

Hamburg, May 2018

Invitation to the Annual General Meeting of Deutsche EuroShop AG

Dear Ladies and Gentlemen:

You are cordially invited to the Annual General Meeting of Deutsche EuroShop AG at Handwerkskammer Hamburg at 10:00 am on 28 June 2018.

Please use the **password-protected “Online Service for Shareholders”** at www.deutsche-euroshop.de/HV to register for our Annual General Meeting and receive your admission ticket. If you do not intend to attend personally, you can also use the password-protected “Online Service for Shareholders” at www.deutsche-euroshop.de/HV to issue a power of attorney to a trusted representative or to issue a power of attorney with instructions on how to exercise your voting rights to the company’s proxies.

You may also register and issue a power of attorney by mail, fax or email. **Please see reverse** for additional details and important information on registering and your personal log-in information to the password-protected “Online Service for Shareholders” at www.deutsche-euroshop.de/HV.

Please note that the **registration deadline is 21 June 2018** (receipt).

Attached please find:

- an invitation to our Annual General Meeting,
- the registration form you can use to
 - o register yourself or issue a power of attorney to a trusted representative (front) or
 - o issue a power of attorney with instructions to the proxies of Deutsche EuroShop AG (reverse).

Your vote is very important to us. We therefore encourage you to exercise your rights as a shareholder and take advantage of one of the options to cast your vote.

The full interim report for the financial year 2017 is available as a PDF document and in ePaper format. It can be downloaded from www.deutsche-euroshop.com/IR. If you want to receive a copy of our Annual Report please send us a fax to +49(0)40-4135 7929 or an e-mail to info@deutsche-euroshop.de.

We are looking forward to your participation in our Annual General Meeting!

Sincerely,

Deutsche EuroShop AG



Wilhelm Wellner

Annexes



Olaf Borkers

Important information

Please note the registration deadline.

Your registration must be received by 21 June 2018, 24:00 hrs.

Registration for the Annual General Meeting

You can register **a** online using the password-protected "Online Service for Shareholders" at www.deutsche-euroshop.de/HV or **b** by mail, fax or email using the attached registration form.

a Using the password-protected "Online Service for Shareholders" at www.deutsche-euroshop.de/HV

Visit www.deutsche-euroshop.de/HV for a link to the password-protected "Online Service for Shareholders". Please log in there with your personal log-in information:

► Your shareholder number: (see postal invitation) ► Your access password: (see postal invitation)

You can then register online for the Annual General Meeting and receive your admission ticket. If you do not intend to attend our Annual General Meeting personally, you can also issue a power of attorney to a trusted representative or issue a power of attorney with instructions on how to exercise your voting rights to the company's proxies.

You can issue or revoke a power of attorney or issue or change instructions to proxies named by the company prior to the Annual General Meeting. For organisational reasons, these must be submitted to the company by 27 June 2018, 24:00 hrs., using the password-protected "Online Service for Shareholders" at www.deutsche-euroshop.de/HV.

b Using the registration form

Please **only** fill out the front or back of the form.

Front – registration, admission ticket request or power of attorney without instructions:

Under No. **1**, select whether you will participate in the Annual General Meeting yourself or whether you would like to issue a power of attorney without instructions, and complete the registration process by providing your signature or a readable declaration in which the person making the declaration is named in No. **3**.

If you are issuing a power of attorney without instructions to a trusted representative, please additionally enter the authorised representative's details under No. **2**. Please ensure whether and under what circumstances the authorised representative is prepared to represent you. Note also that in this case, Deutsche EuroShop AG has no influence on whether your voting rights will actually be represented at the Annual General Meeting. If you grant power of attorney to more than one person, Deutsche EuroShop AG may refuse to accept one or more of them.

Back – registration, power of attorney with instructions to the company's proxies:

Please specify under **A** that you wish to grant a power of attorney to the company's proxies.

Next, issue individual instructions under **B** if you do not wish to vote in favour of all of the resolutions proposed by the Executive Board and/or Supervisory Board in the agenda items announced in the convening notice for the Annual General Meeting, and complete the declaration by providing your signature or a readable declaration in which the person making the declaration is named in **C**.

