

COMPANY PRESENTATION

JANUARY 2020





Profile and Equity Story



Deutsche EuroShop is Germany's only public company that invests solely in shopping centers

- Going public: 2001
- Market capitalisation: approx. €1.5 billion
- > 24,000 shareholders
- > 80% free float
- Dividend yield: ~ 6.2%¹



Shopping centers are attractive investments because of

- Continuously positive development of cash flow
- Stable long term growth across market cycles
- Differentiation through first-class locations and excellent operator standards



Goals:

- Long-term, qualitative growth
- Sustained increase in the value of the real estate portfolioLänder-Portfolio
- Germany (share ≥75%)
- Stable economies close to Germany

¹Share price on 15 January 2020: 24.80€ (dividend guidance 2019: €1.55)



At a Glance



21 shopping centers on high street and in established locations – 17 in Germany and one each in Austria, Czech Republic, Hungary and Poland



2019 portfolio valuation: approx. 5.1% net initial yield (after transaction costs)



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

Lettable space¹ approx. 1,087,000 sqm

Retail shops¹ approx. 2,700

Market value¹ approx. €5.0 billion (DES-share €4.0 bn.)

Rents per year¹ €300 million (DES-share €240 mn.)

Occupancy rate¹, ² 98%

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

^{1 100%-}view

² as % of market rent



Targets



Buy & hold strategy: portfolio growth

- by acquisition of new shopping centers
- by increasing existing amounts of holdings



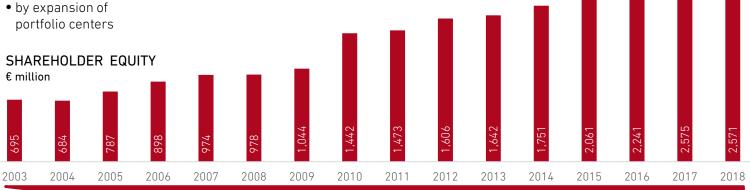
min. 75% Germany max. 25% Europe



Long term NAV enhancement



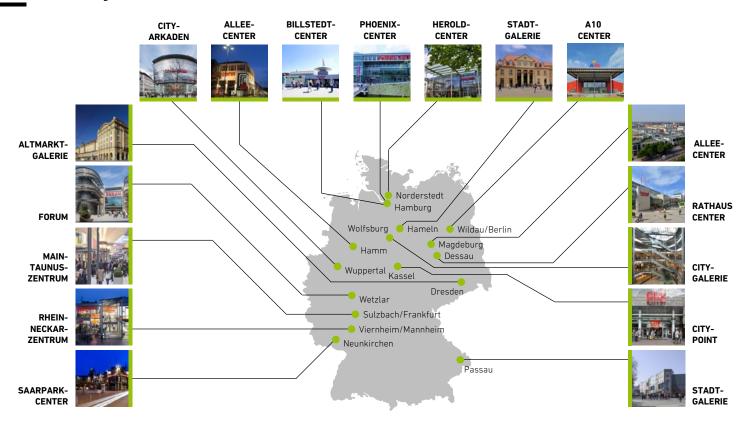
Attractive dividends



Deutsche EuroShop prefers a stable increase of cash flow and portfolio value over the shortterm success.

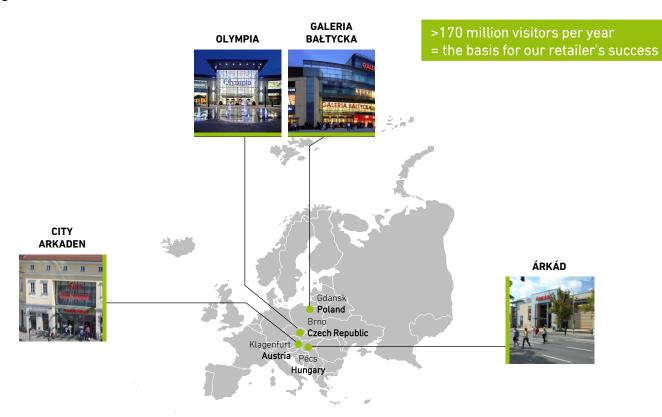


Germany





Europe





Trophy Asset: Main-Taunus-Zentrum "One of the top shopping centers in Germany"











Trophy Asset: Altmarkt-Galerie Dresden "The unquestionable shopping heart amid the historical and vibrant city"



