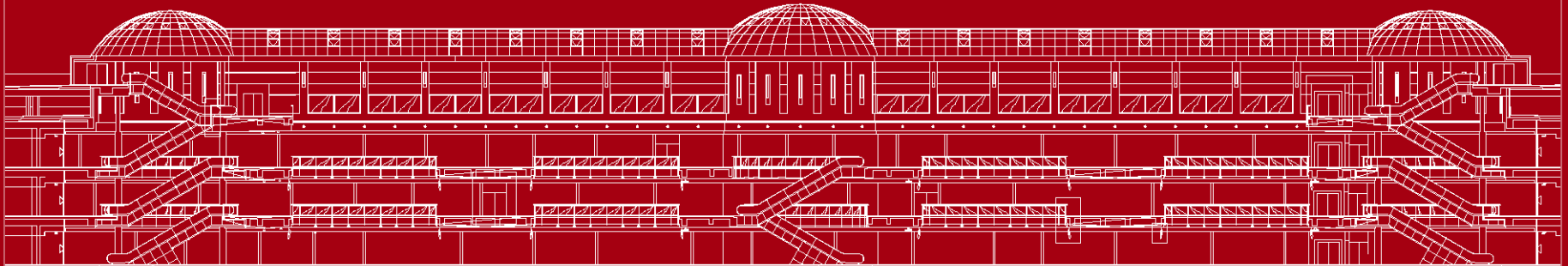
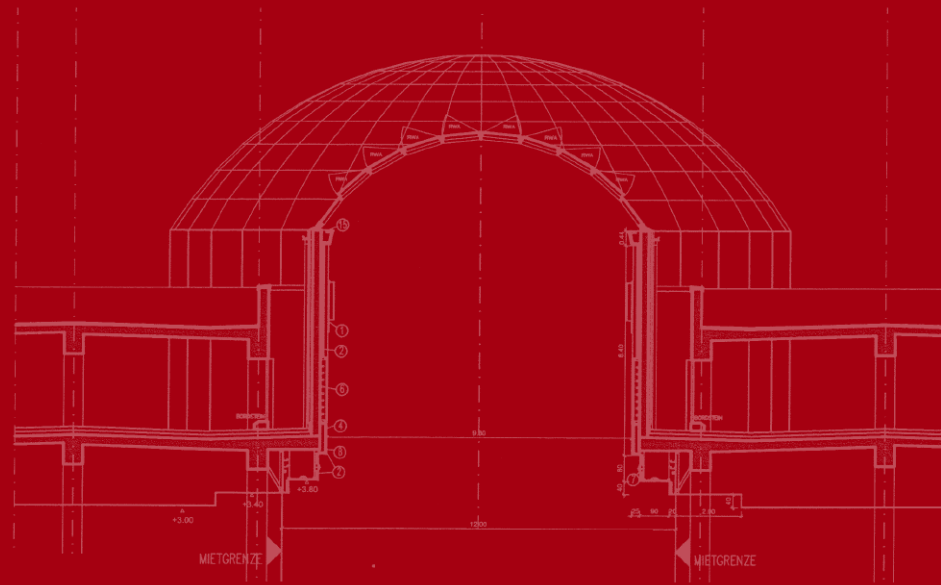


