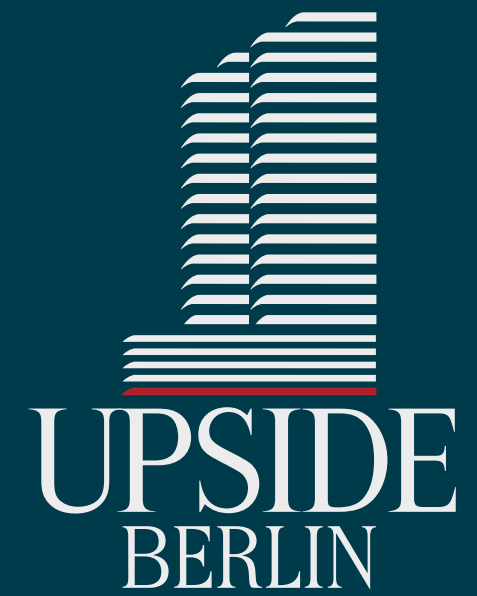


EXCLUSIVE
PRE-LAUNCH

WWW.UPSIDE.BERLIN



EXCLUSIVE SALES
ZIEGERT – Bank- und Immobilienconsulting GmbH
Schlüterstraße 54, 10629 Berlin | Tel +49 (0) 30 880 353 - 566
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INVESTMENT WITH A VIEW IN EUROPE'S
FASTEST GROWING METROPOLIS

Berlin is a global metropolis that plays in the same league as London and Paris. An estimated four million people will be living in the city by 2030. The city's increasing international appeal combined with its economic boom have led to Berlin attracting increasing attention as a lucrative investment opportunity. UPSIDE BERLIN is a unique ensemble of high-rise buildings with above-average potential for value appreciation, combined with long-term additional benefits.



TAKING BERLIN TO NEW HEIGHTS

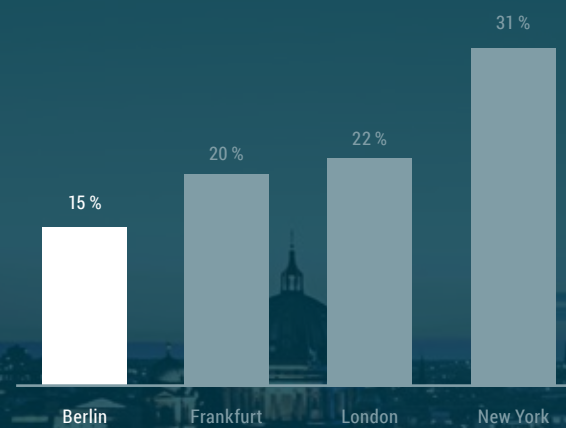
Non-binding visualization

GERMANY'S BOOMING CAPITAL IS THE PLACE TO INVEST

The German capital and seat of the government regularly makes the top of the list when ranked against the most popular metropolises in the world. The city is known for being international, liberal and trendy. Furthermore, Berlin has developed into a top business location in the last few years and it is predicted to grow more than ever before in the next ten years.¹ The city holds the record for the number of start-up companies; and is a beacon for science, research, the service sector, and innovative digital industries. All this attracts high-potential individuals from all over the world and fuels the already high demand for real estate, which expects to see a continued rise in rental prices. What else makes Berlin an attractive real estate location? The prices are significantly lower than in other big German cities such as Munich, Hamburg and Frankfurt, and they are far below the level of international capitals such as London and Paris.

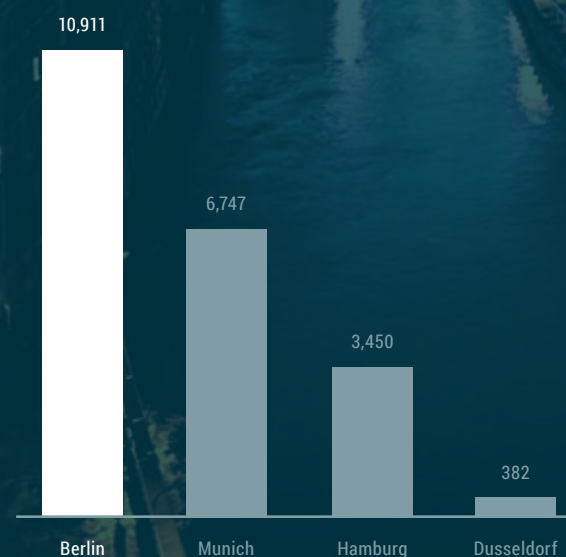
LOW PERCENTAGE OF OWNER-OCCUPIED PROPERTY²