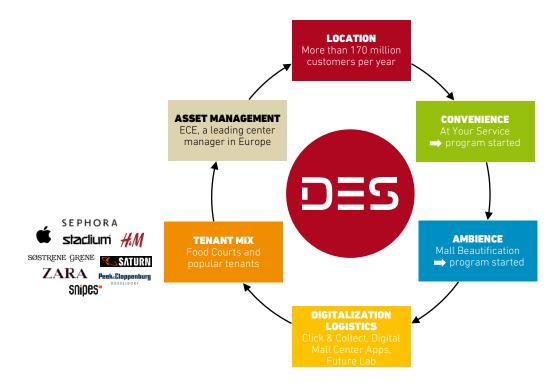








Success Factors of a Modern Shopping Center





Digitalization Key Driver for the Shopping Evolution and Transition

Determination of the "money value" of physical store space becomes increasingly difficult

Branding & Loyality Logistic now/lately: dual channels (on- vs. offline) now: shop-logistic future: omnichannel (shops remain important future: click & collect and last mile point of touch, basis for branding, service point and place to create and secure cusomer loyality) CECONOMY (exampel; company information): ..50% of online sales Display Data & Services: originated in shops" now: very limited data ">40% pick-up ratio in store" Service Shopping future: big data as basis for center customer-, tenant- & peer and center analysis and loyality programs Sales Shop now: shop sales only accepted KPI future: total **omnichannel sales** to be evaluated

and included (.....from bricks to clicks")

(LOCAL) SALES

Locations, shop space, lease terms and KPIs under revaluation from retailers and center operators



Digitalization Challenge

Digitalization changes traditional customer behaviour

Online retail



setting of new standards creation of new and closed "eco-systems"



Consumer

Changing shopping behaviour

Increased desire for more convenience

Lack of understanding for missing omni-channel abilities

Stationary retail



Omni-channel challenge



Build-up of know-how & infrastructure



Innovation & cost pressure



Digital Mall – The Online Twin of our Shopping Centers

All 17 German centers connected

Connected Commerce:

1st phase: Digital Mall, shop-window, click & collect

2nd phase: Connecting market places

3rd phase: Transactions

4th phase: Logistics & deliveries





Online product search



Check store availability



Coming soon: Click & reserve



Collect in store



Future: Delivery out of the mall

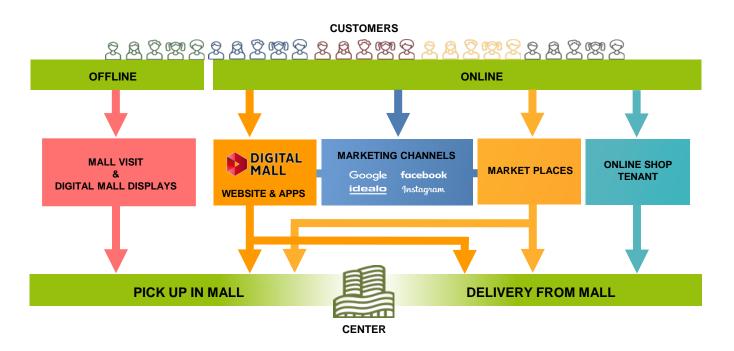


440 stores are currently live offering more than 2.2 million articles



Vision: Omnichannel-Platform

Digitalization as key to integration of retail platforms – Digital Mall is a big step forward



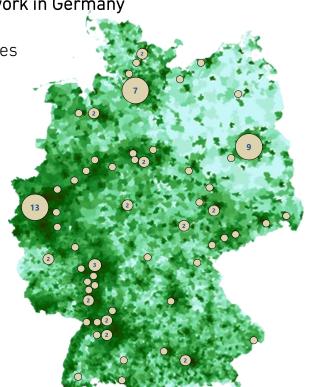


Digital Mall -Shopping Centers as Micro LogistHubs

Locational advantage through extensive ECE mall network in Germany

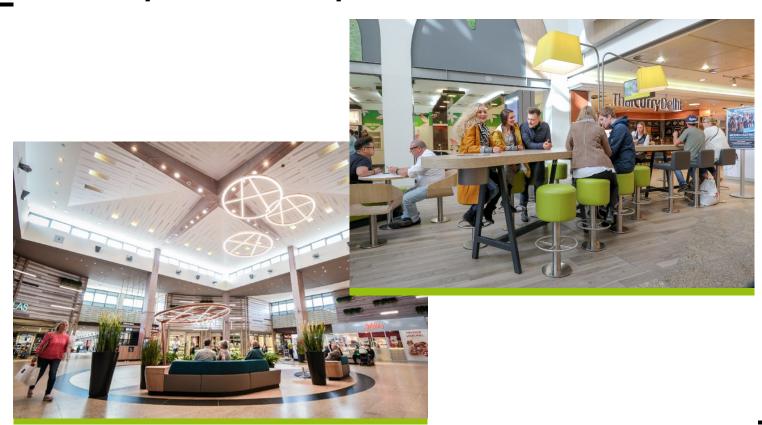
 80% of the population in Germany lives 45 car minutes away from an ECE managed shopping center¹