Building Business

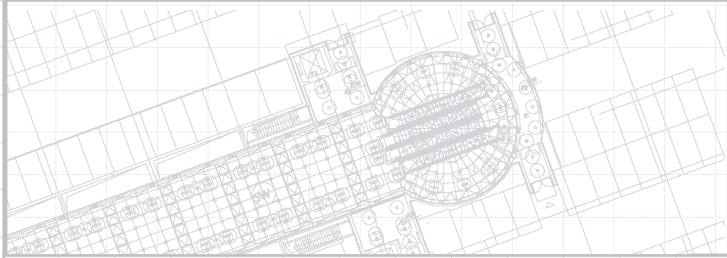


HSBC Trinkaus
Real Estate Conference

Frankfurt, 28 February 2007

DES
Deutsche EuroShop

The Shopping Center Company



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DES
Deutsche EuroShop

The Shopping Center Company

- 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

Equity Story

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The Shopping Center Company

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

**16 Centers:
13 in operation
3 in the pipeline**

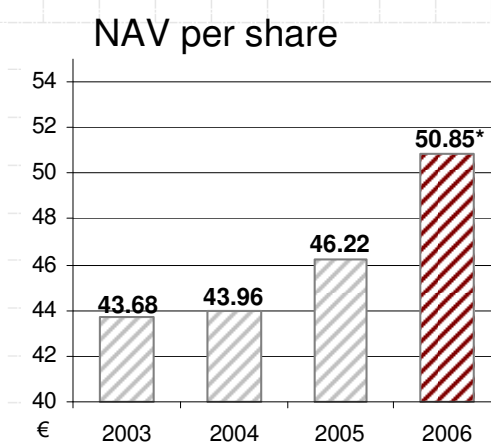
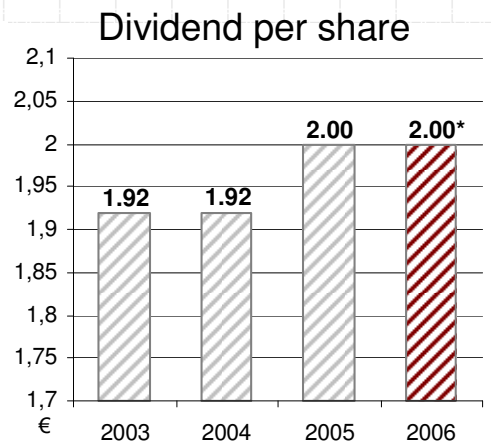
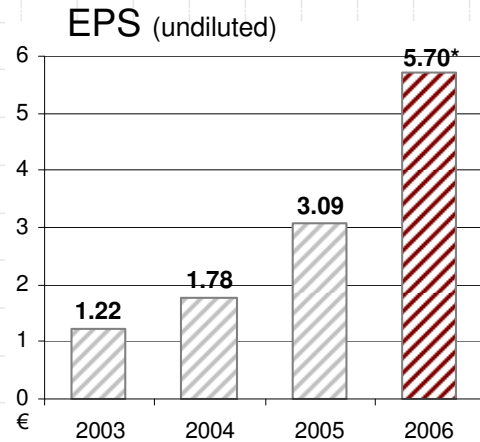
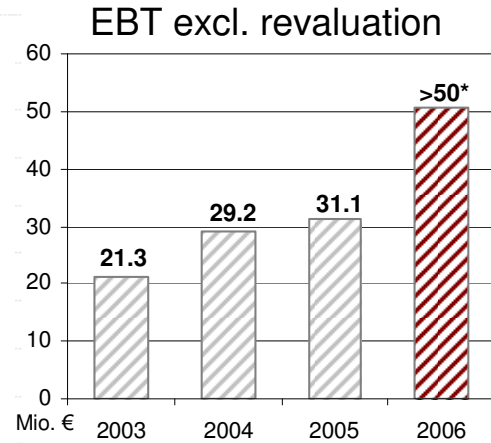
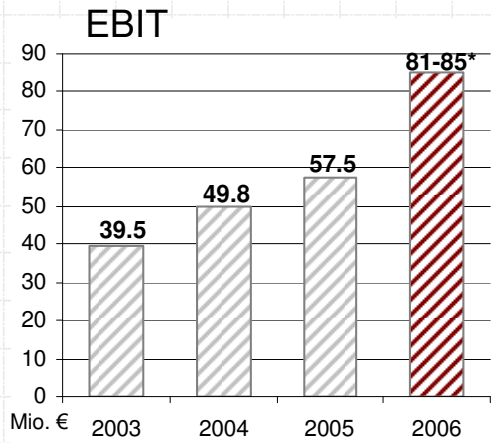
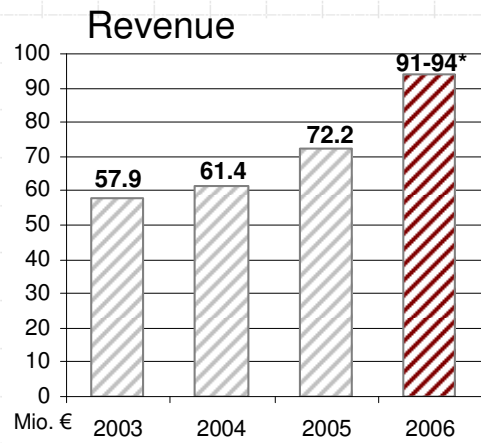
Lettable space	approx. 644,000 sqm
Retail shops	approx. 1,660
Market value	approx. €2.3 billion
Rents per year	€160 million
Occupancy rate	> 99%

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

At a Glance

DES
Deutsche EuroShop

The Shopping Center Company



*Forecast

Key Figures



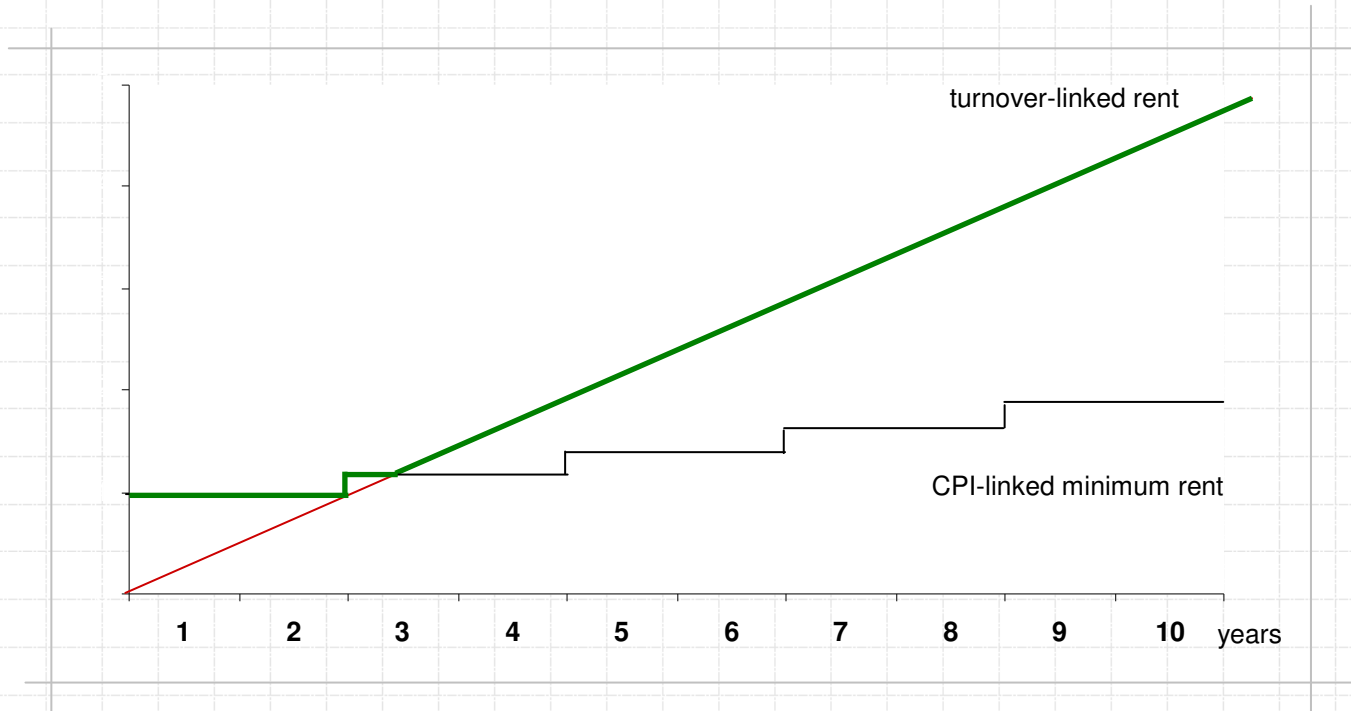
- “After-tax“ dividend yield: currently 3.4%
- Portfolio rating: „very good“
- Consolidated equity ratio: currently 47% (plan: >45%)
- Interest cover: currently 53.4%
- Avg. effective interest rate: 5.5%

