

**Press release**

**Grand opening of new shopping centre in Husum attracts  
35,000 visitors**

- Shopping centre in Husum/Northern Germany offers 35 shops and dining options over a lettable area of 12,000 square metres
- Adjacent car park with 650 spaces doubles the number of parking spaces in the city
- Over 200 new jobs
- Occupancy rate: 96 per cent

**Hamburg/Husum, 11 October 2019.** Some 35,000 visitors joined guests from politics, business and the public sector to celebrate the opening of Husum's new THEO shopping centre on 9 October. At times, THEO had to be closed to new visitors due to the large crowds. The shopping centre in the heart of Husum – the tourist and commercial capital of North Friesland, located directly on the North Sea – is home to 35 shops over a gross lettable area of roughly 12,000 square metres. Its 650 parking spaces in the adjacent rooftop car park doubles the number of parking options available in Husum's central business district. In line with its focus on providing local shopping facilities, restaurants and cafes, as well as retail outlets for fashion, household goods and services, the shopping centre's anchor tenants include EDEKA, dm, New Yorker, H&M and Home & Living by CJ Schmidt. To date, 96 per cent of the centre's space has been leased out. The centre took just under three years to build.

Peter Cohrs, co-investor and chairman of Husum's Commerzium merchants' association, said: "The huge crowds, with tens of thousands of people on opening day, show how tremendous the interest in the new THEO shopping centre is throughout the region. THEO allows us to strengthen Husum's position as the most attractive shopping destination in northern Germany. Thanks to its locally tailored and diverse mix of retail and dining options, THEO is making Husum even more appealing for guests from Schleswig-Holstein and Denmark. Many of Husum's 3 million day trippers a year will be

able to access Husum's town centre through THEO's centrally located, rooftop car park, which offers 650 spaces. Husum is destined to become the hotspot along North Friesland's Wadden Sea."

"Even in the online retail era, shopping centres can be a success if they are designed with the market and the future in mind. THEO wins shoppers over with its central location, wide range of options and the city's largest car park," said Martin Mörl, managing director of the Hamburg-based project development, rental management and centre management company Prelios Immobilien Management. "THEO is a perfect addition to the historic old town district and the existing retail landscape, plus it brings new brands, tenants and concepts to novelist Theodor Storm's birth city. The excellent retail-relevant KPIs, winning concept and synergies with CJ Schmidt – a department store whose reputation extends beyond the region and is located directly opposite the shopping centre – have helped us to attract highly appealing regionally and internationally known tenants for THEO. We are overjoyed at the extremely successful opening day. THEO is a tremendous asset for Husum and for Schleswig-Holstein as a whole," Mörl added.

THEO has a lettable area of roughly 12,000 square metres. The new shopping centre's tenants and brands are EDEKA, dm, Reformhaus Engelhardt, H&M, Vero Moda, Esprit, Zero, Only, New Yorker, Tom Tailor, Gabor, Ecco, Bijou Brigitte, Parfümerie Schuback, Beauty Garden, Friseur Babel, Vodafone, Nanu Nana, Home & Living by CJ Schmidt, Hallmann Optik, WMF, Reisecenter im THEO, M. Niemeyer Cigarren and Parkgemeinschaft Husum. Eateries and cafes include Asia Linh Linh, Döner Dölux, Su-Ja, Eiscafé Giovanni L., Waffelgut, von Allwörden and Subway.

Husum has a very high urban centrality index of 222 and plays host to more than 3 million day trippers a year. Prelios Immobilien Management developed the THEO shopping centre and is responsible for rental and centre management. THEO will also create over 200 new jobs.

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**Prelios Immobilien Management GmbH**

Prelios Immobilien Management GmbH, headquartered in Hamburg, is a specialist for commercial and retail property. Prelios develops and manages mixed-use properties, office, hotel, commercial, parking and department store buildings in addition to shopping centres, retail parks and urban districts. Prelios operates throughout Germany and offers owners and investors integrated services from a single source, location-specific solutions and individual concepts. Prelios oversees transactions valued more than EUR 4 billion, manages rental space of around 1 million square meters and has property assets under management of around EUR 2.2 billion.

*Photo:*

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