

THE KADEWE GROUP



EUROPEAN DEPARTMENT STORE GROUP

MARKET LEADERS IN FOUR COUNTRIES

TOTAL GTV OF APPROX. EUR 2.2BN P.A. / APPROX. 10,000 EMPLOYEES



9 Department Stores



1 Department Store



3 Department Stores & 2 planned openings



9 Department Stores

OMNICHANNEL

ICONS OF RETAIL

TOP LOCATIONS: BERLIN, HAMBURG & MUNICH
PROJECTS: DÜSSELDORF & VIENNA



THE KADEWE GROUP

Net sales area: 95,000 SQM

Visitors per year: 15m

Loyalty card holders: 700,000

THE CORE IS THE FUNDAMENTAL TRANSFORMATION OF THE STORE

International star architects hired to generate the leading department store in Europe


KaDeWe



Masterplan: Rem Koolhaas (OMA), Rotterdam
Interior Retail: e.g. India Mahdavi, Paris; Storage, Milan; Karhard, Berlin

Own investments until 2023P:
EUR 155m plus industry share
(appr. same amount)

OBERPOLINGER



Masterplan: John Pawson, London
Interior Retail: e.g. Gonzalez & Haase, Berlin
Complete redesign of the ground floor

Own investments until 2020P:
EUR 54m plus industry share
(appr. same amount)

ALSTERHAUS



Masterplan: Kleihues & Kleihues, Berlin
Interior Retail: e.g. Richard Found, London
Implementing luxury boulevard with international top brands and jewelry

Own investments until 2020P:
EUR 42m plus industry share
(appr. same amount)



MISSION

Our customers are the focus of everything we do. To seduce them, to surprise them, to inspire them and thus create unique moments - that is our task.

THE KADEWE GROUP BRANDS ARE WELL POSITIONED IN THE PREMIUM LUXURY SEGMENT



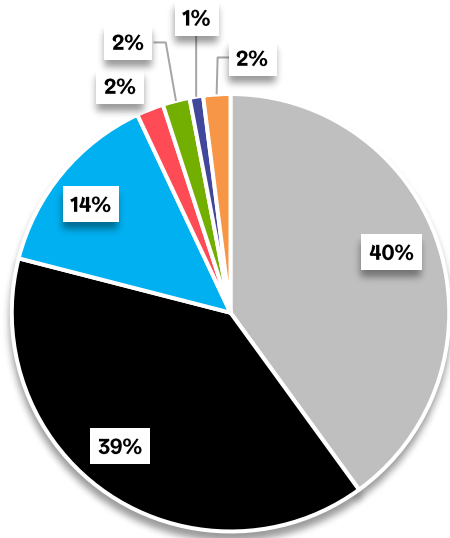
Brand Positioning

Three local brands – one vision with strong values in local tradition for over 100 years

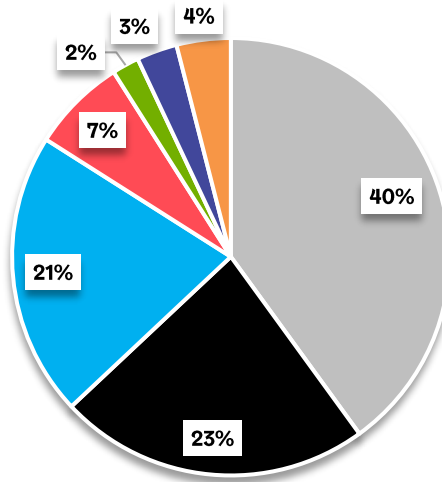
“To become one of the World’s leading luxury retail groups“

