

DES

Deutsche EuroShop

Initiative Immobilien-Aktie

Frankfurt, 25 October 2007





Company

Shopping Centers

Financials

Shopping Center Share

Appendix

- Deutsche EuroShop 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

Pure Player

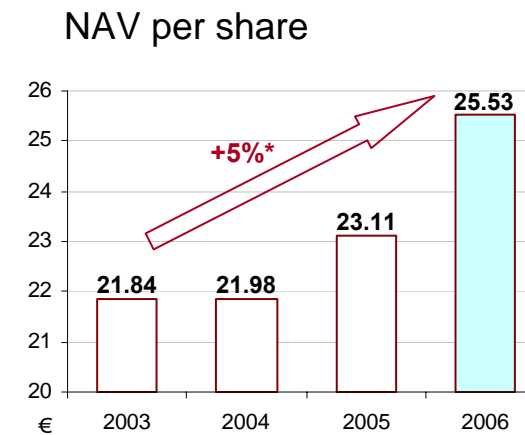
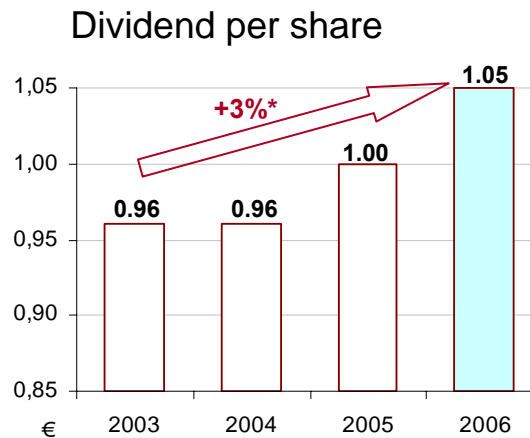
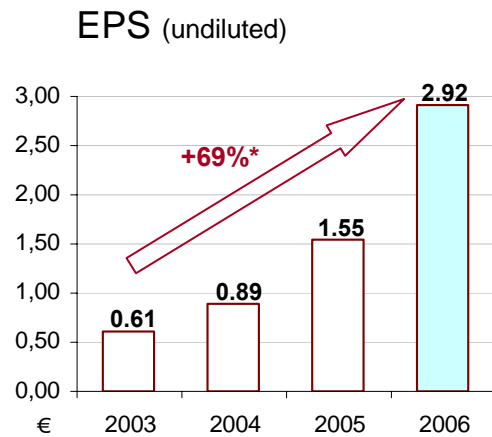
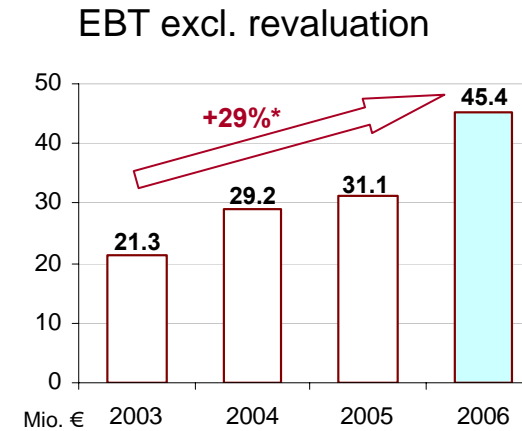
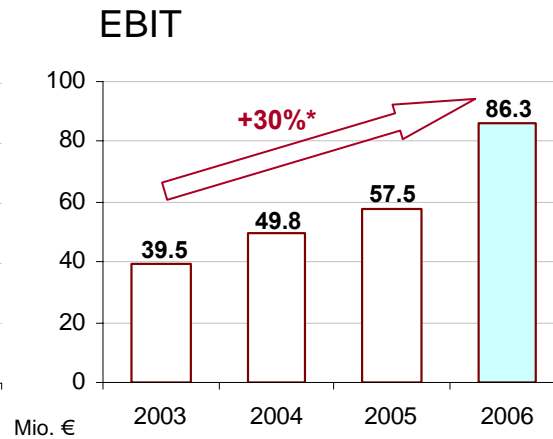
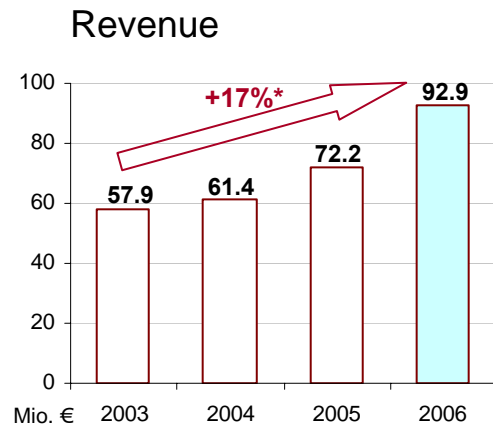
- 16 shopping centers on high street and in established locations – 12 in Germany, 2 in Poland and one each in Austria, Hungary