Solid financing

Key Figures

DES
Deutsche EuroShop

The Shopping Center Company



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

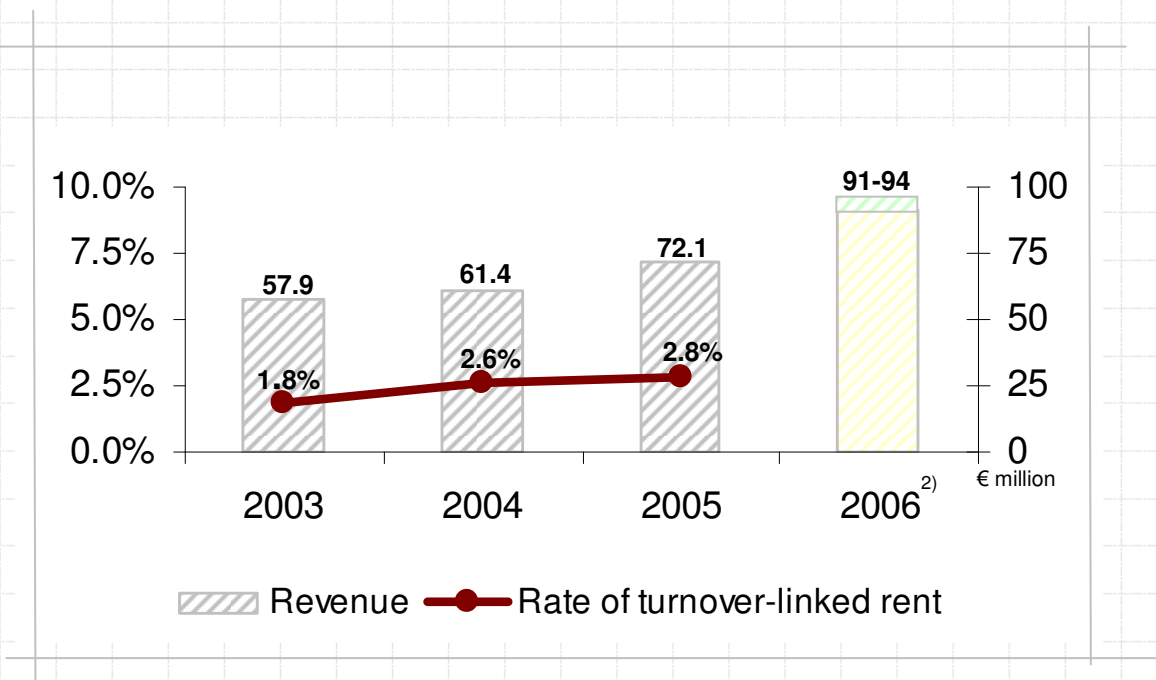
Participation in sales growth of retail industry

Lease System

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The Shopping Center Company

- avg. rent per sqm and year: €240-300
- avg. turnover per sqm and year: €4,300 ¹⁾
- Rent-to-sales-ratio: 6.5-8.5%
- weighted maturity of rental contracts: >8 years



¹⁾ avg. German retail: €3,300

²⁾ estimated

Lease System



The Shopping Center Company

- Long term net asset value enhancement
- “buy & hold”-strategy
- Stable and attractive dividends
- 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

Targets

DES
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The Shopping Center Company



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Location	Main-Taunus-Zentrum Frankfurt	Rhein-Neckar-Zentrum Viernheim	Altmarkt-Galerie Dresden
Investment	43.1%	99.8%	50.0%
Lettable space sqm	103,400	63,600	44,500
Parking	4,000	3,800	500
Number of shops	approx. 100	approx. 110	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

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The Shopping Center Company



Location	Phoenix-Center Hamburg	Allee-Center Hamm	Forum Wetzlar
Investment	50.0%	87.7%	65.0%
Lettable space sqm	39,200	35,100	34,500
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. 1.0 m. inhabitants	approx. 0.5 m. inhabitants
Opening / refurbishm.	2004	1992 / 2002-2003	2005

