

A painting of two men, one in a white shirt and one in a dark vest, both smiling and holding a red shopping bag. The bag has the logo 'DES' and 'Deutsche EuroShop AG' written on it. The background is a solid red color.

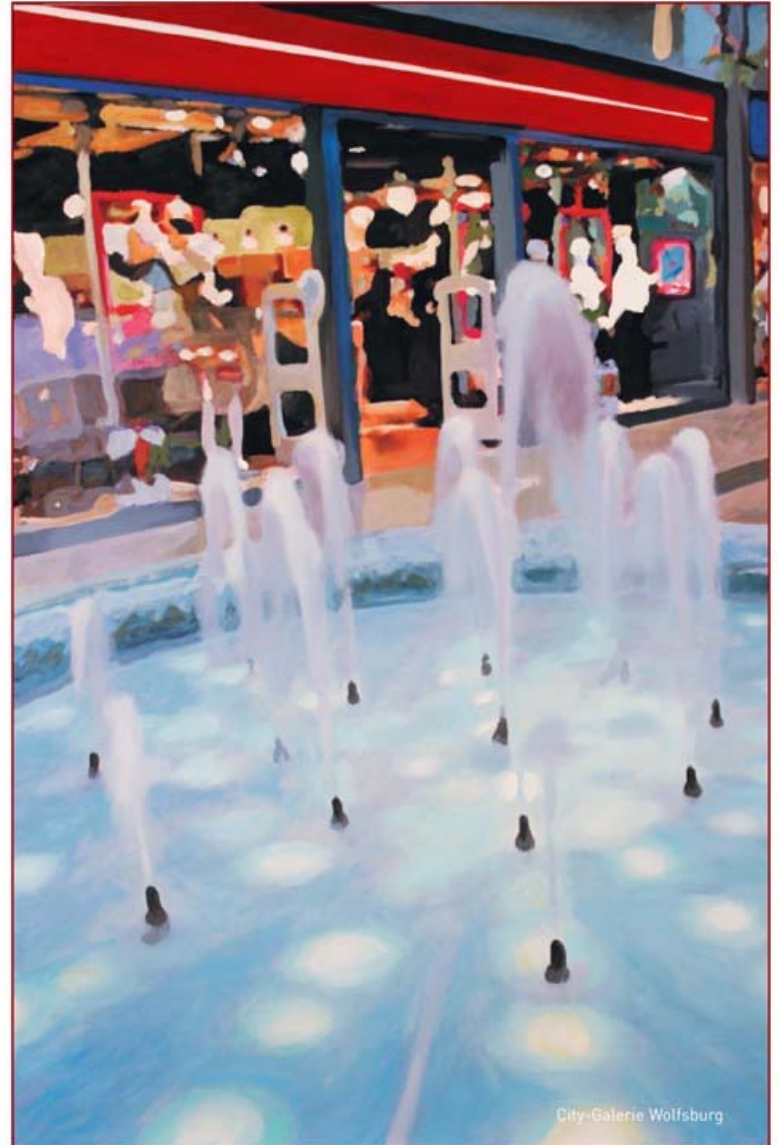
The Art of Shopping

Company Presentation

July 2005

The Art of Shopping

Company



Equity Story

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

Equity Story

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 sqm	327,000 sqm
Retail shops	approx. 1,290	
Investment	€ 1.95 billion	€ 1.2 billion
Rents per year	€ 127 million	€ 77 million

Potential through sales-linked rents

- (CPI+)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, the European market leader in this industry

Equity Story

Main focus on NAV
and dividend

Continuous growth

■ Targets

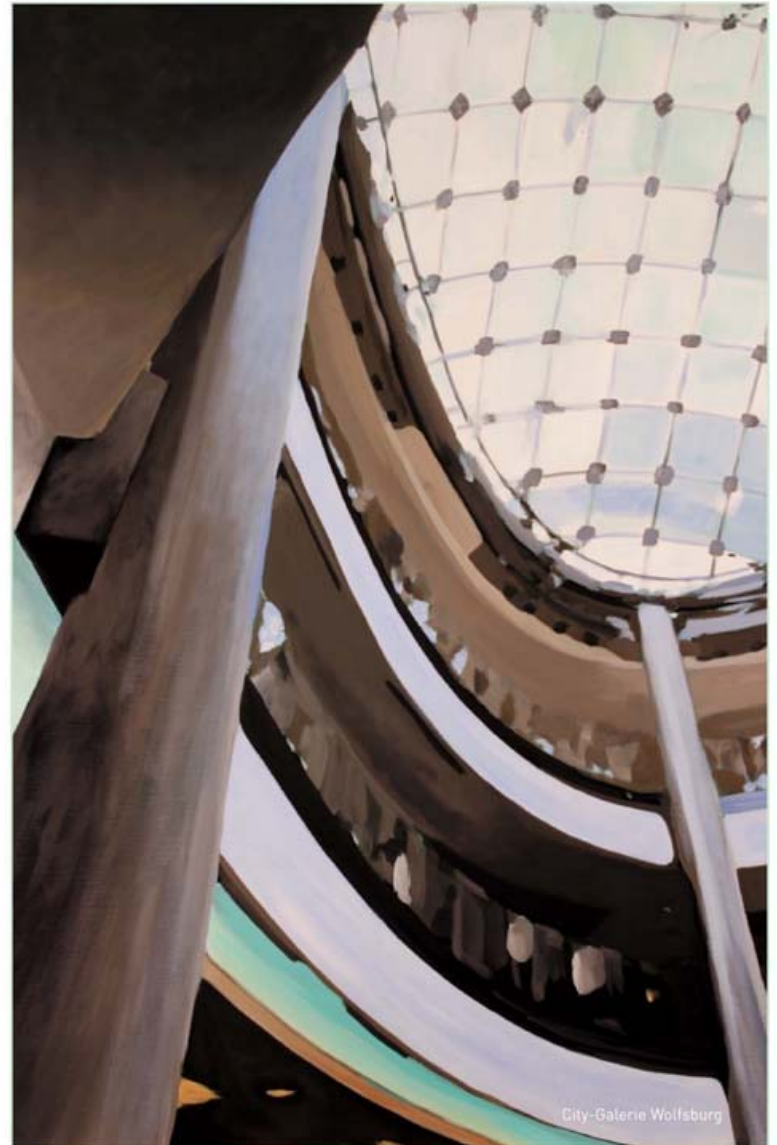
- Long term net asset value enhancement
- “buy & hold”-strategy
- Stable and attractive dividends
- Portfolio expansion by 10% per year
 - by acquisition of new shopping centers
 - by increasing existing amounts of holdings