- The "network" reflects the population distribution in Germany
- All DES centers in Germany are connected to the Digital Mall
- Serving the last mile





Pro-active improvements: Atmosphere





Pro-active improvements: Convenience







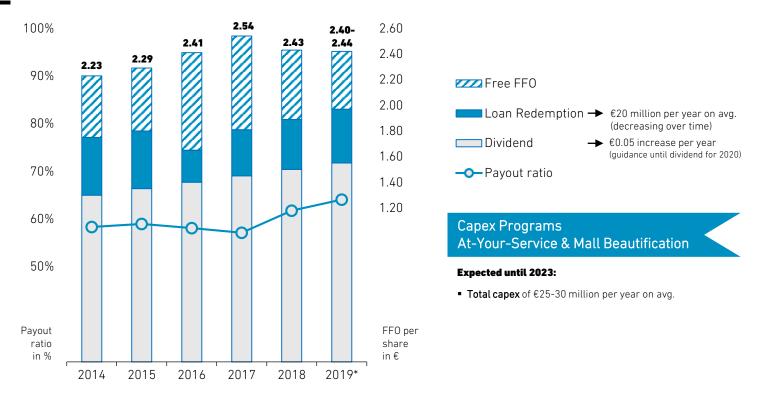








Investments: FFO provides substantial Capex Capacity



^{*} Forecast, dividend per share: proposal



Our Tenants¹













GANT











SEPHORA







































































HUGO BOSS











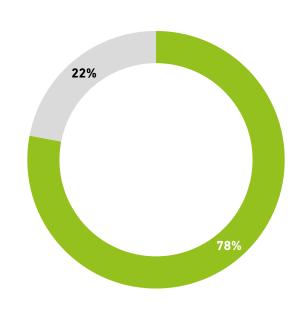
¹ Selection of our well known tenants



Tenant Structure: Top 10 Tenants¹

	2018	2017
H&M	3.5%	3.5%
Ceconomy	2.7%	2.7%
Deichmann	2.5%	2.5%
New Yorker	2.4%	2.3%
Peek & Cloppenburg	2.3%	2.3%
C&A	2.0%	2.0%
Rewe	1.8%	1.6%
Douglas	1.8%	1.8%
Metro	1.8%	1.7%
DM	1.4%	1.4%
Total	22.2%	21.8%

LOW LEVEL OF DEPENDENCE ON THE TOP 10 TENANTS

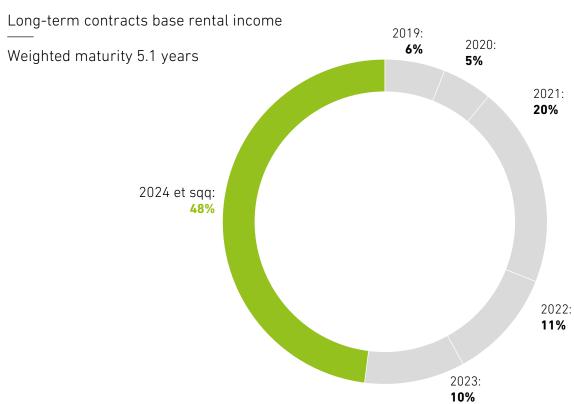


TOP 10 Tenants

¹ in % of total retail rents as at 31 Dec. 2018



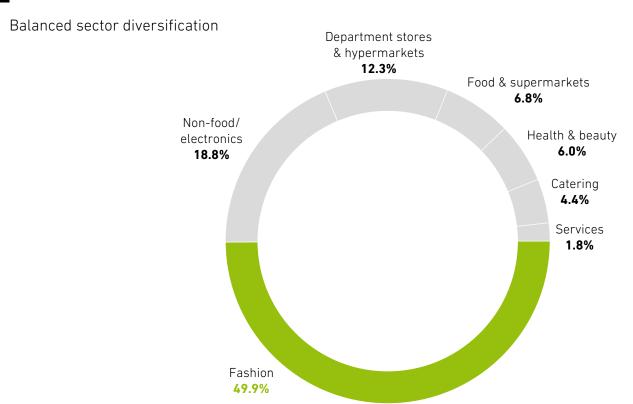
Maturity Distribution of Rental Contracts¹



