INTRODUCTION

BERLIN

POTSDAMER PLATZ

THE DEVELOPMENT

CONTACT
POTS DAMER PLATZ IS A NEW KIND OF URBAN CENTRE IN BERLIN’S DYNAMIC COMMUNITY
270,000 SQM TOTAL ESTATE SPACE
130,000 SQM OFFICE SPACE
46,000 SQM RETAIL SPACE
300+ RESIDENTIAL UNITS
2 FIVE STAR HOTELS
19-SCREEN CINEMAS
WORLD-CLASS THEATRES
BERLIN’S LARGEST CASINO
BERLIN
A VIBRANT URBAN HOTSPOT
THE BERLIN DEMOGRAPHIC

3,700,000
Residents make it Germany’s largest city

A YOUNG CITY
56% of the population is younger than 45 years of age

190 NATIONS
Live in Berlin, making it an international city

19,170
New residents moved to the city in 2019
Berlin is a popular travel destination ranking third after London and Paris. The Berlin tourism industry closed 2019 with a growth of 3.8 percent in the number of overnight stays according to Visit Berlin.

— 14 million visitors in 2019
— 34 million hotel stays 2019
— 8.5 million domestic visitors
— Average age of visitors to Berlin 38.6 years
— 65% of visitors come to Berlin for the attractions whilst 45% for the art & culture offerings

Hotels around Potsdamer Platz:
POTS DAMER PLATZ
THE PULSE
OF PROGRESS
OUR VISITORS

Potsdamer Platz is a new kind of urban centre in Berlin’s dynamic community. An energetic place, comprised of Berliners, Office Workers and Tourists, attuned to what’s happening now in global and local culture.

UP TO 110,000

Visitors a day

30,000 EMPLOYEES

Daily at Potsdamer Platz

54.1% NATIONAL

vs 45.9% International visitors
AT THE CENTRE OF THE CULTURE DISTRICT
EASILY ACCESSIBLE FROM ALL OF BERLIN

- Brandenburger Tor: 5 Mins
- Alexanderplatz: 10 Mins
- Zoologischer Garten: 10 Mins
- Brandenburger Tor: 10 Mins
- Zoologischer Garten: 30 Mins
- Alexanderplatz: 40 Mins

Map showing various transport routes to Potsdamer Platz.
THE BEST OF BERLIN IN A SINGLE PLACE

World-class architecture, cinema, theatres, gourmet restaurants, premium hotels and office spaces. 24 hours a day, 365 days a year.
WORLD-CLASS
BERLIN'S BEST
THE ONLY PLACE IN BERLIN COMBINING PRIME RETAIL, OFFICE AND RESIDENTIAL BUILDINGS WITH 5 STAR HOSPITALITY AND EXCITING ARTS AND ENTERTAINMENT

Current tenants include:

MATTEL
MAGIC MIKE
LIVE NATION
BLUE MAN GROUP
SPIELBANK BERLIN
CINEMAX
GRAND HYATT
THE MANDALA HOTEL
Daimler Contemporary
With a total of 20 places to grab a snack, have a lunch outside, or have a fine dining experience, Potsdamer Platz has an option for every moment of your day.

Dining experiences include:
A PLACE TO WORK

Potsdamer Platz includes 130,000 sqm office space in total and offers workspace for 30,000 employees daily.

Companies located at Potsdamer Platz include:

- wework
- Booking.com
- SHARENOW
- TOLL COLLECT
- BOMBARDIER
- KäuferPortal
- AWIN
- Hubert Burda Media
- nexnet
- GreenbergTraurig
- DAIMLER
- Internationale Filmfestspiele Berlin
A place that offers exclusive and unexpected experiences alongside local classics, sparking interest and encouraging reconnection.

— Award Ceremonies
— Film Premiers
— Concerts
— Theatre Performances
A VIBRANT HUB FOR ENTERTAINMENT, CULTURE AND ARTS
SUSTAINABILITY AT POTSDAMER PLATZ

One of the first districts in 2011 to be awarded the DGNB sustainability certification in silver for the use of health and environmentally friendly building materials, the absence of air conditioning systems and for central waste separation.

