

Expansion International

Die Deichmann-Gruppe ist heute Europas größter Schuheinzelhändler. Nach wie vor wird das Unternehmen von der Familie getragen. Das heißt, die Inhaber stehen mit ihrem Namen und ihrem ganzen Einsatz für die Firma ein. Dieses Konzept hat sich seit über 90 Jahren bewährt und soll auch zukünftig beibehalten werden.

Mehr als Hälfte ihres Umsatzes macht die Deichmann-Gruppe inzwischen im Ausland. Neben Deutschland ist die Gruppe in momentan 22 weiteren europäischen Ländern und den USA aktiv. Obwohl Deichmann europäischer Marktführer im Schuheinzelhandel ist, wird das Unternehmen auch in Zukunft als Familienunternehmen agieren und seine Unabhängigkeit wahren. Auf seinem Wachstumskurs bleibt Deichmann der ursprünglichen Strategie treu, das Wachstum aus eigener Kraft zu entwickeln. So hält man sich unabhängig von Börsen und Finanzmärkten. Die Läden werden nicht nach dem Franchise-System geführt, sondern bleiben in der Verantwortung der Unternehmensgruppe. Deichmann ist in jedem Land ein verlässlicher Geschäftspartner, der an langfristigen Mietverhältnissen interessiert ist.



Dr Heinz-Horst Deichmann and Heinrich Deichmann, owners of the Deichmann Group



The Deichmann Group is the largest shoe retailer in Europe today. The company is still a family business, meaning that the owners vouch for the company with their names and their full commitment. This concept has been proven over the last 90 years and will continue to be applied in the future.

More than half of the Deichmann Group's total turnover is now generated abroad. Aside from Germany, the company is currently active in 22 other European countries and the USA. Despite the fact that Deichmann is the European market leader in the shoe retail industry, the company will continue to be run as a family business in the future and will retain its independence. During its development, Deichmann has stayed faithful to its original strategy: developing growth from one's own resources. This strategy has enabled Deichmann to remain independent from stock exchanges and financial markets. The different branches are not run as franchises; rather they remain in the hands of the company. Deichmann is a secure business partner in every country and is interested in long-term tenancies.

Die Entwicklung der Deichmann-Gruppe The history of the Deichmann company



Zur Eröffnung von Deichmann-Filialen in den genannten Ländern suchen wir ständig neue Standorte in guter Lage in Innenstädten, Fußgängerzonen, Einkaufszentren und Fachmarktcentern.

To open Deichmann branches in the countries named we are looking for new sites in good locations in town/city centres, pedestrian zones, shopping centres and specialist retail centres.

Einkaufszentren ab einer Gesamtfläche von min. 20.000 m²
 · Ladenlokal mit min. 500 m²
 · mit gutem Mieterbesatz, bestehend aus internationalen/nationalen Modeeinzelhändlern und Fachgeschäften

Shopping centres with a total area of ca. 20,000 sq.m
 · Shop with min. 500 sq.m
 · With good adjacencies consisting of international/national fashion retailers and specialist shops

Fachmarkt-Projekte auf einer Verkaufsfläche ab 5.000 m²
 · Ladenlokale mit min. 400 m²
 · mit einem angemessenem Mieterbesatz bestehend aus einem SB-Warenhaus sowie Einzelhändlern des alltäglichen Bedarfs

Retail Park Center and Strip Malls with a sales area over 5,000 sq.m
 · Shop with min. 400 sq.m
 · With high fashion adjacent tenants consisting of a supermarket as well as retailers for daily needs

Verbrauchermärkte mit Nahversorger-Funktion mit durchschnittlich 3.000 m²

Convenience stores with local provision function with an average 3,000 sq.m

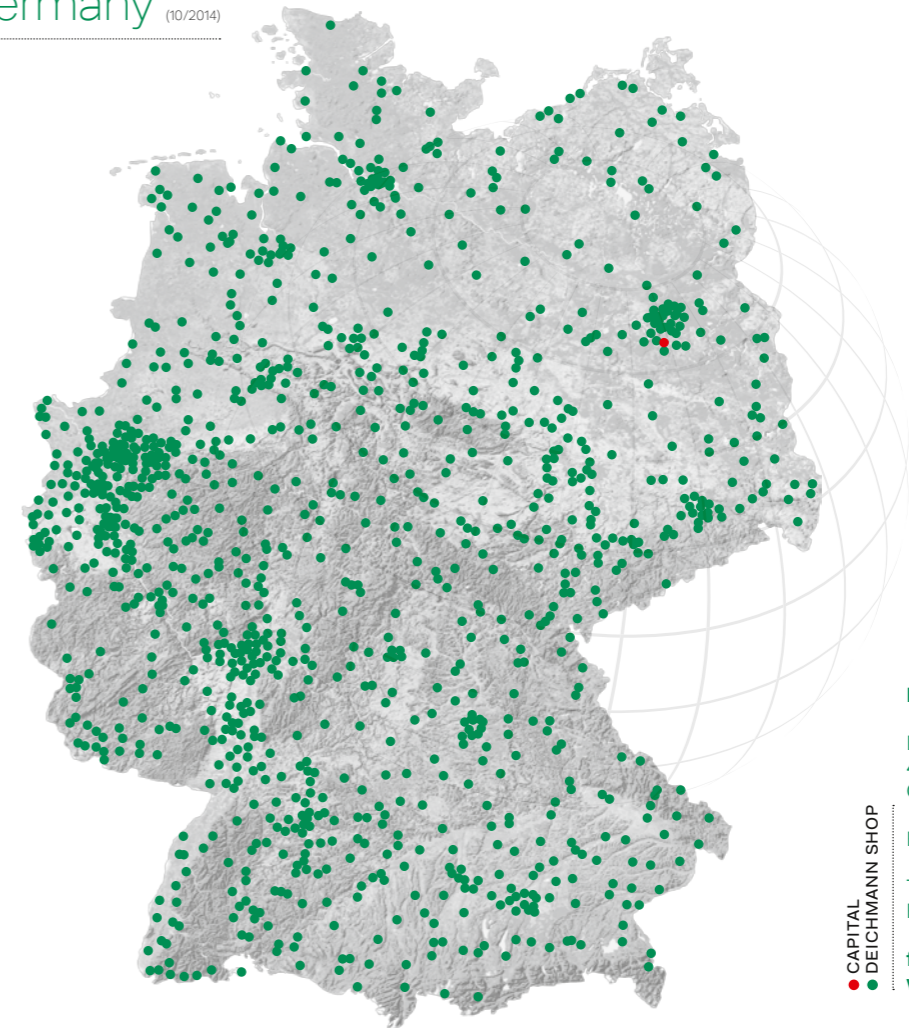
1a-Innenstadtlagen sowie hochfrequentierte Fußgängerzonen
 · Ladenlokale in A- und B-Lagen
 · vorzugsweise ebenerdig
 · min. 500 m² ggf. mit zusätzlicher Lagerfläche
 · in Ausnahmefällen mehrgeschossig mit bis zu 1.000 m²

High street - Town/city centre locations as well as well-frequented pedestrian zones
 · Shops in A and B locations
 · Preferably at ground level
 · Min. 500 sq.m additional storage space if applicable
 · In exceptions multi-storey with up to 1,000 sq.m





Deichmann
Germany (10/2014)



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CAPITAL
DEICHMANN SHOP



Deichmann Germany

Für alle Standorte gilt

Standortprofil

- bestehende – in Projektierung befindliche Ladenlokale – Solitärstandorte
- Einzugsgebiete ab 20.000 Einwohner
- zusätzliche Werbeträger wie Pylon, Außenfassade
- Parkplatzmöglichkeiten
- gute Verkehrsanbindung, angenehme Erreichbarkeit für Kunden mit PKW und mit öffentlichen Verkehrsmitteln

Flächenprofil

- Bruttofläche: ca. 500-600 m²
- min. 12 m laufende Front
- Deckenhöhe mind. 3 m
- gute Sichtbarkeit des Ladenlokals in den Malls

Objektprofil

- moderne Architektur oder hochwertiger Altbau
- hohe, großflächige Fensterfront für eine adäquate Warenpräsentation
- Ladenlokal im Box-Charakter

Anmietungsprofil

- Übergabe der Mietfläche nach Mieterbaubeschreibung
- Vertragslaufzeit: 5 bzw. 10 Jahre plus Option

Mieterprofil Deichmann

- solventer Mieter/Partner
- Frequenzbringer
- topmodische Schuhe
- exklusive Werbeträger (z.B. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 20,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 500-600 sq.m
- Min. 12 m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- high, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- 5/10 year lease

Deichmann tenant profile

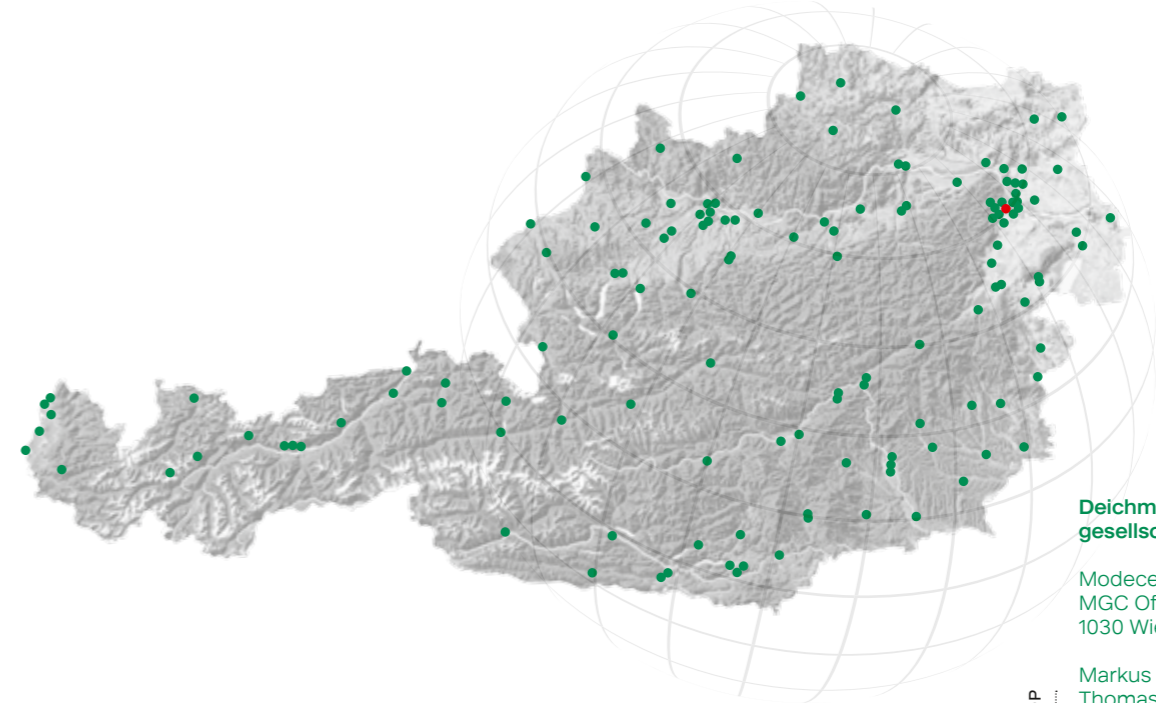
- solvent tenant/partner
- High footfall generator
- Top fashion shoes
- Exclusive advertising characters (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



DEICHMANN



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Deichmann Austria

Für alle Standorte gilt

Standortprofil

- bestehende – in Projektierung befindliche Ladenlokale – Solitärstandorte
- Einzugsgebiete ab 30.000 Einwohner
- zusätzliche Werbeträger wie Pylon, Außenfassade
- Parkplatzmöglichkeiten
- gute Verkehrsanbindung, angenehme Erreichbarkeit für Kunden mit PKW und mit öffentlichen Verkehrsmitteln

