

LEASING PATH

Actual Topics in Leasing

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Has the bike to be reinvented ?

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Has the bike to be reinvented ?

We are able to cycle with all the existing bikes...

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FIT FOR FUTURE

Changing shopper behaviours
request adjustments of the product

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TWO RIDING STYLES



COMFORT

SPORT

SMART SHOPPER

Changing shopper needs
request flexibility of the product

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THE UTILITY SLOT MODULE (USM)



FLEXIBILITY

Change in our „life“-situations
ask for more ADD-ONS

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z.B. **SAFETY FIRST**
External influences e.g. global , political events
challenge the product

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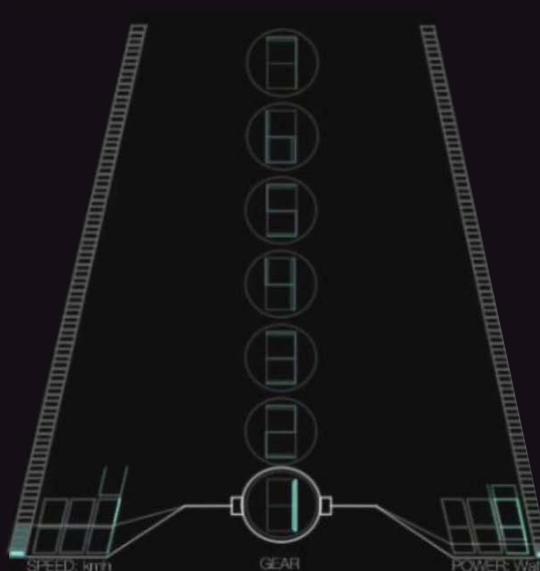


HI-TEC HI-TOUCH

Trends and technical innovations
lead to changing usages

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ELAPSED TIME

CADENCE

HEART RATE

BATTERY INFO

GEAR SPEED

CALORIES

ALTITUDE

GPS

DISTANCE

FELLOW RIDER

POWER

SLOPE



The shopper has already arrived
in the age of informations

APPS...

Is there anyone on the road without a GPS ?

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Portfolio

Initial settlement

Prolongations

Financial recovery

Insolvencies

Acquisition

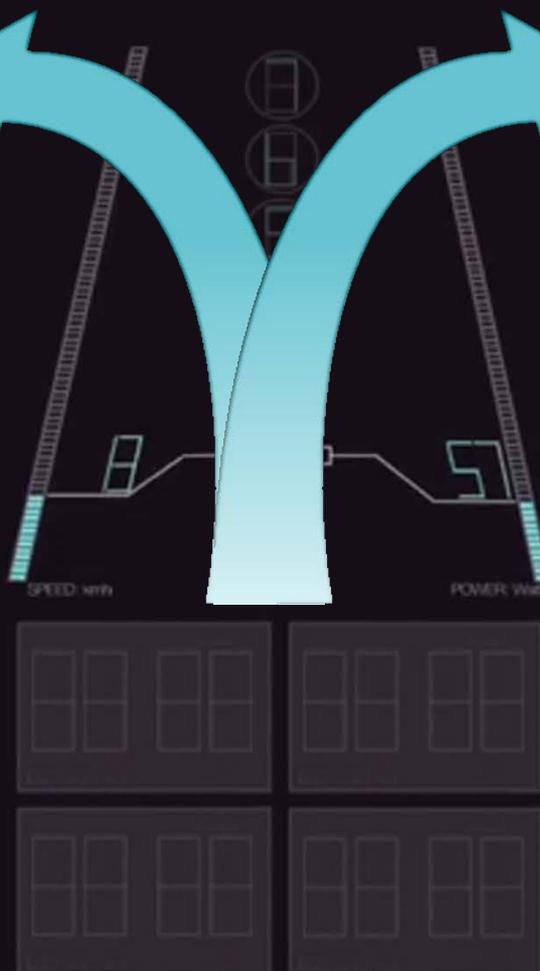
Market entry

New branch

Gastronomy

New players

Pop-up



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Søstrene Grene **LS PATH** Acquisition Market Entry



First contact

Visit headquarters in Aarhus, April 2015

1. Opening in HMH

already in October 2015

advantage **family owned** – short ways of decisionmaking

Further shops

within 18 months

in AEZ, EEZ, PCH, EPH, EAGH, SHK, WPB and A10



6 months

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ON Y GO **LS PATH** Acquisition Market Entry

ONLY|GO



First info about the new Shoe-Concept
October 2015 (part of ZG-minutes)

Talks about the Concept
online-offline, target group 20-40.
120 Shops planned, size 150-250m²
50% Sneakers – 50% Brown Shoes + Accessories

1. Opening with ECE
August 2016

Meanwhile 11 shops with ECE



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VICTORIA SECRET **LS PATH** Acquisition



Market Entry

First contact
Last century ...