16 Centers:
14 in operation
2 in the pipeline

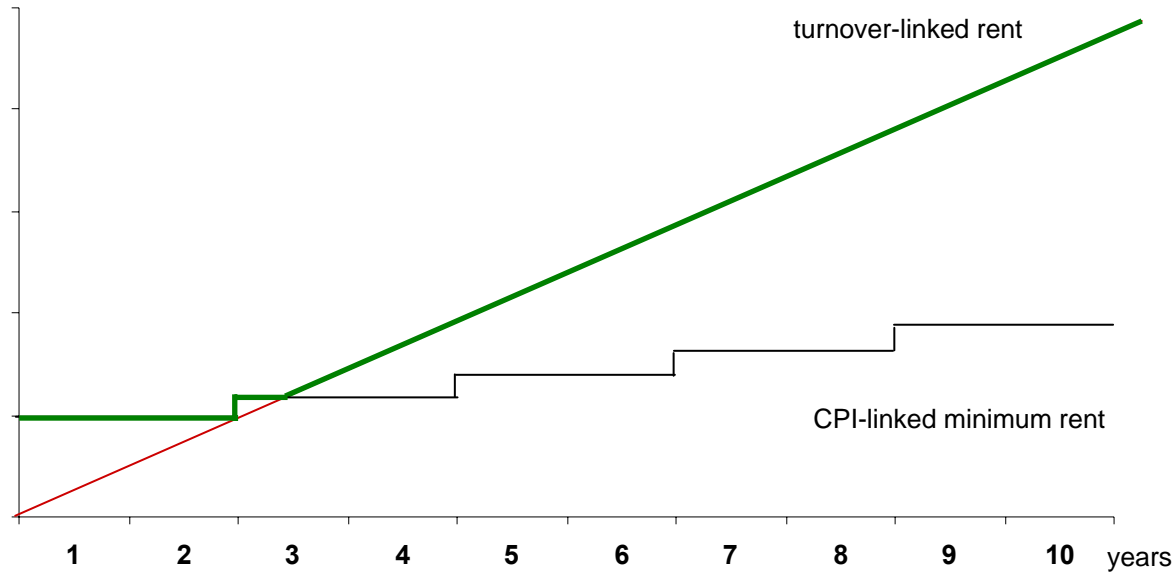
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|----------------|----------------------|
| Lettable space | approx. 643,000 sqm |
| Retail shops | approx. 1,650 |
| Market value | approx. €2.6 billion |
| Rents per year | €162 million |
| Occupancy rate | > 99% |

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

Key Figures



*2003-2006, Compound Annual Growth Rate (CAGR)



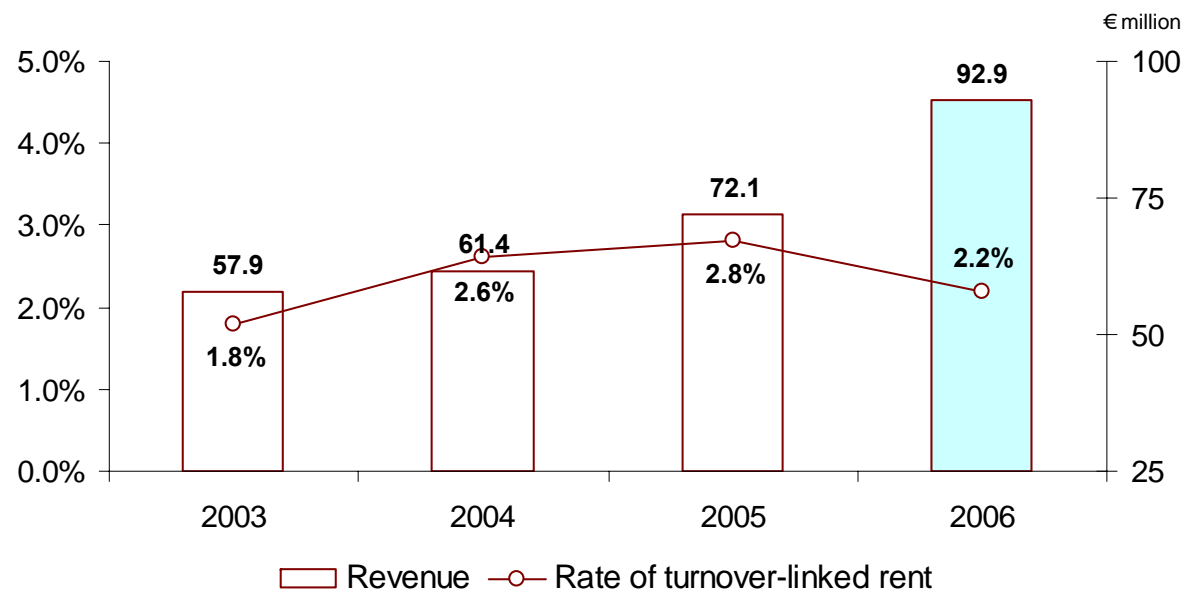
General form of
lease contracts
for DES-tenants

- Lease standards:
 - 10 years lease only
 - no break-up option
 - turnover-linked rents
 - minimum rents are CPI-linked, upwards only

Participation in
sales growth of
retail industry

Lease System II

- avg. rent per sqm and year: €250
- avg. turnover per sqm and year: €4,000*
- Rent-to-sales-ratio: 6.5-8.5%
- weighted maturity of rental contracts: >8 years