Flächenprofil

- Bruttofläche: ca. 400-600 m²
- ca. 9 m laufende Front
- Deckenhöhe min. 3 m
- gute Sichtbarkeit des Ladenlokals in den Malls

Objektprofil

- moderne Architektur oder hochwertiger Altbau
- hohe, großflächige Fensterfront für eine adäquate Warenpräsentation
- Ladenlokal im Box-Charakter

Anmietungsprofil

- Übergabe der Mietfläche nach Mieterbaubeschreibung
- Vertragslaufzeit: 5 bzw. 10 Jahre plus Option

Mieterprofil Deichmann

- solventer Mieter/Partner
- Frequenzbringer
- topmodische Schuhe
- exklusive Werbeträger (z.B. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- Ca. 9 m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Deichmann tenant profile

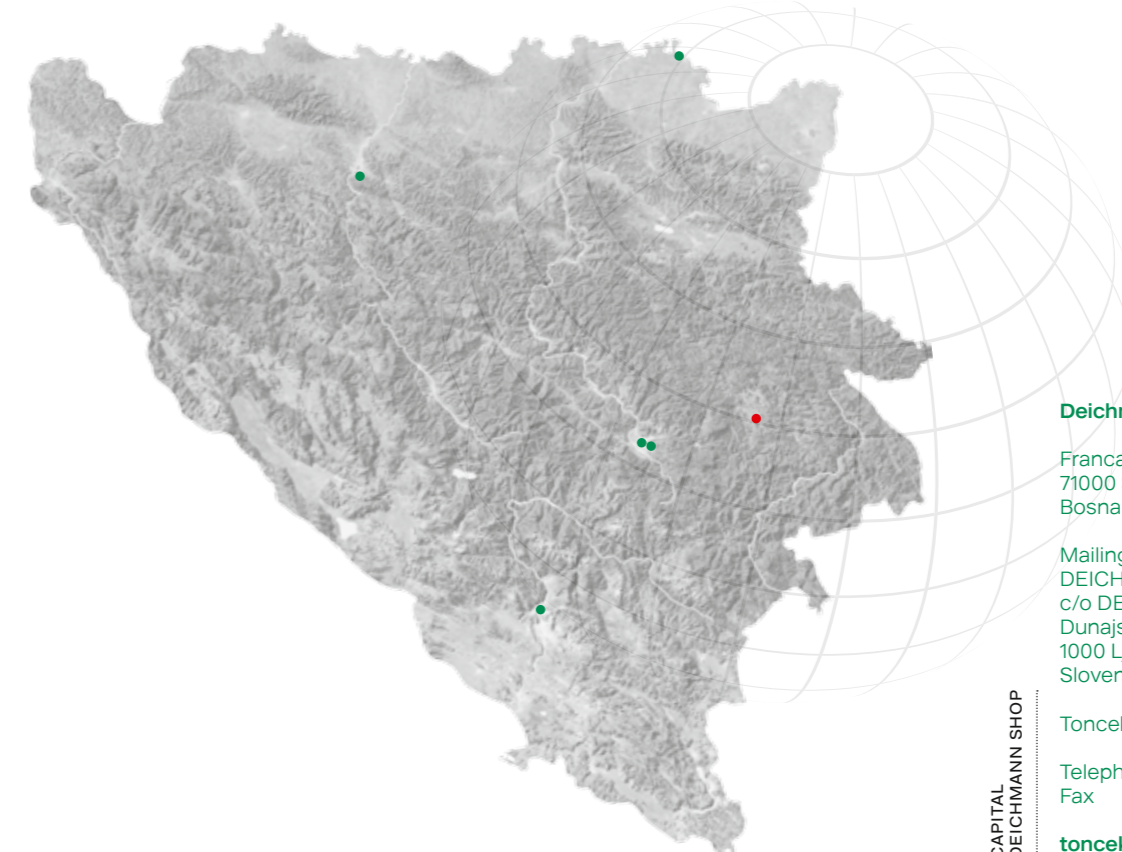
- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



DEICHMANN



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Za sve lokacije vrijedi:

Profil lokacije

- postojeći trgovački lokali koji se nalaze u projektiranju – solitarni objekti
- gravitacijsko područje od 30.000 stanovnika
- dodatna reklama kao što su to piloni, vanjska fasada
- mogućnosti parkiranja
- dobra prometna povezanost, jednostavna dostupnost za kupce sa automobilom i sa sredstvima javnog prometa

Profil površine

- bruto površina: oko 400–600 m²
- najm. 12m širina pročelja
- visina stropa: najm. 3 m
- dobra vidljivost trgovačkog lokala u malu

Profil objekta

- moderna arhitektura ili visoko kvalitetna stara gradnja
- veliko stakleno pročelje velike površine za odgovarajuću prezentaciju robe
- trgovački lokal u karakteru kutije

Profil iznajmljivanja

- prienos iznajmljene površine prema opisu najamnika
- vrijeme trajanja ugovora: 5 godina tj. 10 godina plus opcija

Profil najamnika

- platno sposoban najamnik / partner
- najamnik koji privlači ljude
- vrhunski moderne cipele
- ekskluzivna reklama (npr. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- Min. 12 m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- high, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Deichmann tenant profile

- Strong tenant/partner
- High footfall generator
- Top fashion shoes
- Exclusive advertising characters (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

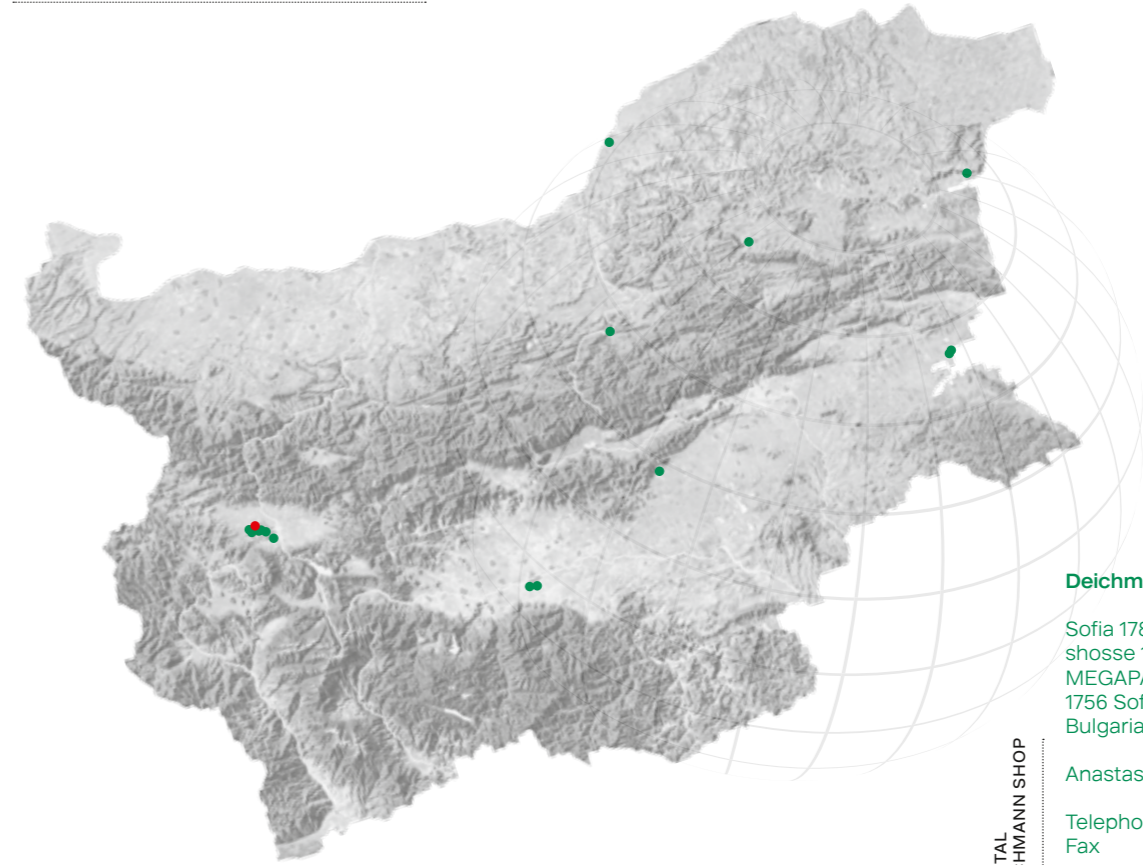
Deichmann Bosnia and Herzegovina



DEICHMANN



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Deichmann Bulgaria

За всички места важи

ИЛ НА МЯСТОТО

- съществуващи – намиращи се в процес на проектиране магазини – сгради
- градове/области с над 50 000 жители
- допълнителни възможности за реклама като пилони, външна фасада
- възможности за паркиране
- добри транспортни връзки, бърз и лесен достъп за клиентите с леки автомобили и с обществен транспорт

Профил на площта

- брутна площ: около 450–550 m²
- мин. 13 m фасада
- светла височина около 3.30 m
- в молоните следва да е осигурена добра видимост на магазина

Профил на обекта

- модерна архитектура или висококачествено старо строителство
- високи витрини с голяма площ за подходящо представяне на стоките
- магазин тип "Box"

Профил на наемодателя

- предаване на наетата площ съгласно строителното описание на наемателя
- продължителност на договора: 5 години, с опция за продължение – 5 години

Профил на наемателите

- платежоспособни наематели/партньори
- фирми, които генерират интензивен човекопоток
- топ модни обувки
- ексклузивни форми за реклама (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 50,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 450–550 sq.m
- Ca. 13 m continuous front
- Ceiling height ca. 3.30 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 years, plus 5 years Option

Deichmann tenant profile

- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising media (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



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Deichmann
Croatia (10/2014)



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Deichmann Croatia

Za sve lokacije vrijedi

Profil lokacije

- Postojeće - u projektnoj dokumentaciji sadržane prodavaonice - solitarne lokacije
- Useljenje u mjesta s više od 30.000 stanovnika
- Dodatni reklamni sadržaji poput pilona za markaciju, vanjska fasada
- Mogućnost parkiranja
- Dobra prometna povezanost i dostupnost za kupce sa osobnim automobilima ili putem javnog gradskog prijevoza

Površina

- Bruto površina: ca. 400-600 m²
- Pročelje ca. 13 m
- Visina stropa minimalno 3 m
- Dobra uočljivost prodavaonice unutar trgovačkog centra

Profil objekta

- Suvremena arhitektura ili stara gradnja visoke kvalitete
- Visoko, prozor velike površine na pročelju za adekvatnu prezentaciju robe
- Prodavaonica u izvedbi s „boksovima“

Profil iznajmljivanja

- Predaja najamne površine prema planu gradnje
- Vrijeme trajanja ugovora: 5 ili 10 godina s mogućnošću produženja

Profil najamnika

- Solventni najamnici/partneri
- frekventnost kupaca
- Najmodernije cipele
- Ekskluzivni reklamni mediji (npr. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- Ca. 13 m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Deichmann tenant profile

