



First Store
by ALEXA

BE THE NEW STORY.

brandeins
Wirtschaftsmagazin

Union
Investment

SONAE
SIERRA

ACROSS
THE EUROPEAN RETAIL REAL ESTATE MAGAZINE

„First Store by Alexa“ – the Competition

Vivid, colourful, distinctive. This is the ideal for a vibrant marketplace. Major international players stand among one-of-a-kind, small, regional concepts. Established brands reinvent themselves. Innovative products and concepts offer variety. Successful retail means constant change! This is exactly the vision of Sonae Sierra and Union Investment, Alexa’s operators. Diversity and innovation are essential parts of the modern shopping experience. It’s “welcome, world” meets “go local”.

That is the aim of the competition First Store by Alexa: We want to encourage innovation. We want to inspire established national and international brands to reinvent themselves. We want to give newcomers impetus and opportunities to dare to try. We’re doing that with the best resource we have: a stage in the middle of Berlin, in the successful Alexa Shopping Centre at Alexanderplatz.

First Store offers innovative store ideas a platform for a first shop with the best infrastructure and opportunities. It’s a springboard for new ideas and a launch pad into the market—and perhaps into expansion.

We are excited about the surprising and unique range of concepts that lie dormant in creative minds or drawers, waiting to be discovered, that have the potential to inspire Alexa’s visitors.



7 Elements – the facts on First Store by Alexa

the COMPETITION

the PRIZE

the PROCEDURE

the APPLICATION

the JURY

the INITIATORS

the COMPETITION OFFICE



“Here in the heart of Berlin, trends are created and creativity meets innovation. Newcomers and existing brands will find an excellent platform to venture into new territory and test new concepts.”

Volker Noack, Member of the Management Board at
Union Investment Real Estate GmbH



the **COMPETITION**

What is First Store?
Who can participate?



Store newcomers can have very different backgrounds. There are therefore two categories: "Best Newcomer" and "Best Brand".

the Competition

First Store by Alexa” is a competition for innovative store ideas. This “retail casting” was developed for start-ups and established brands, for manufacturers, producers and online stores who want to enrich retail outlets with new concepts. Are you a business, a small team or a one-man show? No matter. In order to participate, your store would simply have to be Germany's first.



AN INNOVATIVE RETAIL CASTING

1 First Store - Best Newcomer
The newcomer category includes young companies that want to open their first stores in a prime location. Your experience in the bricks-and-mortar trade is definitively local and your brand is not yet established. At the time of entering the competition, your submitted concept has been on the market for no more than two years. Small

shops in backyards and in border and peripheral locations count as newcomers for the first-store competition.

Hutstyler - a newcomer's unique success story

From a small kiosk to a trendy store in a prominent corner location: The Berlin label Hutstyler was launched in Alexa with just a few hats. Two years later, it moved into a representative shop with a collection of 300 to 400 models. Robert Schimke, one of the founders of Hutstyler: “When we heard that a store was available—on the ground floor right next to

one of Germany's largest Media Markts - we jumped at the opportunity. That's just about as good as it gets. We had amazing luck. Location is key to success... and now we want to expand!”

“Hats off!” You can read the entire success story in Alexa Fashion Magazine No.1, F/W 2015, on pages 18-19.

the Competition



First Store - Best Brand

2 The category Best Brand is open to established companies that have so far only sold their products through other retailers or online stores or who want to bring a completely new product or concept to market. Prerequisite: No stand-alone store with the competition concept yet exists in Germany.