*avg. German retail: €3,300

- Long term net asset value enhancement
- “buy & hold”-strategy
- Stable and attractive dividends
“After-tax“ dividend yield: currently **3.9%**
- Investment-focus: Germany and up to 25% Europe
- Portfolio expansion by 10% per year
 - by acquisition of new shopping centers
 - by increasing existing amounts of holdings

Main focus on
NAV and dividend

Continuous growth

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Shopping Centers – Germany



	Main-Taunus-Zentrum	Rhein-Neckar-Zentrum	Altmarkt-Galerie
Location	Frankfurt	Viernheim	Dresden
Investment	43.1%	99.9%	50.0%
Lettable space sqm	103,400	63,600	44,500
Parking	4,000	3,800	500
Number of shops	approx. 100	approx. 100	approx. 110
Occupancy rate	100%	100%	99%
Catchment area	approx. 2.2 m. inhabitants	approx. 1.4 m. inhabitants	approx. 1.0 m. inhabitants
Opening / refurbishm.	1964 / 2001-2004	1972 / 2000-2003	2002

Shopping Centers – Germany



	Phoenix-Center	Allee-Center	Forum
Location	Hamburg	Hamm	Wetzlar
Investment	50.0%	87.7%	65.0%
Lettable space sqm	39,200	35,100	34,300
Parking	1,600	1,300	1,700
Number of shops	approx. 110	approx. 80	approx. 110
Occupancy rate	97%	100%	100%
Catchment area	approx. 0.6 m. inhabitants	approx. 0.6 m. inhabitants	approx. 0.5 m. inhabitants
Opening / refurbishm.	2004	1992 / 2002-2003	2005



	Rathaus-Center Dessau	City-Galerie Wolfsburg	City-Point Kassel
Location	Dessau	Wolfsburg	Kassel
Investment	94.9%	89.0%	40.0%
Lettable space sqm	30,600	30,000	29,500
Parking	850	800	220
Number of shops	approx. 80	approx. 90	approx. 60
Occupancy rate	98%	100%	100%
Catchment area	approx. 0.5 m. inhabitants	approx. 0.3 m. inhabitants	approx. 0.8 m. inhabitants
Opening	1995	2001	2002



	City-Arkaden Wuppertal	Stadt-Galerie HamelN	Stadtgalerie Passau
Location			
Investment	72.0%	94.9%	75.0%
Lettable space sqm	28,700	25,000	27,500
Parking	650	500	500
Number of shops	approx. 85	approx. 90	approx. 90
Occupancy rate	100%	approx. 95%	approx. 70%
Catchment area	approx. 0.7 m. inhabitants	approx. 0.4 m. inhabitants	approx. 0.4 m. inhabitants
Opening / refurbishm.	2001 / 2004	Spring 2008	Autumn 2008

Shopping Centers – Europe



	City Arkaden Klagenfurt, Austria	Árkád Pécs, Hungary	Galeria Dominikanska Wroclaw, Poland
Location			
Investment	50.0%	50.0%	33.3%
Lettable space sqm	36,700	35,200	32,800
Parking	880	850	900
Number of shops	approx. 120	approx. 130	approx. 100
Occupancy rate	100%	100%	100%
Catchment area	approx. 0.4 m. inhabitants	approx. 0.5 m. inhabitants	approx. 1.0 m. inhabitants
Opening	2006	2004	2001



Location	Galeria Bałtycka Gdansk, Poland
Investment	74.0%
Lettable space sqm	47,200
Parking	1,000
Number of shops	approx. 200
Occupancy rate	100%
Catchment area	approx. 1.2 m. inhabitants
Opening	October 4, 2007

Shopping Centers – Total

	Total Germany	Total Europe	Total Deutsche EuroShop
Lettable space sqm	491,400	151,900	643,300
Parking	16,420	3,630	20,050
Number of shops	1,105	550	1,655
Occupancy rate*	99%	100%	99%
Catchment area	9.4 m. inhabitants	3.1 m. inhabitants	12.5 m. inhabitants