Investment Case

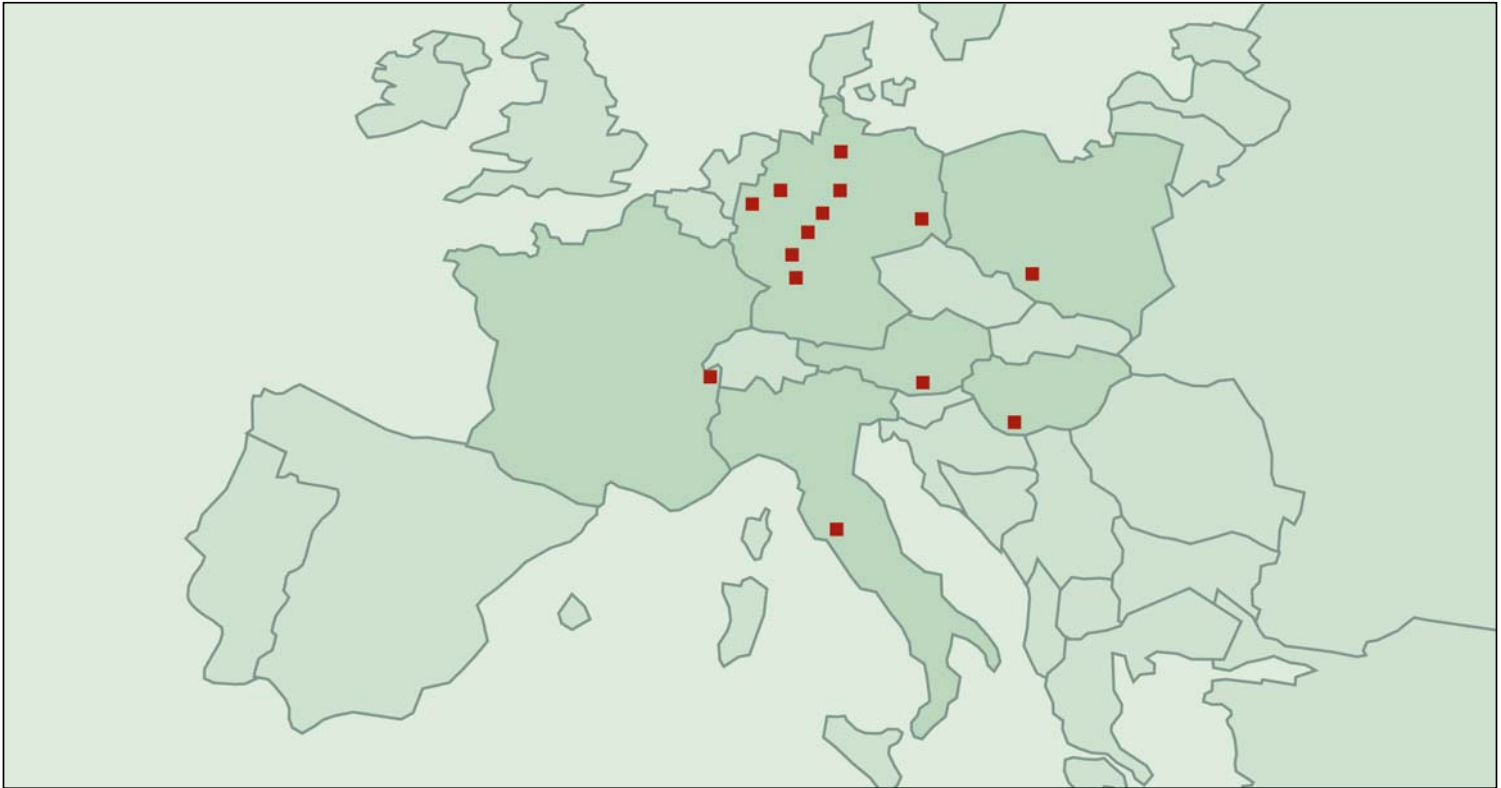
- Attractive after-tax dividend yield of currently 4.3%
- Net Asset Value per share €43.96 (+1%)
- Rating: entire portfolio was given an “very good” rating
- Consolidated equity ratio currently 50% (plan: >45%)
- Independent management with many years of experience in shopping center development
- Investment-focus: Germany and up to 25% Europe
- Risk diversification due to a portfolio of shopping centers and diversity of tenants

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Shopping Centers



**Locations
in Europe**



Shopping Centers in Germany



**Rhein-Neckar-Zentrum
Viernheim**



**Main-Taunus-Zentrum
Frankfurt**



**City-Galerie
Wolfsburg**

Location			
Investment		92.8%	37.4%
Lettable space sqm		64,000	102,000
Parking		3,500	4,000
Number of shops		approx. 100	approx. 100
Occupancy rate		100%	100%
Catchment area		1.2 m inhabitants	2.2 m inhabitants
Opening/refurbishm.		1972/Nov. 2002	1964/Sep. 2004
			89.0%
			30,000
			800
			rd. 90
			100%
			0.6 m inhabitants
			Sep. 2001

Shopping Centers in Germany



Altmarkt-Galerie
Dresden



City-Arkaden
Wuppertal



Allee-Center
Hamm

Location			
Investment		50.0%	72.0%
Lettable space sqm		43,800	28,100
Parking		520	650
Number of shops		approx. 100	approx. 90
Occupancy rate		99%	100%
Catchment area		1.0 m inhabitants	0.7 m inhabitants
Opening/refurbishm.		Sep. 2002	Oct. 2001
			87.7%
			34,800
			1,290
			approx. 80
			100%
			1.0 m inhabitants
			1992/Mar. 2000

Shopping Centers in Germany



Phoenix-Center
Hamburg



Forum
Wetzlar



City-Point
Kassel

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	Sep. 2004	Feb. 2005	Feb. 2002

Shopping Centers in Europe



**Centro Commerciale
Tuscia, Viterbo
Italy**



**Shopping Etrembières
Annemasse
France**



**Árkád
Pécs
Hungary**

Location			
Investment		100%	92.8%
Lettable space sqm		15,200	(8,000 +) 8,600
Parking		1,100	1.000
Number of shops		approx. 40	approx. 50
Occupancy rate		100%	100%
Catchment area		0.3 m inhabitants	0.8 m inhabitants
Opening		1998	1994
			50.0%
			34,200
			850
			approx. 130
			100%
			0.5 m inhabitants
			2004

Shopping Centers in Europe



**Galeria Dominikanska
Wrocław
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%	85%
Catchment area	1.0 m inhabitants	0.4 m inhabitants
Opening	2001	Spring 2006