¹ as % of rental income as at 31 Dec. 2018



Sector Mix¹



¹ as % of rental space as at 31 Dec. 2018



Retail turnover 9M 2019¹

RETAIL SECTOR	% change in 2019	rent-to-sales ratio in %	% of sales	% of space
DEPARTMENT STORES & HYPERMARKETS	-1.1	6.4	7.5	14.8
FOOD	+0.8	7.6	8.8	6.3
FASHION TEXTILES	+1.7	12.9	29.0	38.7
SHOES & LEATHER GOODS	+2.9	15.1	4.8	5.9
SPORTS	+2.3	10.1	5.2	6.0
HEALTH & BEAUTY	+5.9	7.3	12.6	6.0
GENERAL RETAIL	+1.0	12.9	8.3	9.4
ELECTRONICS	+0.6	3.8	14.6	7.5
SERVICES	-4.3	5.0	4.9	1.6
FOOD CATERING	+11.2	12.3	4.5	3.7
TOTAL	+1.8	9.5	100²	100²

	Germany	Abroad	Total	
→ Retail turnover development on a like-for-like basis:	+1.8%	+1.7%	+1.8%	
→ Absolute retail turnover development:	+0.0%	+2.4%	+0.5%	

¹ German centers on a like-for-like basis (estimated turnover 2019: €2.0 billion)

 $^{^{2}}$ The sum may not equal the totals due to rounding



EPRA BPR

GOLD

Key Figures 9M 2019

€ million	01.01 30.09.2019	01.01 30.09.2018	CHANGE
Revenue	167.6	167.0	0.3%
Net operating income (NOI)	150.1	150.0	0.1%
Earnings before interest and tax (EBIT)	146.9	146.5	0.3%
Financial gains / losses	-25.3	-28,4	10.9%
Valuation	-13.1	-15.1	13.3%
Earnings before tax (EBT, excl. valuation) ¹	121.6	118.1	3.0%
Consolidated profit [earnings per share in €]	93.3 [1.51]	82.2 [1.33]	13.6% [13.5%]
FFO [per share in €]	111.7 [1.81]	110.7 [1.80]	0.9% [0.6%]
EPRA Earnings [per share in €]	120.5 [1.95]	107.8 [1.74]	11.8% [12.1%]

€ million	30.09.2019	31.12.2018	CHANGE
Total equity ²	2,575.6	2,573.4	0.1%
Liabilities	2,049.5	2,036.8	0.6%
Total assets	4,625.1	4,610.2	0.3%
Equity ratio ²	55.7%	55.8%	
Loan to value ratio - consolidated ³ - "look-through" ⁴	31.6% 33.7%	31.8% 34.0%	
Cash and cash equivalents	122.3	116.4	5.1%

¹ including the share attributable to equity-accounted joint ventures and associates ² including third-party interest in equity

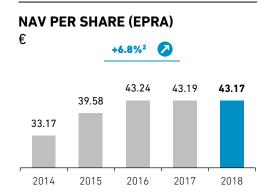
Ratio of net financial liabilities (financial liabilities less cash and cash equivalents) to joint ventures and associates non current assets (investment properties and investments accounted for using the equity method)

⁴ Ratio of net financial liabilities to long-term assets calculated on the basis of the groups share



Valuation¹ – Investment Properties 2018





SENSITIVITY ANALYSIS

in € thousand	Basis	change of -25bps	change of +25bps
Rent increase rates	1.33%	-131,500	+159,900
Discount rate	5.90%	+79,000	-75,200
Capitalization rate	5.07%	+136,100	-122,100
Cost ratio	10.20%	+9,800	-10,800

¹ External appraisers: since 2015: JLL

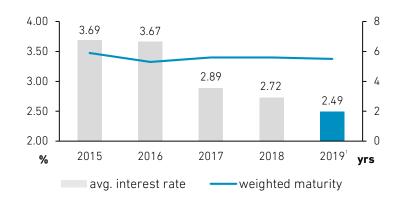
² 2014 – 2018, Compound Annual Growth Rate (CAGR)



Loan Structure^{1,2}

INTEREST LOCKIN	DURATION	PRINCIPLE AMOUNTS (€ MILLION)	SHARE OF TOTAL LOAN	AVG. INTEREST RATE
Up to 1 year		6.6	0.5%	3.54%
1 to 5 years	3.1	684.4	45.0%	3.32%
5 to 10 years	7.9	581.3	38.2%	2.41%
Over 10 years	10.7	247.6	16.3%	1.93%
Total ¹	5.5	1,519.9	100%	2.49%