*incl. office space, without Hameln, Passau and Gdansk

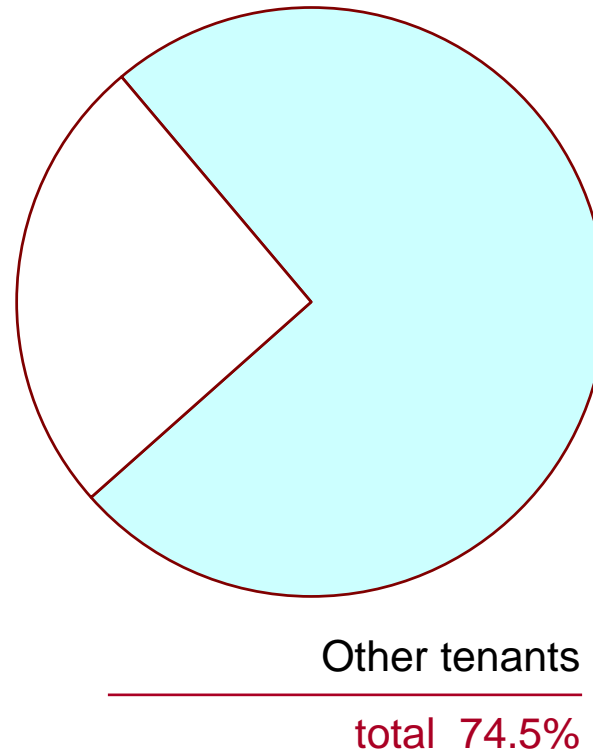
Our Tenants



Well-known
tenants

Tenants Structure Top 10 tenants*

Metro-Group	5.0%
Douglas-Group	4.9%
Peek & Cloppenburg	3.0%
H & M	2.4%
New Yorker	2.1%
Zara	2.0%
Deichmann	1.9%
Engelhorn & Sturm	1.6%
dm - Drogeriemarkt	1.4%