Berlin is a renter's city – ideal for investors



SHORTFALL OF APARTMENTS ON THE MARKET PER YEAR UNTIL 2020³

Living spaces are in huge demand in Berlin



¹ Emerging Trends in Real Estate 2017, PwC Study

² Bertelsmann Stiftung, Eurostat, Greater London Authority, municipal and federal state expert committees, IHK Frankfurt, New York University, City of New York, NYU Furman Center, Real Estate Board of New York (REBNY)

³ Micro-census by the German Federal Statistical Office; IWD market research GmbH; Bank of England

INCREASING DEMAND FOR RESIDENTIAL UNITS

POPULATION GROWTH: OVER 40,000 PEOPLE A YEAR, OF THEM MORE THAN 50 % INTERNATIONAL

DEMAND EXCEEDS SUPPLY: 20,000 NEW UNITS NEEDED VS 10,000 ACTUALLY BUILT

RANKED NO. 1 IN EUROPE: LEADING CITY FOR INVESTMENT PROSPECTS¹

HIGH STANDARD OF LIVING: BERLIN RANKED 3RD BEHIND TOKYO AND VIENNA²

STRONG FUNDAMENTALS – AND A LOT OF POTENTIAL

ECONOMY: CAPITAL OF THE STRONGEST ECONOMY IN EUROPE AND 4TH STRONGEST IN THE WORLD³

TRANSPARENCY: GERMANY IS RANKED 10TH IN THE CORRUPTION PERCEPTIONS INDEX⁴

INFRASTRUCTURE: WELL-RUN PUBLIC TRANSPORT NETWORK

LOW OWNERSHIP RATE: ONLY 15 % OF RESIDENTS OWN THEIR APARTMENT⁵

AMAZING CITY TO LIVE IN

QUALITY OF LIFE: 2,500 PARKS, GOOD AIR QUALITY, DRINKABLE TAP WATER

CULTURAL & COSMOPOLITAN: NEVER-ENDING SELECTION OF CULTURAL ACTIVITIES

START-UP CITY: RANKED SECOND IN EUROPE AS BEST START-UP LOCATION⁶

EXCELLENT AND AFFORDABLE EDUCATION AND HEALTH-CARE SYSTEMS

¹ PwC: Emerging Trends in Real Estate 2016

² Monocle Survey 2015

³ The World Bank website

⁴ Transparency International website

⁵ CBRE Housing Market Report Berlin 2016