Shopping Centers Total

	Domestic	International	Total Deutsche EuroShop
Lettable space sqm	405,400	120,600	526,000
Parking	15,260	4,720	19,980
Number of shops	approx. 850	approx. 440	1,290
Occupancy rate*	99%	100%	99%
Catchment area	8.6 m inhabitants	3.0 m inhabitants	11.6 m inhabitants

**Center
Management**

**Pro active center
management for
sustainable
development**



Our Tenants

Douglas

HALLHUBER

H&M

Street One

GORTZ

ZARA

Media Markt

ESPRIT

Well-known tenants

GALERIA KAUFHOF

Thalia BÜCHER

Peek & Cloppenburg KG
DÜSSELDORF

GERRY WEBER

KARSTADT

Bijou Brigitte
modische Accessoires AG
*

SATURN

ALDI SÜD

Sinn Leffers

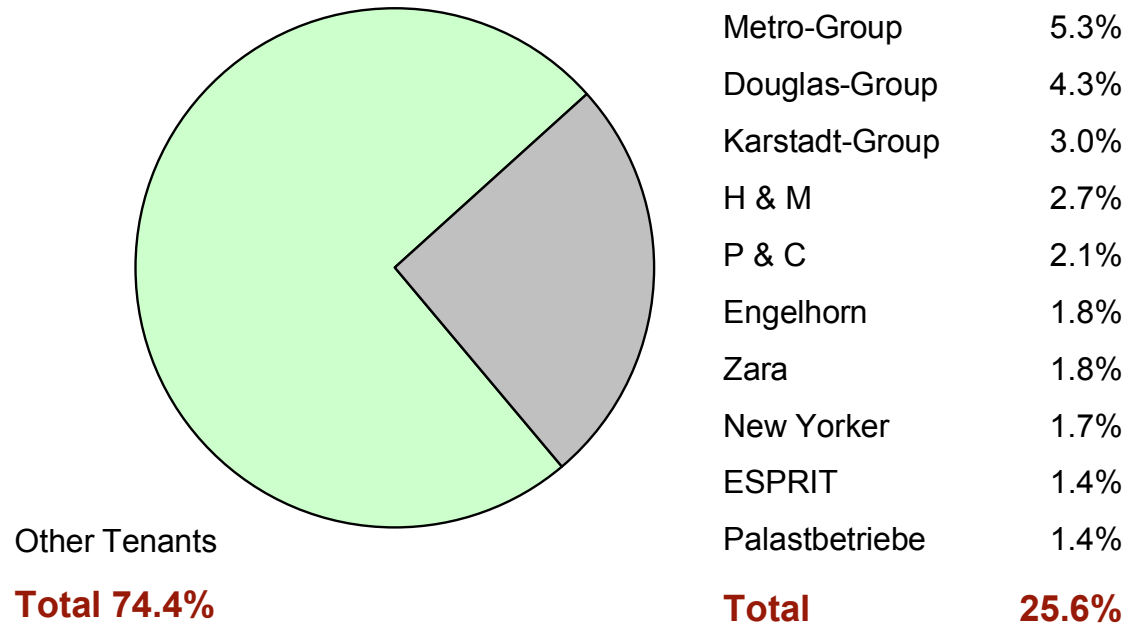
UNITED COLORS OF BENETTON.