Karstadt	1.2%
total	25.5%

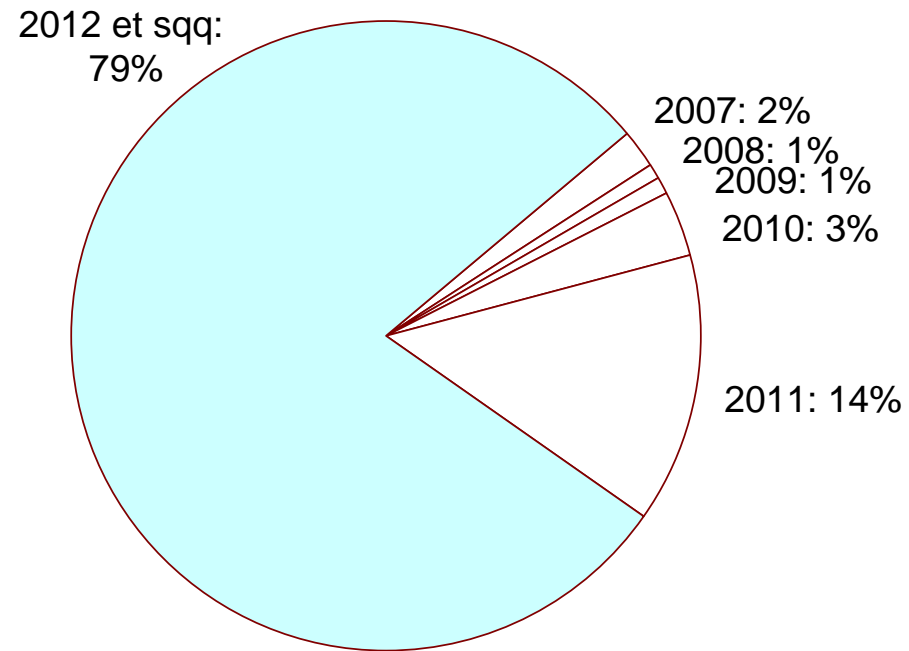


Low level of dependence on the top 10 tenants

*in % of total rents; not including Hameln, Passau and Gdansk as at December 31, 2006

Maturity Distribution of Rental Contracts*

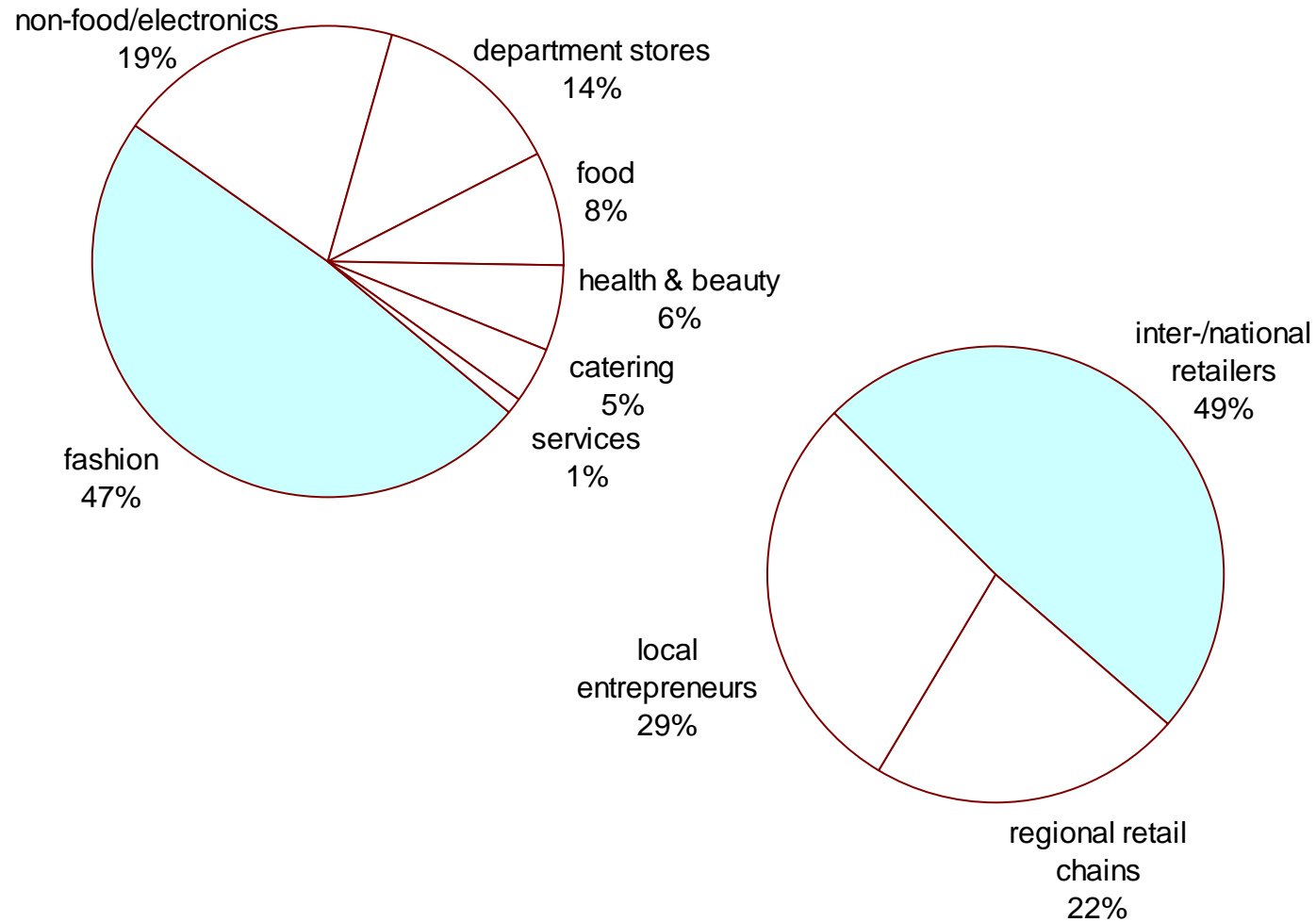
Long-term contracts
guarantee rental income