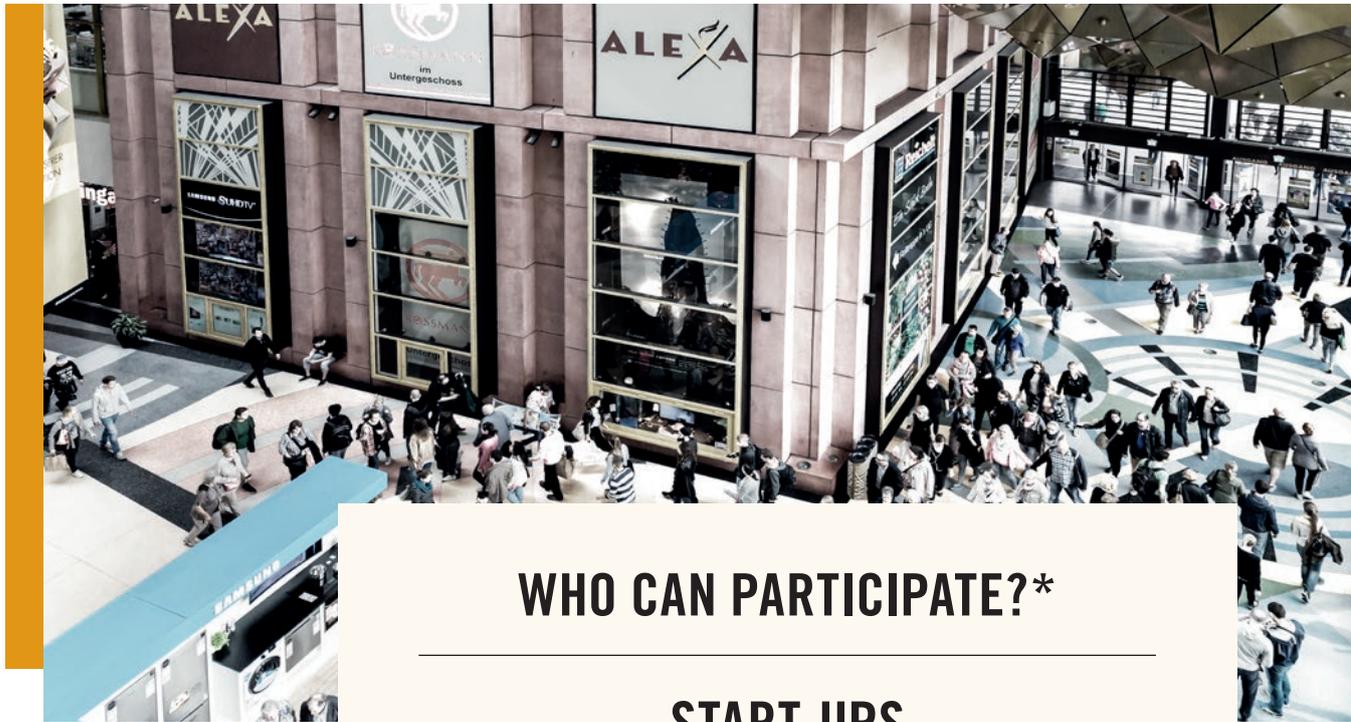
Online heads offline - an example of a Best Brand

The first Mister-Spex store with glasses you can touch (photo top left) opened in Alexa earlier this year. Europe's biggest online optician thus linked its e-commerce concept with the benefits of bricks-and-mortar retailing. "When we talk about the multichannel model, it's not just about retailers that

MORE AND MORE BRANDS PRESENT THEMSELVES AT THE POINT OF SALE. THE ICING ON THE CAKE: CONTENT MARKETING & STORYTELLING IN THE OWN STORE

enrich their local presence through an online offer. There are also many successful online businesses that do not want to miss out on the opportunities afforded by physical shops. Modern, successful centres like Alexa provide optimal conditions for such retailers", said Alexa's Centre Manager Oliver Hanna.





WHO CAN PARTICIPATE?*

START-UPS

MANUFACTURERS & PRODUCERS

ONLINE RETAILERS

ESTABLISHED BRANDS

AGENCIES

You can download the B2B Alexa magazine and find much more information about Alexa's exciting world at:
www.alexab2b.com



*Store concepts from the fields of catering, banking/insurance, religion, adult, politics and gambling are excluded from participation.

“We hope to see competitors who want to show their dedication and present their personal dreams in the form of new store ideas in Alexa. We don’t want any restrictions on innovative ideas and are totally open to everything new.”

Jens Horeis, Head of Property Management,
Sonae Sierra

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**the
PRIZE**

What can you win?



A start with the best opportunities: the first store, six months' rent free in one of the most successful Shopping Centres in Europe.

Alexa, Alexanderplatz, Berlin. Where Else!

the Prize

“First Store by Alexa” is an exceptional retail competition. It demands extraordinary ideas and awards the best concept for each category with a fantastic prize: a first store, six months' rent free, in Alexa, on Alexanderplatz in Berlin. The prize: 6 months' rent free

Both winners will receive a lease for a store on the ground floor of Alexa (Best Brand: max. 233 m²; Best Newcomer: max. 74 m²). The shops will be made available on 15 October 2017. The winners pay only a monthly ancillary and operating expenses fee for the first six months. All the details on the lease can be found in the participation conditions at firststorealexa.com

The value: priceless

Winners thus receive a chance to start their businesses in one of the busiest shopping malls in Europe: They can present themselves to a broad public with the best infrastructure and the full support of an ambitious centre management team. It's a test of your store idea under real market conditions with optimal prerequisites.