→ Weighted maturity of fixed interest periods **5.5 years**¹



[→] **19** German and **4** foreign bank partners

¹ as of 30 September 2019

² excl. non-consolidated loans



Maturities until 2024^{1,2}

IN € MILLION	END OF FIXED INTEREST PERIODS RESPECTIVELY EXPIRING LOANS	AVG. INTEREST RATE	REGULAR REDEMPTION PAYMENTS	TOTAL MATURITIES	Already fixed:
2019	123.1	4.73%	6.6	129.7	€132.2m, 2.21%, 10y (08/2019)
2020	134.1	4.52%	16.4	150.5	€139.9m, 1.68%, 10y (01/2020)
2021	198.3	4.48%	14.3	212.6	Lower refinancing cost
2022	225.6	3.26%	10.6	236.2	= positive FFO and
2023	209.0	2.99%	9.2	218.2	EPRA earnings impact
2024	0		9.6	9.6	

At-equity consolidated loans¹

IN € MILLION	END OF FIXED INTEREST PERIODS RESPECTIVELY EXPIRING LOANS	AVG. INTEREST RATE	DES' SHARE
2019	0		
2020	47.1	4.23%	50%
2021	63.3	4.59%	50%
2022-2025	0		

890.1

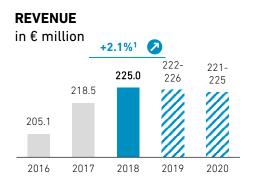
€59.0m, 1.09%, 9y (06/2020)

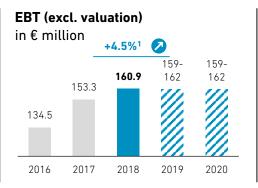
¹ as of 30 September 2019

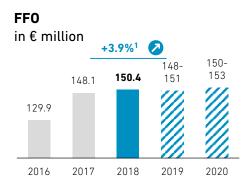
² excl. at-equity consolidated loans

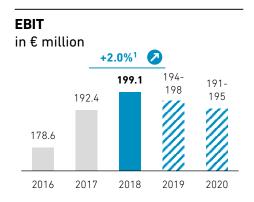


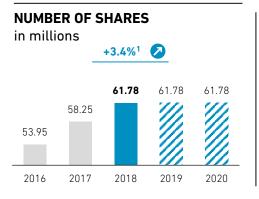
Forecast

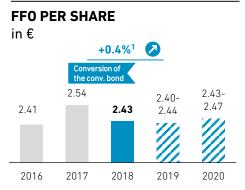








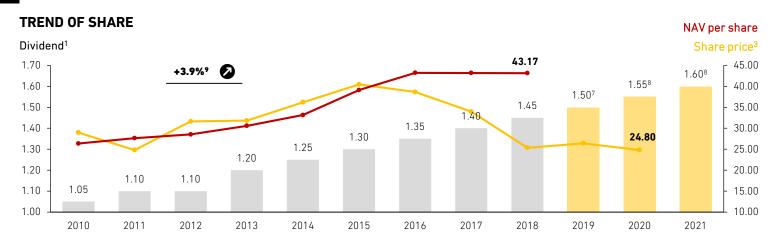




¹ Compound Annual Growth Rate (CAGR) 2016 - 2020



Dividend & Performance



PERFORMANCE²

		DES	DAX	EPRA ⁴	REX ⁵	OEF ⁶
1 year	(2018)	-21.8%	-18.3%	-8.3%	+1.5%	+3.2%
3 years	-29.4% =	-11.0% p.a.	-0.6% p.a.	-0.4% p.a.	+0.9% p.a.	+4.2% p.a.
5 years	-4.2% =	-0.9% p.a.	+2.0% p.a.	+8.4% p.a.	+2.1% p.a.	+3.8% p.a.
Since IPO (2001)	+172.2% =	+5.7% p.a.	+2.8% p.a.	+7.3% p.a.	+4.1% p.a.	+3.4% p.a.