20,000,000
litres of drinking water are saved each year through collected rainwater

1.3 HECTARES
approximately of urban water body in the form of a lake as a specifically designed biotope

50%
reduction of primary energy through efficient ventilation and façade system
THE DEVELOPMENT
THE ARKADEN AT POTSDAMER PLATZ WILL ONCE AGAIN BECOME BERLIN’S MOST INSPIRING AND VIBRANT SHOPPING DESTINATION

THE NEW SHOPPING EXPERIENCE WILL INCLUDE A DIVERSE MIX OF RETAIL, DINING AND ENTERTAINMENT.
The repositioned shopping experience will be Berlin’s only fully roofed retail high street and lie within Potsdamer Platz’s vibrant ecosystem.
TARGET TENANTS

The retail area will fall across four levels and feature innovative brands and new concepts in the retail mix. The concourse level allows direct access to the parking garage and direct access to the train station.
A DIVERSE MIX OF BIG BRANDS AND DISRUPTIVE RETAIL WILL BRING THE TASTEMAKING AND TRENDSETTING COMMUNITY TO POTS DAMER PLATZ
The Berlin International Film Festival is held annually at Potsdamer Platz. It is one of the ‘Big Three’ alongside the Venice Film Festival and Cannes Film Festival. In 2020 they celebrated their 70th anniversary.

@berlinale    Hosted yearly in February

Since its foundation in 1945, Mattel has been one of the world’s most important toy manufacturers in the areas of play, learning and development. In its extensive brand portfolio, Mattel offers the popular icon Barbie® as well as numerous other internationally renowned brands such as Hot Wheels®, Fisher-Price®, Thomas & Friends®, Uno® and Scrabble®, as well as a variety of product lines in collaboration with leading entertainment and technology companies. Mattel employs approximately 31,000 people in 40 countries and territories and sells its products in more than 150 nations.

Opening 2022

After great success in Las Vegas and London, Channing Tatum’s MAGIC MIKE LIVE has come to Berlin. A 360-degree dance and acrobatic spectacular, experience a night of first-class entertainment based on the hit films MAGIC MIKE and MAGIC MIKE XXL and marvel as fourteen of the hottest, most talented men in the country perform in front of, behind, and on top of the audience.

@magicmikeliveberlin    Now Open
DINING TENANTS

MERCATO METROPOLITANO
MM is much more than a food market: it’s an urban destination, a community space, an ambitious social project and above all, a MMovement. Natural, sustainable and unadulterated foods are brought together and served using recyclable or compostable materials with the ultimate goal of achieving a zero waste business. This will be Mercato Metropolitano’s first location outside of London.

@mercatometropolitano  Opening 2022

PAULANER
Bavarian delicacies served in an authentic pub atmosphere. We say cheers to the new Paulaner Wirtshaus at Potsdamer Platz.

@paulaner  Now Open

THE BARN
The Barn in Weinhaus Huth serves coffee specialities and for the first time, special coffee-based cocktails - a collaboration with Freimeister Kollektiv. Natural wines from Viniculture in Charlottenburg are also featured. Fresh, home-made cakes, sandwiches, and other light options are also available. The Barn was featured in the Netflix show, Unorthodox in 2020.

@thebarnberlin  Now Open
TENANT MARKETING

OUT-OF-HOME
Station branding on the metro hot spots / City Light Posters during peaks of tourism periods and events / Mega Lights on traffic hot spots / Radio campaigns and much more

PRESS
Approx 105M Readers annually

SOCIAL ENGAGEMENT
Approx 750 Social media posts annually, Equal to a potential reach of approx: 4.75M+

COMMUNITY ENGAGEMENT
Approx 1900 Email Subscribers
Brookfield Properties

9 Countries

155M+ Total Square Feet

200+ Retail Assets Including Mixed Use Developments

**Canada**
- 4 Properties
- 1M+ total retail sq ft
- 200+ shops, services, dining & entertainment across 4 ideally situated properties

**United States**
- 170+ Properties
- 64% of the US population live within an hour drive of a Brookfield Properties shopping center
- 15M+ people reside within our trade areas

**Brazil**
- 6 Properties
- 2.4M+ total retail sq ft
- 6 well-located properties in Rio de Janeiro and São Paulo offering retail, dining, and entertainment

**United Kingdom**
- Canary Wharf: 1.4M+ total retail sq ft
- Potsdamer Platz: 1.3M+ total office sq ft
- Development underway for Wood Wharf & Crossrail Place

**Germany**
- Potsdamer Platz: 1.3M+ total retail sq ft
- 495k+ total retail sq ft
- 130 shops and restaurants, 2 five-star hotels, casino and cinema and 300 residential units

**China**
- 2 Properties
- 1.3M+ total retail sq ft
- Fashion retailers, restaurants, grocers and entertainment

**South Korea**
- IFC Mall: 880K+ total retail sq ft
- 100+ Fashion retailers, dining and entertainment

**Australia**
- 5 Properties
- 300K+ total retail sq ft
- Development underway for two properties, bringing new office and retail to market.
POTSDAMER PLATZ
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