

## PRESS RELEASE

Düsseldorf/Berlin, 30 November 2012 | Page 1/3

---

### Redevco lays foundation stone of ALEA 101 in Berlin

Redevco Services Deutschland GmbH, Düsseldorf, officially signified the start of construction of the ALEA 101 in Berlin today at a foundation stone ceremony attended by Senate Building Director Regula Lüscher and Permanent Secretary Ephraim Gothe of the Senate Department of Urban Development and the Environment.

---

The mixed-use retail, office and residential property designed by Berlin architects Sauerbruch Hutton will be completed by early 2014, in a high-profile location on Alexanderplatz, adjacent to the television tower. The stand-alone building, around 30 metres high, comprises a basement, a ground floor and four upper floors totalling approx. 19,000 m<sup>2</sup> gross area.



Some 10,000 m<sup>2</sup> in the basement through to the second floor are designated for retail and catering. 90% of this space is already let: the footwear chain **AktivSchuh** with its

---

## **PRESS RELEASE**

Düsseldorf/Berlin, 30 November 2012 | Page 2/3

---

Shoe City brand, souvenir and gifts chain **Medea**, textile retailer **Olymp & Hades** with a KULT fashion store, **TK Maxx**, an off-price retailer for brands and designer labels, and restaurant chain **Vapiano** have already secured long-term leases in ALEA 101.

“This project development has a very special significance to our company, as a sister company of C&A,” says Heinz Brenninkmeijer, Managing Director of Redevco Germany. “101 years ago, in 1911, the first C&A store in Germany opened on this very spot. We are delighted to be carrying on the retailing tradition at this high-footfall, historic location.”

In the top two floors of the ALEA 101, 3,200 m<sup>2</sup> of first-rate office and residential space will be created. 1,600 m<sup>2</sup> of this will be offered as flexi-use offices to be let either as a whole or divided into up to four units with a minimum of 220 m<sup>2</sup> floor space. The tenants of the 14 residences – which will range in size from 65 m<sup>2</sup> to 185 m<sup>2</sup> – will enjoy high-quality design and interior decoration in a unique urban location, designated spaces in the underground parking garage, loggias with wooden floors and a courtyard designed by landscape architects. Marketing of the office and residential space has just started.

Berlin’s Senate Building Director Regula Lüscher is enthusiastic: “The ALEA 101 development features outstanding architectural design and a sophisticated mix of living, working and shopping. The architectural alchemy of the ALEA 101 and the Cubix cinema will create a fitting gateway to Alexanderplatz and add to the attractiveness of the cityscape where it transitions to the newly created open spaces by the television tower.”

ALEA 101 is designed as a green building and will carry two internationally recognised sustainability certificates (BREEAM and DGNB). The development has already been awarded a Gold pre-certificate – the highest rating there is – by the German Sustainable Building Council (DGNB).

---

**Please go to [www.alea-101.de](http://www.alea-101.de) for more information about the ALEA 101**

### **ABOUT REDEVCO:**

Redevco is an independent real estate company, managing and developing one of the largest retail portfolios in Europe. The core of the portfolio comprises over 600 properties, most of them in top locations in major European cities. Redevco is owned by COFRA Holding AG, a Swiss-based holding company.

## **PRESS RELEASE**

Düsseldorf/Berlin, 30 November 2012 | Page 3/3

**For more information, please contact:**

Claudia Schmidt  
Redevco Services Deutschland GmbH  
Bleichstraße 14, 40211 Düsseldorf  
Tel.: 0211 / 179379-0, Fax: 0211 / 179379-13  
Email: [claudia.schmidt@redevco.com](mailto:claudia.schmidt@redevco.com)  
Website: [www.redevco.com](http://www.redevco.com)

Nicole Schaefer  
Schaefer Marketing & Communication GmbH  
Gervinusstraße 18-22, 60322 Frankfurt / Main  
Tel.: 069 / 95929068-0, Fax: 069 / 95929068-8  
Email: [nschaefer@schaefer-mar.com](mailto:nschaefer@schaefer-mar.com)  
Website: [www.schaefer-mar.com](http://www.schaefer-mar.com)