WHEN THE APPLICATION BECOMES THE FIRST PART OF YOUR CAMPAIGN...

There's minimal risk, but maximum multimedia attention -

even during the application phase. And: You will have a foot in the door at one of the most coveted retail areas in Germany. After six months, a perennial lease can be negotiated on regular conditions if both sides are interested.

Small start-ups, big support

To ensure that small start-ups with little starting capital have the greatest possible chance of success, the winner in the category Best Newcomer will receive further assistance: Alexa will make a fixed amount available to cover the cost of store design and shopfitting and will provide marketing support for the store launch in Alexa.



the Prize

HOTSPOT ALEXA

Fascinating facts & figures about the Shopping Centre on Alexanderplatz
More info: www.alexab2b.com



Center der Stars

Live acts and events with international stars like Rihanna, Leona Lewis, 50 Cent and Ed Sheeran regularly draw thousands of visitors to Alexa.

David Beckham
betritt das Alexa

TOP



POTENTIAL CUSTOMERS
300.000

Potential customers: 300,000 people visit Alexanderplatz every day. The square is the largest junction in Berlin.

MILLION
CUSTOMERS
VISIT ALEXA
ANNUALLY

16

Alexa is one of the most successful shopping malls in Europe.

7 Mio.

INTERNATIONAL

More than 35% of Alexa shoppers are tourists.



The new neighbours

Media Markt, H&M, Calvin Klein, Liebeskind & 180 other stores, restaurants and leisure attractions like Strike Lanes Bowling.

Berlin is Germany's tourist magnet and among the top three most popular destinations in Europe (after London and Paris).

ANOTHER TOP 3: Berlin is the No. 3 among the "Youthful Cities 2015"—right behind New York and London. This index measures the attractiveness of cities for people under 30.



“The prize is a fantastic start for a first own store. In 2001 I opened my first AMPELMANN shop in Berlin Mitte and it was an unbelievable experience. But it not only pays off for the winners. First Store has the potential to become a wide platform and a sustainable event for the shopping metropolis Berlin.”

Markus Heckhausen, Founder and CEO of the cult brand AMPELMANN

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the **PROCEDURE**

What, when, where?

HOW WILL THE CASTING WORK?

The retail casting for “First Store” will take place via a three-stage selection process.

1 - PRESELECTION

Please find out more and register at firststorealexa.com. Upload your application documents and concept presentation. The application deadline is 30/11/2016.

After the deadline, a seven-member jury of experts will privately select three finalists each in the categories Best Newcomer and Best Brand.

The jury will evaluate the applications according to three main criteria:

- Its innovativeness
- The concept’s economic sustainability
- The quality of its application

The top 3 in both categories will be announced to the public after the jury’s decision.



the Procedure



2 - PUBLIC VOTE

In February 2017, the six finalists' concepts will be presented to the public in Alexa and on digital platforms. Visitors to Alexa and users of online media will be asked to assess the concepts according to three criteria:

- Would you like to see this concept as a store in Alexa?
- How innovative is the concept?
- Does the concept, in your view, have the potential to establish itself in the market/in Alexa?

3 - FINALE

After the public vote is complete, the jury will meet for a second time. It will evaluate the finalists according to the same criteria as in the public vote.

The opinions of the public and the jury will each be given a weighting of 50%. The two final winners will then be determined from the results of these two polls.





the Procedure

**APPLICATION START
30 JUNE 2016**

**APPLICATION DEADLINE
30 NOVEMBER 2016**

**FIRST JURY MEETING AND ANNOUNCEMENT OF FINALISTS
JANUARY 2017**

**PUBLIC VOTE IN ALEXA
FEBRUARY 2017**

**SECOND JURY SESSION WITH PRESENTATIONS BY FINALISTS
FEBRUARY 2017**

**ANNOUNCEMENT OF WINNERS
31 MARCH 2017**

**DESIGN AND PLANNING OF SHOPFITTING
APRIL-AUGUST 2017**

**STORE HANDOVER AND SHOPFITTING
15 OCTOBER 2017**

**STORE OPENING AS PART OF THE ALEXA'S 10TH ANNIVERSARY
29 OCTOBER & 11 NOVEMBER, 2017**

“We have partnered with First Store because we can't imagine a world without retail stores, even as we see that retail is changing and must change. What ideas can consumers hope for in the future? We hope the competition will provide many different answers to that question.”

