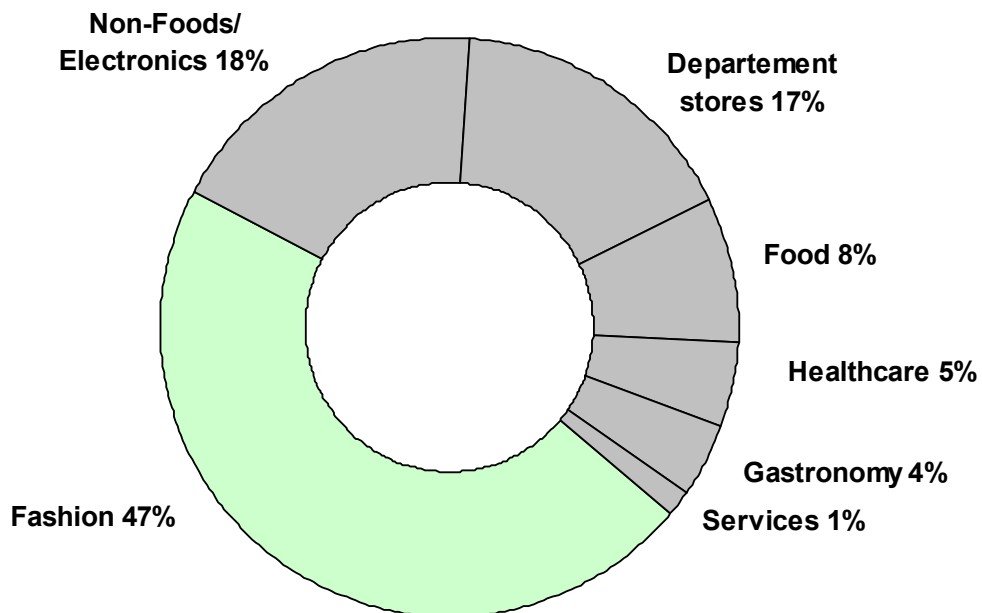
2008: 2%

2009: 2%

* as % of rental income – not including Klagenfurt as at December 31, 2004



Balanced branch diversification

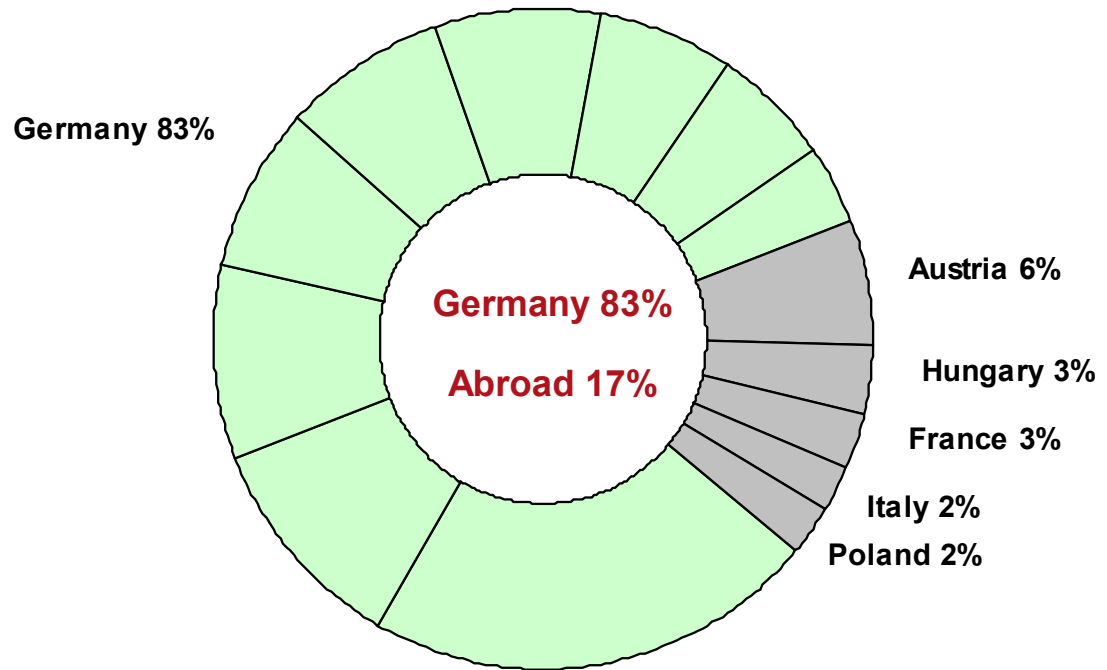


* in % of lettable space without Klagenfurt and Wetzlar as at December 31, 2004

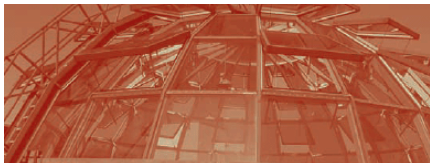


Investment Volume

The proportionate total investment volume amounts to € 1.2 billion

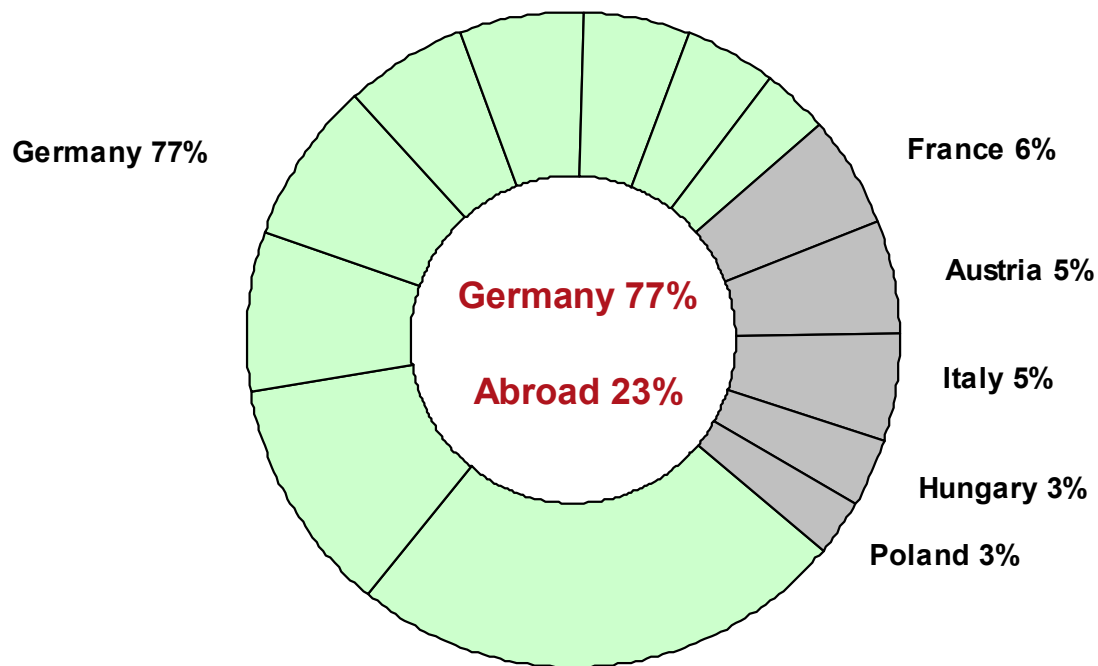


rounding differences in consequence of calculation

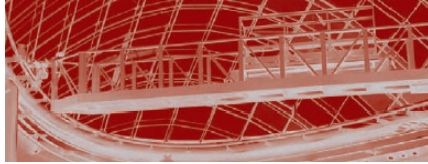


Assets Structure invested equity

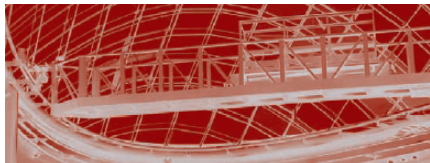
The invested equity
amounts to € 553 million



rounding differences in consequence of calculation



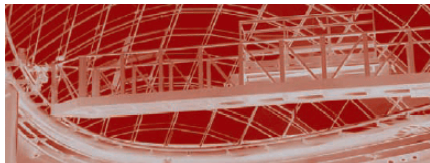
1. The Company
2. The Shopping Centers
3. The Financials
4. The Shopping Center Share



Key Figures of the Group

Balance sheet

in € million	31. Dec. 2003	30. Sep. 2004	Change
Total assets	980.7	999.0	+2%
Fixed assets	851.8	866.5	+2%
Current assets	127.0	132.1	+4%
Equity	535.7	503.1	-6%
Provisions	27.5	31.9	+16%
Liabilities	417.1	464.0	+11%