Weighted maturity
> 8 years

*as % of rental income – not including Hameln, Passau and Gdansk as at December 31, 2006

Sector and Retailer Mix*



Balanced sector and retailer diversification

*in % of lettable space; not including Hameln, Passau and Gdansk as at December 31, 2006



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H1 2007 – Key Figures

€million	01.01.- 30.06.2007	01.01.- 30.06.2006	+/-
Revenue	45,643	45,876	-1%
EBIT	37,786	39,030	-3%
Net finance costs	-19,711	-19,187	-3%
EBT	18,229	28,054	-35%
Consolidated profit	13,505	23,882	-43%
Earnings per share (€)*	0.79	1.39	-43%

	30.06.2007	31.12.2006	+/-
Equity	777,112	796,276	-2%
Minorities	101,440	101,642	0%
Liabilities	839,455	797,286	5%
Total assets	1,815,757	1,796,213	1%
Equity ratio (%)**	48.4	50.0	
Gearing (%)	107	100	
Cash and cash equivalents	77,559	96,902	-20%

*undiluted/**incl. minorities

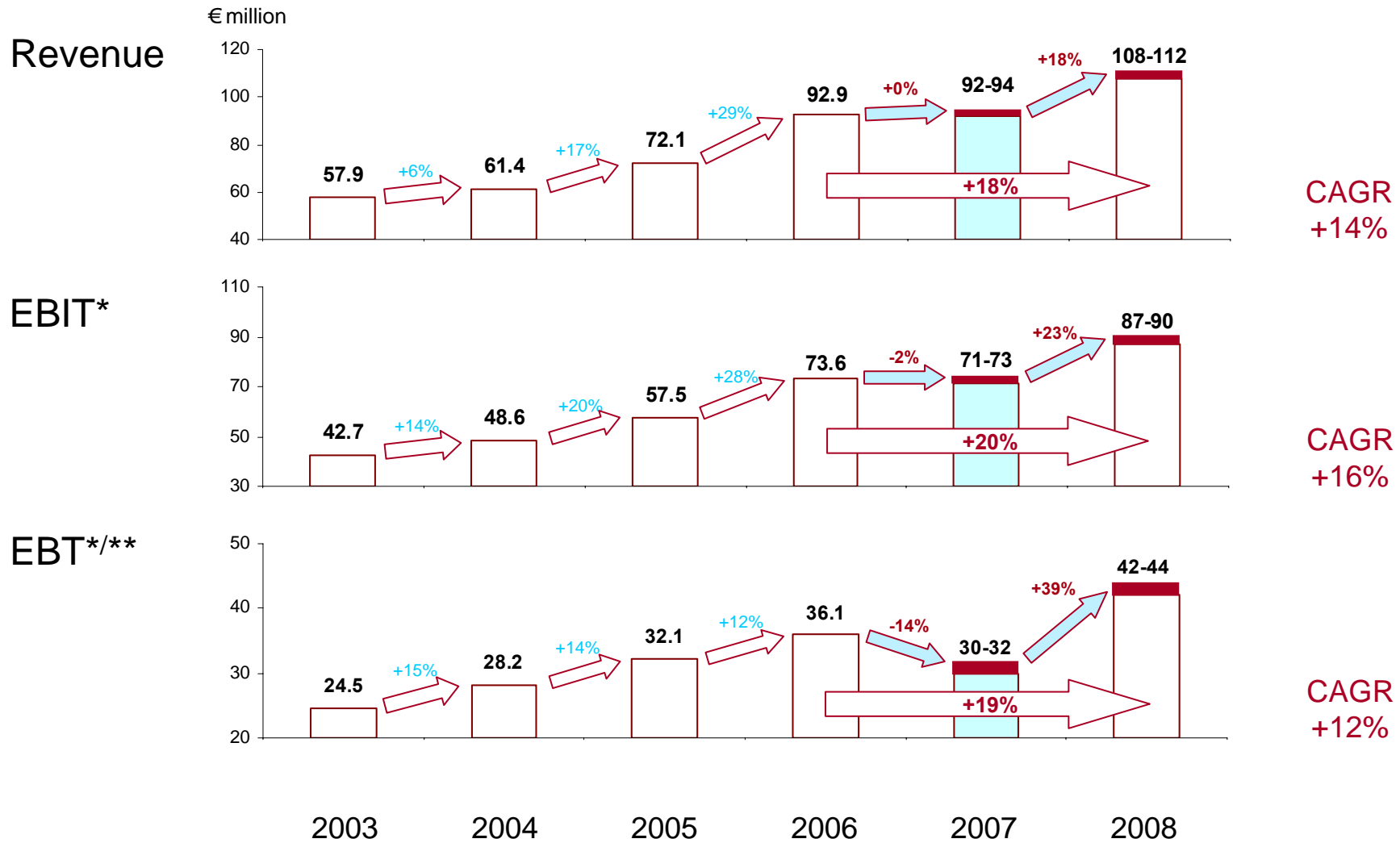
H1 2007 – Balance Sheet

in € thousand	30.06.2007	31.12.2006	+/-
Non-current assets	1,701,035	1,652,890	48,145
Current assets	114,722	143,323	-28,601
Total assets	1,815,757	1,796,213	19,544
Total equity			
Equity	777,112	796,276	-19,164
Minorities	101,440	101,642	-202
Non-current liabilities	792,446	752,503	39,943
Deferred tax liabilities	85,794	81,158	4,636
Current liabilities	58,965	64,634	-5,669
Total equity and liabilities	1,815,757	1,796,213	19,545

H1 2007 – Profit and Loss Account

in € thousand	01.01.- 30.06.2007	01.01.- 30.06.2006	+/-
Revenue	45.643	45.876	-1%
Other operating income	565	1.477	
Property operating and management costs	-6.410	-6.505	
Other operating expenses	-2.012	-1.818	
EBIT	37.786	39.030	-3%
Net interest expense	-18.316	-18.241	
Income from investments	206	587	
Profit attributable to limited partners	-1.601	-1.533	
Net finance costs	-19.711	-19.187	-3%
Measurement gains/losses	154	8.211	
EBT	18.229	28.054	-35%
Taxes	-4.724	-4.173	
Consolidated profit	13.505	23.882	-43%

Forecast 2007/2008



*adjusted for one-time proceeds from disposals/**excluding measurement gains and losses