Susanne Risch, director of brand eins
Wissen GmbH & Co. KG

the APPLICATION

Step by step

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THE STORE APPLICATION PLATFORM

First Store by Alexa – die Website
www.firststorealexa.com

The universal competition platform. Here the participants:

- receive all necessary and current information
- can register and download the necessary documents
- and have the ability to upload the required presentation.

the Application

3 SMALL STEPS FOR YOU...



Download

Simply fill out the form at www.firststorealexa.com and request the documents. You will receive a confirmation email at the email address you specified with a link to the download.



Create application

Fill out the documents using the application information.



Upload

Gather all the required documents in a zip file. Upload the zip file. Good luck!

“Of course we would have loved to participate and are therefore a bit sad that this competition is taking place so soon after our grand opening and that we therefore cannot participate. We are nevertheless really pleased that our launch in Alexa was so successful and that we can now also be part of the jury.”

Jens Peter Klatt, Head of Multichannel, Mister Spex

the JURY

The members

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Volker Noack, Member of the Management Board at Union Investment Real Estate GmbH



Oliver Hanna, Alexa's Centre Manager from the very first day



Susanne Risch, director of brand eins Wissen GmbH & Co. KG



Markus Heckhausen, founder and CEO of the Berlin-based cult brand Ampelmann, tenant in Alexa since 2016



Jens Peter Klatt, Head of Multichannel at Mister Spex and tenant in Alexa since opening their first store in 2016



Dr. Kai Hudetz, CEO of the Institute for Retail Research (Institut für Handelsforschung)



Member of the Management Queens Center, New York

the Jury

The jury:

Expertise and diverse experience

A 7-member expert panel is responsible for the selection of the most promising store concepts. It brings together expertise and experience from various fields. Former newcomers mix with retail giants, industry experts and trend researchers.

Public Vote



Thousands of visitors and customers go in and out of Alexa daily. They stroll through the shops they like best. They buy where they find the best products. In summary: Who better judge which business concept could succeed in Alexa and which store would fit well? Exactly: Alexa's customers! That's why the public ratings for "First Store by Alexa" at the end of the competition matter as much as the final judgment of the jury.

“If you want to inspire and encourage true innovation, you must do the legwork in advance. The initiators have combined good elements and created a great presentation platform for retail - even without mentioning the exclusive prize.”

Dr. Kai Hudetz, Director of the Institute for Retail Research

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the
INITIATORS

Who is behind
„First Store“?



Sonae Sierra is an international real estate company with offices in 13 countries that specialises in retail property investors and their needs. The company develops and invests in sustainable retail properties and offers services in the areas of investment, development and property management.

Sonae Sierra owns 44 shopping centres with a market value of €6 billion. The company is also responsible for managing and/or leasing 85 shopping centres with a total of 2.3 million m² of lettable area (GLA) and approximately 9,000 tenants.



Union Investment is one of Europe's leading real estate investment managers. Our range of solutions includes open property funds and special funds and service and bundling mandates with a current volume of more than €31 billion.

Union Investment has stood for predictive real estate investments for more than 50 years. We provide our investors with a stable and effective platform that combines high-performance real estate purchases with a value-based asset management approach. Our diversified real estate portfolio stretches over 24 countries and five continents and consists of more than 320 objects in the segments office, hotel, retail and logistics. With a transaction volume of €5 billion, Union Investment was again among the most active European investment actors in 2015. Our diversified European retail portfolio, with a volume of around €7.5 billion, currently includes 46 properties, including ALEXA in Berlin, CityQuartier Fünf Höfe in Munich and Palladium in Prague.



www.21m.de

21Media is a marketing and advertising agency that specialises in shopping centres. The agency was founded in Oberhausen and has more than 20 years of experience - from positioning, to campaign conception, to implementation and supporting owners and operators in promoting their properties as well as building the brand. 21Media has won the ICSC European Marketing Award many times.

the Initiators



Since its opening in September 2007, Alexa on Alexanderplatz and its around 185 shops on a total lettable area of 56,559 square meters has risen to become a visitor magnet right in the historic centre of Berlin. The shopping and leisure centre owes its name to its central location on Alexanderplatz in Berlin-Mitte.