Shopping Centers

Germany

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The Shopping Center Company



Location	Rathaus-Center Dessau	City-Galerie Wolfsburg	City-Point Kassel
Investment	94.9%	89.0%	40.0%
Lettable space sqm	30,600	30,100	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. 0.6 m. inhabitants	approx. 0.8 m. inhabitants
Opening	1995	2001	2002

Shopping Centers

Germany

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The Shopping Center Company



Location	City-Arkaden Wuppertal	Stadt-Galerie Hameln	Stadt-Galerie Passau
Investment	72.0%	94.9%	75.0%
Lettable space sqm	28,700	25,000	21,000
Parking	650	500	470
Number of shops	approx. 85	approx. 90	approx. 95
Occupancy rate	100%	approx. 75%	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

Germany

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The Shopping Center Company



Location	City Arkaden Klagenfurt, Austria	Árkád Pécs, Hungary	Galeria Dominikanska Wroclaw, Poland
Investment	50.0%	50.0%	33.3%
Lettable space sqm	36,700	35,200	32,700
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

Shopping Centers

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Europe

The Shopping Center Company



Location	Galeria Bałtycka Gdansk, Poland
Investment	74.0%
Lettable space sqm	47,100
Parking	1,000
Number of shops	approx. 190
Occupancy rate	approx. 95%
Catchment area	approx. 1.2 m. inhabitants
Opening	Autumn 2007

Shopping Centers



Europe

The Shopping Center Company

	Total Domestic	Total International	Total Deutsche EuroShop
Lettable space sqm	492,200	151,700	643,900
Parking	16,395	3,630	20,025
Number of shops	1,120	540	1,660
Occupancy rate*	99%	100%	99%
Catchment area	10.1 m. inhabitants	3.1 m. inhabitants	13.2 m. inhabitants

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

Shopping Centers
Total

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The Shopping Center Company

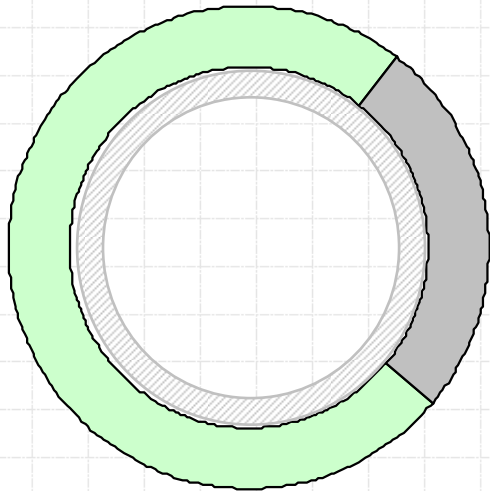


Well-known tenants

Our Tenants

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The Shopping Center Company



Other tenants

Total 74.4%

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 25.6%

Low level of dependence on the top 10 tenants

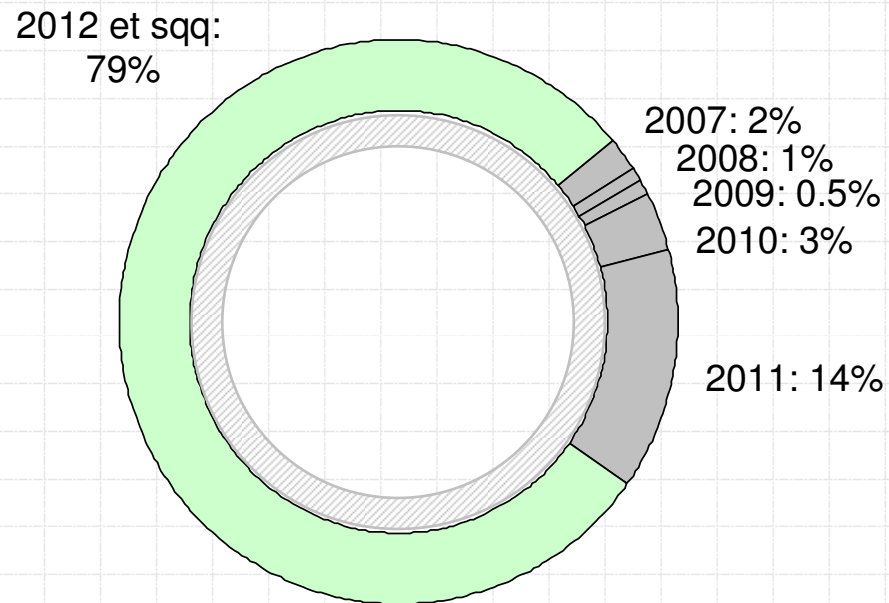
*in % of total rents; not including Hameln, Passau and Gdansk as at December 31, 2006