⁶ EU Startup website

RIGHT IN THE CENTER OF EXTRAORDINARY LANDMARKS



DEUTSCHES THEATER 16 MIN 🚗

FRIEDRICHSTADT-PALAST 15 MIN 🚗



MUSEUMSINSEL 10 MIN 🚗



STADTSCHLOSS 10 MIN 🚗

KOMISCHE OPER 13 MIN 🚗

NIKOLAIVIERTEL 7 MIN 🚗



GENDARMENMARKT 11 MIN 🚗

CHECKPOINT CHARLIE 11 MIN 🚗



ENGELBECKEN 6 MIN 🚗



EAST SIDE GALLERY 2 MIN 🚶



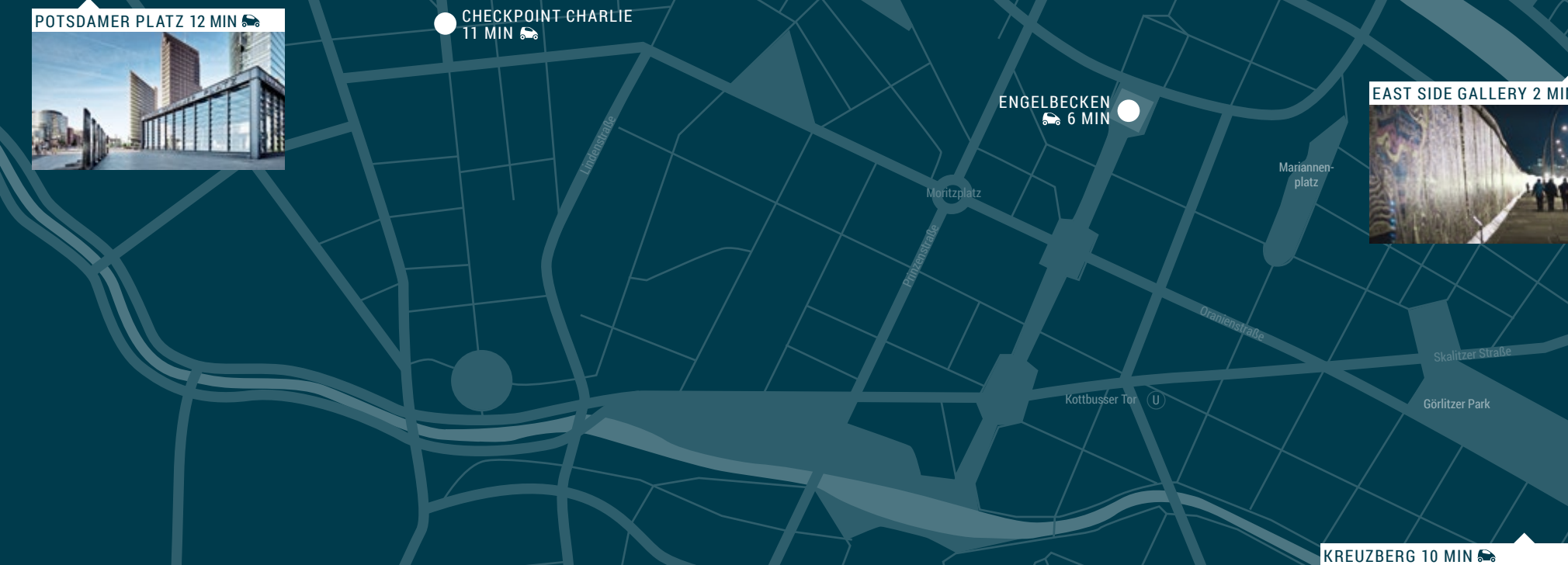
MERCEDES-BENZ ARENA 4 MIN 🚶



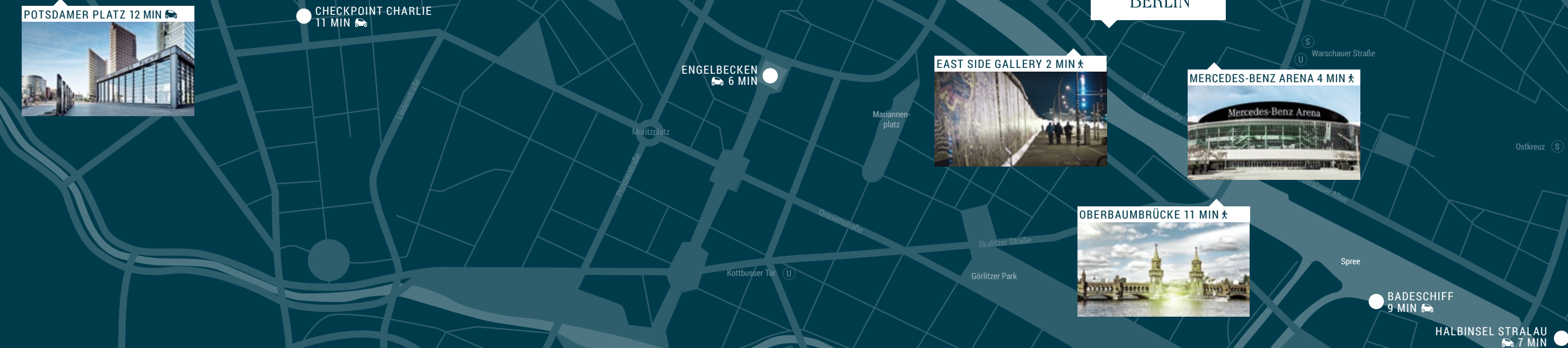
OBERBAUMBRÜCKE 11 MIN 🚶



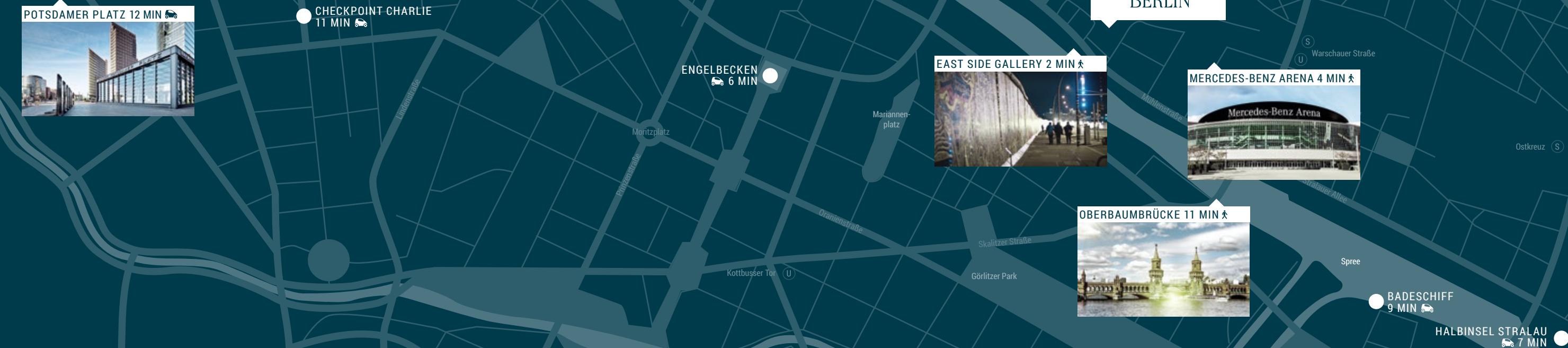
KREUZBERG 10 MIN 🚗



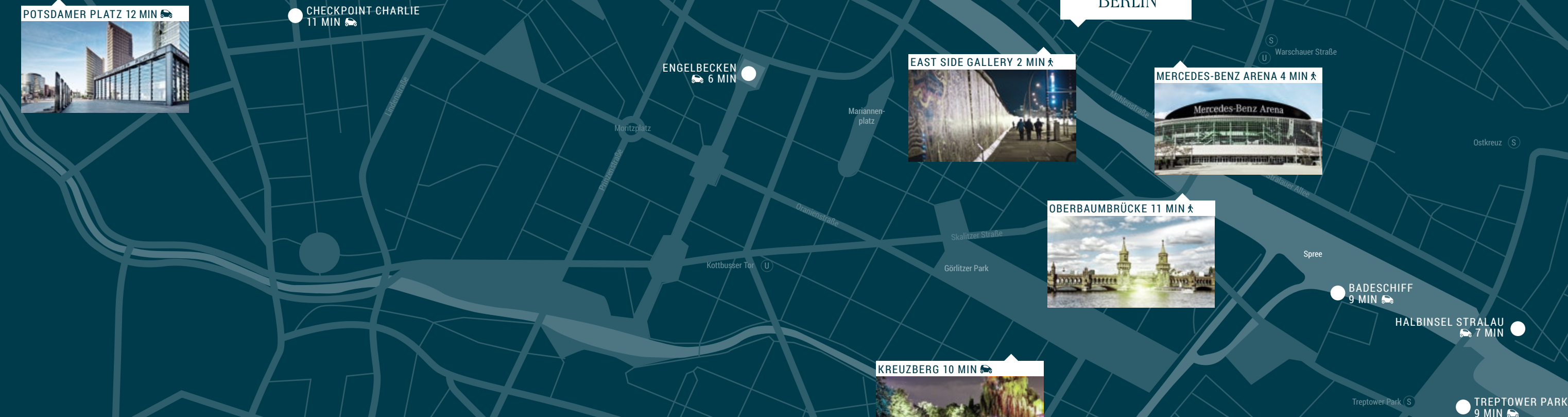
BADESCHIFF 9 MIN 🚗



HALBINSEL STRALAU 7 MIN 🚗



TREPTOWER PARK 9 MIN 🚗



BERLIN

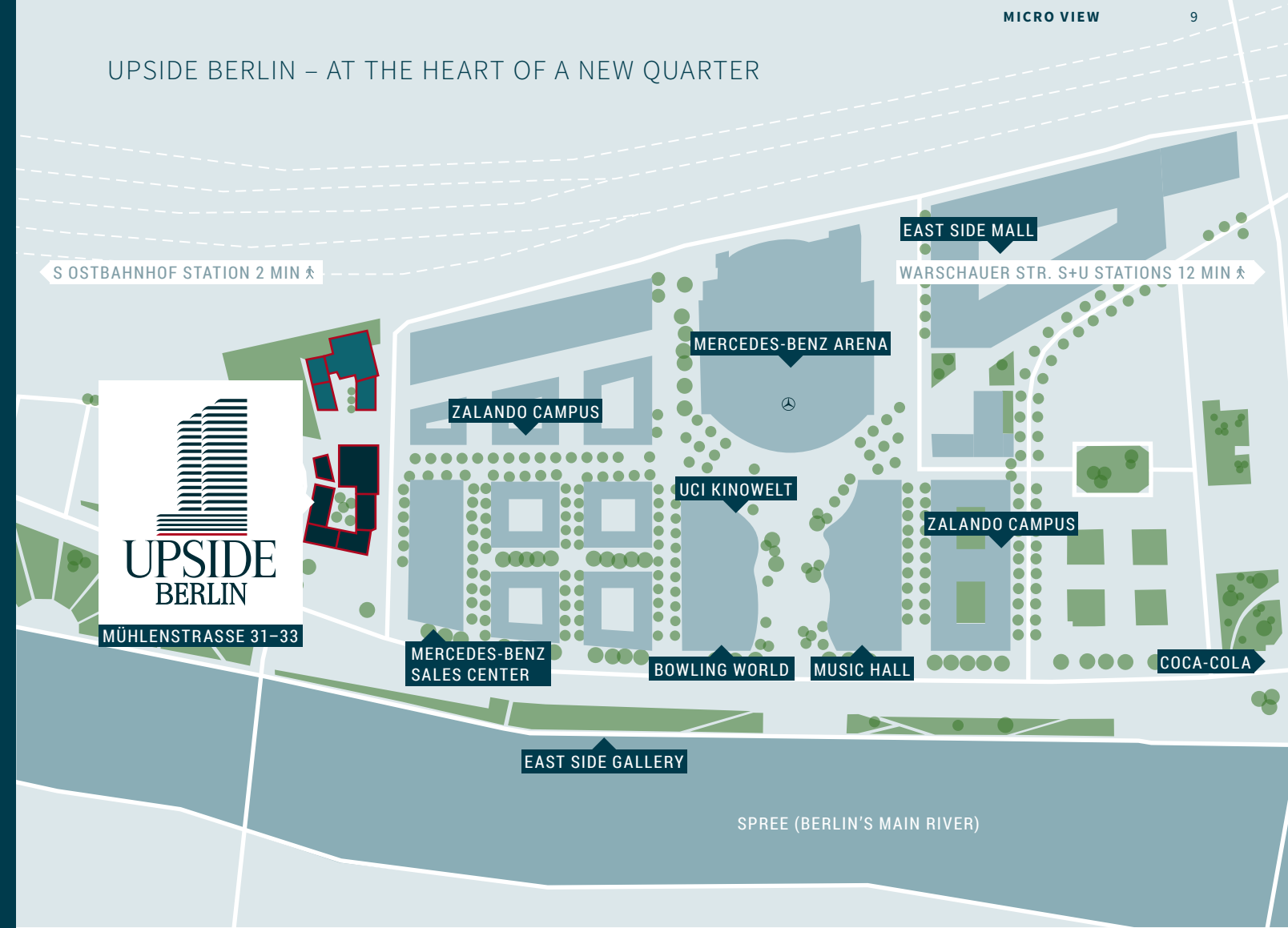


BERLIN'S NEW MELTING POT WITH COSMO- POLITAN FLAIR

In full view of the River Spree, between Ostbahnhof (Berlin East Station) and the Oberbaum Bridge, an entirely new city quarter is emerging. This is where Berlin's most exciting boroughs – Mitte, Friedrichshain and Kreuzberg – meet and form a truly inspirational combination of living, working and nightlife. Berlin's new, urban melting pot has everything to meet the very highest demands of the cosmopolitan lifestyle – and all of it conveniently close to home. Big players such as Mercedes-Benz, Immobilienscout24 and Zalando represent a new style of business. Their headquarters and creative hubs, which are just next door, attract international professionals. The high number of apartments and the numerous visitors at the premium entertainment locations ensure that the quarter is vibrant all day long. The whole complex is planned for completion at the end of 2020.