Please consider mail delivery times and send back the registration form in a timely manner. If you have received several registration forms, please fill out and send back all of the forms. When the forms are processed, it is assumed that the person(s) making the declaration is/are authorised to make the declaration.

You can issue or revoke a power of attorney or issue or change instructions to proxies named by the company prior to the Annual General Meeting. For organisational reasons, these must be submitted to the company by 27 June 2018, 24:00 hrs., to the address, fax number or email address listed below:

Deutsche EuroShop AG, c/o Better Orange IR & HV AG, Haidelweg 48, 81241 Munich, Germany.
Fax: +49 (0)89 889 6906-33. Email: deutsche-euroshop@better-orange.de.

The company's proxies are permitted to exercise your voting rights only based on instructions you issue. No orders beyond this scope will be carried out by the company's proxies. If you wish to have your rights as a shareholder exercised beyond the parameters described, you must participate in the Annual General Meeting in person or issue a power of attorney for a third party to do so.

Motions or candidate nominations by shareholders (counter-motions) to be made available may be viewed online at www.deutsche-euroshop.de/HV. You may join a counter-motion that is exclusively intended to reject a proposed resolution by voting against that proposed resolution. A power of attorney with instructions to the company's proxies cannot be used to vote on motions beyond this scope such as counter-motions or procedural motions.

If proxies receive several powers of attorney and instructions, or if they receive these by various transmission methods, the most recently issued, formally valid power of attorney with the corresponding instructions will be deemed binding.

Telephone hotline

If you have questions about ordering admission tickets or issuing powers of attorney or instructions, please contact our Annual General Meeting hotline at +49 (0)89 889 69 06 20 Monday through Friday from 9:00am to 5:00pm.

Change of address

Your custodian bank has submitted your information printed on the registration form for entry in the share register. Please verify this information. If this information is incorrect, please inform your regular bank/custodian bank of your address change.

Registration

for the Annual General Meeting of Deutsche EuroShop AG on 28 June 2018

Registration deadline (receipt): 21 June 2018, 24:00 hrs.

Deutsche EuroShop AG
c/o Better Orange IR & HV AG
Haidelweg 48
81241 Munich
Germany

Fax: +49 (0)89 889 6906-33
Email: deutsche-euroshop@better-orange.de

Details of shareholder(s): (PLEASE PRINT)

Name, first name of registered shareholder(s):

Street, No. or P.O. box:

Country, post code, place:

Shareholder number: **Number of shares:**

A Power of attorney with instructions to the company's proxies

My/our shareholding is hereby registered for the Annual General Meeting of Deutsche EuroShop AG on 28 June 2018.

I/We authorise the company's proxies,
Mr Thomas Wagner and Mr Harald Hossfeld, both employees of Better Orange IR & HV AG, Munich, each individually with disclosure of my/our name(s) and with the right to issue a sub-authorisation to represent me/us at the Annual General Meeting of Deutsche EuroShop AG on 28 June 2018 and to exercise my/our voting rights **in favour of all of the resolutions proposed by the Executive Board and/or Supervisory Board in the agenda items announced in the convening notice for the Annual General Meeting**, insofar as I/we have not issued **any individual instructions otherwise in B** (see below).

B Individual instructions regarding the resolutions proposed by the Executive Board and/or Supervisory Board in the convening notice for the Annual General Meeting

If you do not specify a choice, this will be considered agreement (YES vote). If more than one field is marked for an agenda item, this is considered an ABSTENTION.

If individual votes on combined proposed resolutions are required for an agenda item, the vote you specify will apply accordingly to the individual resolutions proposed.

Agenda item	YES	NO	ABSTAIN
2. Utilisation of unappropriated surplus for financial year 2017	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Approval of the actions of the Executive Board for financial year 2017	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Approval of the actions of the Supervisory Board for financial year 2017	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Election of the auditor for financial year 2018	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Elections to the Supervisory Board:			
a) Dr. Henning Kreke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Alexander Otto	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Approval of the system used for the remuneration of the members of the Executive Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Resolution on authorisation to acquire and use treasury shares and on the exclusion of subscription rights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C Signature or person making the declaration (legible)

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