NEWYORKER

ANSON'S

Tenants Structure Top 10 tenants

Low level of
dependence on
the top 10 tenants

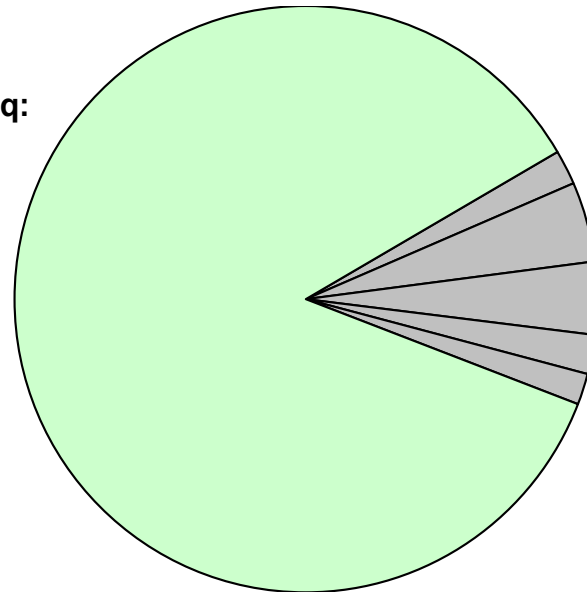


Maturity Distribution of rental contracts*

Long-term contracts
guarantee rental income

Weighted maturity
> 8 years

2010 et sqq:
86%



2005: 2%

2006: 4%

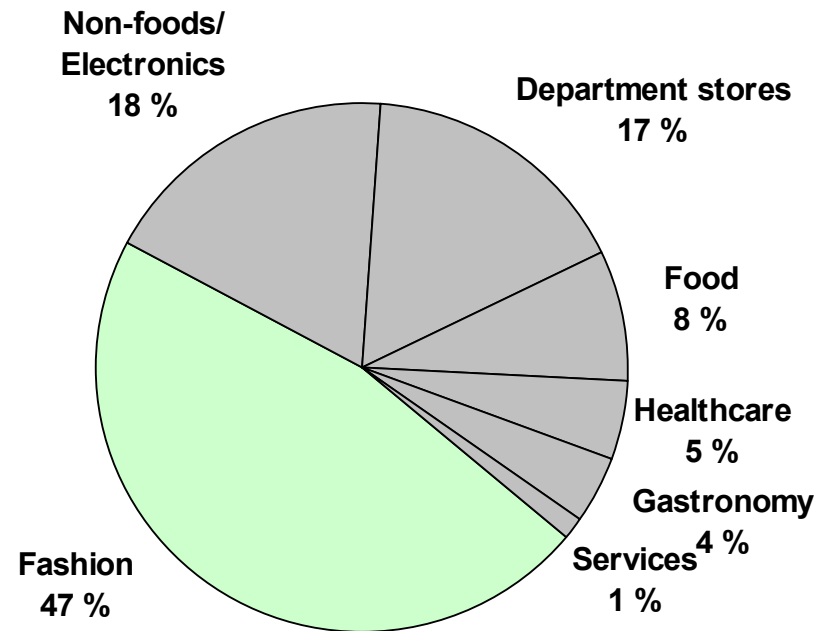
2007: 4%

2008: 2%

2009: 2%

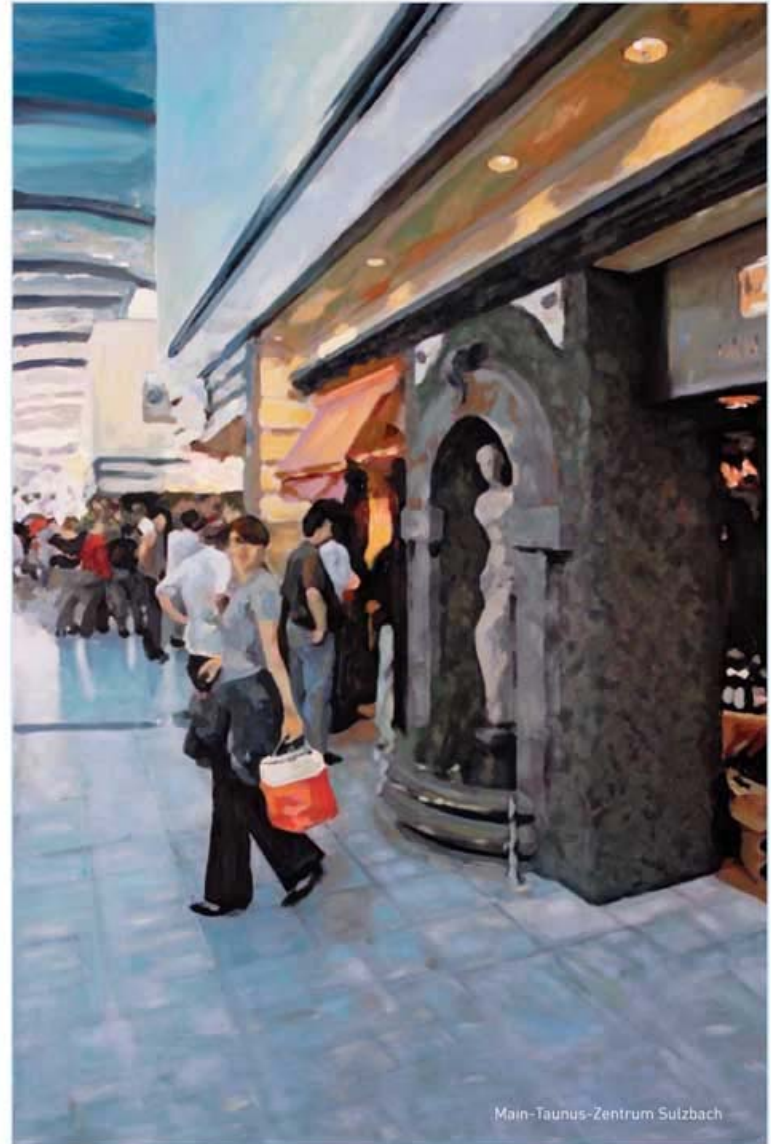
Sector diversification*

Balanced sector diversification



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Financials

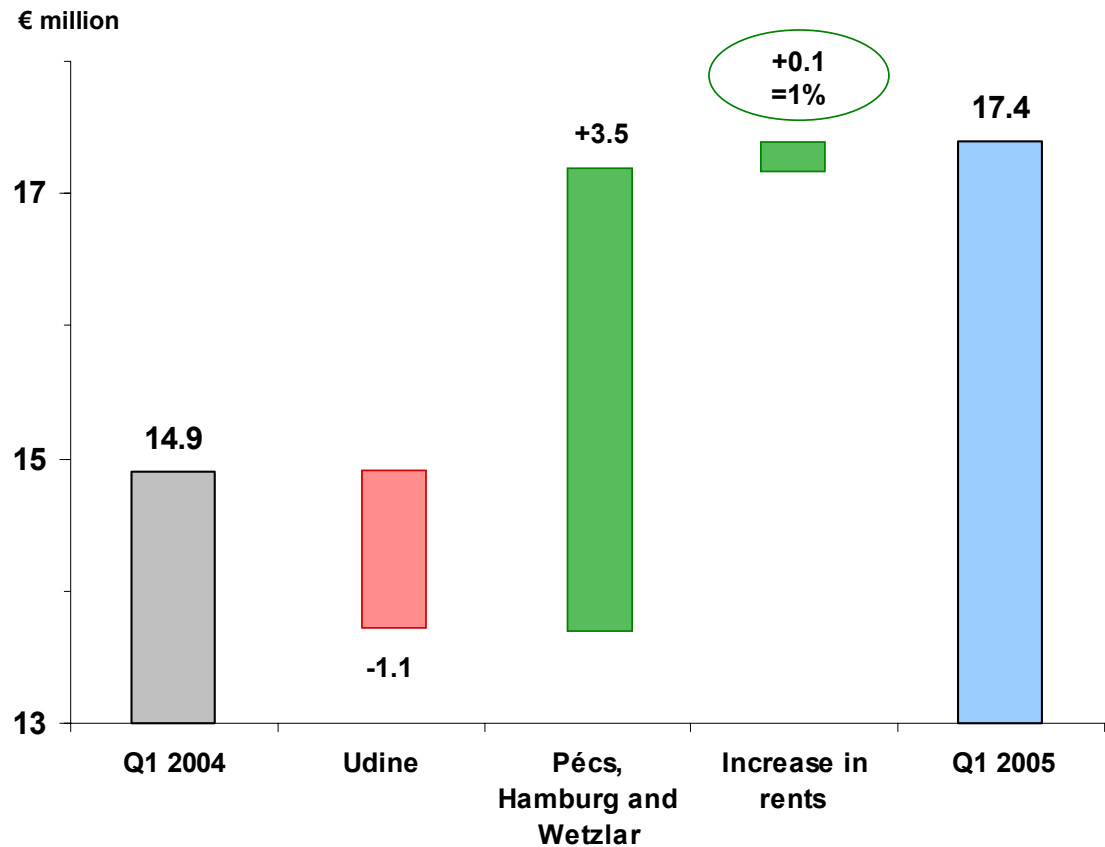


Summary Q1 2005

▪ Revenue	€17.4 million	+17%
▪ EBIT	€13.8 million	+5%
currency adjusted	€13.9 million	+22%
▪ Net finance costs	€ 68 million	- 3%
▪ Profit for the period	€4.4 million	- 2%
currency adjusted	€4.5 million	+11%
▪ EPS	€0.28	- 2%
▪ Retail sales in DES Centers increased by +1.8% in Germany +3.0% in total Official German retail sales: +1.0%		