UPSIDE BERLIN – AT THE HEART OF A NEW QUARTER



COMPLETION OF COMPLEX IN 2020:

- 4,000 PEOPLE WILL LIVE AT UPSIDE BERLIN
- 20,000 PEOPLE WILL WORK CLOSE TO THE UPSIDE BERLIN COMPLEX
- 5,000 OF THEM WILL WORK AT THE ZALANDO CAMPUS
- THERE WILL BE 90,000 SQM FOR SHOPPING AND LOCAL AMENITIES IN THE EAST SIDE MALL (COMPLETION 2018)
- 1.3 MILLION VISITORS TO THE MERCEDES-BENZ ARENA PER YEAR
- 6,500 VISITORS BROUGHT IN BY THE MUSIC HALL
- 8,000 VISITORS TO THE EAST SIDE GALLERY DAILY
- 150 METERS FROM UPSIDE BERLIN TO THE RIVER SPREE
- 14 SCREENS AT UCI KINOWELT; BERLIN'S MOST MODERN PREMIER CINEMA WITH VIP-STYLE COMFORT
- 28 BOWLING LANES OVER 3,000 SQM AT BOWLING WORLD

LANDMARK ARCHITECTURE WITH LASTING VALUE



UPSIDE BERLIN consists of two high-rise building ensembles: one at 95 meters and one at 88 meters. The total floor surface area amounts to 60,000 square meters. In addition to living areas, there will be spaces for retail and offices. The MORITZ TOWER will provide apartments for rent while the high-quality apartments in the MAX TOWER will be for sale. The urban, city-styled architecture and high quality of the buildings, which boast current certification standards (German Energy-Saving Ordinance 2016), will be the benchmark for the future. Completion is planned for the end of 2019. Responsible for the buildings is the renowned office of Nöfer Architekten, which made its name through the development of many sophisticated clusters of architecture in Berlin and beyond. UPSIDE BERLIN is a landmark, a home, and an architectural statement with a few extras. The architecture is of an international level and creates a striking relationship with the modern buildings that surround it. At the same time, its distinctive character and the lasting value of its quality construction and architectural style put it in a class of its own. Generous, representative communal areas inside and out as well as a concierge service also offer attractive added value, increasing the residential quality and therefore the return.