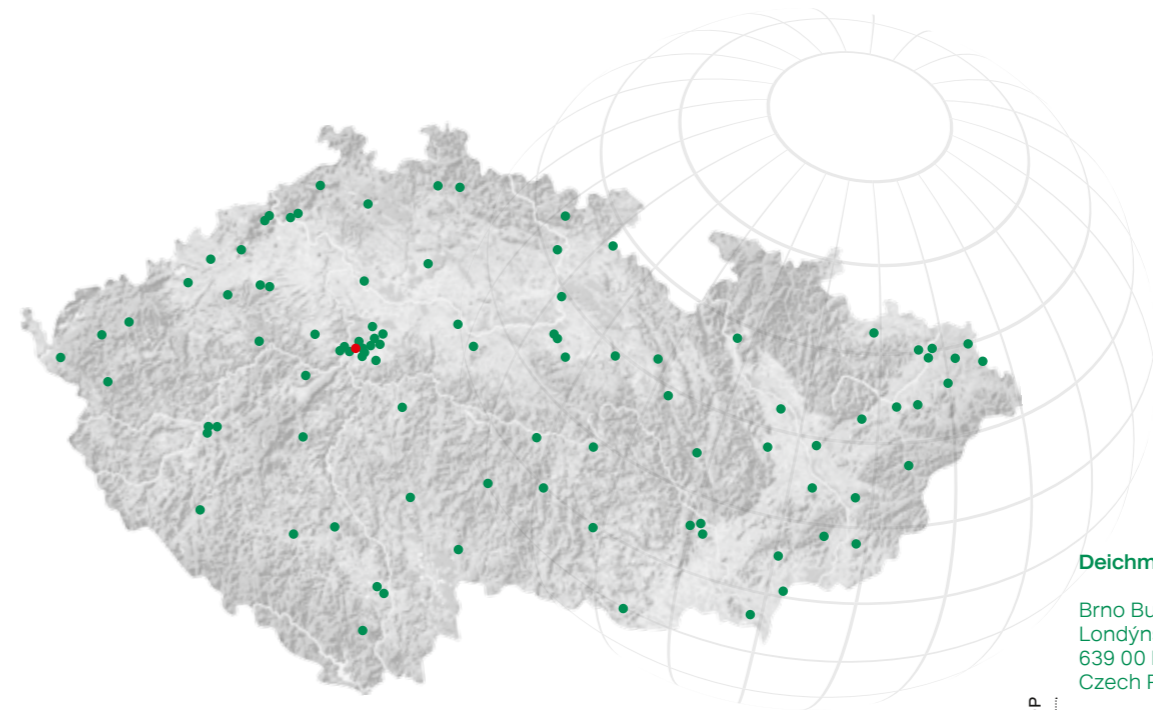
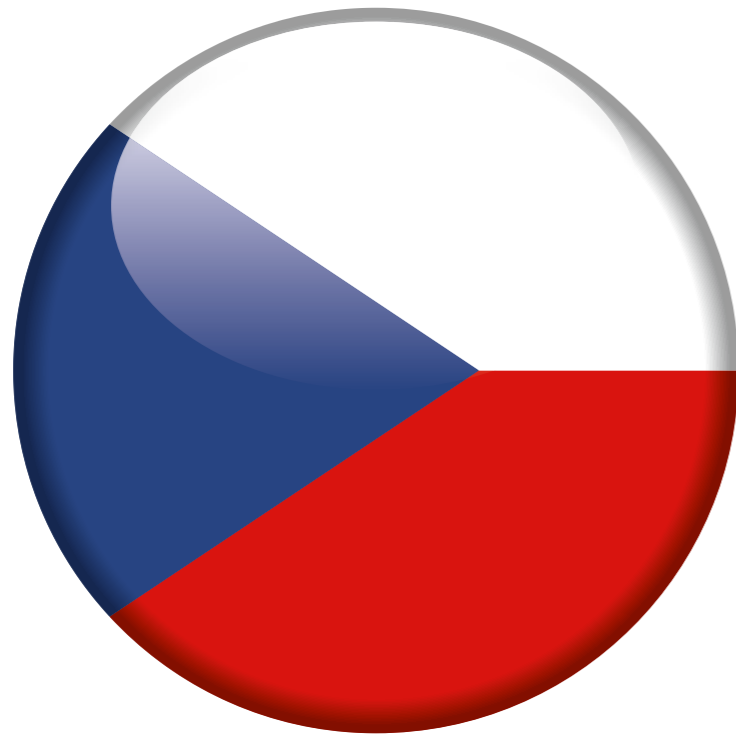
- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising media (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



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CAPITAL
DEICHMANN SHOP



Pro všechny provozy platí

Profil provozu

- Existující – v projektování zahrnuté prodejny – samostatně položené prodejny
- Vstupní oblasti od 30.000 obyvatelů
- Dodatečné reklamní nosiče jako pylony, vnější fasáda
- Možnosti parkování
- Dobré dopravní spojení, pohodlná dostupnost pro zákazníky s auto mobily a veřejnými dopravními prostředky

Profil plochy

- Plocha brutto: cca 450-600 m²
- Min. 13 m súvislé průčelí
- Výška stropu min. 3 m
- Dobrá viditelnost prodejny na promenádě

Profil objektu

- Moderní architektura nebo velmi hodnotná starší budova
- Vysoké, velkoplošné průčelí pro adekvátní prezentaci zboží
- Prodejna s charakterem boxů

Profil pronájmu

- Odevzdání nájemné plochy po popisu budovy k pronájmu
- Doba trvání smlouvy: 5 nebo 10 let plus opce

Profil nájemníka:

- Solventní nájemníci / partneři
- Akciové zboží
- Špičková módní obuv
- Bez reklamních nosičů (např. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing – under development shops – solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 450-600 sq.m
- Min. 13m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Deichmann tenant profile

- Solvent tenant / partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising media (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

Deichmann Czech Republic



DEICHMANN



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Deichmann Denmark

For alle beliggenheder gælder

Beliggenhedsprofil

- Eksisterende/ butiklokaler under projektering / enkeltstående beliggenheder
- opland fra 30.000 indbyggere
- Ekstra reklamemedier såsom reklamesøjler i city, yder facader
- Parkeringsmuligheder
- Gode offentlige trafikforbindelser, og tilkørselsforhold for kunder

Arealprofil

- Bruttoareal: ca. 400-500 m²
- Min. 12 m butiksfacade
- Lofthøjde min. 3,25 m
- God visuel placering af butikken i centret

Objektprofil

- Moderne arkitektur eller renoveret ældre byggeri
- Høj, stor vinduesfacade med mulighed for have en attraktiv varepræsentation
- Butikslokale i kvadratisk karakter

Lejeprofil

- Overdragelse af udlejningslokaler efter udlejerens bygningsbeskrivelse
- Kontraktløbetid: 5 hhv. 10 år plus option

Lejerprofil:

- Solvent lejer / partner
- Forøgelse af frekvensen
- Topmoderne sko
- Stor reklameeksponering (f.eks Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

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Property profile

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- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Tenant profile:

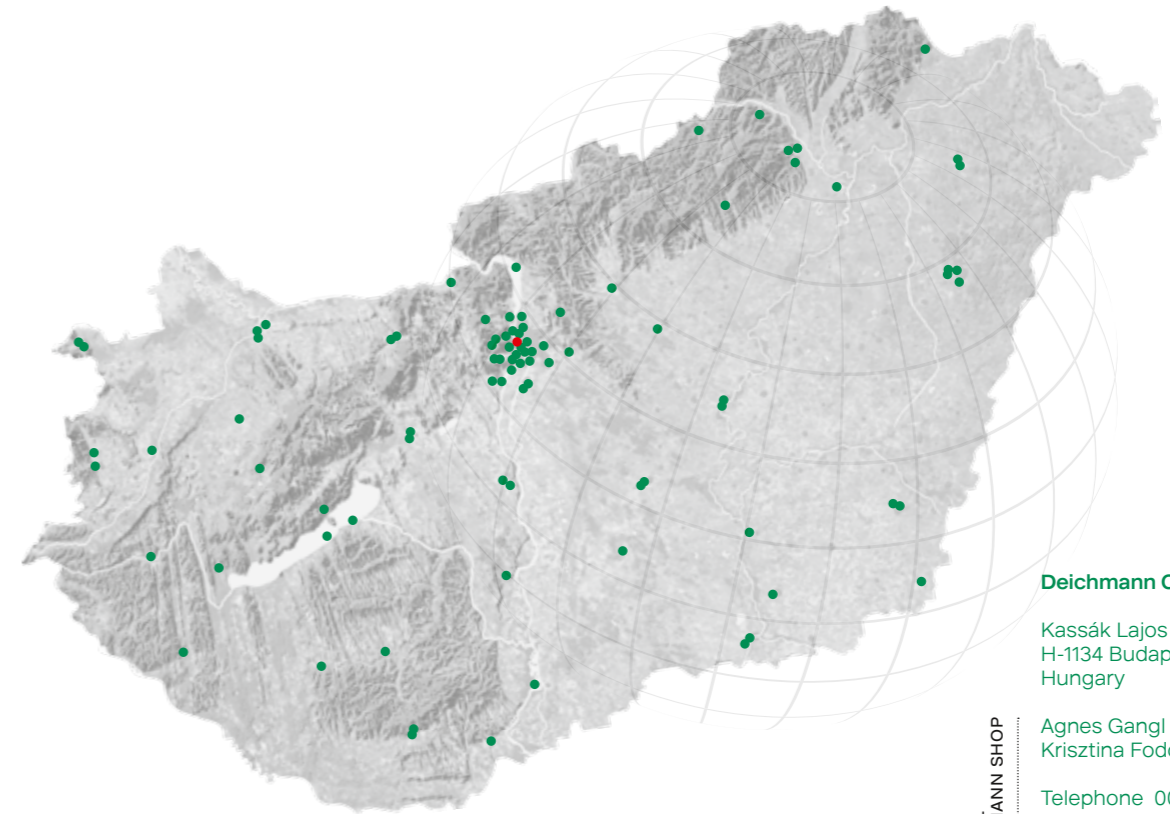
- Solvent tenant / partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising characters (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



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Deichmann Hungary

Minden telephelyre érvényes szempontok

Telehelyprofil

- már létező – tervezési fázisban lévő üzlethelyiségek – egyedüli telephelyek
- vonzáskörzet 30.000 lakótól
- kiegészítő reklámhordozók, mint oszlopok, külső homlokzatok
- parkolási lehetőségek
- a vásárlók számára személygépkocsival és tömegközlekedéssel is jó megközelíthetőség.

Területprofil

- bruttó terület: kb. 400-600 m²
- kb. 13 m-en futó homlokzat
- mennyezetmagasság legalább 3 m
- az üzlethelyiség jó láthatósága a bevásárlóközpontokban

Objektumprofil

- Modern építészeti stílus vagy értékes régi épület
- Magas, nagyfelületű homlokzati ablakok a megfelelő árubemutató céljából
- Doboos jellegű üzlethelyiség

Lízingprofil

- a bérlemény átadása a bérlő műszaki leírása alapján
- A szerződés időtartama: 5 ill. 10 év plusz opció

Bérlőprofil

- Fizetőképés bérlő/partner
- látogatottságot növelő
- a legújabb divatot követő cipők
- Exkluzív reklámhordozók (pl. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- Ca. 13 m continuous front
- Ceiling height ca. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Deichmann tenant profile