**Tenants Structure
Top 10 tenants***



The Shopping Center Company

**Long-term contracts
guarantee rental income**



**Weighted maturity
> 8 years**

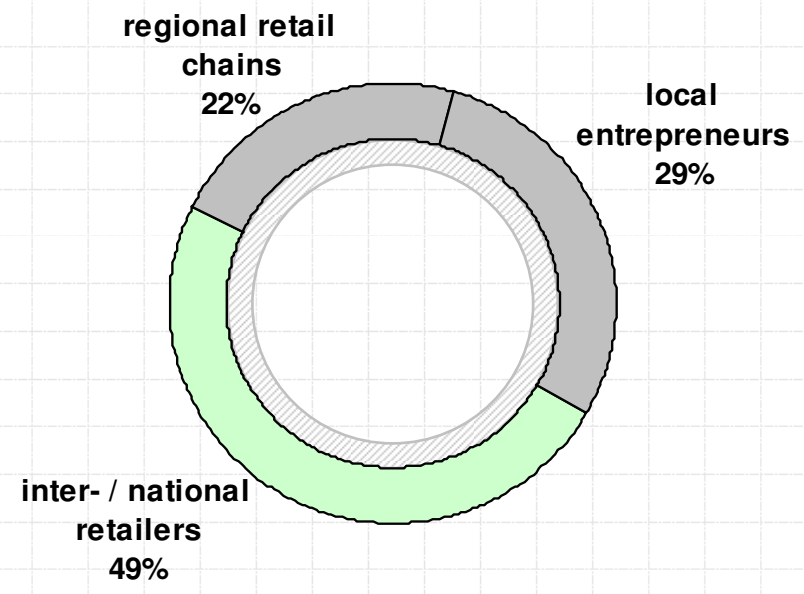
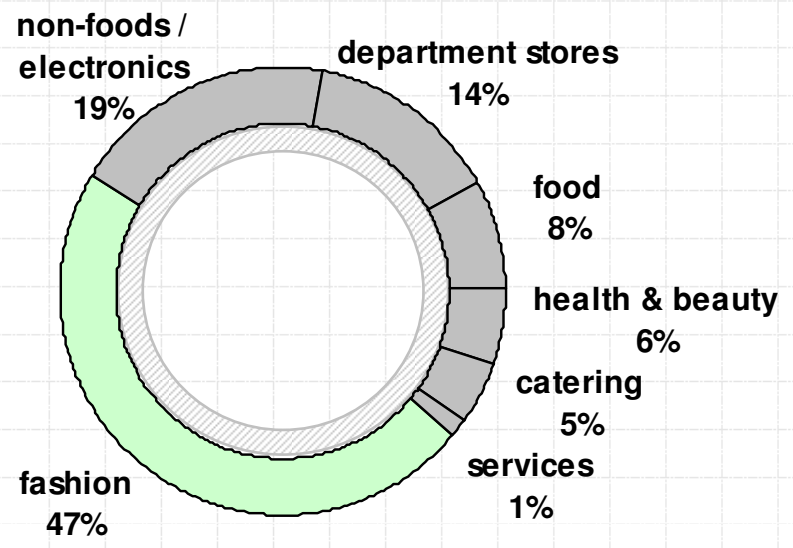
*as % of rental income – not including Hameln, Passau
and Gdansk as at December 31, 2006

**Maturity Distribution
of Rental Contracts***

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The Shopping Center Company

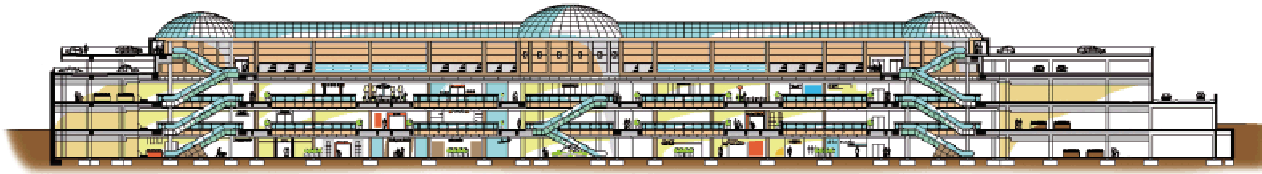
Balanced sector and retailer diversification



Sector and Retailer Mix*



*in % of lettable space; not including Hameln, Passau, Klagenfurt and Gdansk as at December 31, 2005



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€ million	Q1-3 2006	Q1-3 2005	+/-
Revenue	68.7	53.3	29%
EBIT	57.2	42.8	34%
Net finance costs	-26.9	-20.0	-34%
EBT	35.5	21.4	66%
Share of consolidated profit attributable to Group shareholders	30.2	13.7	121%
EPS (€)	1.76	0.87	102%

	30 Sep. 2006	31 Dec. 2005	+/-
Equity	787.7	787.4	0%
Liabilities	811.4	677.1	20%
Total assets	1,679.2	1,543.6	2%
Equity ratio (%)	46.9	51.0	
Gearing (%)	113	96	
Cash and cash equivalents	102.0	197.2	-48%

Q1-3 2006

Key figures

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€ thousand	30 Sep. 2006	31 Dec. 2005	+/-
Fixed/non-current assets	1,544,361	1,327,005	217,356
Current assets	134,885	216,553	-81,668
Total assets	1,679,246	1,543,558	135,688
Equity	787,735	787,446	289
Long term debt	720,370	616,373	103,997
Deferred taxes	64,802	69,826	-5,024
Current liabilities	106,339	69,913	36,426
Total liabilities	1,679,246	1,543,558	135,688

