

Destination Designer Outlet Center Soltau:

THE LEISURE OUTLET

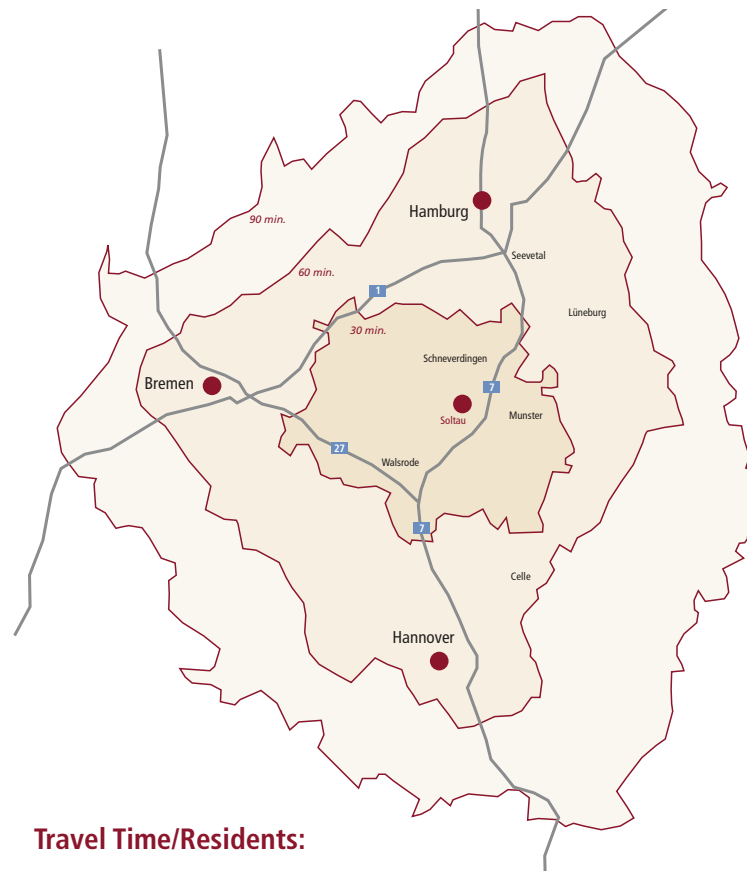


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THE LEISURE OUTLET



The Designer Outlet Center Soltau is located directly between the Hamburg, Bremen, and Hannover metro areas. But that is not all. No other Outlet in Germany has such a high potential for visitors in a tourist area. Every year, there are more than five Million overnight guests in the Lüneburger Heide. Of those, more than 700.000 day guests visit in and around Soltau and half a Million stay overnight – and the trend is rising. Vacationing in Germany is trendy, and shopping at the Designer Outlet Center Soltau will be, too. This is a new growth opportunity for retailing strong brands to an attractive segment in posh surroundings. It is a valuable addition to the high purchasing power in this region between three large Northern German cities.



Travel Time/Residents:

30 minutes: 260,000
60 minutes: 4.9 million
90 minutes: 7 million

The potential customer base of the Designer Outlet Center Soltau

Catchment area: approx. **7 million** residences within 90 minutes by car

Approx. **5.1 million** overnight stays annually in the Lüneburger Heide

Approx. **1.2 million** day visitors and overnight visitors around Soltau

1.4 million visitors to the neighbouring Heidepark Soltau, one of the top 20 amusement parks in Europe

24.6 million vehicles pass by within view of the future location of the DOC on the A 7, Germany's longest motorway and an important transportation corridor



Destination Designer Outlet Center Soltau:

OUR OFFER...



In addition to retailers, the Designer Outlet Center Soltau offers classy restaurants, childcare facilities, playgrounds and sports facilities, storage areas, and offices. There are plenty of rooms in fabulous holiday hotels nearby.

... FOR YOUR BRAND

The Designer Outlet Center Soltau has been conceived as a classic direct sales manufacturer's outlet where brand-name items are sold. The sales areas are primarily intended for luxury manufacturers and brands.



Location: between the Hannover, Bremen, and Hamburg metro areas, directly on the A 7 motorway

Total rentable area: approx. 13,000 square metres

Building: certified pursuant to BREEAM for sustainable construction

Parking spaces: approx. 1,200 parking spaces for cars and 15 for buses

Schedule: opening in the spring of 2012

Destination Designer Outlet Center Soltau:

REAL ESTATE DEVELOPMENT AND EXPERTISE IN TOURISM “MADE IN GERMANY”