¹ respectively paid for the previous FY

² as of 31 Dec. 2018

³ 2020: as of 15 January 2020

⁴ EPRA/NAREIT Europe ⁵ German government bonds index

⁶ open ended real estate funds

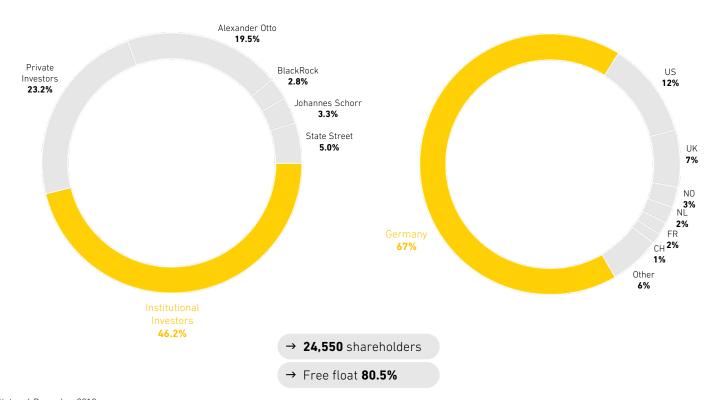
⁷ paid on 17 June 2019

⁸ proposal

^{9 2010 - 2021,} Compound Annual Growth Rate (CAGR) of the dividend



Shareholder Structure¹



¹ Status: 4 December 2019



Analysts' Consensus¹

median/in €	2019	2020
Revenue (€ million)	224.9	225.3
EBIT (€ million)	196.8	195.7
FFO per share	2.43	2.45
NAV per share	42.70	42.22
Dividend	1.55	1.60
Price target (mean)		29.48



Kempen















Berenberg Bank

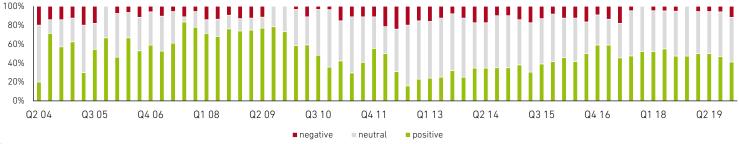
NEUTRAL

- Commerzbank
- Deutsche Bank
- Green Street Advisors
- Independent Research
- J.P. Morgan Cazenove
- NORD/LB
- Pareto

BUY

- Baader Bank
- Bankhaus Lampe
 - M.M. Warburg
- DZ Bank Societe Generale Kepler Cheuvreux

Metzler



¹ aggregated by DES, median values, status: 27 Nov. 2019, 17 analysts



10 Reasons to Invest

01	02	03	04	05
The only public company in Germany to invest solely in shopping centers	Prime locations	Proven, conservative strategy	Stable cash flow with long term visibility	Shareholder- friendly dividend policy
06	07	08	09	10



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 2018 (paid on 17 June 2019)	€1.50		
52W High	€27.76		
52W Low	€22.10		
Share price (15 January 2020)	€24.80		
Market capitalisation	€1.53 billion		
Avg. turnover per day last 12 months (XETRA)	155,440 shares		
Indices SDAX, EPRA, GPR, MS F.A.ZIndex, GP			
Official market	Prime Standard Frankfurt and XETRA		
OTC market	Berlin, Dusseldorf, Hamburg, Hanover, Munich and Stuttgart		
ISIN	DE 000 748 020 4		
Ticker	DEQ, Reuters: DEQGn.DE		
Market maker	Oddo Seydler		



Consolidated Income Statment 9M 2019

€ thousand	01.01. – 30.09.2019	01.01. – 30.09.2018
Revenue	167,594	167,027
Property operating costs	-9,271	-9,098
Property management costs	-8,195	-7,904
Net operating income (NOI)	150,128	150,025
Other operating income	1,346	784
Other operating expenses	-4,562	-4,336
Earnings before interest and tax (EBIT)	146,912	146,473
Share in the profit or loss of associated companies and joint ventures accounted for using the equity method	21,356	20,978
Interest expense	-37,392	-39,843
Profit / loss attributable to limited partners	-13,745	-13,820
Other financial income and expenditure	0	2,256
Interest income	2,740	20
Financial gains / losses	-27,041	-30,409
Measurement gains / losses	-11,489	-13,172
Earnings before tax (EBT)	108,382	102,892
Income taxes	-15,042	-20,739
CONSOLIDATED PROFIT	93,340	82,153
Earnings per share (€), diluted	1.51	1.33