Balance Sheet

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The Shopping Center Company

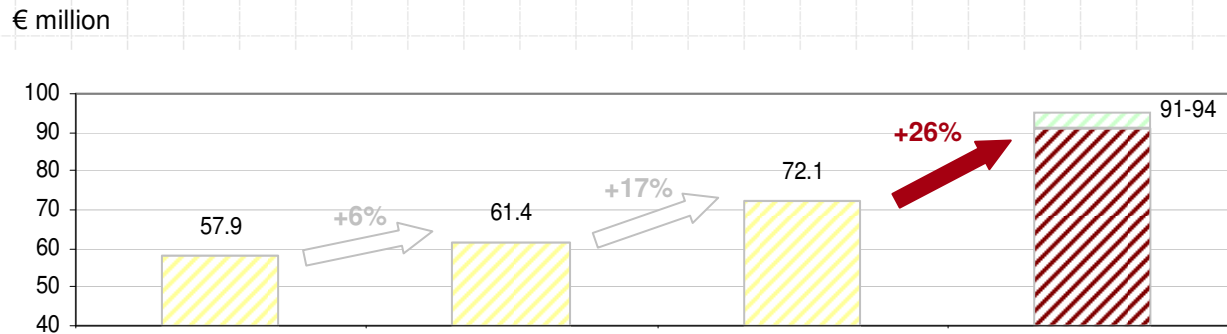
€ thousand	01 Jan.- 30 Sep. 2006	01 Jan.- 30 Sep. 2005	+/-
Revenue	68,728	53,328	29%
Other operating income	1,540	1,286	
Property operating and management costs	-10,382	-9,171	
Other operating expenses	-2,715	-2,627	
EBIT	57,170	42,816	34%
Net interest expense	-27,453	-23,644	
Income from investments	587	3,623	
Net finance costs	-26,866	-20,021	
Measurement gains/losses	5,149	-1,379	
EBT	35,453	21,416	66%
Taxes	-3,024	-5,718	
Consolidated profit	32,429	15,698	107%
Minority interest	2,223	2,033	
Attributable to Group shareholders	30,206	13,665	121%

Profit and Loss Account

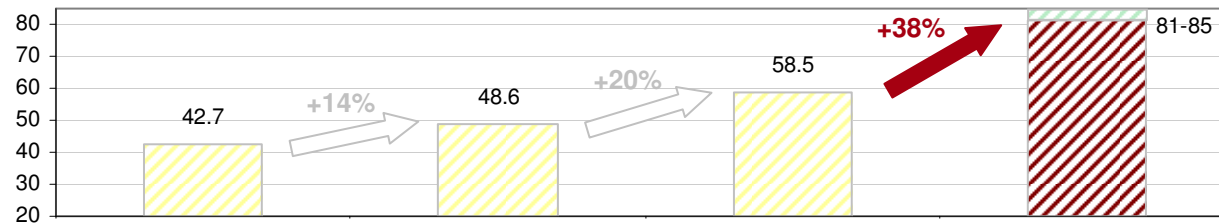
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Deutsche EuroShop

The Shopping Center Company

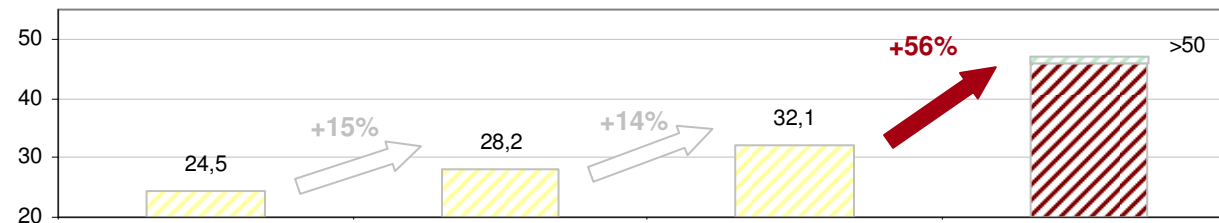
Revenue



EBIT



EBT ¹⁾



2003

2004

2005

2006

Forecast

2006



The Shopping Center Company

¹⁾ without valuation result



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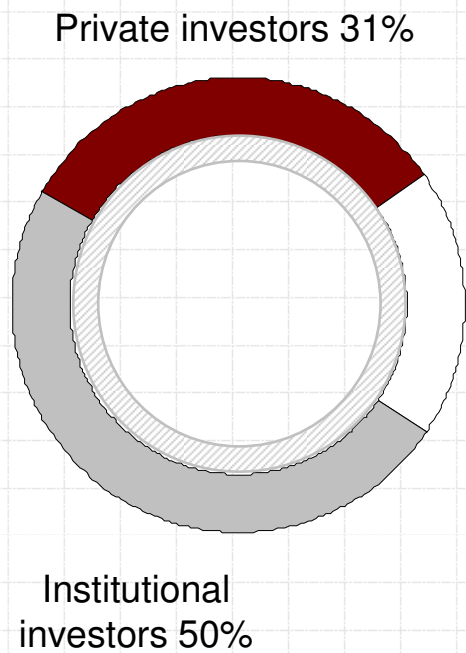
The Shopping Center Company

Listed since	02.01.2001
Nominal capital	€21,999,998.72
Outstanding shares	17,187,499 shares
Class of shares	Registered shares
Dividend 2005 (23.06.2006)	€2.00
52W High	€60.18
52W Low	€50.00
Share price (13.02.2007)	€59.29
Market capitalisation	€1.02 billion
avg. turnover per day 2006	50,000 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: DEQn.DE
Market makers	Close Brothers Seydler, WestLB