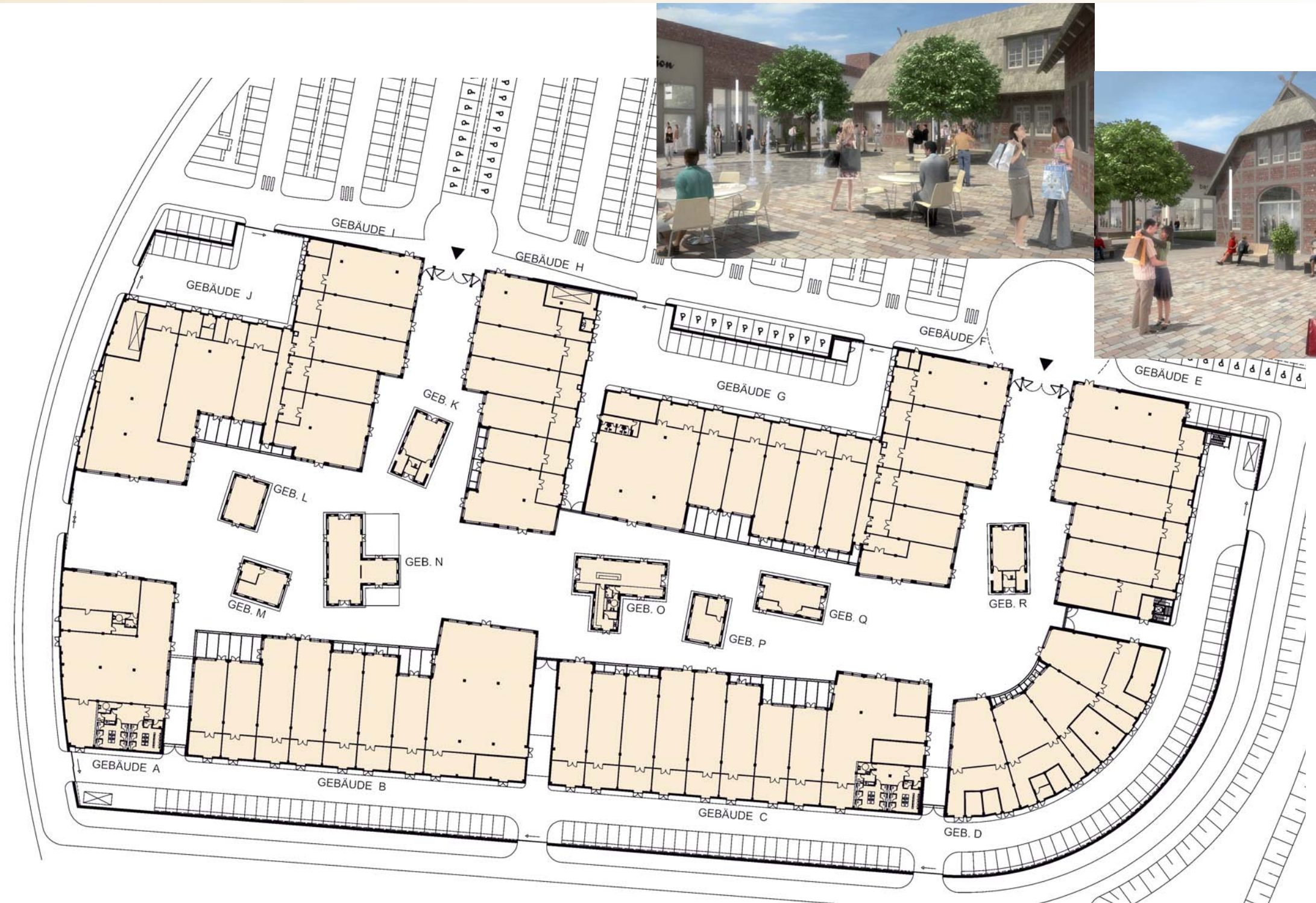
The Designer Outlet Center Soltau is a unique shopping project for tourists that is being realised by an experienced investor under German management and operated by internationally renowned experts.



The Mutschler Group
with offices in Ulm and
Zurich develops high-end

commercial real estate in Germany and Switzerland. The Mutschler Group's services include all elements of project development, from the acquisition of land, to planning and carrying out the legal permit processes, to financing. The Designer Outlet Center Soltau is a showpiece project to which the Mutschler Group has been dedicated over the long term.

The Mutschler Group has woven together a tight network of partners in the tourism industry for joint marketing and presentation of the Designer Outlet Soltau. The flagship partner is its immediate neighbour, the **Heidepark Soltau** amusement park, which alone attracts 1.4 million visitors (2009). **TUI Deutschland** and **AMEROPA** are also bringing their sales power to the table. All of the partners are striving to optimise the potential for tourism in this region of Germany.



AMEROPA
Mach mal kurz Urlaub!



Einzigartig wohlfühlen ...
Soltau-Therme
die Vital-Solequelle!



AT A GLANCE

Designer Outlet Center Soltau:
Good reasons for good sales

The only German DOC located in a classic holiday region in the middle of a growing market of day guests and vacationers!

Optimal location between Hamburg, Hannover, and Bremen, directly on the A 7 motorway, a major transportation corridor for people going on holiday!

A committed German investor and a network of successful partners in the tourism industry who want to grow together!

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