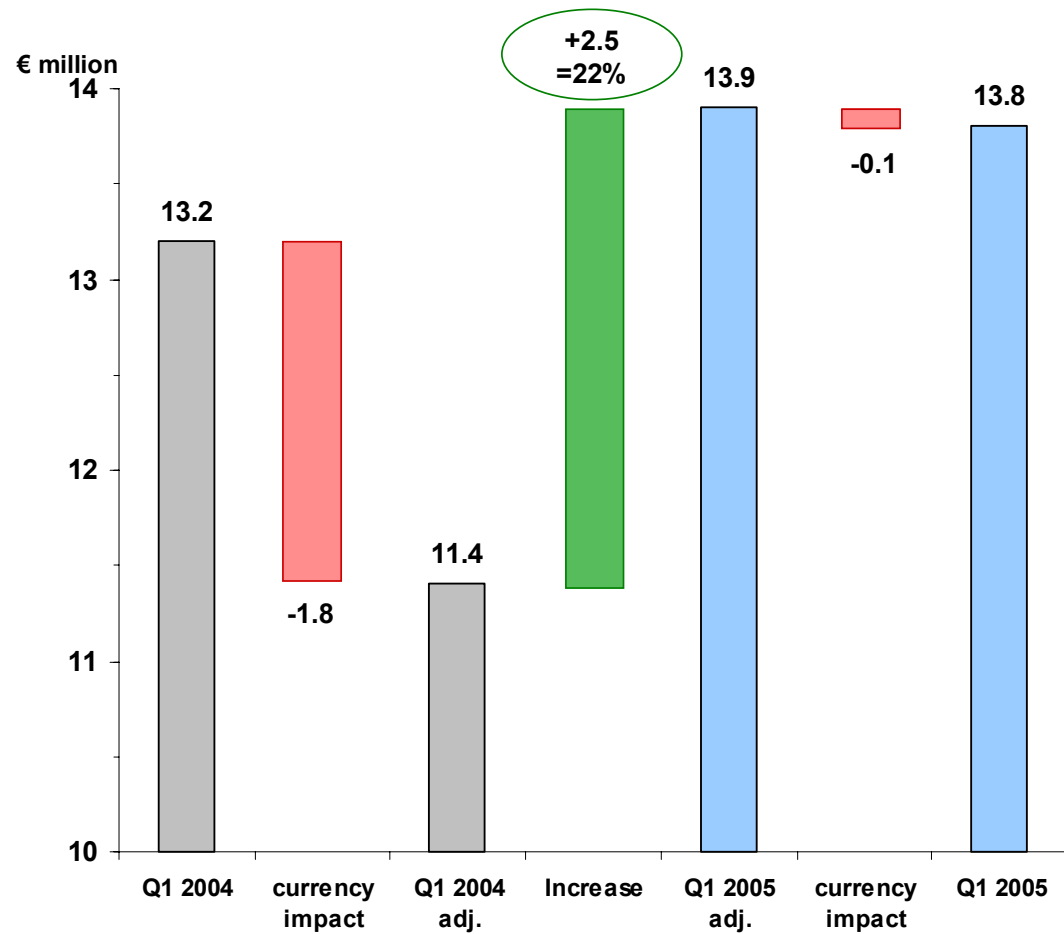
Revenue Bridge Q1 2004 - Q1 2005

Revenue +17%
comparable +1%



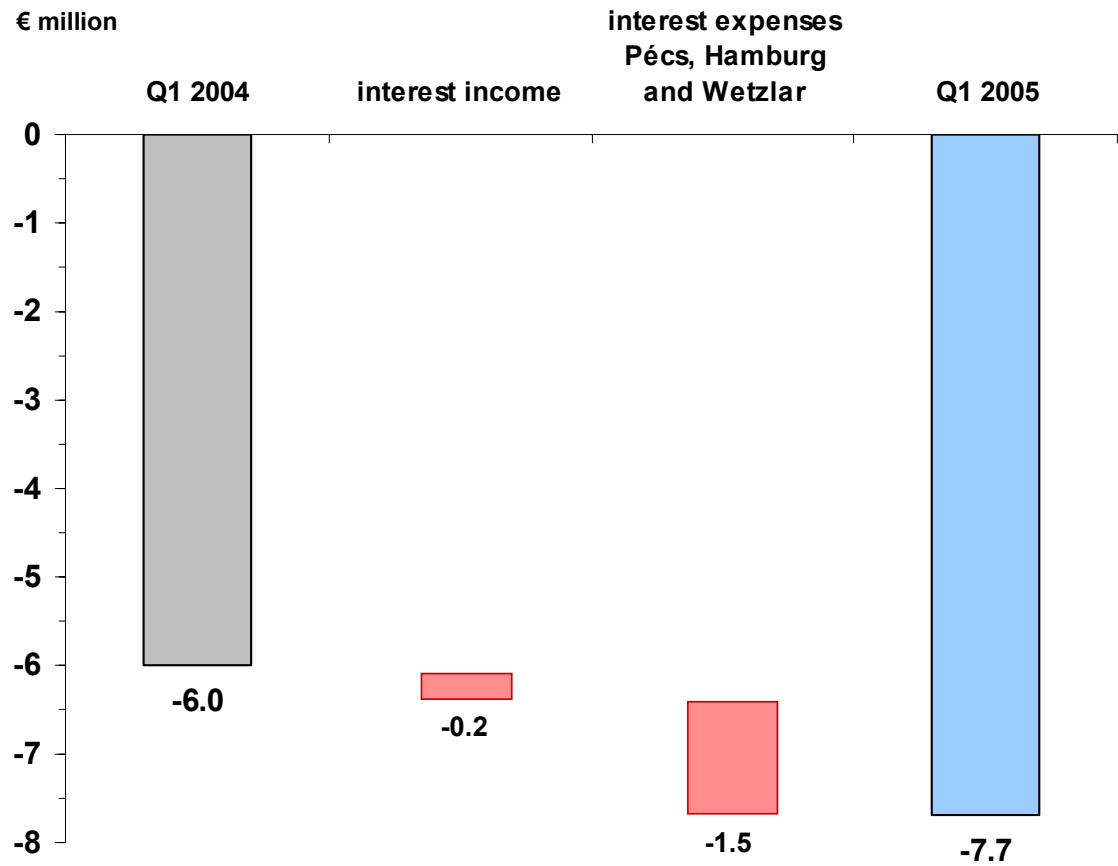
EBIT Bridge Q1 2004 - Q1 2005

EBIT +5%
currency adjusted +22%



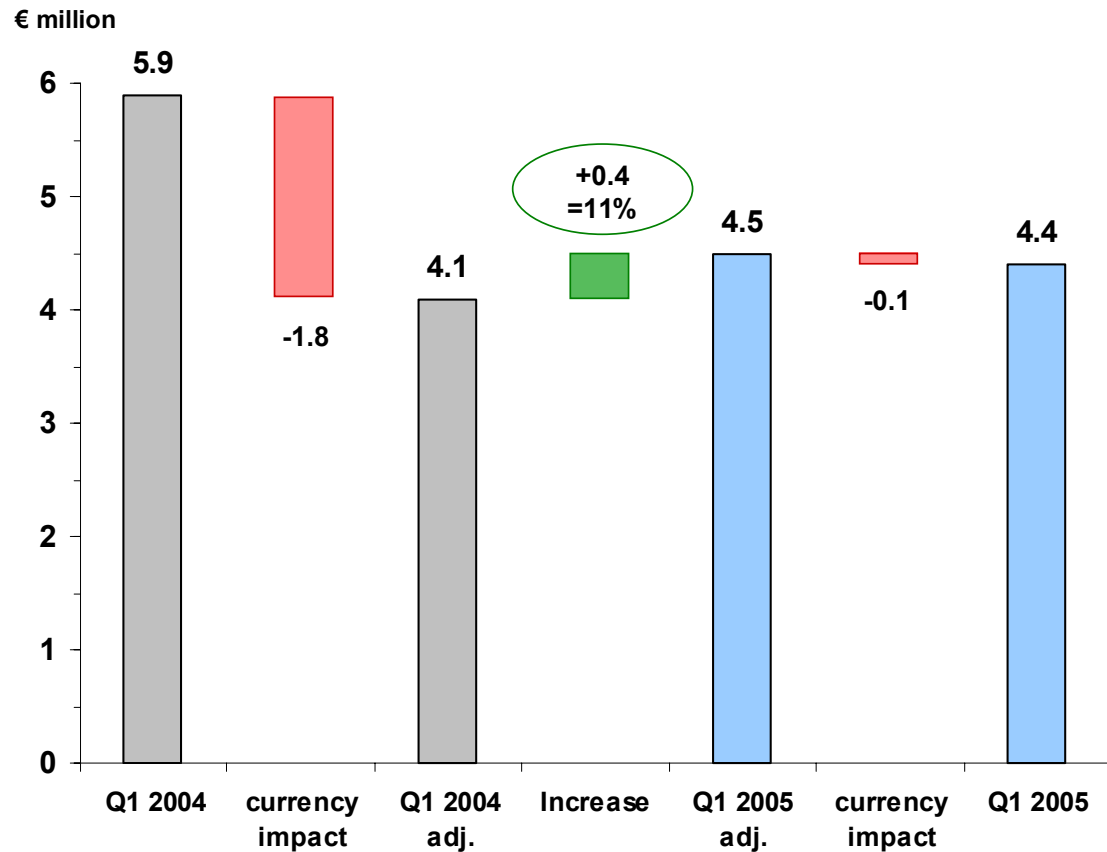
Net Interest Expense Bridge Q1 2004 - Q1 2005

Net interest expense -36%



Profit Bridge Q1 2004 - Q1 2005

Profit -25%
currency adjusted +11%



Profit and Loss Account

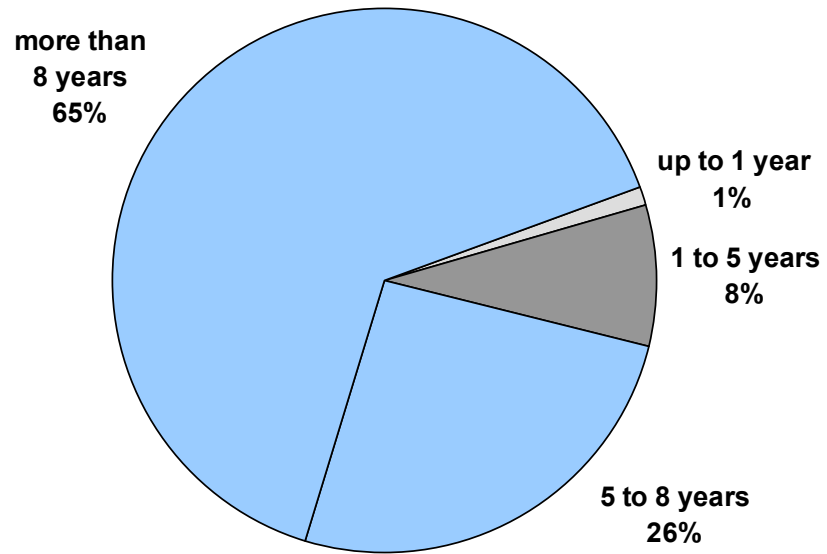
€ thousand	1 Jan.- 31 Mar. 2005	1 Jan.- 31 Mar. 2004	in/decrease
Revenue	17,408	14,891	17%
Other operating income	489	2,015	
Expenses	-4,055	-3,683	
Depreciation and amortization	-4	-3	
EBIT	13,838	13,220	5%
Net interest expense	-7,679	-6,012	
Income from investments	1,043	1,076	
Valuation result	-156	-47	
Net finance costs	-6,792	-4,983	
EBT	7,046	8,237	-14%
Taxes	-2,028	-2,144	
Minority interests in earnings	-573	-187	
Cons. net profit for the period	4,445	5,906	-25%

Balance Sheet

€ thousand	31 Mar. 2005	31 Dec. 2004	In/decrease
Fixed/non-current assets	1,207,751	1,203,251	4,500
Current assets	169,254	166,957	2,297
Total assets	1,377,005	1,370,208	6,797
Equity	689,593	684,412	5,181
Long term debt	610,426	597,662	12,764
Deferred taxes	53,374	51,676	1,698
Current liabilities	23,612	36,458	-12,846
Total liabilities	1,377,005	1,370,208	6,797

