

WELCOMING THE WORLD

WELKOMMEN | BENVENUTI

BIENVENIDO | BIENVENUE

VÄLKOMMEN | WITAMY

BEM-VINDO | WELKOM

ДОБРО ПОЖАЛОВАТЬ

WILLKOMMEN

歡迎 | VÍTEJTE



WELCOMING 16 MILLION+ SHOPPERS EACH YEAR

Alexa has been Berlin's Number One Mall every single year since it opened in 2007.

It's impossible to understand the reasons for Alexa's success without understanding what makes Berlin and Alexanderplatz so different.



FASHION MALL

BERLIN. EUROPE'S CAPITAL OF COOL*

* Not our words. America's
Time Magazine wrote them!

Europe's Fastest Growing City

Capital of the biggest national
economy in Europe

Major national & international
tourist destination





ALEXANDERPLATZ
300,000 VISITORS
EACH DAY

ALEXANDERPLATZ BERLIN'S BUSIEST DESTINATION

To understand Alexa you need to understand Alexanderplatz.

The city's beating heart.

A generation ago this was East Berlin: grey, joyless, under the iron grip of communism.

Today Alexanderplatz is the German capital's most iconic destination: comparable to the Champs Elysees in Paris, London's Piccadilly Circus and Times Square in New York.

The perfect location for a Shopping Mall. The perfect location for a mall called Alexa.



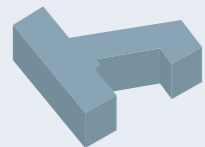
ALEXANDERPLATZ BERLIN

WHERE ELSE!

ALEXANDERPLATZ
BERLIN'S NO.1
SHOPPING & LEISURE
ATTRACTION



e motus.de

  = New Developments
 = Completed

AN UNBEATABLE LOCATION

Dense, Large Catchment, Transport Links & Tourism are the ingredients for success

Every retailer knows that location is the key to a Center's profitability. But it's not something money can buy. Either you've got it or you don't.

Alexanderplatz is the busiest transport interchange in Berlin

Happily for Alexa retailers, Alexanderplatz really is the perfect location - with tens of

thousands living within easy walking distance. It's their local high street.

Shoppers using public transport are spoiled for choice. By bus, train, tram or subway, Alexa is never more than a few steps away.

And remarkably for an inner city mall, there's ample on-site parking.

Public Transport

100+
Transport Connections

200+
Stops per hour

By Car

1,600
Parking Spaces

Catchment

764,056
Zone 1 53%*

1,139,169
Zone 2 18%*

1,427,626
Zone 3 15%*



* % = proportion of total Alexa shoppers from zone.
5% shoppers from outside defined catchment.

THE TOURISM FACTOR

Berlin. Germany's most powerful tourist magnet and amongst the three most popular destinations in Europe.

Alexanderplatz. The city's most visited attraction: the world-famous TV Tower, the World Time Clock, museums, galleries, bars and leisure are all on the doorstep.

This enviable location gives Alexa exceptionally high visibility to visitors.

With tourism up 30% in the past three years – and projected to rise – tenants will continue to reap the benefit of strong, year-round, footfall.

Tourism in Numbers

13.9 MILLION
Foreign Tourists
per year in Berlin

34,1 MILLION
Overnights 2019

TOP 3
Youthful Cities
Index 2015

30%
Of Alexa shoppers
are tourists

80 EUROS
Average spend of
Americans at Alexa

69%
Tourists
16-35 age group

A SUCCESS FROM DAY ONE

WELCOMING THE WORLD
TO A SHOPPING EXPERIENCE
WITH A ROARING 20'S THEME



ALEXA WHERE ELSE!

Hundreds of thousands of Berliners look to Alexa for all their weekly shopping.

The Alexa family of core brands has been carefully engineered to make sure that when a customer walks through our doors they'll

walk out with exactly what they wanted (and probably a bit more than they planned!).

Whatever your age, whatever you need, whatever your budget - you're sure to find it here. Right on the doorstep. Everything from a TV dinner to a TV set.

 **177**
Stores & Restaurants

 **3**
Leisure Attractions

 **57,000+ m²**
Leasable Area

 **50 Euros**
Average Shopper Spend

 Foodcourt-Expansion
to **750** seats



GASTRONOMY & LEISURE STRENGTHEN ALEXA'S APPEAL

For a truly enjoyable shopping day out, you need a tasty break – anything from a coffee or cola, to sushi or a sandwich.