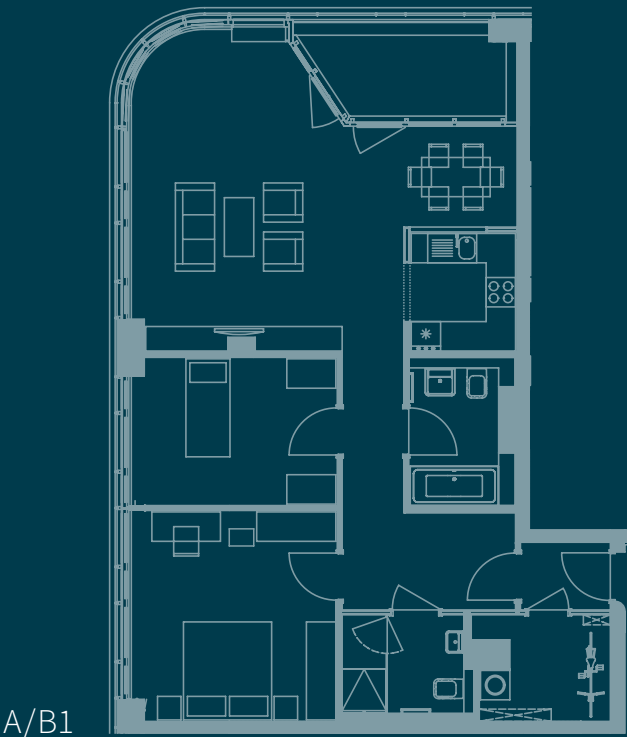
UPSIDE BERLIN: OPENING MAX TOWER & BASE

- 88 METERS HIGH
- 22 FLOORS
- 184 APARTMENTS FOR SALE FOR PRIVATE OWNERSHIP
- FREE HOLD
- 3 APARTMENT TYPES:
CLASSIC, PREMIUM & PENTHOUSE
- 2 TO 4 ROOMS (IN ADDITION TO BATH AND KITCHEN)
- APPROX. 60 TO 136 SQM
- CEILING HEIGHT MAX TOWER: 3.02 M
- CEILING HEIGHT MAX BASE: 2.88 TO 3.03 M
- HIGH-QUALITY FITTING
- PREDOMINANTLY WITH WATER VIEW
- CONCIERGE
- SECURITY-CONCEPT
- GENEROUS LOBBY
- RESIDENT'S ROOF TERRACE AND ROOF GARDEN
- ATTRACTIVE OUTSIDE AREAS & COMMUNAL SPACES
- UNDERGROUND PARKING LOT
- RETAIL SPACES
- CONSTRUCTION HAS STARTED



TOBIAS NÖFER IS THE GREAT MIND BEHIND
UPSIDE BERLIN. HIS ARCHITECTURE IS SYNONYMOUS
WITH TOP QUALITY AND VALUE INCREASE.

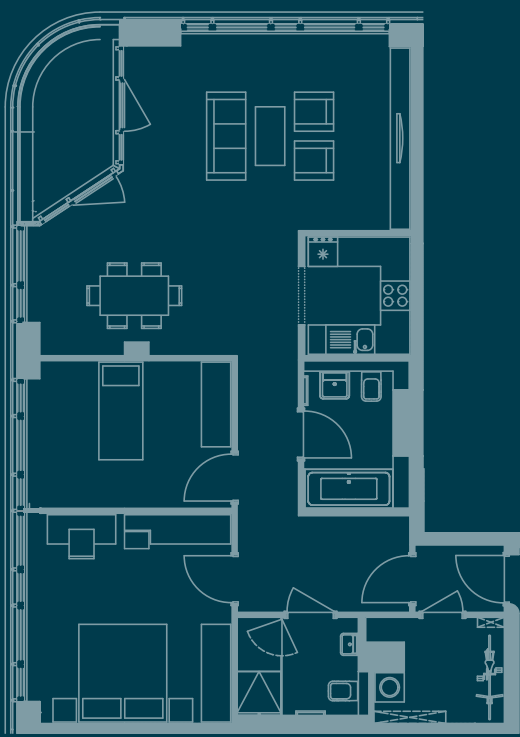
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A/B1