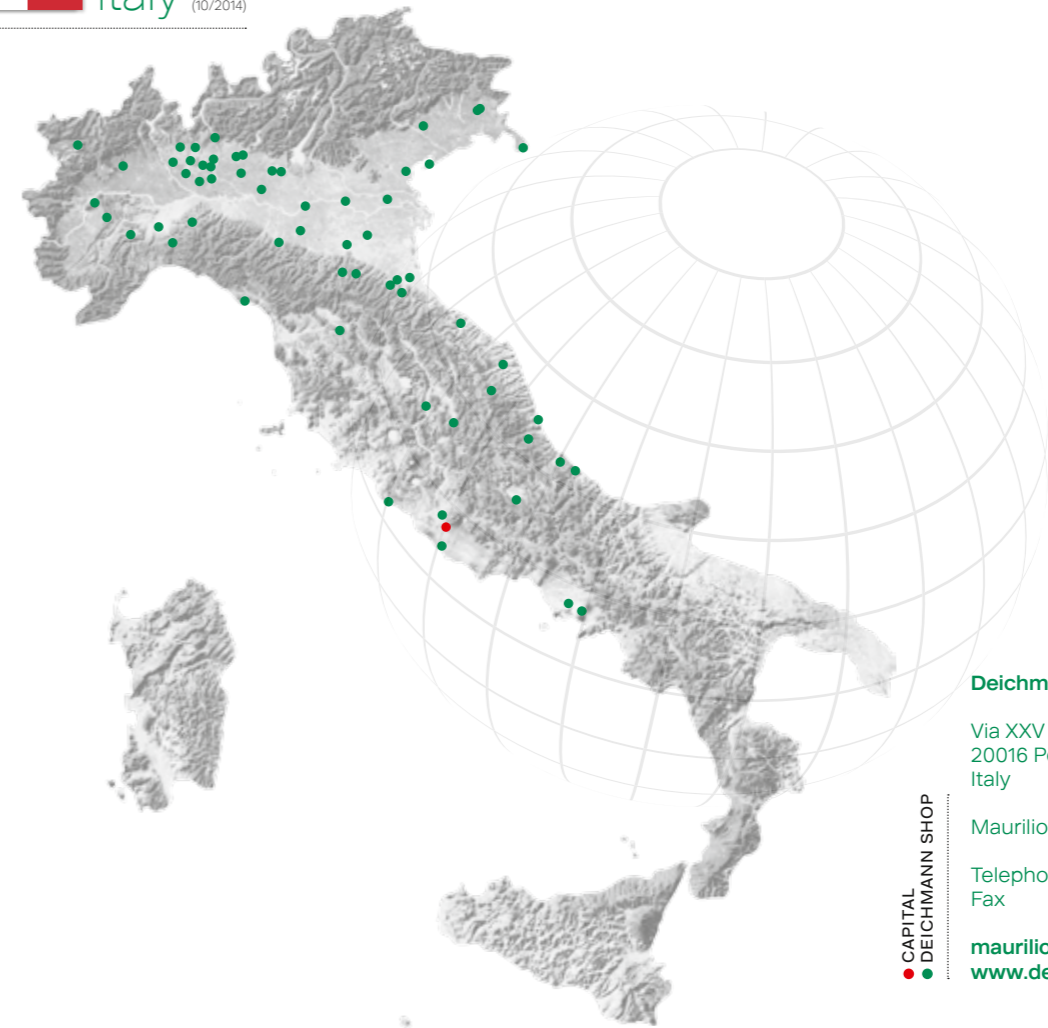
- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising media (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



DEICHMANN



DEICHMANN



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Deichmann Italy

Per tutte le ubicazioni vale

Profilo dell'ubicazione

- locali adibiti alla vendita esistenti - in fase di progettazione - ubicazioni solitarie
- Bacino d'utenza a partire da 30.000 abitanti
- Veicoli pubblicitari aggiuntivi come totem, facciate esterne
- Possibilità di parcheggio
- Buon collegamento alla rete stradale, facile raggiungibilità per i clienti con auto e mezzi pubblici

Profilo della superficie

- Superficie lorda: ca. 500-600 m² (400 m² vendita)
- Min. 10 m di lato frontale continuo
- Altezza soffitti min. 3 m
- Buona visibilità del locale adibito alla vendita nei malls

Profilo dell'immobile

- Architettura moderna - stabile di pregio
- Grande fronte, vetrine alte per una presentazione adeguata della merce
- Locale adibito alla vendita

Profilo della locazione

- Consegna della superficie affittata dopo la descrizione delle opere
- Durata del contratto: 7 o 10 anni più opzione

Profilo dell'affittuario

- Affittuario/partner solvibile
- Articoli a prezzi bassi di grande richiamo
- Scarpe all'ultima moda
- Veicoli pubblicitari esclusivi (per esempio Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites - shopping centre developments - solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- ca. 500-600 sq.m (400 sq.m sales area)
- Min. 10 m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture - high quality building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 7 or 10 years plus option

Deichmann tenant profile

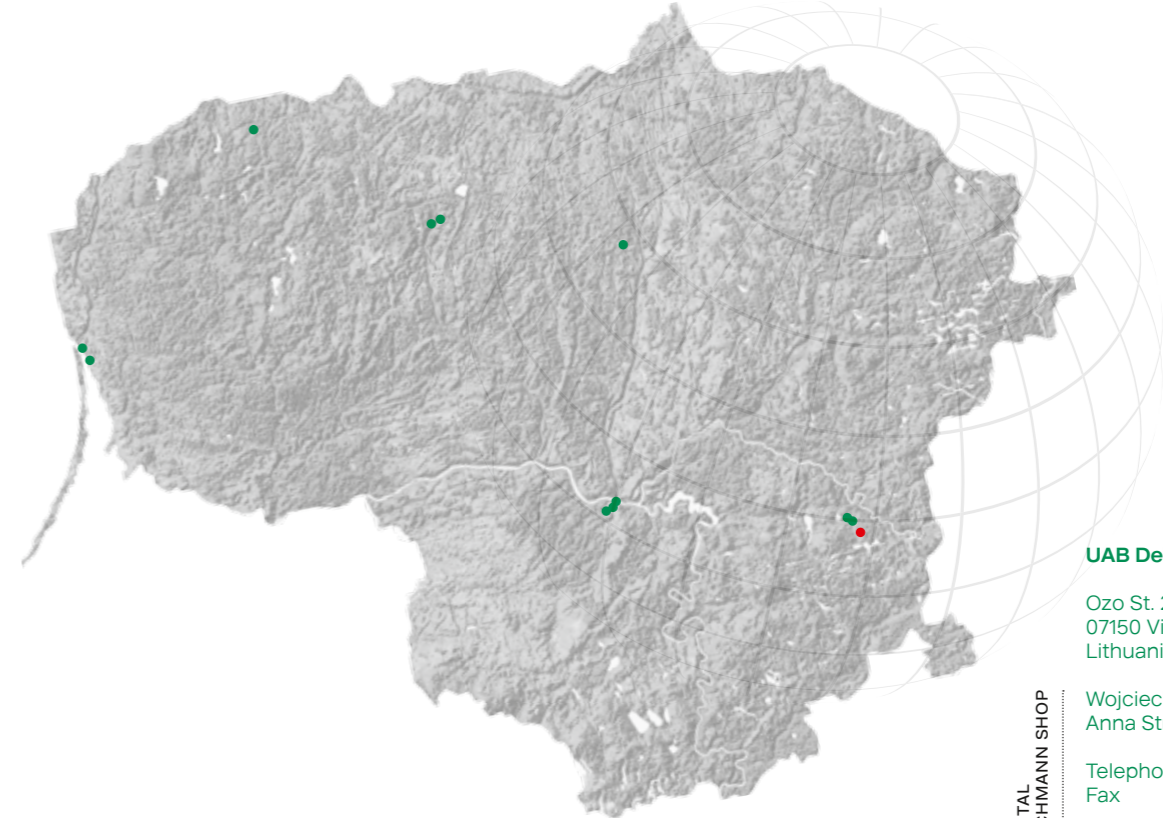
- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising media (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



DEICHMANN



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UAB Deichmann Avalyne

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Deichmann Lithuania

Visiems plotams galioja

Vietovės profilis

- Egzistuojančios, plane nurodytos parduotuvės, išskirtinės vietos
- Aplinkinis rajonas su daugiau nei 30 000 gyventojų
- Papildomos lauko reklamos galimybės ant fasado
- Automobilių statymo galimybė
- Geras susisiekimas, patogus privažiavimas automobiliu bei viešojo transporto priemonėmis

Parduotuvės ploto reikalavimai

- Bendras plotas maždaug 400–600 m²
- Parduotuvės fasadas – maždaug 9 m
- Lubų aukštis – maždaug 3 m
- Geras parduotuvės matomumas prekybos centre

Objekto profilis

- Modernios architektūros arba gerai atnaujintas senas pastatas
- Aukšta, didelė vitrina prekių eksponavimui
- Batų dėžutės laikomos prekybos salėje

Reikalavimai nuomai

- Nuomojamo ploto priėmimas-perdavimas vyksta pagal atskirą susitarimą
- Nuomos sutarties laikotarpis 5-iems arba 10-iai metų su galimybe pratęsti

Nuomininko profilis

- Mokūs nuomininkai/partneriai
- Lankytojų srautų palaikymas
- Naujausios mados tendencijos
- Išskirtinė reklama (su Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly ir pan.)

The following applies to all sites:

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- Ca. 9 m continuous front
- Ceiling height ca. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Deichmann tenant profile

- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



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vanHaren Netherlands

Voor alle locaties is het volgende van toepassing

Locatieprofiel

- Zelfstandige winkelunit
- Verzorgingsgebied vanaf 40.000 inwoners
- Goede parkeermogelijkheden
- Goede bereikbaarheid zowel met de auto als met het openbaar vervoer

Winkelprofiel

- Brutto-oppervlakte 350 tot 750 m²
- Minimaal 10 m front
- Vrije plafondhoogte minimaal 3,20 m
- Goede zichtlocatie in het winkelgebied

Objectprofiel

- Moderne architectuur of hoogwaardige bestaande bouw
- Hoge grote etalages voor een optimale productpresentatie
- Lengte breedte verhouding als een 'schoendoos'

Aanhuurprofiel

- e.e.a. overeenkomstig de verhuurbedrijving
- Looptijd van de overeenkomst 5 of 10 jaar met optiejaren

Huurdersprofiel

- Goede solvabele huurder/partner
- Hoge bezoekfrequentie
- Top modische schoenen voor iedereen
- Exclusieve merken Lage prijzen voor de producten (bijvoorbeeld Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 40,000 inhabitants
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 350-750 sq.m
- Min. 10 m continuous front
- Ceiling height min. 3,20 m
- Good visibility of shop in the mall

Property profile

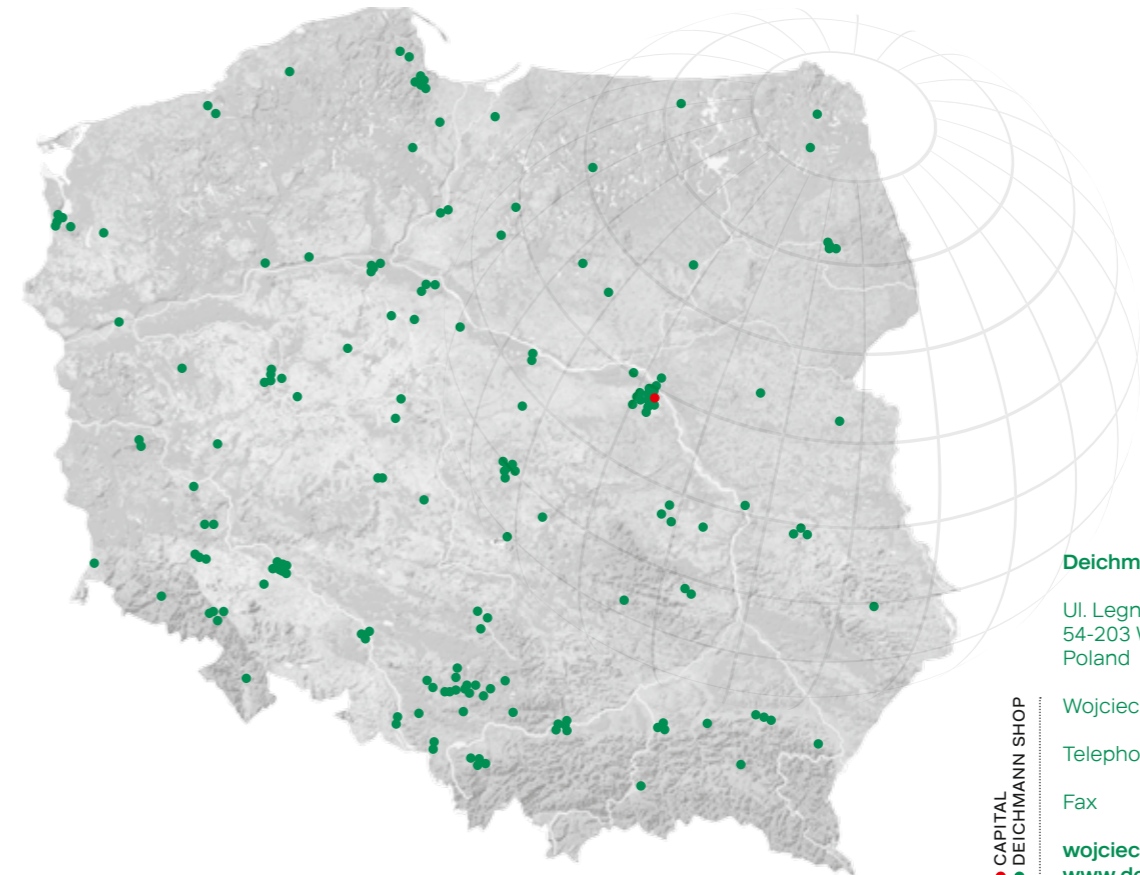
- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Van Haren tenant profile

- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising characters (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



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Deichmann Poland

Wymagania dla wszystkich lokalizacji

Profil lokalizacji

- lokale handlowe istniejące oraz będące w fazie projektowania
- obszary o zasięgu oddziaływania powyżej 30.000 mieszkańców
- dodatkowe nośniki reklamy na pylonie, elewacji zewnętrznej
- miejsca parkingowe
- dobre połączenia komunikacyjne prywatnymi jak i publicznymi środkami lokomocji

Profil powierzchniowy

- powierzchnia całkowita: ok. 400-600 m²
- front lokalu: ok. 9 m
- wysokość sufitu: ok. 3 m
- dobra widoczność lokalu od strony pasażu handlowego

Profil obiektu

- budynki wybudowane z użyciem nowoczesnych rozwiązań architektonicznych lub „stare” budownictwo o wysokich walorach estetycznych i technicznych
- wysokie duże okna, nadające się do odpowiedniej prezentacji towaru
- lokale handlowe o charakterze boksu

Profil najmu

- przekazanie powierzchni zgodnie z opisem budowlanym uzgodnionym z najemcą
- okres obowiązywania umowy: 5 lub 10 lat plus opcja

Profil najemcy

- najemca/partner o dobrej kondycji finansowej
- generujący dużą frekwencję
- oferujący najmodniejsze obuwie
- korzystający z nowoczesnych nośników reklamy (np. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- Ca. 9 m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Deichmann tenant profile

- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising characters (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



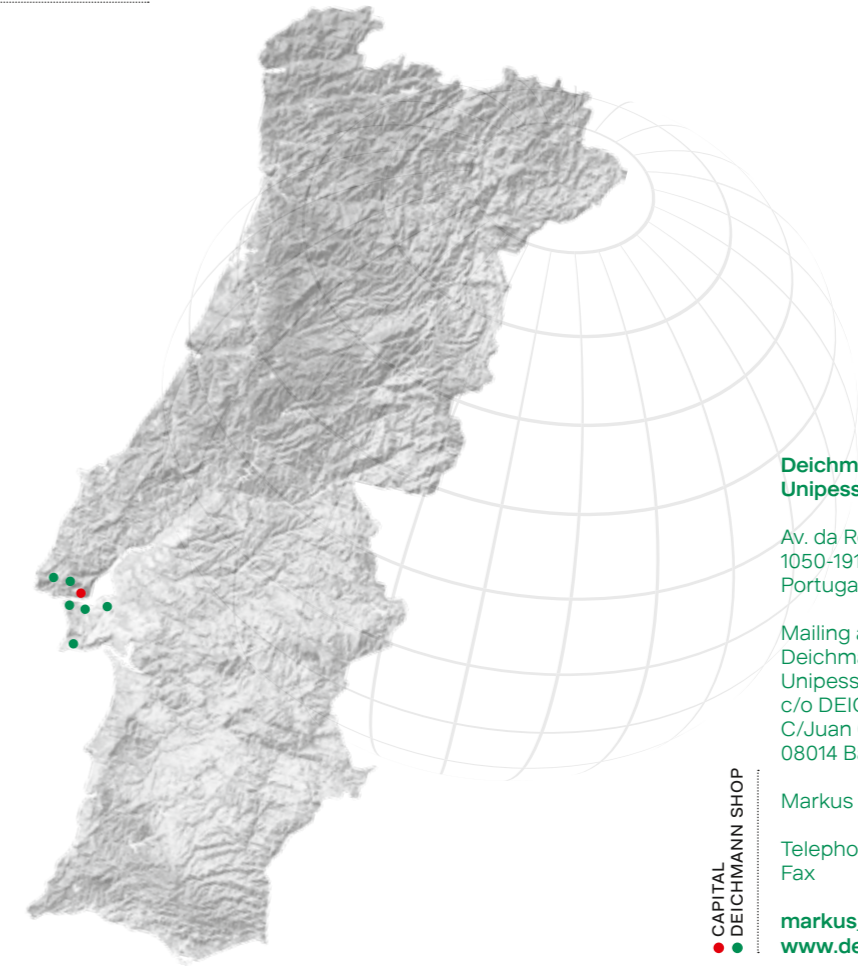
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Deichmann Portugal



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Condições para todos os locais

Perfil do local

- Zonas de primeira classe: centros comerciais existentes e edifícios individuais
- Zona de afluência acima de 30.000 habitantes
- Meios publicitários adicionais tais como pylons, fachadas externas
- Centros comerciais com uma SBA mínima de 15.000 m²
- Possibilidades de estacionamento
- Boa ligação aos meios de transporte, acesso fácil de carro e de transportes públicos

Perfil da área

- Superfície total aprox. 400-600 m²
- Fachada contínua de aprox. 9 m
- Altura mínima do tecto 3 m
- Boa visibilidade da loja na zona comercial

Perfil do imóvel

- Arquitectura moderna ou edifício antigo de alta qualidade
- Montras de grandes dimensões para apresentação adequada dos artigos
- Loja de estilo "box"

Perfil do aluguer

- Entrega do local alugado conforme a descrição do local por parte do inquilino
- Duração do contrato: 5 ou 10 anos com opção de renovação

Perfil do inquilino Deichmann

- Inquilino/sócio solvente
- Gerador de frequentação
- Calçado de moda
- Publicidade exclusiva
(por exemplo Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Shopping Centres with a GLA of min. 15.000 sq.m
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- Ca. 9 m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

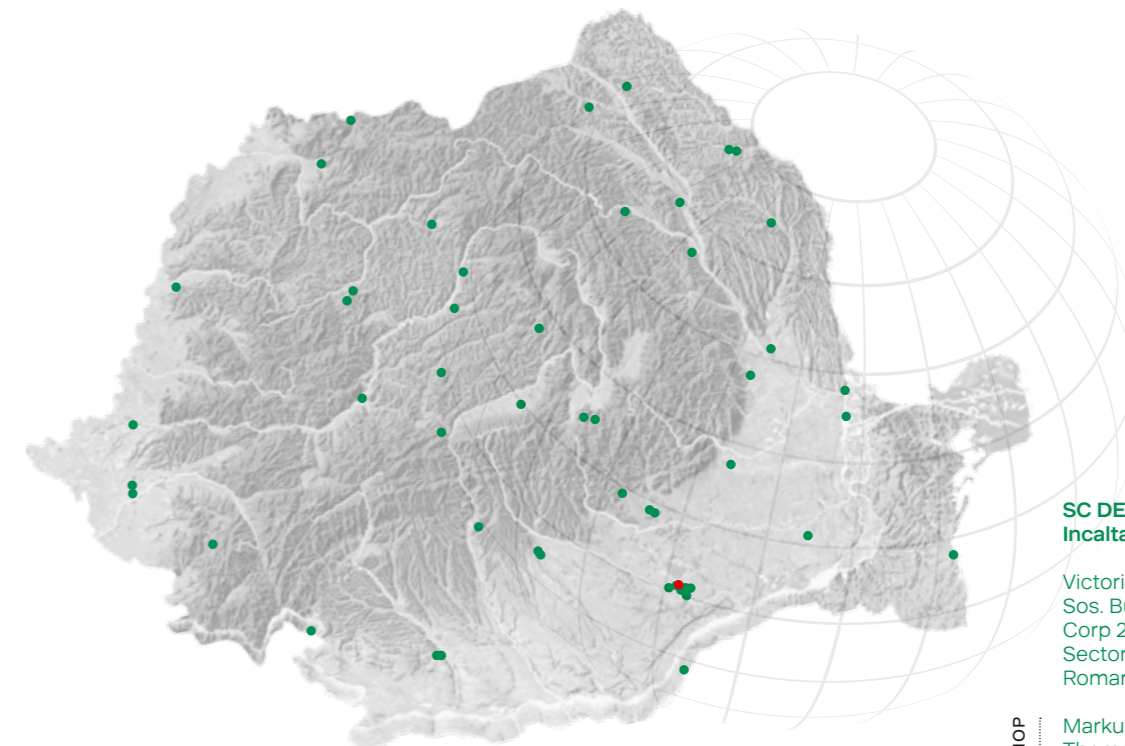
- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Deichmann tenant profile

- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising media
(e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



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Deichmann Romania

Este valabil pentru toate amplasamentele

Profil de amplasament

- amplasamente solitare existente – magazine care se află în fază de proiect
- orase avand min. 30.000 de locuitori
- asigurarea de spatii publicitare complementare ca de ex. pylon, fațada exterioară
- parcare asigurata
- acces bun pentru clienții cu autoturism sau cu mijloace de tranport in comun

Profil de suprafață

- Suprafața brută: ca. 400-600 m²
- Ca. 13 m front curent
- Înălțime tavan ca. 3 m
- Vizibilitate bună a magazinului în mall-uri

Profil de obiect

- Arhitectură modernă sau construcție veche de înaltă calitate
- Vitrină înaltă, cu suprafață mare, pentru o prezentare adecvată a mărfii
- Magazin în caracter „box”

Profil de închiriere

- Predarea suprafeței de închiriere după specificațiile construcției de către chiriaș
- Perioada de valabilitate a contractului: 5 respectiv 10 ani plus opțiune

Profil de chiriaș

- chiriaș solvabil/partener
- generator de trafic
- Pantofi la modă
- materiale publicitare exclusive (de ex. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- Ca. 13 m continuous front
- Ceiling height ca. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Deichmann tenant profile

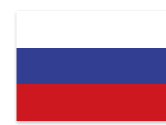
- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising characters (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



DEICHMANN



DEICHMANN



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Deichmann Russia

Для всех филиалов действительно следующее:

Требования к месторасположению

- уже имеющиеся – планируемые помещения для размещения магазинов
- изолированное размещение
- торговая зона – от 100 000 человек
- дополнительные места для размещения рекламы, напр., пилон, внешний фасад
- наличие парковки
- удобная транспортная доступность, для клиентов как на личном, так и на общественном транспорте

Требования к торговой площади

- площадь брутто: около 400-600 м
- передний фасад не менее 12 погонных метров
- высота потолка не менее 3 м
- визуальная заметность магазина среди торговых центров-моллов

Требования к объекту

- современное здание или презентабельный дом старой постройки
- высокое, крупноформатное окно-витрина на фасаде для полного, соответствующего представления товара
- магазин в виде отсека

Требования к аренде

- передача арендатору площади согласно описанию объекта строительства
- срок действия договора: 10 лет с опцией продления

Профиль арендатора

- солидный платежеспособный арендатор / партнёр
- магнит для клиентов
- современная, модная обувь
- эксклюзивные рекламные лица бренда (напр., Холли Берри, Синди Кроуфорд, Sugababes, Pussycat Dolls, Джои Келли)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments - solitary sites
- Catchment area above 100,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- Ca. 12 m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 10 years plus option