From 10 am to 9 pm, Monday to Saturday, Alexa offers its visitors a variety of shopping and leisure opportunities. It is owned by Union Investment Real Estate GmbH (91%) and Sonae Sierra, Portugal (9%). Sonae Sierra (Sierra Management Germany GmbH) is responsible for centre management and letting.





the Initiators

3 PEOPLE - 3 QUESTIONS - 3 ANSWERS

Why is Alexa ideal for hosting the “First Store” competition?

Berlin’s openness and vibrancy play a major role for companies with innovative products or labels when choosing a location. And when one of the most successful shopping centres in Germany is also located on a historic and cosmopolitan square like Alexanderplatz, these are powerful arguments for hosting this special competition. Alexa has stood for “different”, “innovative” and “successful” from the very beginning. We are continuing this tradition.

Jens Horeis, General Manager at Sonae Sierra

What great opportunities lie in store for newcomers to Alexa?

The path from a store in a backyard or online into a retail outlet is certainly rocky and, for

many retailers steep. A large, well-established and highly frequented

Right from the start Alexa was known to be 'different', 'innovativ' and 'successful'. We want to develop this tradition.

shopping centre can be a great place to get started.

Fabian Hellbusch, Marketing Director at Union Investment Real Estate GmbH

What do you find most exciting about First Store?

The prize. Alexa is an extremely successful centre with a visitor profile unique in Germany: Every third customer is a tourist—who are in the mood to shop and like discovering new things. Opening a first store here is an excellent start for a new business. In addition, the competition is a great platform

for newcomers: Even just taking part is worthwhile, because lots of industry players will take note of the candidates. Established brands could also take advantage of the opportunity to take new concepts that have long been waiting for a chance to be brought to fruition and give them a real, unconventional market test.

Sebastian Guth, CEO of 21Media

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the
COMPETITION OFFICE

Contact.
Frequently asked questions.

the Competition Office

DIRECT CONTACT

You still have questions? We have the answers! The First Store Competition Office is the best point of contact for your concerns. Call or email us—our team will be glad to assist you.

E-Mail

office@firststorealexa.com

Tel.

[+49 208 458 579 36](tel:+4920845857936)

Participation conditions and further information

www.firststorealexa.com

FREQUENTLY ASKED QUESTIONS

If I win, where will my shop in Alexa be located?

The two stores will be located on Alexa's ground floor. You can find the exact location in the detail view of the mall map in Chapter 2 - The Prize. The maximum store size for the winner in the Best Brand category is 233 m²; the maximum for the Newcomer category is 74 m².



We are total newcomers and would not have the budget for shopfitting if we won. What can we do?

The organisers recognised that this can be a major barrier for start-ups with no starting capital, so they decided that the winner in the Newcomer category will also receive a fixed amount to be used for shopfitting. The competition's initiators will also provide support for the newcomer in the areas of store design and the marketing.

Will my participation in the contest be made public?

Each applicant can specify whether their participation in the First Store competition should be kept secret during the initial round. All six finalists accept, however, that their participation expressly includes publication of their concept description, including submitted photos and visualisations, from the second evaluation round (public vote) onward.

Who is on the First Store jury?

The jury consists of seven experts with diverse skills: a representative of Alexa's co-owner Union Investment, industry experts, successful former newcomers, and trend researchers. All the jury members are listed in Chapter 5 - The Jury.

How does the public vote work?

The six finalists' concepts will be presented in Alexa and on the competition's digital platforms in February 2017. Customers and users will rate each finalist according to three criteria. You can find the relevant criteria in Chapter 3 - The Procedure.

How is the public vote weighted in the final decision?

After the public vote, the jury meets a second time and evaluates the finalists on the same criteria. The votes of the public and the jury are weighted equally.

When does Stage 2 of the casting begin?

The finalists chosen by the jury - three each from the categories "Best Brand" and "Best Newcomer" - will be announced at a press conference in January 2017. Stage 2 of the casting begins in February with the public presentation of the concepts for the public vote.

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firststorealexa.com