**Liabilities -
Maturities**

**Ø effective interest rate
5.66%**

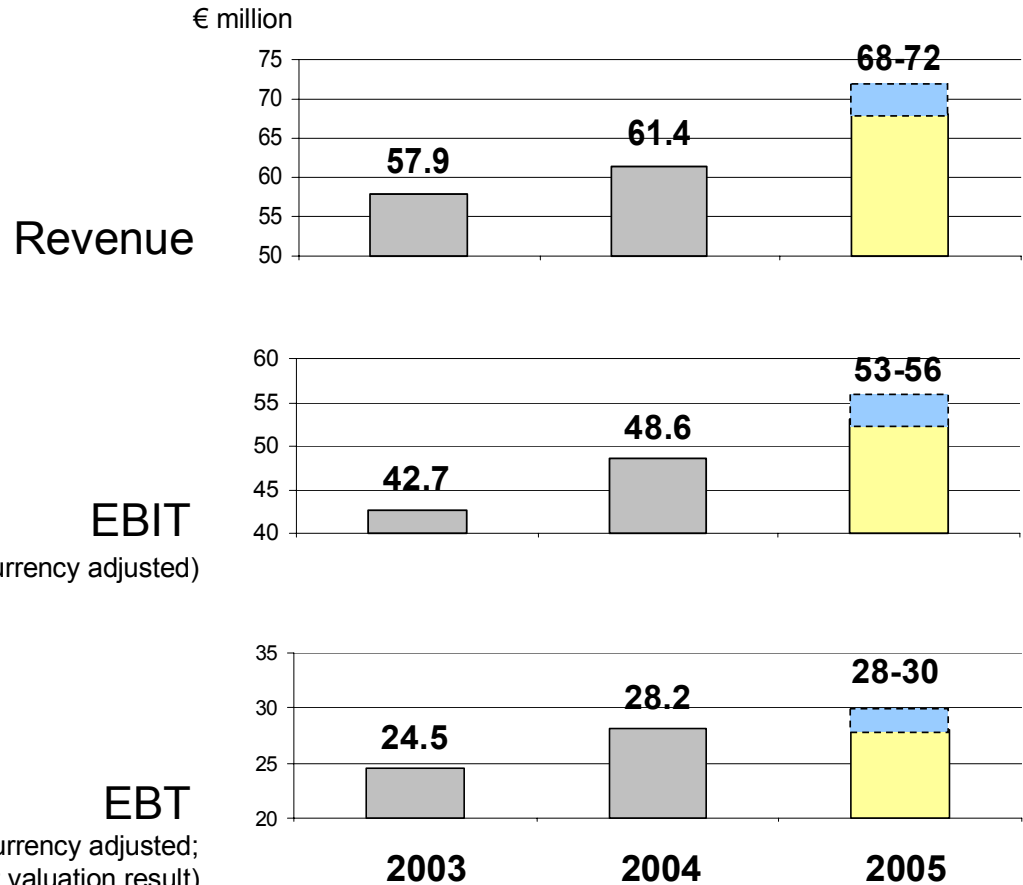


**more than 5 years
91%**

Forecast 2005

NAV 2005:
initial valuation of
Forum Wetzlar and
Phoenix-Center Hamburg

Acquisition volume:
€100-150 million



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Shopping Center Share

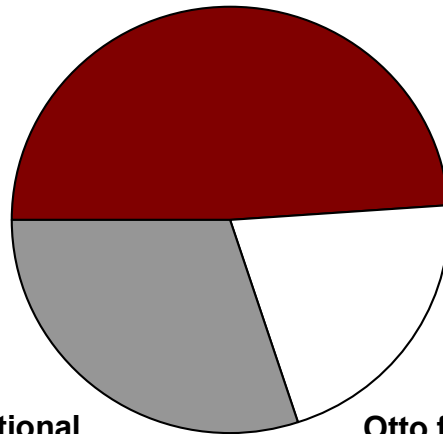


**Shareholder
Structure**

8,200 shareholders

Free float 79%

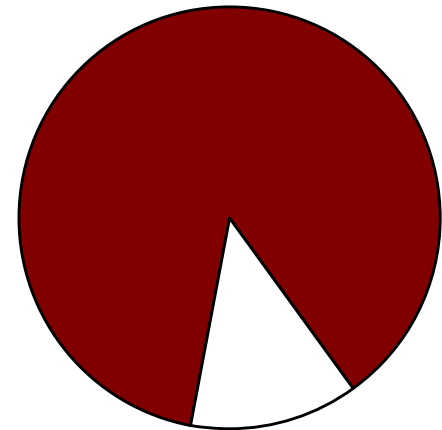
Private Investors 49%



**Institutional
Investors
30%**

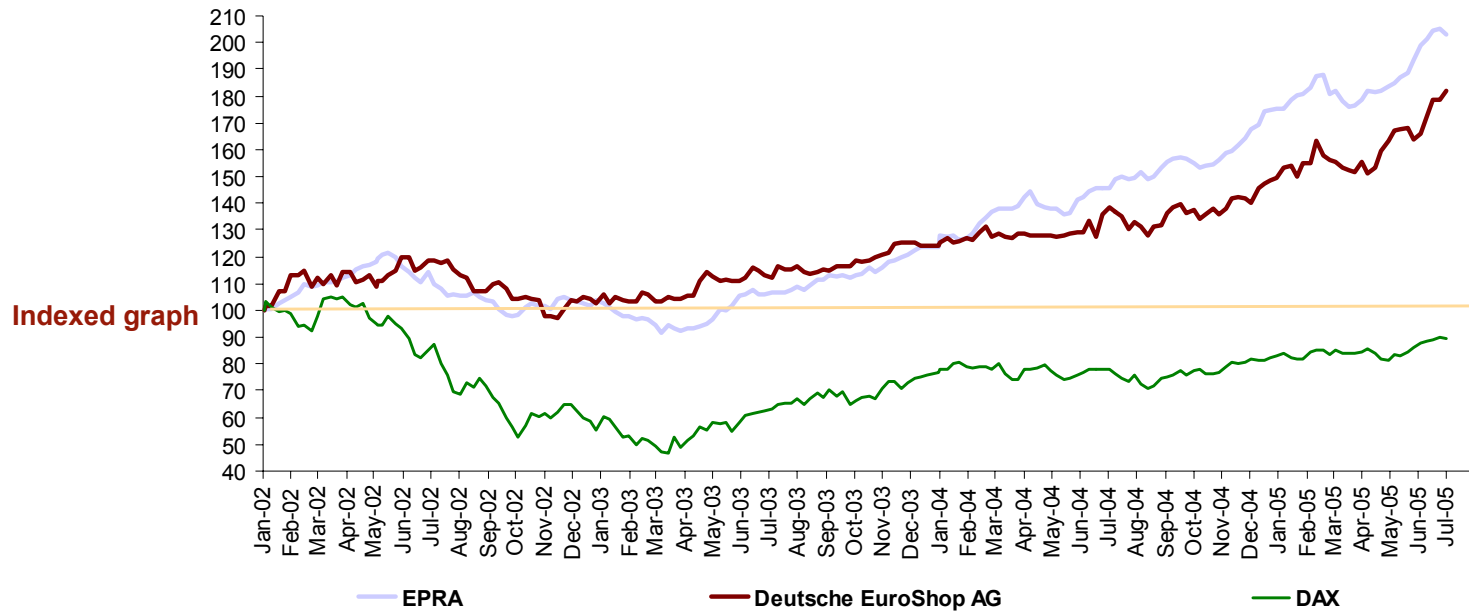
**Otto family
21%**

Germany 87%



**International
13%**

Trend of the Share in comparison with DAX and EPRA



Coverage



Key data of the Share

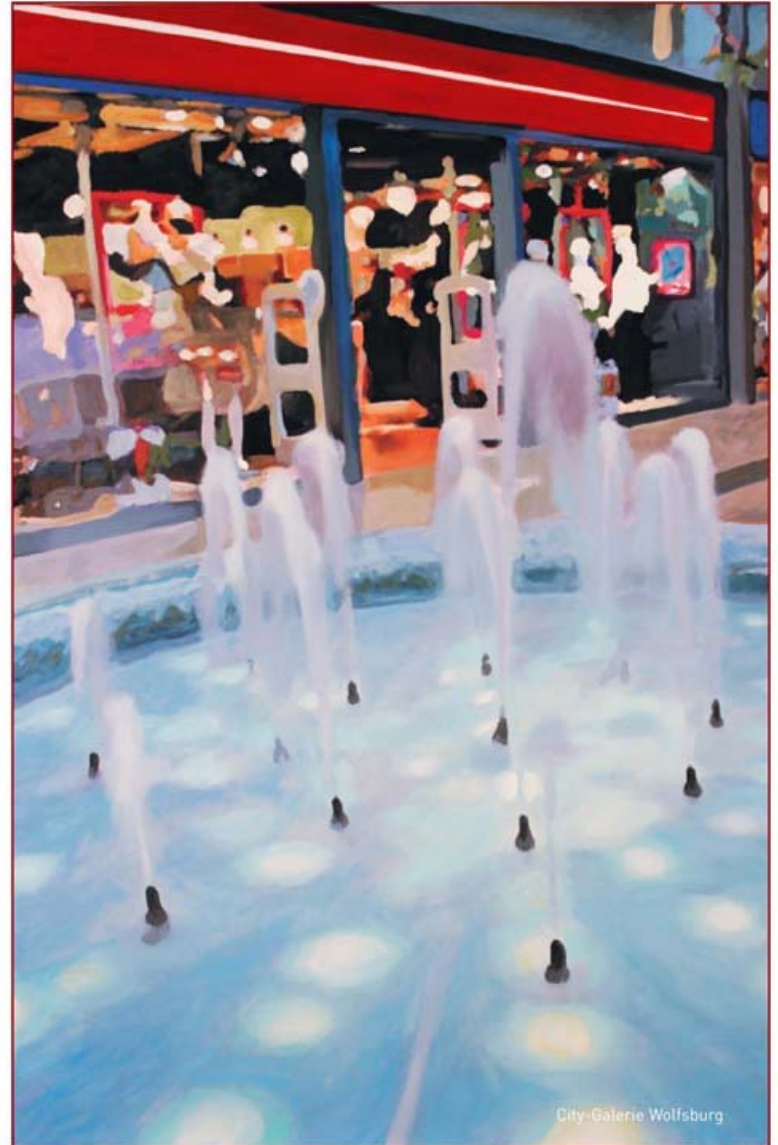
MarketCap > €700 million

Deutsche EuroShop AG

Listed since	02.01.2001
Nominal capital	€20 million
Outstanding shares	15,625,000
Class of shares	Registered shares
(proposed) Dividend 2004 (23.06.2005)	€1.92
