

Press Release

Allee-Center Remscheid:

Shopping centre celebrates 25th anniversary

More than 30,000 visitors a day +++ 600 jobs

Vibrant marketplace for “Bergisches Land” region



Remscheid, Germany, 29 September 2011 – The Allee-Center in Remscheid, the main shopping attraction in the “Bergisches Land” region, is celebrating its 25th anniversary from 29 September to 15 October with an extensive programme of events. A quarter of a century after it opened, the centre is more popular than ever, attracting an average of over 30,000 visitors a day – and up to 70,000 on peak days. Offering around 30,000 sq m of retail space,

the inner city shopping centre contains approximately 100 specialist shops, cafés, restaurants and service providers. It also provides some 2,500 sq m of space for offices and medical practices as well as parking for 950 cars. Around 600 people work in the Allee-Center, which is owned by Union Investment Real Estate GmbH. It is part of the portfolio of the Unilmmo: Deutschland open-ended real estate fund. “Sales in the centre continue to grow and we are well positioned for the future. We are delighted to have ECE, an experienced centre management operator, as a partner for the Allee-Center. We expect the centre to remain highly successful in the years ahead,” says Dr. Frank Billand, a member of the management team at Union Investment. The Allee-Center has been managed for the past 25 years by ECE, who also handled the original development and construction of the centre.

When it opened in 1986, the Allee-Center was one of the few covered inner-city shopping centres in Germany. Its urban integration and architectural design, featuring a large glass dome, were ahead of their time. “The secret of the Allee-Center’s success and thus its strength right from the start has been its pioneering, trend-setting approach,” says centre manager Christine Matlage. Following extension and updating work in 1996 and 2009, the Remscheid shopping complex is now even more attractive and enticing. “As well as a popular meeting place for shoppers in a catchment area of 355,000 people, we are a sports venue, concert hall, art gallery and party destination for young and old alike,” says the centre manager.

Highlights of the birthday celebrations

A host of events and activities are being held to celebrate the centre’s birthday. Join in and win – that’s the motto of the “game of chance” which offers ten cash prizes of EUR 25,000 from 29

September to 15 October. There are also many attractive instant prizes to be won in six moderated shows.

The Allee-Center in Remscheid has also lined up a special birthday programme for its younger visitors that is close to Christine Matlage's heart. At 3.00 p.m. on Saturday 15 October, popular children's songwriter Volker Rosin will perform a concert including many titles from his new CD of animal-themed songs encouraging children to move to music. The show will take place on the "birthday stage" outside the H & M store and is of course free of charge.

In addition, clowns August and Pippy will be interacting with visitors on six days. Kids can also test their reactions on the "T-Wall" and on four days clown Larry will transform the centre to create a magical circus atmosphere. Again, entry is free. Puppet theatre from Kammerpuppenspiele Bielefeld and dance performances from local dance school Wieber round off the varied programme of activities.

Allee-Center Remscheid property details

Opened:	20 February 1986
First extension opened:	5 September 1996
Second extension opened:	29 April 2009
Retail area:	approx. 30,000 sq m
Number of shops:	approx. 100
Medical practices:	10
Parking spaces:	approx. 950 (plus 400 in municipal underground car park)
Catchment area:	approx. 355,000 inhabitants
Owner:	Union Investment Real Estate GmbH

Union Investment Real Estate GmbH

With assets under management currently totalling around 19 billion euros across seven funds, Union Investment is one of Europe's leading real estate investment managers, focusing on open-ended real estate funds

for private and institutional investors. Its portfolios comprise approximately 300 properties and projects in Europe, the Americas and Asia. To spread risk and enhance performance, the company invests in a mix of regions, property sizes and uses. Key planks of its investment strategy are investments in downtown office space and, increasingly, in business hotels and logistics and retail properties. Union Investment's broadly diversified portfolio of European shopping centres currently comprises 30 properties and 2 projects with a total value of around 5 billion euros.

ECE – a strong partner

ECE has been developing, planning, constructing, letting and managing large shopping centres since 1965 and is European market leader in this area, with 137 shopping centres under management and operations in 16 countries. Taking all ECE centres together, approx. 15,000 retail tenants across 4.4 million sq m of retail space generate annual sales of 16 billion euros. These centres include the Potsdamer Platz Arcades in Berlin, the mall at Leipzig's main rail station, the Alstertal Shopping Centre in Hamburg, Thier-Galerie in Dortmund and Rhein-Galerie in Ludwigshafen. A further 19 shopping centres are currently under construction or at the planning stage across Europe, including Forum Mittelrhein in Koblenz, Skyline Plaza in Frankfurt, the Mailänder Platz quarter in Stuttgart, Árkád in Szeged (Hungary), BahnhofCity Wien West (Austria) and Marmara Park in Istanbul (Turkey). ECE also builds other commercial properties in the office, traffic and industrial sectors, such as the German headquarters of Philips in Hamburg, the ThyssenKrupp quarter in Essen and the Steigenberger hotel at the new Berlin Brandenburg Airport.

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