Key data of the Share

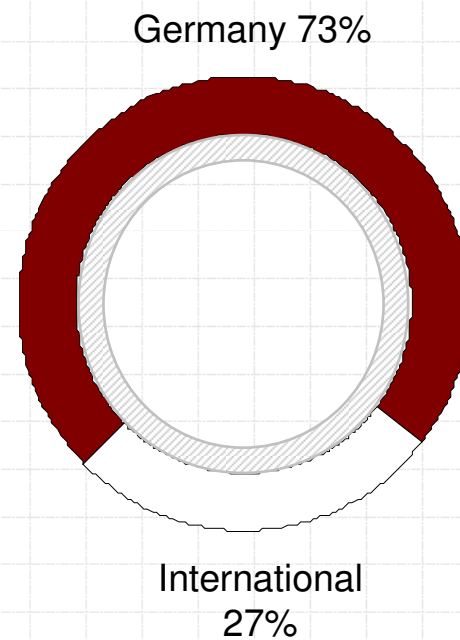


The Shopping Center Company



7,050 shareholders

Free float 81%

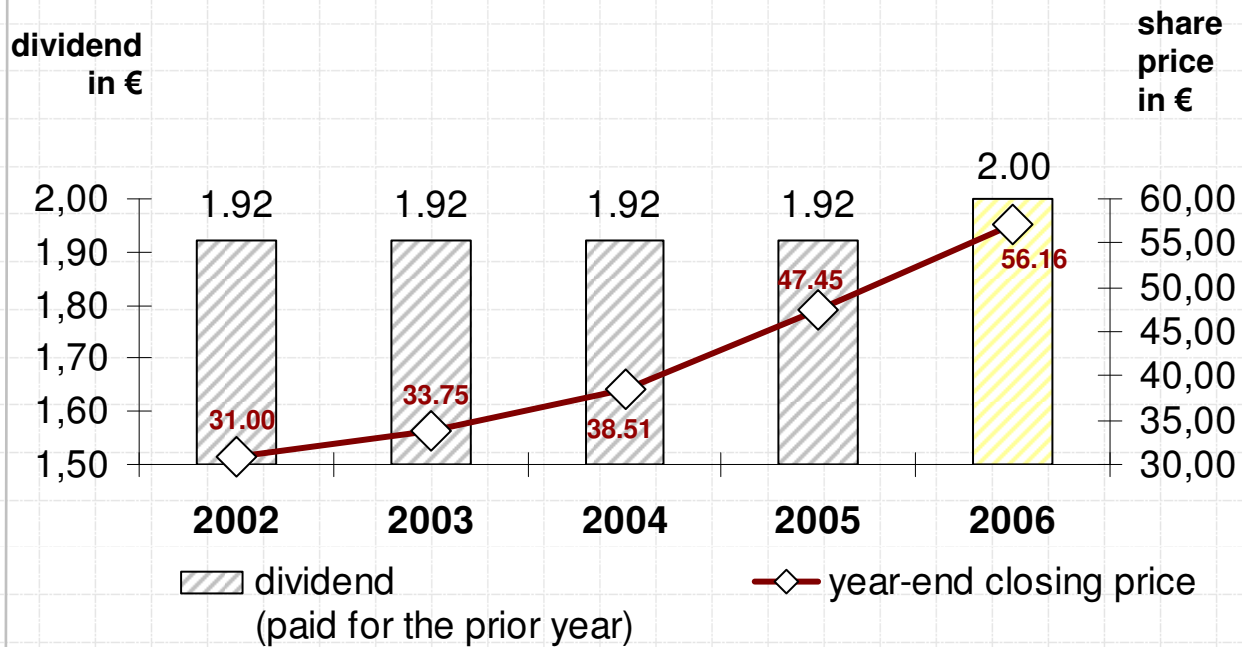


Shareholder Structure



The Shopping Center Company

Status: January 31, 2007



5 years performance:

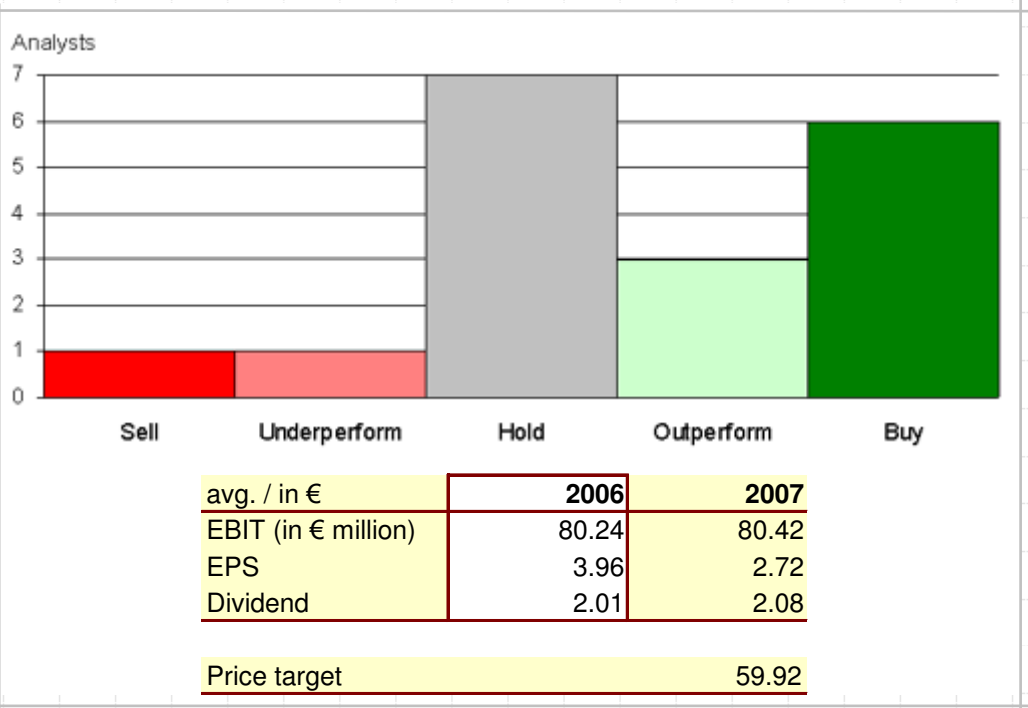
- 2002: 7.9%
- 2003: 15.1%
- 2004: 19.8%
- 2005: 28.2%
- 2006: 22.6%

avg. 18.7% p.a.