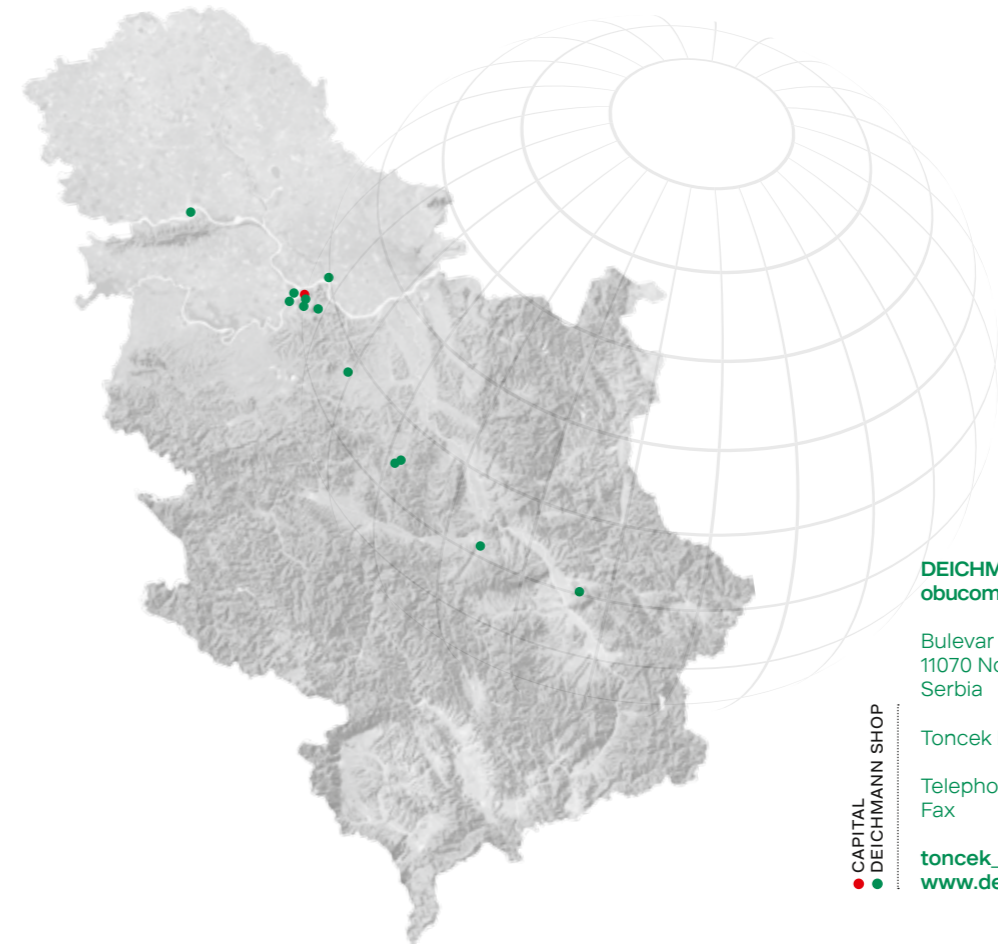
Deichmann tenant profile

- strong tenant / partner
- High footfall generator
- Top fashion shoes
- Exclusive advertising characters (z.B. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)





Deichmann
Serbia (10/2014)



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Deichmann Serbia

Za sve lokacije vredi

Profil lokacije

- postojeće – lokacije dućana koji se projektuju – solitarne lokacije
- gravitacijsko područje od 30.000 stanovnika
- dodatni reklamni nosači kao piloni, vanjske fasade poželjne
- mogućnost parkiranja
- dobra prometna povezanost, ugodna dosežnost za mušterije sa kolima i sredstvima javnog prevoza

Profil površine

- bruto površina: ca. 400-600 m²
- najmanje 13 m tekuće fronte
- visina stropa najmanje 3 m
- dobra vidljivost dućana u Mallu

Profil objekta

- moderna arhitektura ili visokovredna starogradnja
- visoke, površinski velike staklene fronte za primerenu prezentaciju robe
- dućan s karakterom boxa

Profil iznajmljivanja

- predaja najamne površine prema građevinskom opisu unajmivača
- trajanje ugovora: 5 odnosno 10 godina plus opcija

Profil unajmivača

- solventni unajmivač / partner
- potrošački magnet
- top moderne cipele
- ekskluzivni nositelji reklame
(na primer Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- Ca. 13 m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Deichmann tenant profile

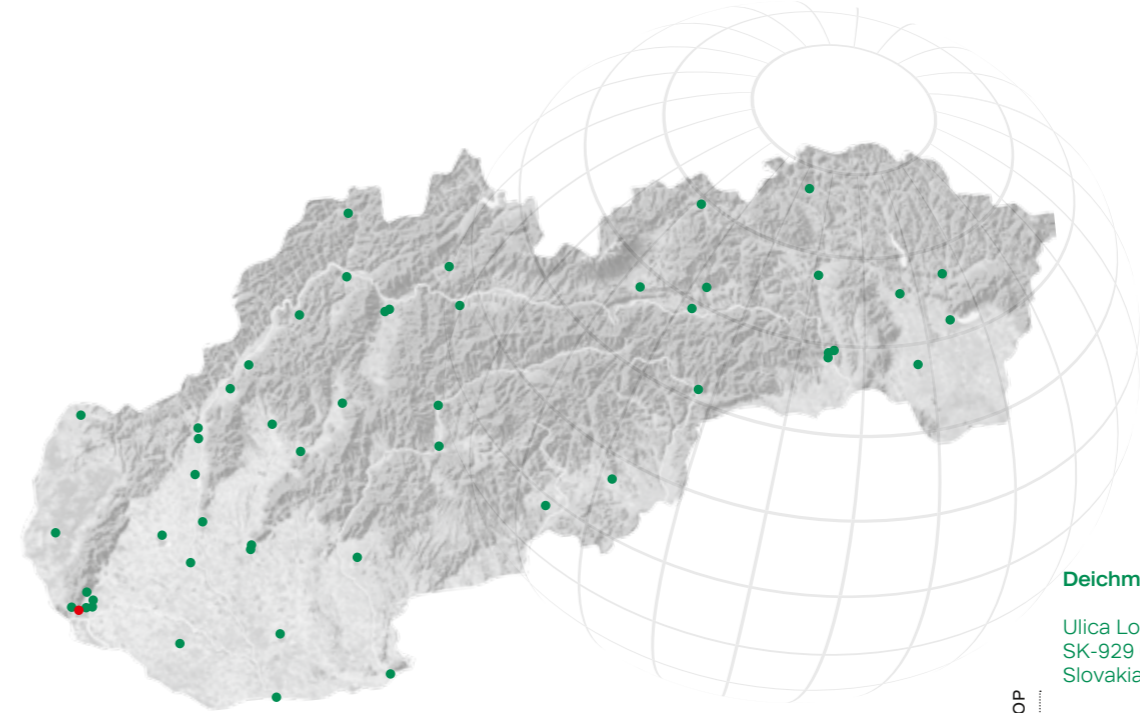
- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising
(e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



DEICHMANN



DEICHMANN



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CAPITAL
DEICHMANN SHOP



Deichmann Slovakia

Pre všetky prevádzky platí

Profil prevádzky

- Existujúce – v projektovaní zahnuté predajne – samostatne položené predajne
- Spádové oblasti od 30.000 obyvateľov
- Dodatočné reklamné nosiče ako pylony, vonkajšia fasáda
- Možnosti parkovania
- Dobré dopravné spojenie, pohodlná dostupnosť pre zákazníkov s automobily a verejnými dopravnými prostriedkami

Profil plochy

- Plocha brutto: cca 450-600 m²
- Min. 13 m súvislé priečelie
- Výška stropu min. 3 m
- Dobrá viditeľnosť predajne na promenáde

Profil objektu

- Moderná architektúra alebo veľmi hodnotná staršia budova
- Vysoké, veľkoplošné priečelie pre adekvátnu prezentáciu tovaru
- Predajňa s obdĺžnikovým charakterom

Profil prenájmu

- Odovzdanie nájomnej plochy podľa technického popisu stavby
- Doba trvania zmluvy: 5 alebo 10 rokov plus opcia

Profil nájomníka:

- Solventní nájomníci / partneri
- Zdroj frekvencie
- Špičková módna obuv
- Mimoriadne reklamné nosiče (npr. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites:

Site profile

- Existing – under development shops – solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 450-600 sq.m
- Min. 13 m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

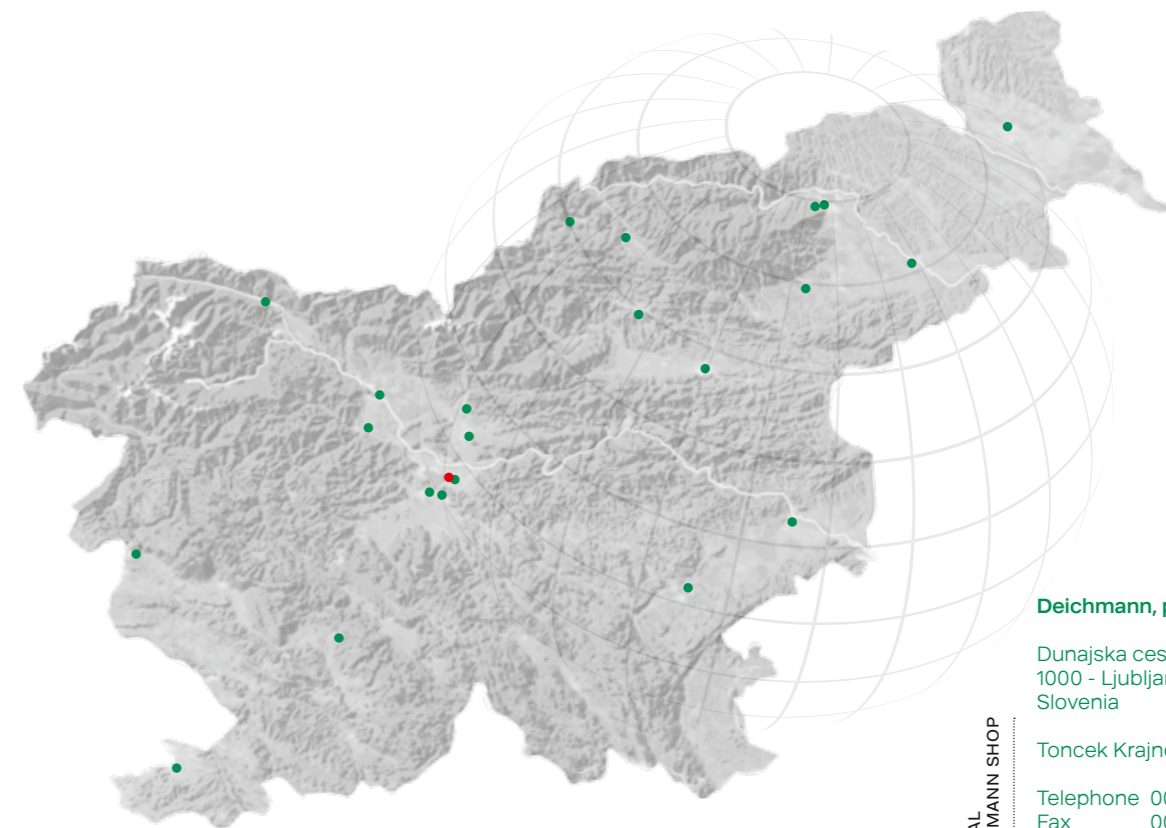
Tenant profile:

- Solvent tenant / partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising characters (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)





Deichmann
Slovenia (10/2014)



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Deichmann Slovenia

Za vse lokacije velja

Profil lokacije

- obstoječe - v projektiranju nahajajoče se trgovine - posamezne lokacije
- Zaledja z več kot 30.000 prebivalci
- Dodatne površine za oglaševanje kot npr. oglasni steber, zunanja fasada
- Možnost parkirišč
- Dobra prometna povezava, enostavna dosegljivost za stranke z osebnim avtomobilom in javnimi prevoznimi sredstvi