Alexa's 18 restaurants, together with 5 mall cafes and kiosks, cater to all tastes and all pockets.

The Leisure offer extends Alexa's magnetic attraction yet further.

The imaginative combination of brands draws in both Berliners and tourists alike.

FOODCOURT
DER NEUE GASTRO-TREFFPUNKT IM ALEXA

Strike Lanes
Lounge • Bowling

SUPERFIT

**ALEXANDERPLATZ
AUSSTELLUNG**

STYLE CAPITAL ALEXA

A PERFECT PLACE FOR
NEWCOMERS AND INNOVATION





FASHION & MUCH MORE FROM A TO Z

100+ FASHION & LIFESTYLE STORES

The German "Fashion Weeks", Fashion Trade Fairs, and a vibrant creative community help set Berlin apart from other cities.

Innovative design or mainstream favourites: Thanks to its special brand mix Alexa is a really great fashion address for shopping fans aged between 16 and 35, middle-agers, and tourists from all over the world.

The "Roaring Twenties" themed malls are warm and dry. So whatever the weather outside – and Berlin's temperatures can be Arctic – shoppers can browse and buy in comfort.

BERLIN
GERMANY'S
CAPITAL OF
FASHION



GREAT TENANT RELATIONSHIPS

David Beckham at a Product-Signing Event in H&M. Of all the locations available to him in Berlin, he chose Alexa.

Where else!



THE CENTER OF STARS

Live concerts, star acts, fashion shows and VIP events: Besides popular stores, Alexa also offers brilliant entertainment. The list of prominent guests from years gone by is long:

Leona Lewis and 50 Cent, Rihanna, the Backstreet Boys, and David Beckham – they've all been here. Even Ed Sheeran has performed live in front of Alexa.

And in today's age of social media, Alexa is still the "Center of Stars" – because the heroes of the free-spending millennials, a key target group of Alexa, can be found here. You can come across famous YouTubers, bloggers and social media influencers like iBlali,

the Lochis and Isabella Luna close up at Alexa: at laid-back store events or campaigns – or just because they also shop here.



Singer-Songwriter
Ed Sheeran



Nia, Vik and Toni (l-r)
from Bücherclub



Famous Band from Berlin
Culcha Candela



Rapper
50 Cent



R&B-Star
Rihanna



Rockstar
Ozzy Osbourne



British songwriter
Leona Lewis

ALEXA THE BRAND

UNIQUE – AND ALWAYS
FULL OF SURPRISES

In the whole of Germany, there are only a handful of malls with their own distinctive brand status.

Because brands do not just happen. They are created. And for this, the basics must be right: location, size, customer frequency and retail mix.

But then key differences come into play: the quest for turning a mall into something really special – and a clear vision that is put into practice with passion by management.

The Alexa philosophy: continually create new incentives that excite and attract visitors. From the architecture through events to innovative store concepts and new services.

The motto: surprisingly different!



ALEXA. OPEN TO NEW IDEAS

A PLATFORM FOR INNOVATIONS

Alexa has made a name for itself throughout Germany as the springboard for newcomers, new business ideas and innovative store concepts.

Europe's largest online optician Mister Spex launched its offline business with its first store at ALEXA. The fashion label ZARA celebrated the launch of its new trend-setting flagship store concept on 3,000 square metres.

ALEXA is a platform for innovations – thanks also to its innovative "First Store by Alexa" competition: an opportunity for newcomers to their first offline experiences and to test creative ideas.

With Holymesh, Lesara and Artcellation, three very different concepts had the chance to test their ideas at one of the best retail locations.

But the great openness for new not only applies to new store concepts, but also to new partners from very different sections. The international Academy for Creative Professions Deutsche POP is also a cooperation partner as visitBerlin or the Berliner Stadtmission, with whom we jointly implement sustainability projects.

"Successful trade is constant change". You can be curious, what comes next ...

Alexa.
Alexanderplatz, Berlin.
Where else!