Performance



The Shopping Center Company

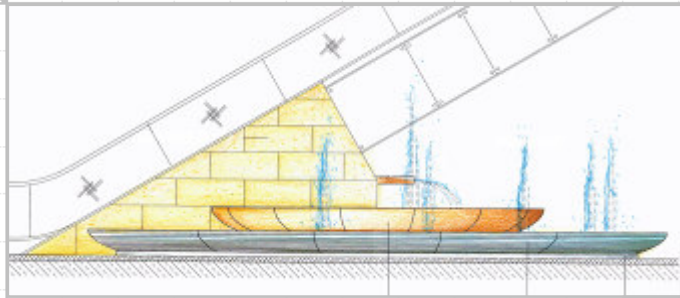


Analysts' Consensus



The Shopping Center Company

Status: February 08, 2007



Company

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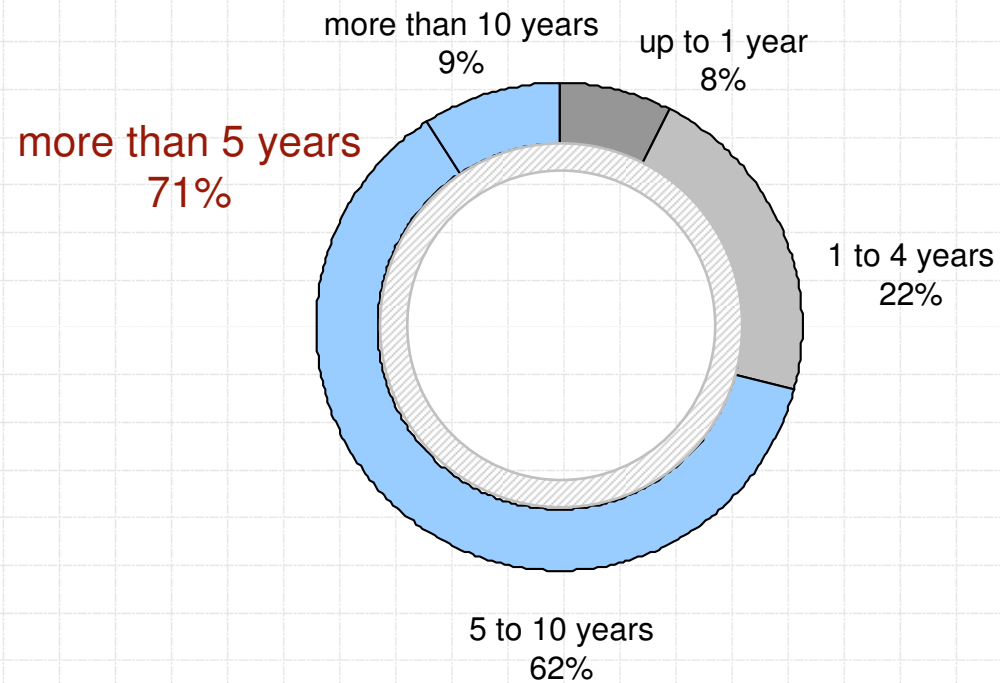
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**Ø effective interest rate
5.50%**



Status: December 31, 2005

**Liabilities –
Maturities**

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28.02.07	HSBC Trinkaus Real Estate Conference, Frankfurt
12.04.07	Kepler European Real Estate Conference, Milan
20.04.07	Annual earnings press conference, Hamburg
23.04.07	Roadshow Brussels, Petercam
24.04.07	Roadshow Munich, equinet
24.04.07	WestLB German Real Estate Day, New York
25.-27.04.07	Roadshow USA and Canada, Deutsche Bank
25.04.07	Roadshow Paris, Aurel Leven
26.04.07	Roadshow Madrid and Lisbon, Berenberg
27.04.07	Roadshow London, M.M. Warburg
11.05.07	Interim report Q1 2007
14.05.07	Roadshow Edinburgh, Morgan Stanley
15.05.07	Roadshow Dublin, HVB
16.05.07	Roadshow Frankfurt, HVB
30.05.07	Roadshow Oslo, Commerzbank
31.05.07	HVB Scandinavian Conference, Stockholm
21.06.07	Annual General Meeting, Hamburg
14.08.07	Interim report H1 2007
15.08.07	Roadshow Cologne and Dusseldorf, HSBC
16.08.07	Roadshow Vienna, Sal. Oppenheim
06.-07.09.07	EPRA Annual Conference, Athens
25.-27.09.07	HVB German Investment Conference, Munich
08.-10.10.07	Expo Real, Munich
25.-26.10.07	Real Estate Share Initiative, Frankfurt
09.11.07	Interim report Q1-3 2007

Financial Calendar

2007

DES
Deutsche EuroShop

The Shopping Center Company

Deutsche EuroShop AG

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ISIN: DE 000 748 020 4

Contact

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Deutsche EuroShop

The Shopping Center Company

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.

Important Notice



The Shopping Center Company