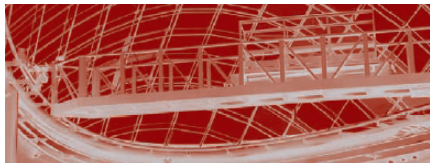


Key Figures of the Group

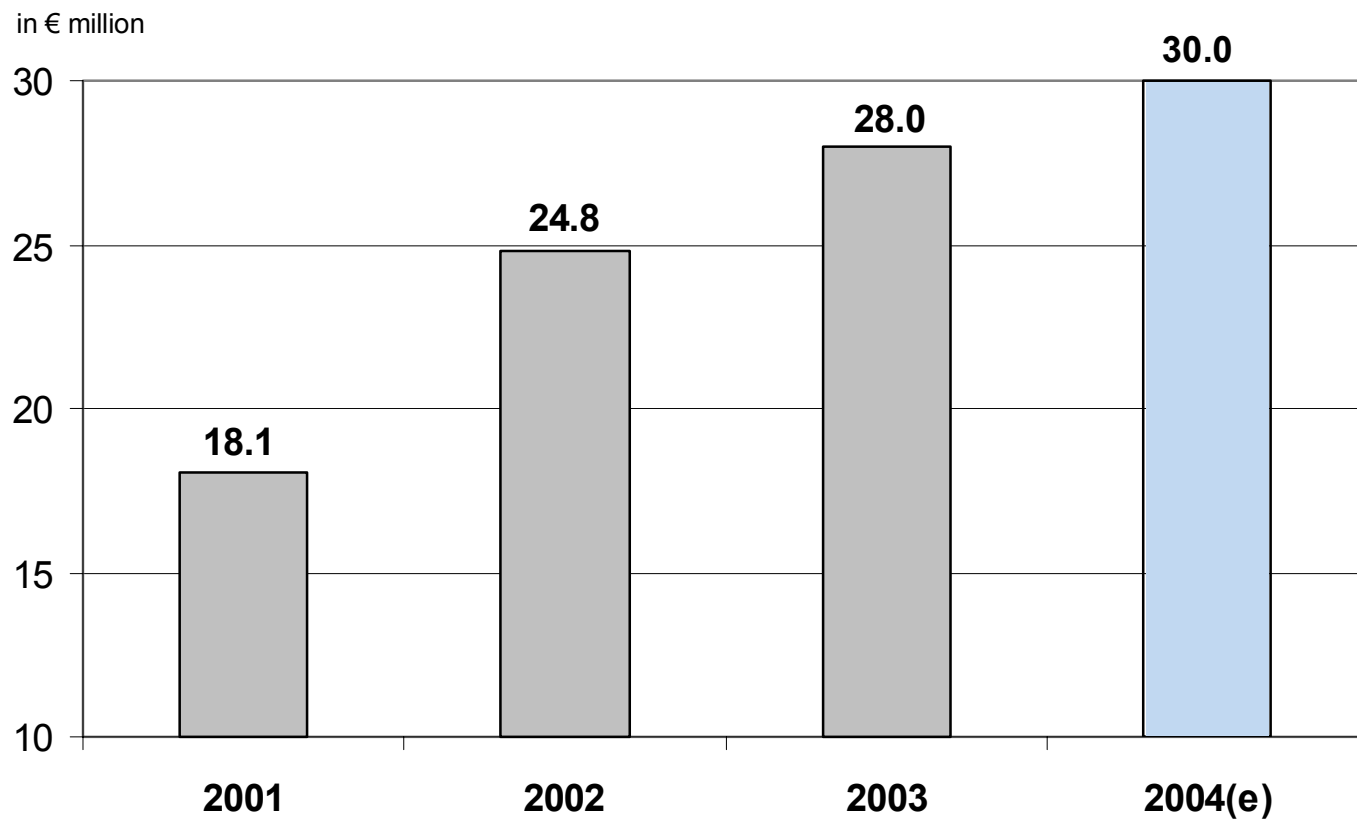
Income statement

in € million	2002	2003	Q3/2003	Q3/2004
Rents	46.5	49.3	36.7	36.8
EBITDA*	37.0	42.0	33.5	38.3
Depreciation	21.6	22.4	16.6	16.4
EBIT	15.4	19.6	16.9	21.9
Net interest	-11.4	-14.1	-9.9	-13.7
EBT	4.0	5.5	7.0	8.2
Net profit/loss	-2.9	-0.5	1.1	4.1

