



+++ EMBARGOED UNTIL November 2, 2016, 08:00 p.m. +++

Press Release

MyZeil shopping center in Frankfurt:

ECE presents concept for new, spectacular food and entertainment experience “Foodtopia”

International food concepts, a premium cinema, and new outside terraces planned

Frankfurt am Main/Hamburg, November 2, 2016 – MyZeil shopping center, located in the heart of Frankfurt's city center, shall get a new, spectacular food area of international stature by the end of 2018. The planning includes the realization of unique and innovative food and entertainment options on the fourth floor with a diverse mix of modern international and local restaurants and bars as well as a premium cinema. The current concept and the first visualizations of Frankfurt's new food destination, which shall be named “Foodtopia”, were presented to potential retail partners and restaurant operators by ECE and British food expert Jonathan Doughty, Head of EMEA Foodservice Consulting at JLL, in Frankfurt today. “Foodtopia” is supposed to be the second major element of the modernization and refurbishment of MyZeil, which make it a modern shopping, lifestyle and entertainment complex. The refurbishment of the lower sales levels is already in full swing. It will include a new lobby and newly arranged elevators to improve directions and wayfinding inside the building.

“The new food area at MyZeil will be a truly special experience which will uniquely combine shopping, dining, leisure, and entertainment,” said Marc Blum, ECE's Chief Architect. “The diverse dining options and the latest food trends, a unique architecture, and a cool design as well as spectacular views on Frankfurt's skyline will make MyZeil a real hotspot for the people of Frankfurt and their guests.”

The new gastronomy concept on MyZeil's fourth floor includes a broad spectrum of various international and regional premium restaurants and bars in seven different themed areas. The objective is to offer the right food at the right time of day and for every taste at Foodtopia from morning to night: a café bar, premium fast-casual lunch options, casual dining options for exclusive evening meals, and cool bars, which will be open till late.

“It is important to understand that Foodtopia is not a food court. It is way more than that,” emphasized food guru and ECE partner Jonathan Doughty, explaining the concept. “We want to create a perfect place which offers a wide range of food, a wide range of prices and a wide range of experiences with great quality and great service. Foodtopia will create emotions in people as well as satisfy their need for food and drinks. Add to that ambiance, a special experience, cool design, and the great architecture of MyZeil with its spectacular views.”

The concept presented by ECE is also based on the ideas and the commitment of the prospective tenants at Foodtopia, which will help turn it into a vibrant, unique, and ambient place. Therefore, the concept will be developed further and refined with the help of dedicated partners and prospective tenants.

Further special highlights that are planned for Foodtopia include up to four different terraces, one of which could be located on the seventh floor overlooking the roofs of the city. They will offer great views on Frankfurt's skyline and a relaxed urban ambiance. In addition, also the interior of Foodtopia will convince and intrigue the visitors and include various design elements from the international restaurant industry such as urban gardening and vintage styles. As a reinterpretation of a market hall with its diverse offers and its vivid atmosphere, the new food area shall creatively reflect the existing spectacular glass architecture by Massimiliano Fuksas and, with new visual effects, present it in a new light and integrate it into the building.

In addition, the concept idea for MyZeil also includes a premium cinema with a classic flair and unique services which shall add a special entertainment offer to the center. Besides the new food area, further modernization and renovation measures are being planned or already under construction at MyZeil: A new quality-design entrance area, re-located and re-arranged escalators, which will improve the usability of the building and the pathways in the center, a renovation of the mall with warm, high-quality building materials with new, elegant seating, and an improved lighting concept will create a very comfortable and modern

ambiance. Moreover, MyZeil's tenant mix will be optimized further and focus more on premium international concepts and include more sportswear retailers.

Based on the current concept idea, the investment volume for the entire modernization and renovation will total a mid-double-digit million euro amount. Like the leasing and management of MyZeil, the development and execution of the concept has been entrusted to ECE.

About ECE

ECE has been developing, building, leasing, and managing shopping centers since 1965. The company is European market leader for shopping centers with 199 shopping centers under management (48 of which are managed by MEC METRO-ECE Centermanagement GmbH & Co KG) and is active in 14 countries. On an overall sales area of around 7.3 million square meters, about 21,000 retail tenants generate approximately 24 billion euros in annual sales in all ECE centers combined. Among these centers are Milaneo in Stuttgart, Aquis Plaza in Aachen, Promenaden at Leipzig Central Station, and Marmara Park in Istanbul. A number of shopping centers are currently under construction or planned throughout Europe, among them Loom in Bielefeld, Cano in Singen, and Adigeo in Verona, Italy. ECE also develops other commercial properties in its business areas Office, Traffic, and Industries, such as the Intelligent Quarters in Hamburg, the ThyssenKrupp Quartier in Essen, and the 25hours Hotel in Düsseldorf.

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