

Press release

**Retail competition *First Store by Alexa Vol. II*  
The Alexa shopping mall in Berlin is again promoting innovative  
store concepts in 2018. Winners' prizes to the value of more than  
100,000 Euro.**

The Alexa shopping mall in Berlin is once again on the hunt for the most innovative store concepts: applications for participation in the retail competition *First Store by Alexa Vol. II* opens January 31, 2018. The winner will receive six months' rent-free retail space in Alexa and two runners-up three months each.

Detailed information about the competition can be found at: [www.firststorealexa.com](http://www.firststorealexa.com)

*Berlin, January 2018* The first staging of the innovative retail competition *First Store by Alexa* in 2017 was a great success: top-class business concepts were submitted. The winner Holymesh launched its Millennial Store, the first offline influencer store in Germany, in November 2017 and on its opening day alone attracted around 2000 fans to Alexa. The competition itself made waves in the German start-up scene and retail sector: at the end of 2017 *First Store by Alexa* received the *Real Estate Marketing Award*, and at the start of 2018 was voted the winner of the *European Innovation Award Retail* by the German Council of Shopping Centers (GCSC).

***First Store Vol. II* – Promoting newcomers, with fantastic prizes**

The retail competition will now be held for the second time, starting at the end of January 2018: “The inaugural run of *First Store* was a great experience for us. We learned a lot about newcomers and start-ups, and are now offering all participants a new opportunity to exploit THE retail platform for innovations. Prizes totaling more than 100,000 Euro await the winners,” says Jens Horeis, General Manager of Sonae Sierra, Alexa’s operator. “The real value for the winners is of course priceless: we’re offering retail space right on Alexanderplatz, Berlin’s tourism hotspot. In Alexa, one of the most successful malls in Europe, with over 16 million visitors a year. This is a massive opportunity for successful business.”

**About the competition**

*First Store by Alexa* is a one-of-a-kind retail competition, which demands exciting concepts – with exceptional prizes for the three best ideas. The most important prerequisite for participation is that contestants’ bricks-and-mortar retail experience has maximum local character. The application phase for *First Store Vol. II* starts on January 31 and runs until June 1, 2018 (inclusive).

The winner of *First Store Vol. II* will win a six-month lease for special rental space in Alexa – at zero cost. The “First Store Cube” of about 215 square feet will be set up in a prominent position in an exclusive space on the second floor, with the festive opening taking place on September 22, 2018. A new addition to *First Store Vol. II* is a merchandise stand each in Alexa, rent-free for three months, for the two runners-up.

**Vision of the initiators**

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“With *First Store Vol.II* we want to encourage innovation, and motivate and inspire retail newcomers to venture something new. So that in the end you have a win-win for all: satisfied customers, successful retail business and, last but not least, bustling city centers,” says Volker Noack, Member of the Executive Board at Union Investment Real Estate GmbH and a jury member.

## Collaboration partners

Business journal **brand eins** will again support the *First Store* competition as a collaboration partner. “Experiments and bold ideas are important for brick-and-mortar retailing; that was very clear from *First Store*’s successful premiere. That’s why we will gladly also collaborate the second time around”, explains Susanne Risch, Director of brand eins Medien AG and a member of the jury of *First Store* competition.

Also co-operating will be **Berlin Partner für Wirtschaft und Technologie GmbH**, a firm that provides business and technology development support for companies, investors, and scientific institutions in Berlin. As a unique public-private partnership, Berlin Partner for Business and Technology collaborates with the Berlin State Senate and over 270 companies and scientific institutions dedicated to promoting their city. Berlin Partner is also responsible for marketing the German capital to the world, for example with the successful “be Berlin” campaign.

Alexa, the Competition Office and the 7-member expert jury panel are already looking forward to another exciting competition and top-class applicants with exceptional business ideas that have the potential to impress Alexa’s visitors.

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You can find photos relating to this press release for editorial use at:  
<https://www.firststorealexa.com/kontakt/>

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## About Alexa

Since its opening in 2007, ALEXA, which is located at the Berlin Alexanderplatz and boasts around 185 shops on a total rental area of about 609,000 square feet (GLA), has become a major attraction in the historic heart of Berlin. The shopping and leisure center owes its name to its central location right on Alexanderplatz in the Mitte district of Berlin. Monday to Saturday, from 10 am to 9 pm, ALEXA offers its visitors a wide range of shopping and leisure options. ALEXA is owned by Union Investment Real Estate GmbH (91%) and Sonae Sierra, Portugal (9%). Sonae Sierra (Sierra Germany GmbH) is responsible for center management and letting.

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