STRONG LOCAL AND INTERNATIONAL CUSTOMER BASE

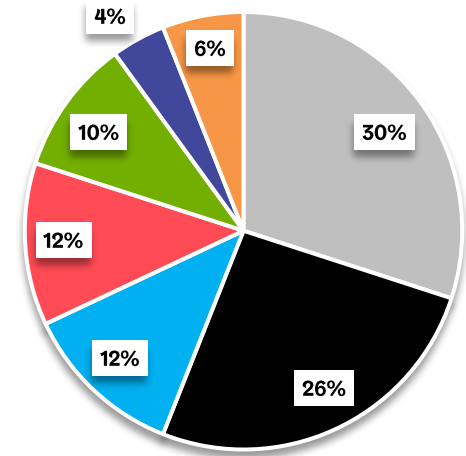
ALSTERHAUS



KaDeWe



OBERPOLINGER



Locals
 Germany
 EU (excl. Germany)
 Greater China
 Middle East
 Russia, Ukraine & Belarus
 Other Non-EU



KaDeWe

The largest Department Store in
Continental Europe

Opening:
1907

GTV:
EUR 388m

Net sales area:
40,000 sqm

Staff:
2,400

Frequency:
Approx. 30,000 daily visitors



KaDeWe

„DIE SECHSTE“

DESIGN CONCEPT
STUDIO KARHARD

OPENED IN 2018

D	A
C	B

7
6
5
4
3
2
1
GROUND FLOOR



KaDeWe

„DIE SECHSTE“

DESIGN CONCEPT
STUDIO KARHARD

OPENED IN 2019

D	A
C	B



7
6
5
4
3
2
1
GROUND FLOOR

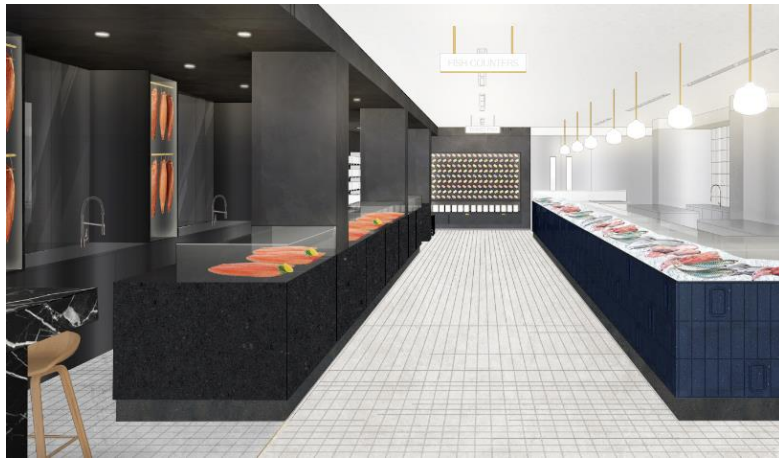
„DIE SECHSTE“

DESIGN CONCEPT
UNIVERSAL DESIGN
STUDIO

OPENING IN 2021

D	A
C	B

7
6
5
4
3
2
1
GROUND FLOOR





OBERPOLLINGER

Munich's unique
Department Store

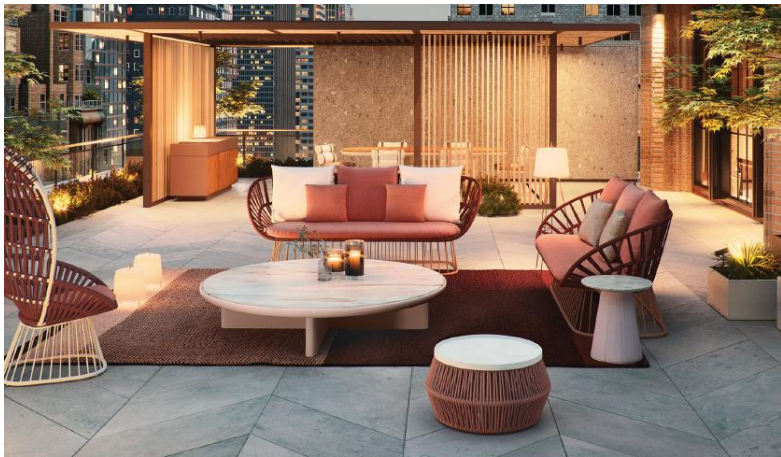
Since:
1905

GTV:
EUR 120m

Net sales area:
30,000 sqm

Staff:
800

Frequency:
Approx. 30,000 daily visitors



OBERPOLINGER

FOOD

DESIGN CONCEPT
JOHN PAWSON

OPENING IN 2022

5