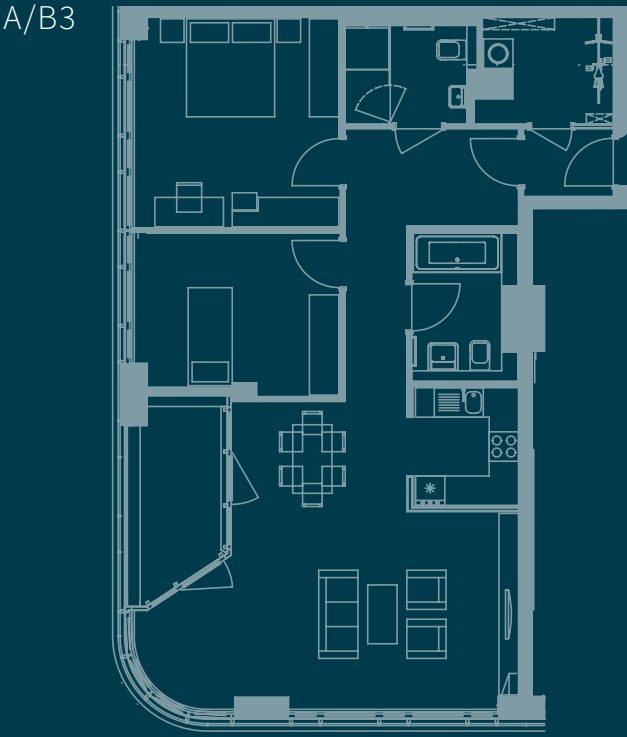


A/B2



A/B5

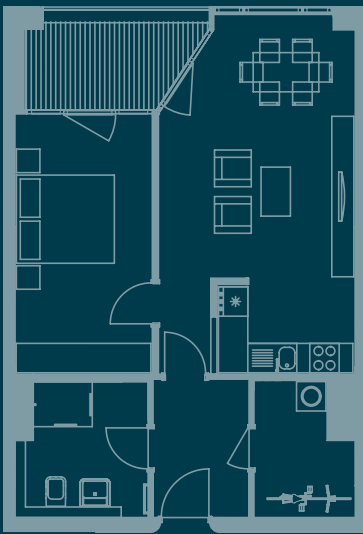
FLOOR PLANS FOR VARIOUS DEMANDS



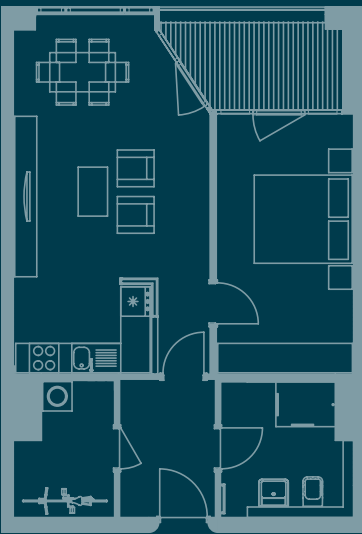
A/B3



A/B4

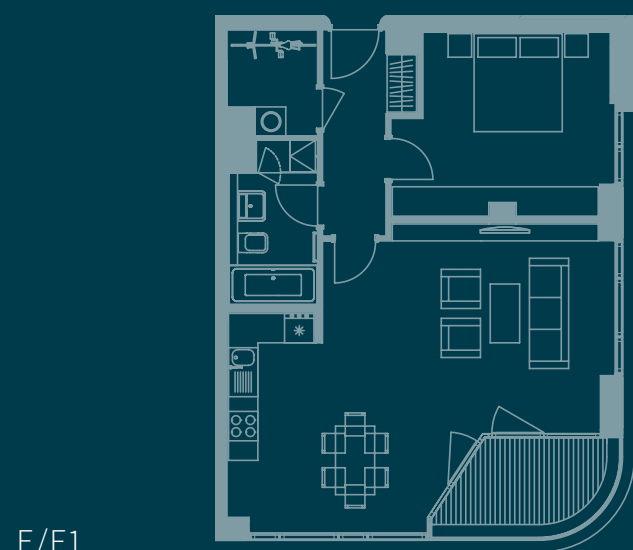


C/D1



C/D2

TOWERING REASONS FOR A UNIQUE INVESTMENT



E/F1



E/F2

01 BERLIN

- EUROPE'S LEADING METROPOLIS FOR INVESTMENT PERSPECTIVES¹
- EXCELLENT MARKET CONDITIONS: STRONG ECONOMIC FORCES, EXCEPTIONAL DEMAND FOR REAL ESTATE, LOW REAL ESTATE PRICES, HIGH RENTAL QUOTA
- POPULAR COSMOPOLITAN CITY WITH GREAT QUALITY OF LIFE

02 LOCATION

- UNIQUE LIVING ENVIRONMENT THANKS TO EXCITING JUNCTURE OF DISTRICTS
- NEW CITY QUARTER WITH INSPIRATIONAL COMBINATION OF LIVING; WORKING AND GOING OUT
- DESIRABLE, PREMIUM ORIENTATION OF ENTIRE QUARTER

03 BUILDING

- HIGH RISE STATEMENT BUILDING WITH UNOBSTRUCTED VIEWS
- MAJORITY OF APARTMENTS HAVE A VIEW OF THE RIVER SPREE
- ARCHITECTURE WITH HIGH VALUE STABILITY

04 INTERIOR

- SOPHISTICATED INTERIORS
- IMPRESSIVE FOYER
- ADDED CONVENIENCE THROUGH CONCIERGE SERVICE AND RETAIL AREAS ON GROUND FLOOR

¹Emerging Trends in Real Estate 2017, PwC Study