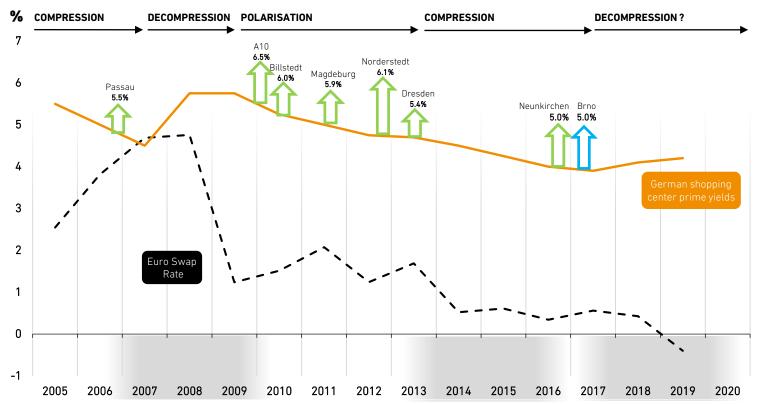


Consolidated Balance Sheet 9M 2019

€ thousand	30.09.2019	31.12.2018	€ thousand	30.09.2019	31.12.2018
ASSETS			LIABILITIES		
Non-current assets			Equity and reserves		
Intangible assets	53,751	53,736	Issued capital	61,784	61,784
Property, plant and equipment	414	213	Capital reserves	1,217,560	1,217,560
Investment properties	3,892,021	3,891,700	Retained earnings	951,581	950,404
Investments accounted for using the equity method	533,899	531,044	Total equity	2,230,925	2,229,748
Other financial assets	31	31			
Non-current assets	4,480,116	4,476,724	Non-current liabilities		
			Financial liabilities	1,487,677	1,496,313
Current assets			Deferred tax liabilities	466,920	452,642
Trade receivables	4,423	6,643	Right to redeem of limited partners	344,684	343,648
Other current assets	18,306	10,526	Other liabilities 33,643		34,297
Cash and cash equivalents	122,267	116,335	Non-current liabilities	2,332,924	2,326,900
Current assets	144,996	133,504			
			Current liabilities	32,263	26,080
			Financial liabilities	3,175	3,543
			Trade payables	5,591	2,384
			Tax liabilities	8,894	7,413
			Other provisions	8,894	7,413
			Other liabilities	11,340	14,160
			Current liabilities	61,263	53,580
TOTAL ASSETS	4,625,112	4,610,228	TOTAL EQUITY AND LIABILITIES	4,625,112	4,610,228



German Prime Shopping Center Yields



Source: JLL, EUR Midswaps 7 years



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
- Assets under management:
 - approx. 195 shopping centers
 - €33.0 billion market value
 - 7.0 million sqm overall sales area
 - approx. 20,000 retail businesses
 - 4.1 million daily visitors
- Active in 10 countries:
 - Austria, Czech Republic, Denmark, Germany, Hungary, Italy, Poland, Qatar, Slovakia and Turkey

MANY INVESTORS RELY ON ECE:

REAL STATE

COMMERCE REAL

COMMERCE

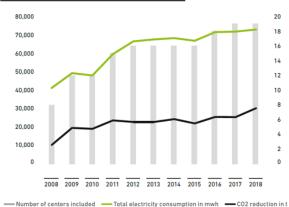
Close alliance with an European market leader in the shopping center business



Environment

- Climate protection is a top priority for Deutsche EuroShop. We firmly believe that sustainability and profitability are
 not mutually exclusive. Neither are shopping experience and environmental awareness. Long-term thinking is part
 of our strategy, and that includes a commitment to environmental protection.
- In 2018, 19 of our 21 shopping centers had contracts with suppliers that use renewable energy sources, such as hydroelectric power, for their electricity needs. The TÜV Süd certified the green electricity for our centers in Germany with the renowned "Eco Power Product" label in 2018. We also plan to switch the remaining two centers over to green electricity wherever possible within the next few years.

REDUCTION OF CO2 EMISSIONS AND ELECTRICITY CONSUMPTION



- The 19 centers used a total of around 72.8 million kWh of green electricity in 2018. This represented 100% of the electricity requirements in these shopping centers, Based on conservative calculations, this meant a reduction of around 30,011 tonnes in carbon dioxide emissions, which equates to the annual CO₂ emissions of more than 1,350 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 also supports a diverse range of local and regional activities that take place in our shopping centers in the areas of the environment, society and the economy.