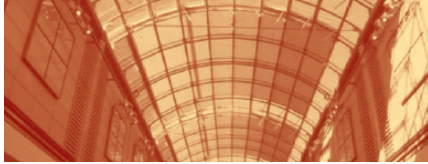
* including investment income



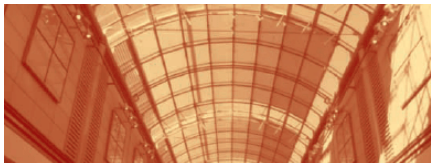
Solid growth of
free cash flow



(e) = estimated



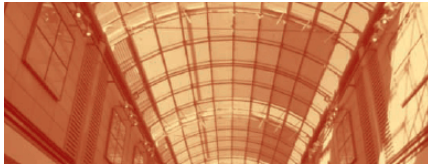
1. The Company
2. The Shopping Centers
3. The Financials
4. The Shopping Center Share



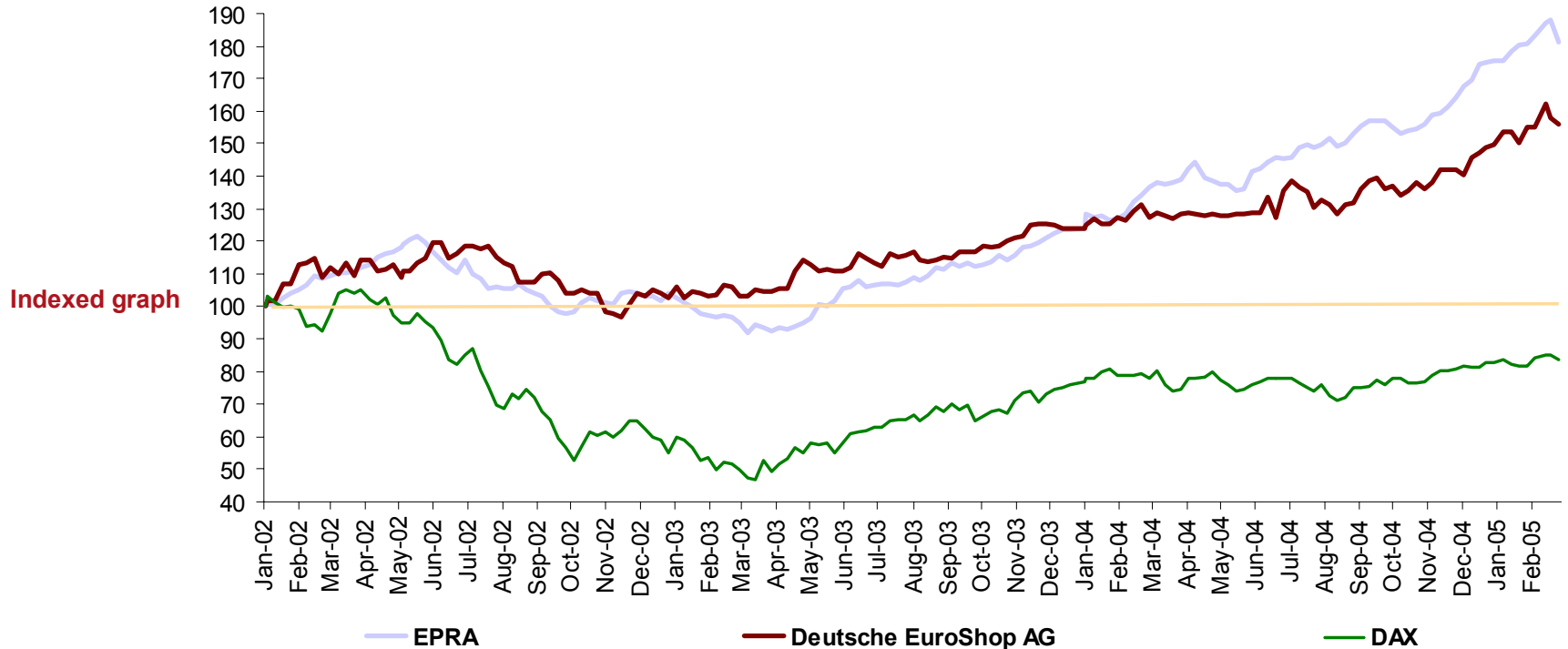
Deutsche EuroShop AG

Listed since	02.01.2001
Nominal capital	€ 20 million
Outstanding shares	15,625,000
Class of shares	Registered shares
Dividend as of 2003 (18.06.2004)	€ 1.92
52W High	€ 40.88
52W Low	€ 32.10
Share price (02.03.2005)	41,36 €
Market capitalization	€ 646 million
avrg. turnover per day 2004	18,300 shares
Indices	MDAX, EPRA, GPR 250, EPIX 30
Prime Standard	Prime Standard Frankfurter Wertpapierbörse and XETRA
OTC market	Berlin-Bremen, Dusseldorf, Hamburg, Munich and Stuttgart
ISIN	DE 000 748 020 4
Ticker	DEQ, Reuters: DEQGn.DE
Designated Sponsor	Seydler AG, Frankfurt

