

P R E S S R E L E A S E

New opening at Kaufpark Eiche: redos and HLG win DECATHLON as new anchor tenant

- Sporting goods manufacturer lets around 2,700 m² plus outdoor space
- Broad product range with a focus on team sports
- Kaufpark Eiche modernised for more than €50 million

Ahrensfelde, 28 December 2017 – DECATHLON, the French manufacturer and retailer of sporting goods, has opened a new branch at Kaufpark Eiche in Ahrensfelde near Berlin. Occupying retail space of ca. 2,500 m², DECATHLON will offer a wide range of products and fitness equipment for activities including riding, angling, cycling, climbing and water sports, as well as outdoor pursuits such as hiking and camping. DECATHLON also focuses on various team sports, appropriately enough considering its new location is home to a number of different sports clubs. Including storage space, the total rental area is around 2,700 m². DECATHLON has also leased around 190 m² of outdoor space where customers can try out different equipment and materials.

A perfect addition to the experience centre

The new branch at Kaufpark Eiche is DECATHLON's first in Brandenburg. "With DECATHLON, we are pleased to say that we have gained a high-profile new anchor tenant with an excellent credit standing for Kaufpark Eiche. The DECATHLON concept is the perfect addition to our sector and tenant mix," commented Christine Hager, Managing Director / Head of Shopping Centre Asset Management at the Hamburg-based redos Group. Kaufpark Eiche has recently been extensively renovated. The owners, Madison International Realty and redos, invested more than €50 million in the large-scale project. The Munster-based project developer HLG was responsible for the renovation work. "People today want to do more than just shop when they visit a shopping centre – they want to actively shape their leisure time. With the modernised Kaufpark Eiche, we meet this expectation," said Christine Hager. "We have made a point of actively developing Kaufpark Eiche into an experience centre. This is another

reason why DECATHLON is such a good fit: because of its focus on the customer experience that accompanies the act of shopping," added HLG Managing Director Christian Diesen.

"We are delighted to be opening our doors at Kaufpark Eiche. This will be our fourth branch in the Berlin region and our first in Brandenburg. It will bring us even closer to our customers in the region. Sports enthusiasts from the surrounding area can now shop with us in-store and collect their online purchases. This combination of online and offline shopping ensures that our customers have access to the entire DECATHLON product range at all times," commented Gilles Schwarz, branch manager at the new DECATHLON location. Schwarz and his team have been preparing for the opening day for several weeks now. "We are looking forward to getting to know athletes and sports clubs from the region."

Increasing the service and amenity quality of Kaufpark Eiche was one of the main objectives of the renovation. Since reopening, the shopping centre has offered space for 130 stores and restaurants across 45,000 m² of retail space. New tenants include H&M, dm-Drogerie-Markt, Hunkemöller, Parfümerie Douglas, mister*lady and Olymp&Hades. A new central food court has doubled the catering facilities at the centre, while the site now also boasts three times as much green space and event space as before. One unique highlight is an indoor slide with a length of around fourteen metres, which can be found in the spacious market hall. The new centre was designed by the architecture firm Maas & Partner.



About redos

The redos Group is one of the leading independent retail property specialists, focussing on the areas of investment, asset management, fund management, redevelopment and advisory. As an investor and active asset manager, the company covers the entire value chain for large-scale retail properties – for hybrid and conventional shopping centres as well as for retail parks and hypermarkets. redos serves all risk classes and offers every type of investment vehicle for institutional investors. In addition to acting as a co-investor, the company has excellent tenant access and extensive revitalisation expertise. redos looks back on a long track record in the field of restructuring and value optimisation. The retail property specialist currently manages a portfolio worth more than €1.3 billion at 42 locations throughout Germany and a total of 562,000 m² of rental space. With its property database ROB, the company has access to detailed information on more than 17,000 retail locations nationwide. The redos Group has a total of 42 employees at its head office in Hamburg and in Lohmar nearby Cologne. The top management is represented by Oliver Herrmann and Carsten Wimmer. For further information visit www.redos.de

About HLG

HLG Gesellschaft zur Entwicklung von Handelscentren with its head office in Münster has been developing commercial real estate for more than 25 years with a particular focus on retail properties. The company is active throughout Germany and has developed and constructed more than 100,000 m² of retail space in Berlin/Brandenburg alone. Managing Director of HLG are Christian Diesen, Dirk Brockmann and Patricia Lohmann. More information can be found at www.hlg-muenster.de.

About Decathlon

"Sport for All – All for Sport". DECATHLON embodies its athletic motto like very few other companies. From alpine skiing to water sports, more than 70 different sports are brought together under one roof. DECATHLON offers everything an athlete could want – whether they are beginners or professionals, solo sportspeople or team players, children or big kids. The French manufacturer and retailer of sports equipment and clothing has been making the joy of sport accessible to all for more than 40 years by offering innovative sporting goods at reasonable prices. To allow it to offer the best price-performance ratio at all times, the company operates along the entire value chain. The individual teams, from research and development through to logistics and distribution, work together every day and continuously optimise their

processes. All of them are sports enthusiasts and share the same passion for sport. Globally, the company offers more than 35,000 different products at over 1,000 branches in 28 countries. DECATHLON currently has 38 branches and 3,000 employees in Germany. With revenue in excess of €10 billion and more than 75,000 employees, DECATHLON is one of the world's largest manufacturers and distributors of sporting goods.

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