Germany 1/2

	MAIN- TAUNUS- ZENTRUM	A10 CENTER	ALTMARKT- GALERIE	RHEIN- NECKAR- ZENTRUM	HEROLD- CENTER	RATHAUS- CENTER	ALLEE- CENTER	PHOENIX- CENTER
LOCATION	Sulzbach/ Frankfurt	Wildau/ Berlin	Dresden	Viernheim/ Mannheim	Norderstedt	Dessau	Magdeburg	Hamburg
INVESTMENT	52.0%	100%	100%	100%	100%	100%	50.0%	50.0%
LETTABLE SPACE SQM	124,000	121,000	77,000	69,500	54,300	52,500	51,300	43,400
PARKING	4,500	4,000	500	3,800	850	850	1,300	1,400
NUMBER OF SHOPS ¹	170	200	200	110	140	90	150	130
OCCUPANCY RATE ²	100%	100%	100%	99%	99%	96%	98%	99%
CATCHMENT AREA ¹	2.1 m. inhabitants	1.1 m. inhabitants	1.4 m. inhabitants	1.5 m. inhabitants	0.5 m. inhabitants	0.3 m. inhabitants	0.8 m. inhabitants	0.5 m. inhabitants
VISITORS 2018	7.6 m.	6.6 m.	14.4 m.	9.6 m.	10.4 m.	5.6 m.	9.1 m.	8.9 m.
OPENING/ REFURBISHMENT	1964/2004/ 2011	1996/2011	2002/2011	1972/2002	1971/1995/ 2003	1995	1998/2006	2004/2016

¹ approximately ² as % of market rent



Germany 2/2

	BILLSTEDT- CENTER	SAARPARK- CENTER	FORUM	ALLEE- CENTER	CITY- GALERIE	CITY- ARKADEN	CITY- POINT	STADT- Galerie	STADT- GALERIE
LOCATION			Wetzlar				Kassel		Hameln
INVESTMENT	100%	50.0%	65.0%	100%	100%	100%	100%	75.0%	100%
LETTABLE SPACE SQM	42,500	35,600	34,500	34,000	30,800	28,700	27,800	27,700	26,000
PARKING	1,500	1,600	1,700	1,300	800	650	220	500	500
NUMBER OF SHOPS ¹	110	130	110	90	100	80	60	90	100
OCCUPANCY RATE ²	98%	99%	100%	100%	98%	97%	100%	99%	97%
CATCHMENT AREA ¹	0.8 m. inhabitants	0.7 m. inhabitants	0.5 m. inhabitants	0.4 m. inhabitants	0.5 m. inhabitants	0.7 m. inhabitants	0.6 m. inhabitants	0.8 m. inhabitants	0.3 m. inhabitants
VISITORS 2018	10.8 m.	7.7 m.	7.9 m.	6.1 m.	7.2 m.	8.9 m.	8.6 m.	7.2 m.	6.4 m.
OPENING/ REFURBISHMENT	1969/1977/ 1996	1989/1999/ 2009	2005	1992/2003/ 2009	2001/2006	2001/2004	2002/2009/ 2015	2008	2008

¹ approximately ² as % of market rent



Europe

	OLYMPIA	GALERIA Bałtycka	CITY ARKADEN	ÁRKÁD
LOCATION	Brno, Czech Republic	Gdansk, Poland	Klagenfurt, Austria	Pécs, Hungary
INVESTMENT	100%	74.0%	50.0%	50.0%
LETTABLE SPACE SQM	85,000	48,700	36,900	35,400
PARKING	4,000	1,050	880	850
NUMBER OF SHOPS ¹	200	193	120	130
OCCUPANCY RATE ²	99%	99%	98%	97%
CATCHMENT AREA ¹	1.2 m. inhabitants	1.1 m. inhabitants	0.4 m. inhabitants	0.7 m. inhabitants
VISITORS 2018	8.6 m.	9.0 m.	5.2 m.	12.5 m.
OPENING/ REFURBISHMENT	1999/2014-16	2007	2006	2004

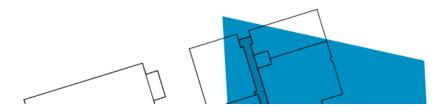
¹ approximately



Financial Calendar

2020

22.01.	Kepler Cheuvreux German Corporate Conf., Frankfurt
19.03.	Preliminary Results 2019
26.03.	Bank of America Merrill Lynch Europ. Real Estate Conf., London
29.04.	Publication of the Annual Report 2019
14.05.	Quarterly Statement 3M 2020
28.05.	Societe Generale The Nice Conference, Nice
16.06.	Annual General Meeting, Hamburg
13.08.	Half-year Financial Report 2020
12.11.	Quarterly Statement 9M 2020
25.11.	DZ Bank Equity Conference, Frankfurt





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Chief Executive Officer

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Manager Investor & Public Relations

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.