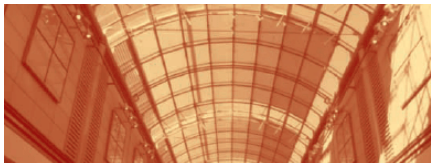
MarketCap > €600 million



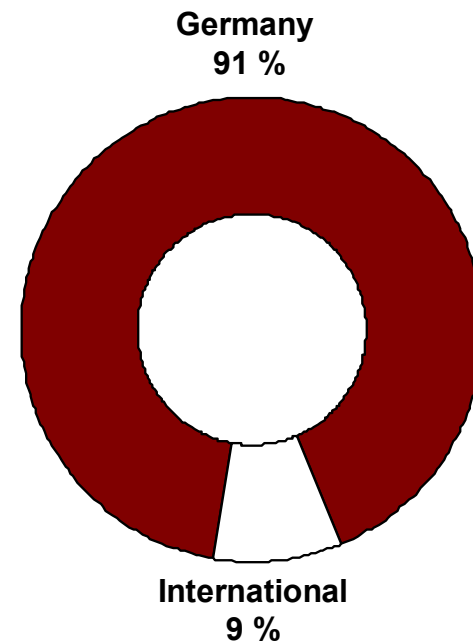
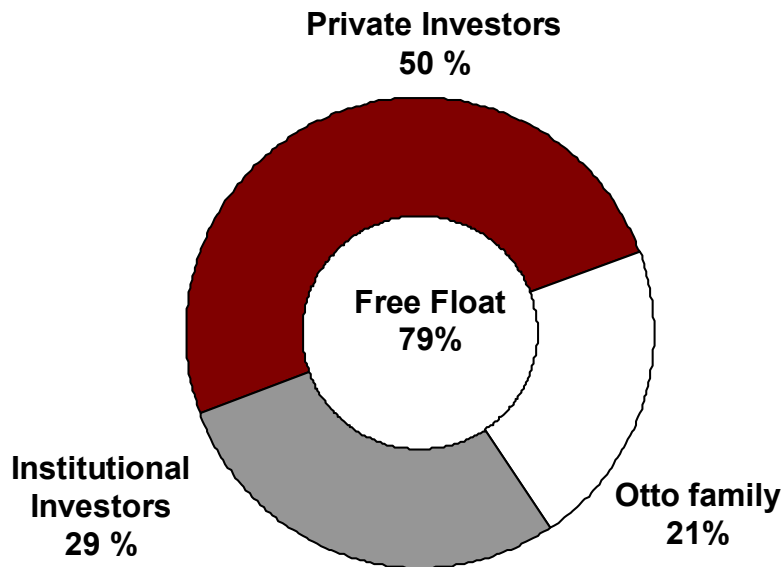
Trend of the Share in comparison with DAX and EPRA



from January 2002 to February 25, 2005



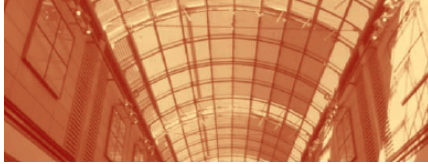
6,600 shareholders



Status: February 24, 2005

DES

Deutsche EuroShop AG



Coverage



HSBC Trinkaus & Burkhardt 





- 18.04. Year-End Press and Analyst Conference, Hamburg
- 28.04. Kempen & Co. German Property Event, Frankfurt am Main
- 10.05. Report on the first quarter 2005
- 24.05. Sal. Oppenheim Real Estate Conference, London
- 01.06. Deutsche Bank German Corporate Conference, Frankfurt
- 02.06. Kempen & Co European Property Seminar, Amsterdam
- 09./10.06. Roadshow Scandinavia
- 23.06. Annual General Meeting, Hamburg
- 10.08. Report on the first half 2005
- 28./29.09. HVB German Investment Conference, München
- 26.10. 5. Property Share Initiative Conference, Frankfurt am Main
- 10.11. Report on the first three quarters 2005
- 21.-23.11. German Equity Forum, Frankfurt am Main



Deutsche EuroShop AG

Patrick Kiss

Investor & Public Relations

Oderfelder Strasse 23

20149 Hamburg

Tel. +49 (40) 41 35 79 - 20

Fax +49 (40) 41 35 79 - 29

E-Mail: kiss@deutsche-euroshop.de

www.deutsche-euroshop.de

ISIN: DE 000 748 020 4



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.