Talks, meetings, chats ...
Year on year

So far no contract in Germany

... but internationally with Partners (e.g. TK)



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TESLA ^{LS PATH} Acquisition New Branch



New Offers –search for new locations

Intensifying of the contact

Finetuning contract papers
wordings, fire loads, insurance problems,
technical Details **Workletter**,

1. Opening in AEZ

Further opening in MTZ



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FIVE GUYS

LS PATH Acquisition Gastronomy



First contact
in 2014

Hurdles

Opening Hours (11 a.m. – no breakfast offer)
connection to gas
external entrances

Opening in Essen
September 2017

DNA
of the tenant
understanding

30
months

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KOSMETIK4LESS

LS PATH Acquisition New Player



A shop full of „Testers“

„Brick“-
FEAR
lost

26
months



First Meetings
spring 2014 with first offers

Intensive support

New lease offer
in December 2015

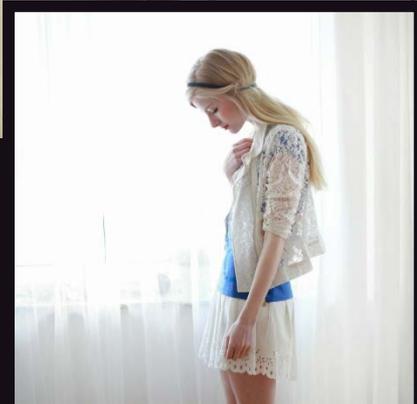
1st opening in Phoenix-Center
in May 2016

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ODER NICHT ODER DOCH.de

Acquisition

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Be aware of
BLOGGER
influencing

11 **11**
months

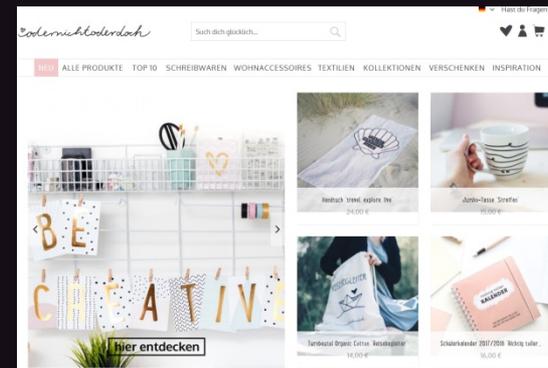
Pop Up



First Contact
January 2017

Working-out the needs of the tenant
in May 2017 through concept support

Work-in-progress



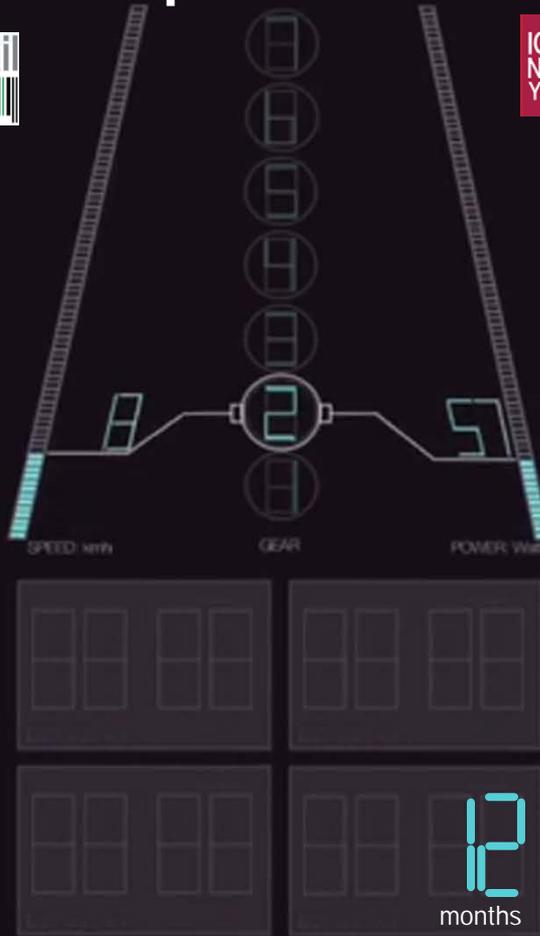
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LS PATH