4

3

2

1

GROUND FLOOR

BASEMENT



ALSTERHAUS

Hamburg's most famous
Department Store

Opening:
1912

GTV:
EUR 80m

Net sales area:
22,000 sqm

Staff:
600

Frequency:
Approx. 15,000 daily visitors

FOOD

DESIGN CONCEPT
RICHARD FOUND &
JAN KLEIHUES

OPENING IN 2021



4

3

2

1

GROUND FLOOR

BASEMENT

KADEWE GROUP FOOD

ITALIAN PRODUCTS BY BUYING VOLUME

Wine & Spirits

Pasta & Sauce

Meat Products

Oil & Spices

Fruit & Vegetables

Confectionary

KADEWE GROUP FOOD

WHAT ARE WE LOOKING FOR?

Unique Quality – Good is not good enough

A strong corporate identity – What makes you different and why are you relevant

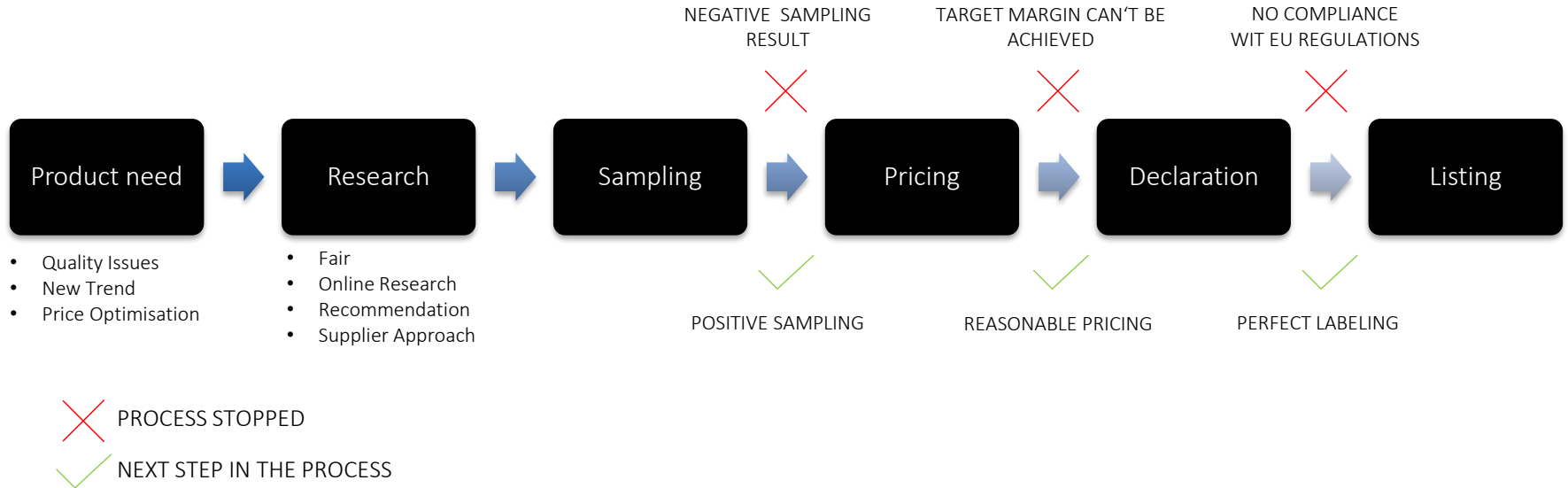
Strong operational skills – German bureaucracy

Distribution Partner in Germany – Too small to import small quantities

Brand ambassadors - Willingness to support in in-store promotion

KADEWE GROUP FOOD

BUYING PROCESS



THE KADEWE GROUP

Andreas Penkov
Head of Buying & Business Development Food

ALSTERHAUS

KaDeWe

OBERPOLLINGER

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