**STORE TOGETHER
WITH BERLINER
STADTMISSION**

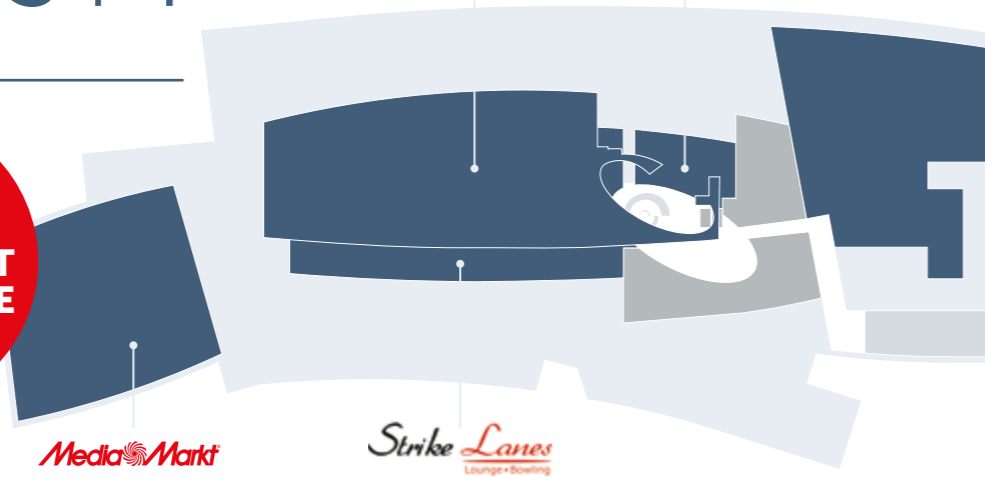
**FIRST STORE
COMPETITION**



LEVEL 3+4



DAS NEUE MEDIA MARKT TECH VILLAGE



MediaMarkt

Strike Lanes
Lounge + Bowling

LEVEL 1

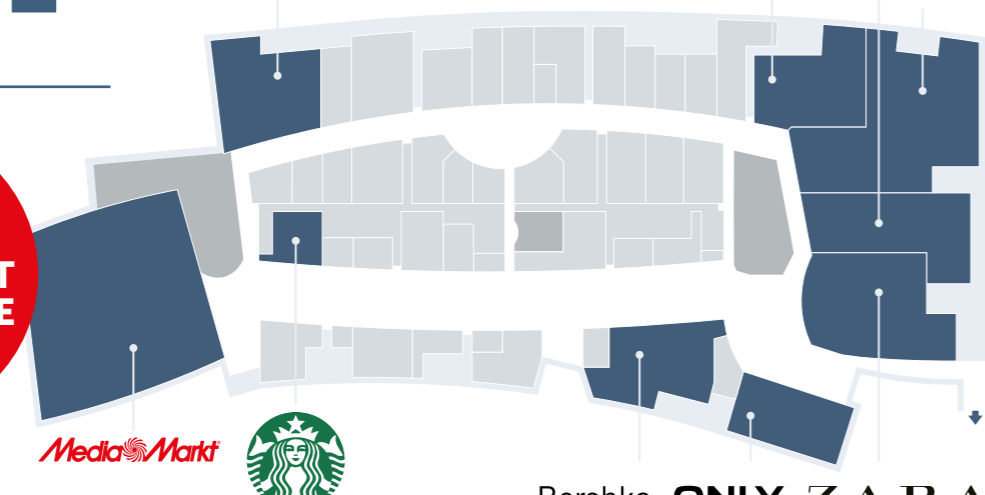


PULL&BEAR

VERO MODA



DAS NEUE MEDIA MARKT TECH VILLAGE



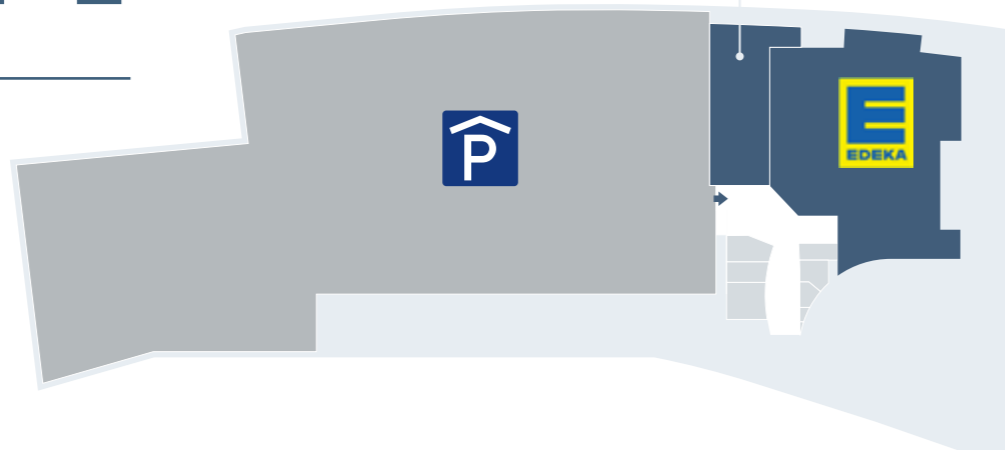
MediaMarkt



Bershka ONLY ZARA