52W High	€45.03
52W Low	€32.10
Share price (04.07.2005)	€44.90
Market capitalisation	€702 million
avrg. turnover per day 2005	37,400 shares
Indices	MDAX, EPRA, GPR 250, EPIX 30
Prime Standard	Prime Standard Frankfurt 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

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Appendix



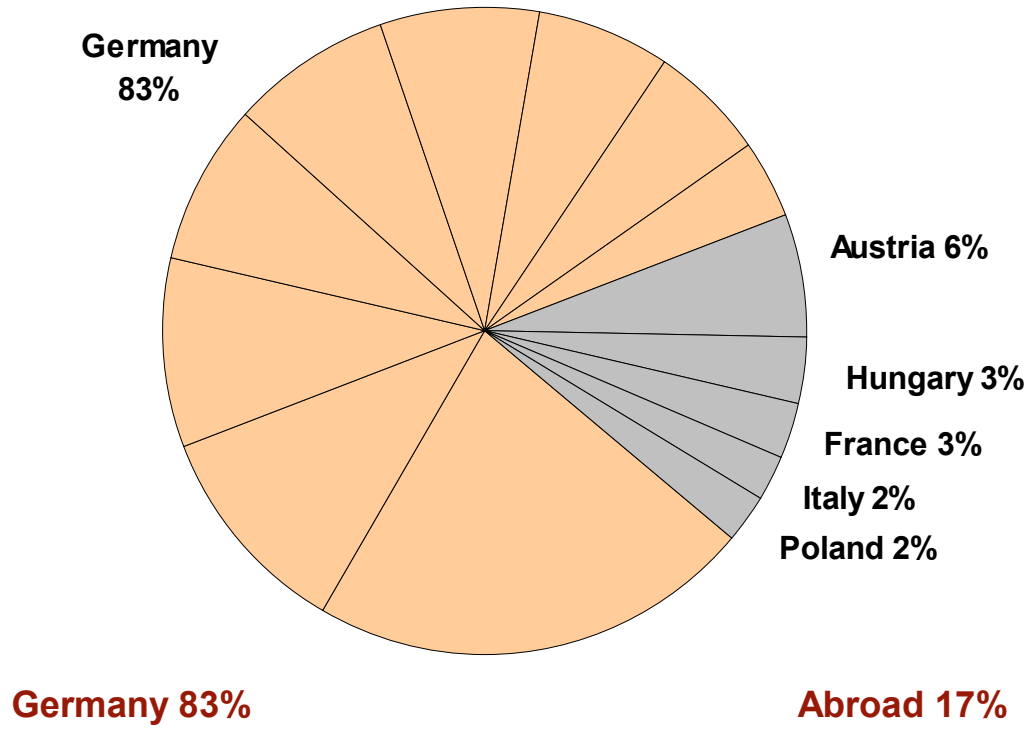
City-Galerie Wolfsburg

History

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

Investment Volume

The proportionate total investment volume amounts to € 1.2 billion



Financial Calendar 2005

- 10.08. Report on the first half 2005
- 29.09. HVB German Investment Conference, München
- 26.10. 5. Property Share Initiative Conference, Frankfurt
- 10.11. Report on the first three quarters 2005
- 21. ~~23~~.11. German Equity Forum, Frankfurt am Main

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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.