Profil površin

- Bruto površina: ca. 400-600 m²
- Ca. 13 m nepretrganega pročelja
- Višina stropov najmanj 3 m
- Dobra vidljivost trgovine v nakupovalnih središčih

Profil objekta

- Moderna arhitektura ali visokokakovostna stara zgradba
- Visoke in velike izložbene površine za ustrezno predstavitev blaga
- Trgovina s prezentacijo po »box« sistemu

Profil najema

- Predaja najemne površine po najemnikovem opisu gradnje
- Čas trajanja pogodbe: 5 oz. 10 let z možnostjo podaljšanja

Profil najemnika

- Solventni najemniki/partnerji
- Artikli za privabljanje strank
- Zelo moderni čevlji
- Ekskluzivni oglaševalski mediji (npr. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites - shopping centre developments - Solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- Ca. 13 m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Deichmann tenant profile

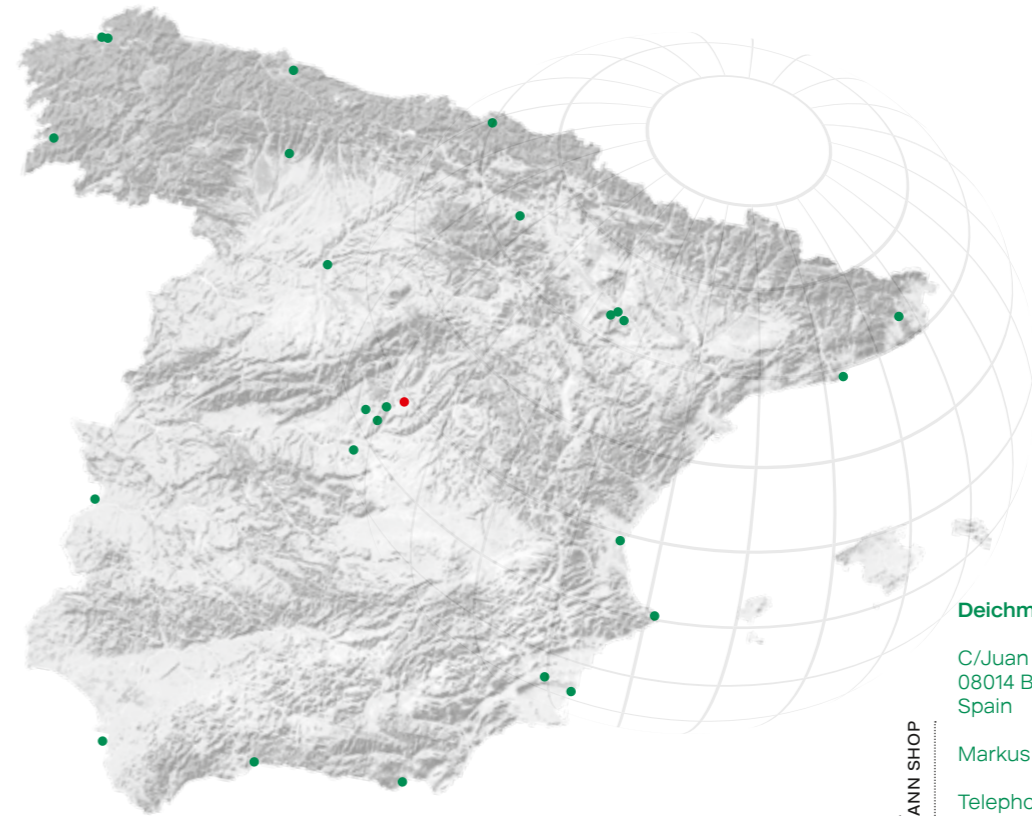
- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising media (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



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Deichmann Spain

Condiciones para todos los lugares

Perfil del lugar

- Ubicaciones en zona prime, centros comerciales existentes y en desarrollo
- Zona de afluencia a partir de 30.000 habitantes
- Soportes publicitarios adicionales como tótem, fachada externa
- Centros comerciales con una SBA de 15.000 m² mínima
- Aparcamiento
- Buenas comunicaciones viales, confortable de llegar para clientes con coche y transportes públicos

Perfil del área

- Superficie bruta aprox. 400-550 m²
- Fachada de aprox. 9 m
- Altura mínima del techo min. 3 m
- Ubicación de la tienda bien visible desde el mall

Perfil del inmueble

- Moderna arquitectura o edificio antiguo de alta calidad
- Frente de ventanales grandes para una adecuada presentación de la mercancía
- Local de la tienda al estilo "box"

Perfil de arrendamiento

- Entrega del local alquilado según descripción de obras del inquilino
- Vigencia del contrato 5 o 10 años renovables

Perfil del arrendatario Deichmann

- Arrendatario y socios solventes
- Frecuentado
- Zapatos muy a la moda
- Publicidad exclusiva (por ejemplo Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 30,000 inhabitants
- Additional advertising media such as pylons, external facades
- Shopping Centres with a GLA of min. 15.000 sq.m
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- Ca. 9 m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Deichmann tenant profile

- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising media (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



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Deichmann Sweden

För alla platser gäller

Platsprofil

- Befintliga – i projekteringen ingående butikslokaler – fristående platser
- Upptagningsområde från och med 40.000 invånare
- Ytterligare reklammedia såsom pylon, utomhusfasad
- Parkeringsmöjligheter
- Bra trafikläge, bekvämt att nå för kunder med bil och med allmänna kommunikationer

Ytprofil

- Bruttoyta: ca 400-500 m²
- Minst 12 m sammanhängande front
- Takhöjd minst 3,25 m
- Butikslokaler i väl synligt läge i gallerierna.

Objektprofil

- Modern arkitektur eller högvärdigt, befintligt objekt
- Hög fönsterfront med stor yta för adekvat varupresentation
- Butikslokal med „box“-karaktär

Hyresprofil

- Överlämnande av hyresytan enligt specifikation
- Avtalsperiod: 5 resp. 10 år plus option

Hyresgästprofil:

- Solventa hyresgäster/partners
- Lockvaror
- Toppmoderna skor
- Exklusiva reklammedia (t. ex. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing – under development shops – solitary sites
- Catchment area above 40.000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-500 sq.m
- Min. 12 m continuous front
- Ceiling height min. 3,25 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Tenant profile:

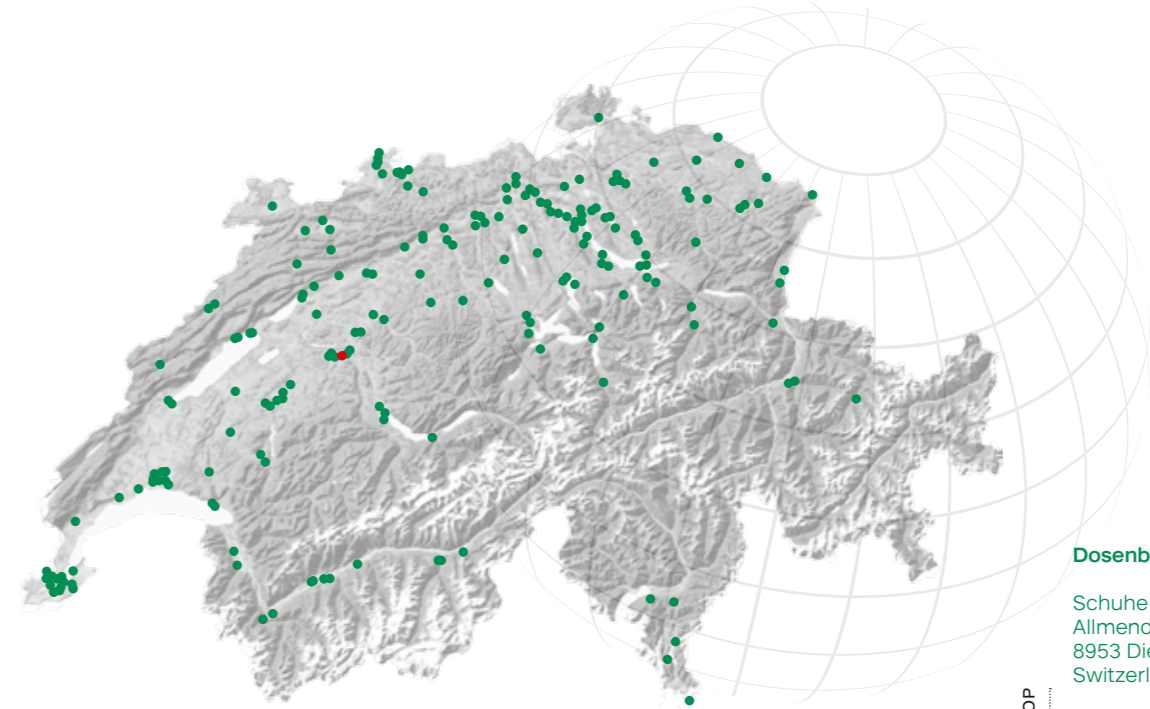
- Solvent tenant / partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising media (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



DEICHMANN



DEICHMANN



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CAPITAL
DOSENBACH SHOP



Dosenbach Switzerland

Für alle Standorte gilt

Standortprofil

- bestehende, in Projektaufbau befindende Ladenlokale und/oder „Stand alone“
- Einzugsgebiete ab 10.000 Einwohner
- zusätzliche Werbeträger wie Pylon, Aussenfassade etc.
- Parkplatzmöglichkeiten
- gute Verkehrsanbindung, angenehme Erreichbarkeit für Kunden mit PW und mit öffentlichen Verkehrsmittel

Objektprofil

- moderne Architektur oder hochwertiger Altbau
- hohe, grossflächige Fensterfront für eine adäquate Warenpräsentation
- Ladenlokal im Box-Charakter

Anmietungsprofil

- Übergabe der Mietfläche nach Mieterbaubeschreibung
- Vertragslaufzeit: 5 Jahre plus 2 x 5 Jahre Option

Mieterprofil Deichmann

- solventer Mietpartner
- Frequenzbringer
- topmodische Schuhe
- exklusive Werbeträger (z.B. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

Profils des emplacements

Situation

- Magasins ou locaux isolés, déjà existants ou en cours de construction
- Zones d'activités ayant un potentiel de 10.000 personnes minimum
- Supports publicitaires tels que tours, façades extérieures, etc.
- Parking
- Accès mixte (véhicules et transports en commun)

Bâtiment

- Architecture moderne ou bâtiment ancien, mis aux normes
- Vaste baie vitrée offrant suffisamment d'espace pour la mise en valeur des produits
- Local en forme de box carré

Bail

- Bail de type commercial
- Durée : 5 ans avec option 2 x 5 ans de renouvellement