Acquisition

Fairs- and Events Strategy



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Portfolio

Acquisition



Initial settlement

Market entry

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New branch

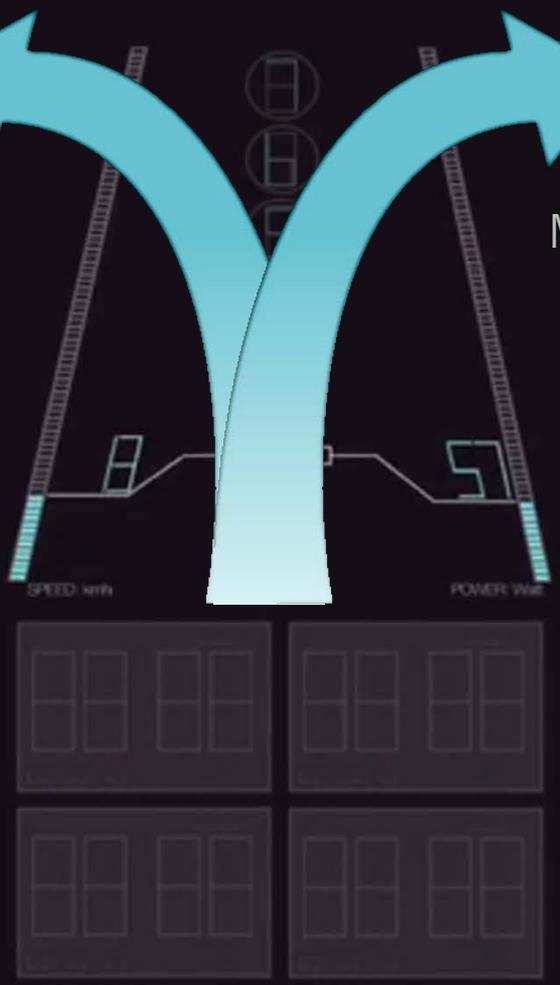
Financial recovery

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Actual Topics in Leasing

ZARA

Portfolio

Contract prolongations



Decision making in Spain

Independent from actual situations or numbers

ZARA's expectations

Landlords have to fulfill their requests ...

ZARA in the centre

Longterm relationship is an issue

Negotiations becoming tougher

Lease durations, terms, ...

uncompromising

Changing requests for space

from actual 1.500m²

up to 3.000 - 3.500m²

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Actual Topics in Leasing

TENANT-STRATEGY

Portfolio

Initial settlements

EURO

INTEGRATED
LI-ION BATTERY

INTEGRATED
CABELS & WIRES

INTEGRATED
BRAKES

INTEGRATED
HUBLESS
WHEELS

INTEGRATED
DRIVE TRAIN

Zeit

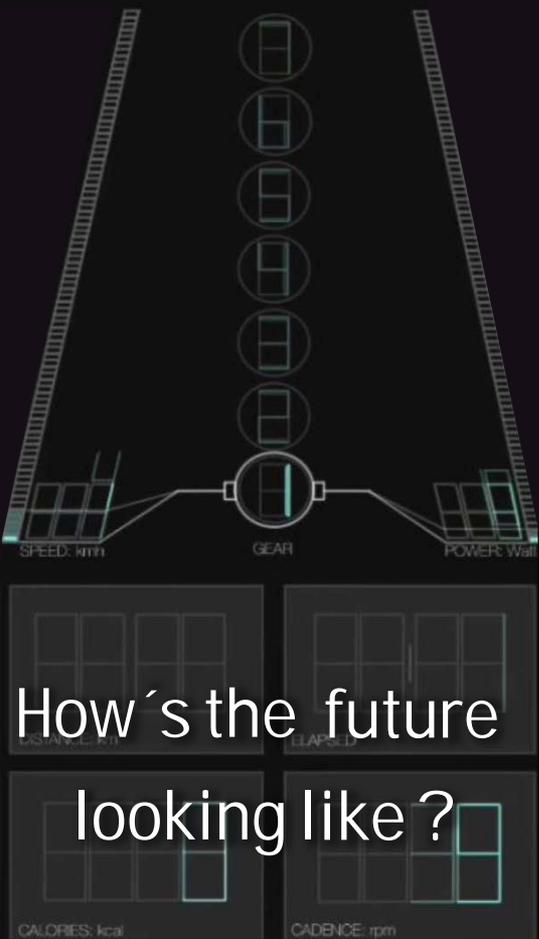
Tenants likes more from an E-bike

Lifecycles will be shortened – more energy/effort is needed
Tenants ask for more flexible energy input
what will be a kind of investment



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How's the future
looking like ?

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In Future

...ways could be
rough
but still there is fun.