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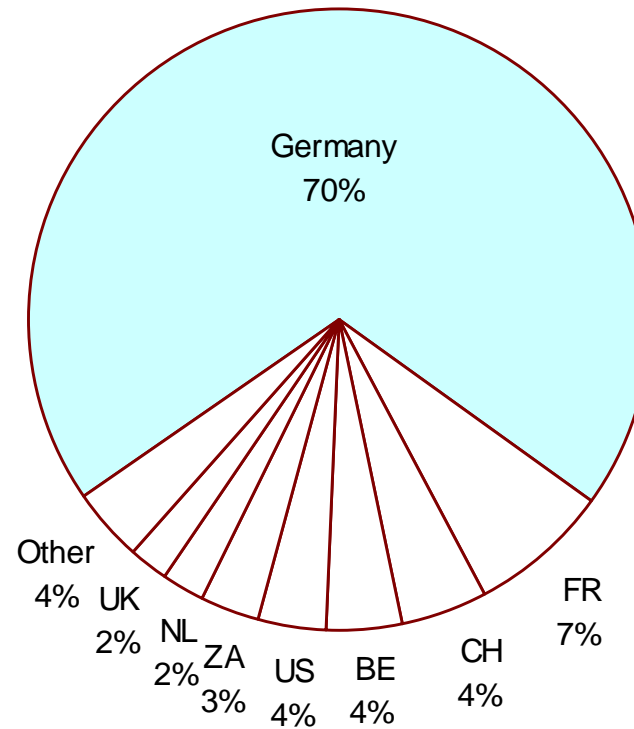
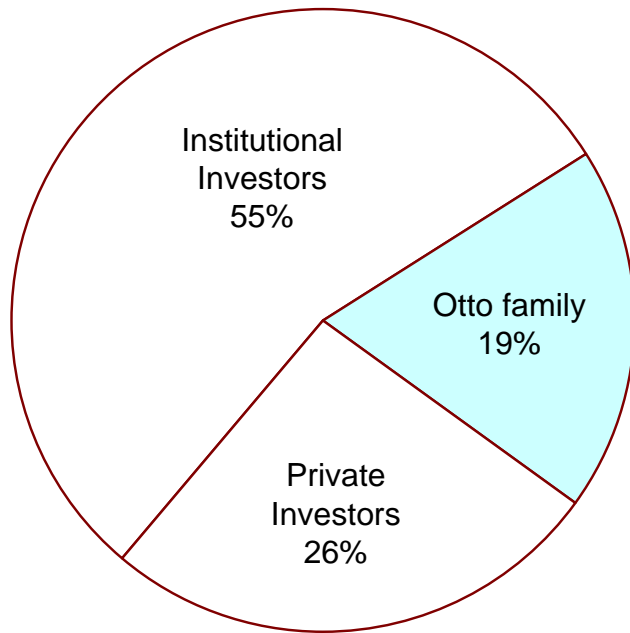
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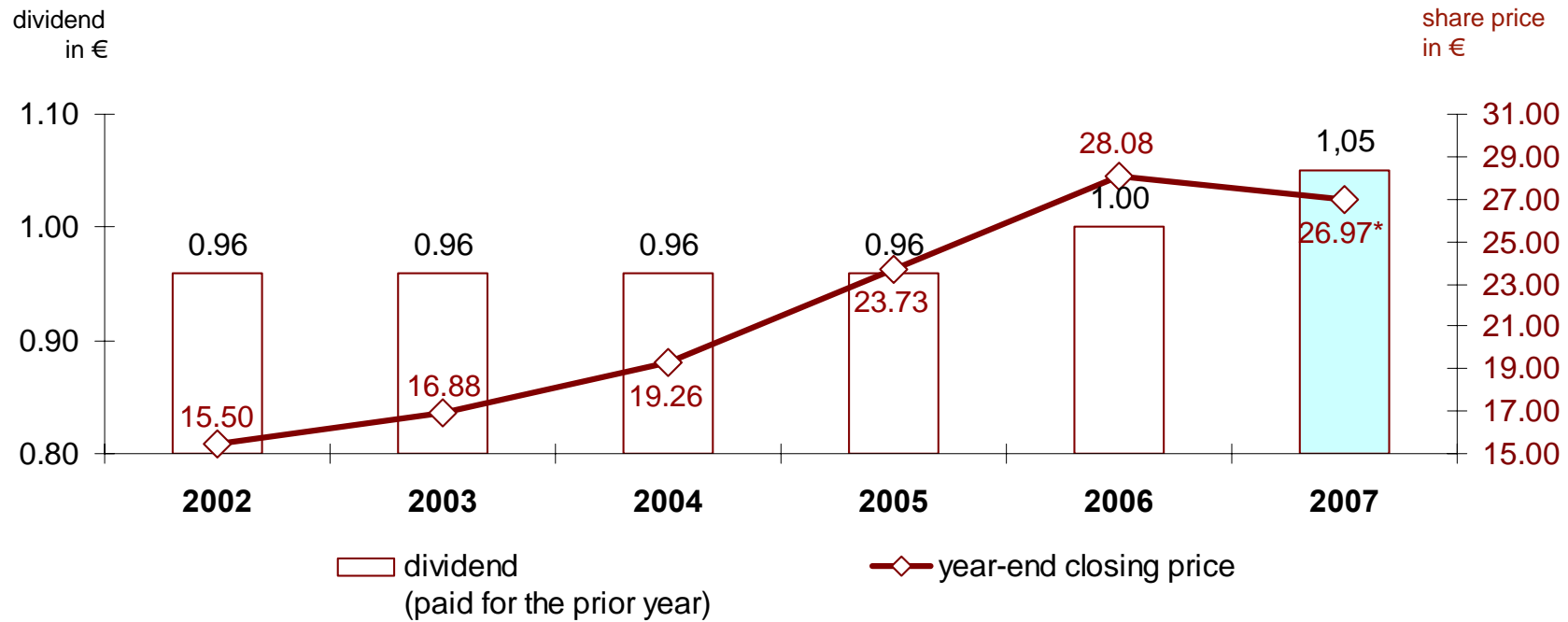
Shareholder Structure



7,500 shareholders

Free float 81%

Performance

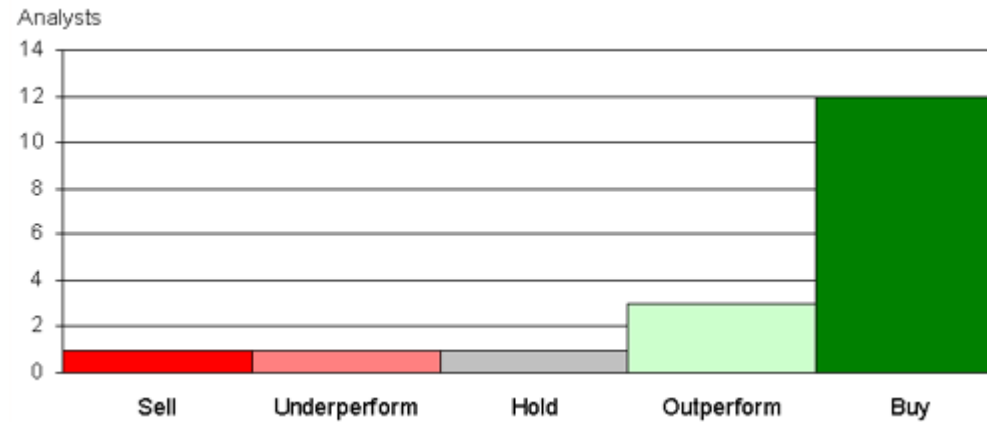


5 years performance:

2003:	+15.1%	} avg. +17.1% p.a.
2004:	+19.8%	
2005:	+28.2%	
2006:	+22.6%	
2007*:	-0.2%	

*Status: October 19, 2007

Analysts' Consensus



avg. / in €	2007	2008
EBIT (in € million)	75.13	91.11
EPS	1.60	2.34
Dividend	1.07	1.12
Price target		29.96



Status: October 11, 2007



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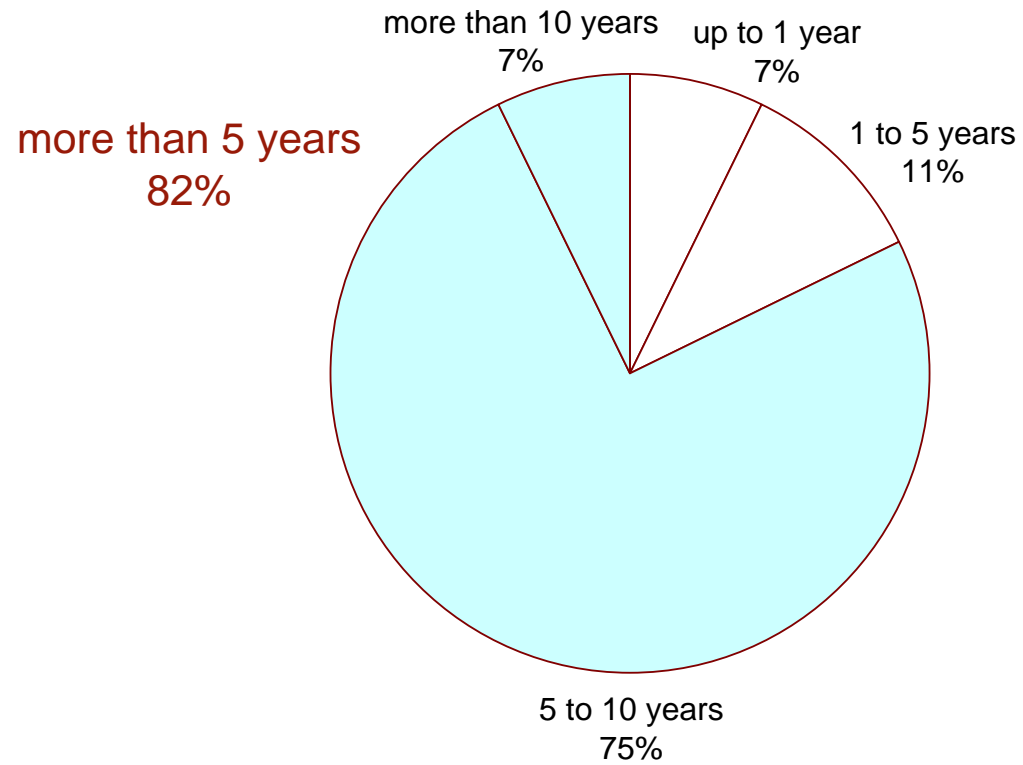
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Key Data of the Share

Listed since	02.01.2001
Nominal capital	€34,374,998
Outstanding shares	34,374,998
Class of shares	Registered shares
Dividend 2006 (22.06.2007)	€1.05
52W High	€30.68
52W Low	€23.02
Share price (19.10.2007)	€26.97
Market capitalisation	€927 million
avg. turnover per day 2007	110,000 shares
Indices	MDAX, EPRA, GPR, MSCI Small Cap
Official market	Prime Standard Frankfurt and XETRA
OTC market	Berlin-Bremen, Düsseldorf, Hamburg, Hanover, Munich und Stuttgart
ISIN	DE 000 748 020 4
Ticker	DEQ, Reuters: DEQGn.DE
Market makers	Close Brothers Seydler, WestLB



Ø effective interest rate
5.5%

2007

- 25.-26.10. Real Estate Share Initiative, Frankfurt
- 09.11. Interim report Q1-3 2007
- 12.11. Roadshow Paris, Berenberg Bank
- 13.11. Roadshow Amsterdam, Kempen & Co.
- 15.11. Roadshow Helsinki, M.M. Warburg
- 15.11. WestLB Deutschland Conference,
Frankfurt
- 28.11. UBS Global Real Estate Conference,
London
- 03.12. Roadshow Stuttgart, equinet

2008

- 23.01. CA Cheuvreux German
Corporate Conference, Frankfurt
- 27.-28.02. HSBC Trinkaus Real Estate
Conference, Frankfurt
- 19.06. General Annual Meeting, Hamburg

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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.

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