Le locataire - Deichmann

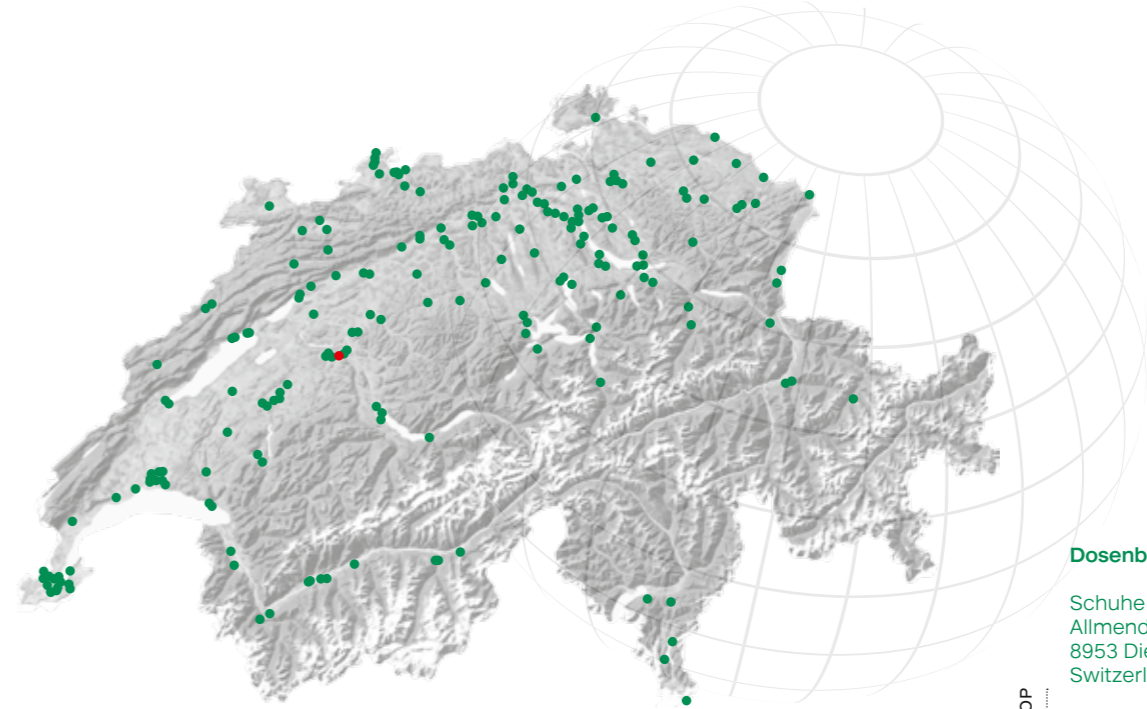
- Locataire solvable
- Pôle d'attraction commercial
- Chaussures très tendance
- Supports publicitaires exclusifs (p.ex. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



DOSENBACH



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Dosenbach Switzerland

Per tutte le ubicazioni vale

Profilo dell'ubicazione

- locali adibiti alla vendita esistenti, in fase di progettazione e/o ubicazioni solitarie
- Bacino d'utenza a partire da 10.000 abitanti
- Veicoli pubblicitari addizionali come totem, facciate esterne, ecc.
- Possibilità di parcheggio
- Buon collegamento alla rete stradale, facile raggiungibilità per i clienti con auto e mezzi pubblici

Profilo dell'immobile

- Architettura moderna o vecchio stabile di gran pregio
- Grande fronte vetrine alte per una presentazione adeguata della merce
- Locale adibito alla vendita di carattere box

Profilo della locazione

- Consegna della superficie affittata dopo la descrizione delle opere
- Durata del contratto:
5 anni più opzione 2 volte 5 anni

Profilo dell'affittuario

- Affittuario solvibile
- Articoli a prezzi bassi di grande richiamo
- Scarpe all'ultima moda
- Pubblicità esclusiva
- Veicoli pubblicitari esclusivi (per esempio Halle Berry Cindy, Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 10,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration:
5 or 10 years plus option

Deichmann tenant profile

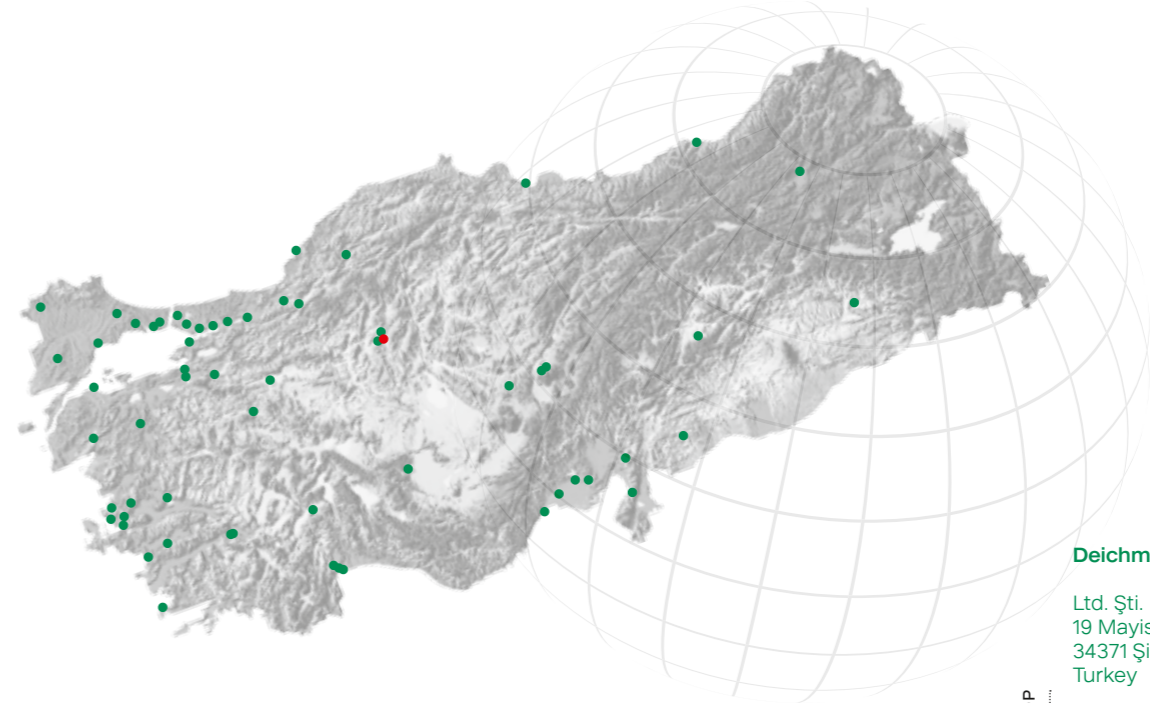
- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising media (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



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Deichmann Turkey

Bütün merkezler için geçerli olan şartlar

Mevcut AVM'ler

- Mevcut aum'ler proje aşamasında bulunan dükkanlar – tek merkez konumundaki yerler
- En az 100.000 nüfuslu yerleşim bölgeleri
- Totem gibi ek reklam taşıyıcıları, dış cephe
- Park yeri imkanı
- İyi bir trafik bağlantısı, hem toplu taşıma araçları hem de özel araçlarla kolay ulaşım imkanı

Alan profili

- Brüt alan: yakl. 400-600 m²
- En az 9 m kesintisiz ön cephe
- Tavan yüksekliği en az 3 m
- Alışveriş merkezlerinde dükkanın iyi bir görüş açısına sahip olması

Obje profili

- Modern mimari yada değeri yüksek eski yapı
- Ürünlerin sunumuna uygun yüksek ve geniş vitrine sahip cepheler
- Kutu ve simetrik biçimli dükkan

Kiralama profili

- Kiralanacak alanın kiracının isteğine göre tadilatından sonra teslim edilmesi
- Sözleşme süresi: 5 veya 10 yıl artı opsiyonlu

Kiracı profili

- Ödeme gücü yerinde olan kiracı/partner
- Müşteri çekebilme potansiyeli
- En son moda uygun ayakkabılar
- Özel ve sıradışı reklam (örn. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)

The following applies to all sites

Site profile

- Existing prime sites – shopping centre developments – solitary sites
- Catchment area above 100,000 inhabitants
- Additional advertising media such as pylons, external facades
- Parking possibilities
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- Min. 9 m continuous front
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- High, generously sized window front for adequate goods presentation
- Shop in box character

Leasing profile

- Handover of leasing area according to tenant building description
- Tenancy duration: 5 or 10 years plus option

Deichmann tenant profile

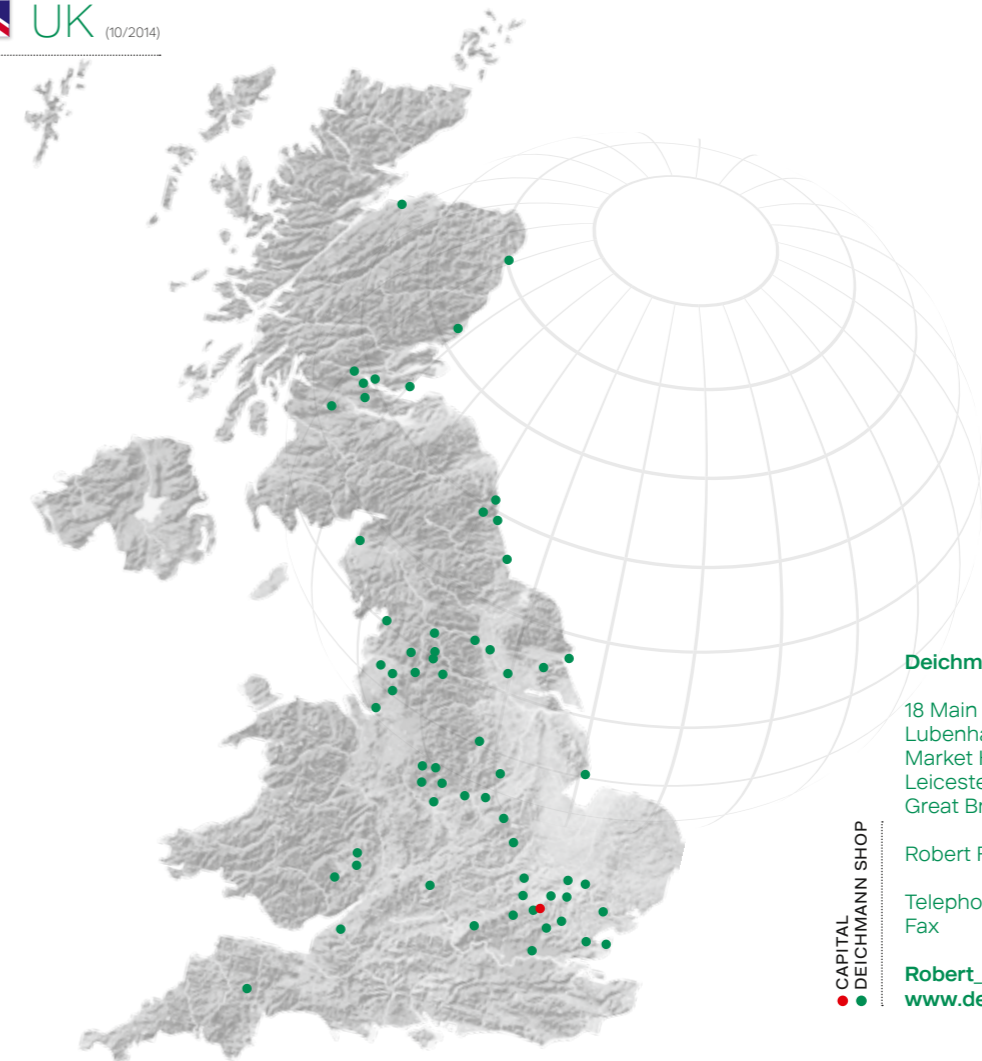
- Solvent tenant/partner
- Footfall generator
- Top fashion shoes
- Exclusive advertising media (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



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DEICHMANN SHOP



Deichmann UK

The following applies to all sites

Site profile

- Existing prime sites/shopping centre developments
- Local Population exceeding 50,000
- Additional advertising on external facades/totems
- Customer parking
- Good transport connections, easy to reach for customers by car and with public transport

Space profile

- Gross area: ca. 400-600 sq.m
- 9 m frontage
- Ceiling height min. 3 m
- Good visibility of shop in the mall

Property profile

- Modern architecture or high quality older building
- Full height glazed frontage for shop display
- Regular shape premises

Leasing profile

- Handover of demised area to agreed tenant's specification
- 5/10 year lease

Deichmann tenant profile

- Strong tenant/partner
- High footfall generator
- Top fashion shoes
- Exclusive advertising media (e.g. Halle Berry, Cindy Crawford, Sugababes, Pussycat Dolls, Joey Kelly)



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