LEVEL -1

ROSSMANN



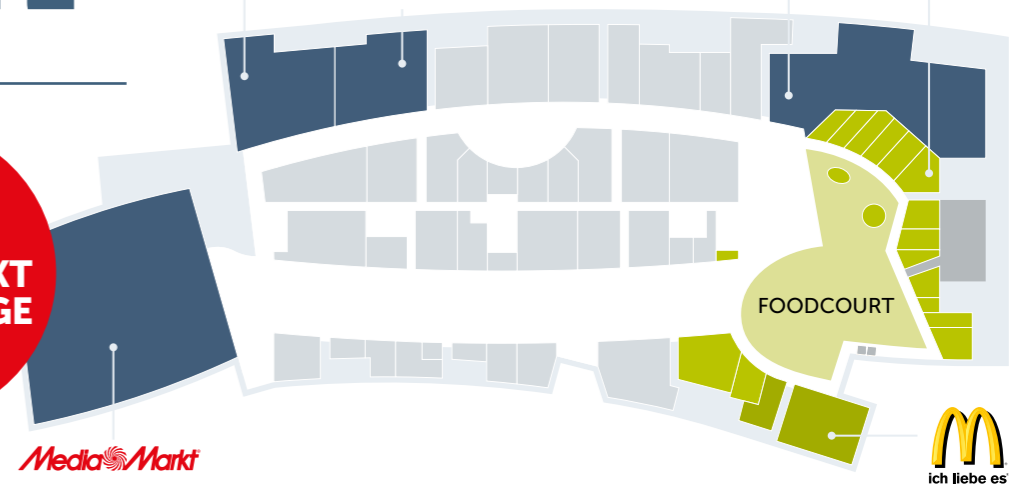
THE MALLS

LEVEL 2



INTERSPORT NORDSEE

DAS NEUE MEDIA MARKT TECH VILLAGE



MediaMarkt

FOODCOURT



ich liebe es

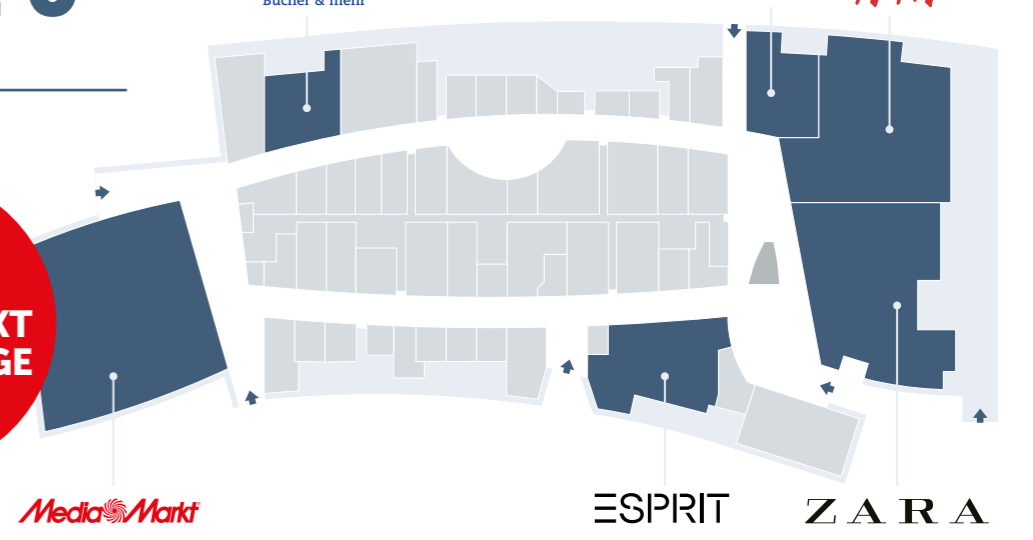
LEVEL 0



JACK & JONES



DAS NEUE MEDIA MARKT TECH VILLAGE



MediaMarkt

ESPRIT

ZARA

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ALEXA
ALEXANDERPLATZ
BERLIN

WHERE
ELSE!