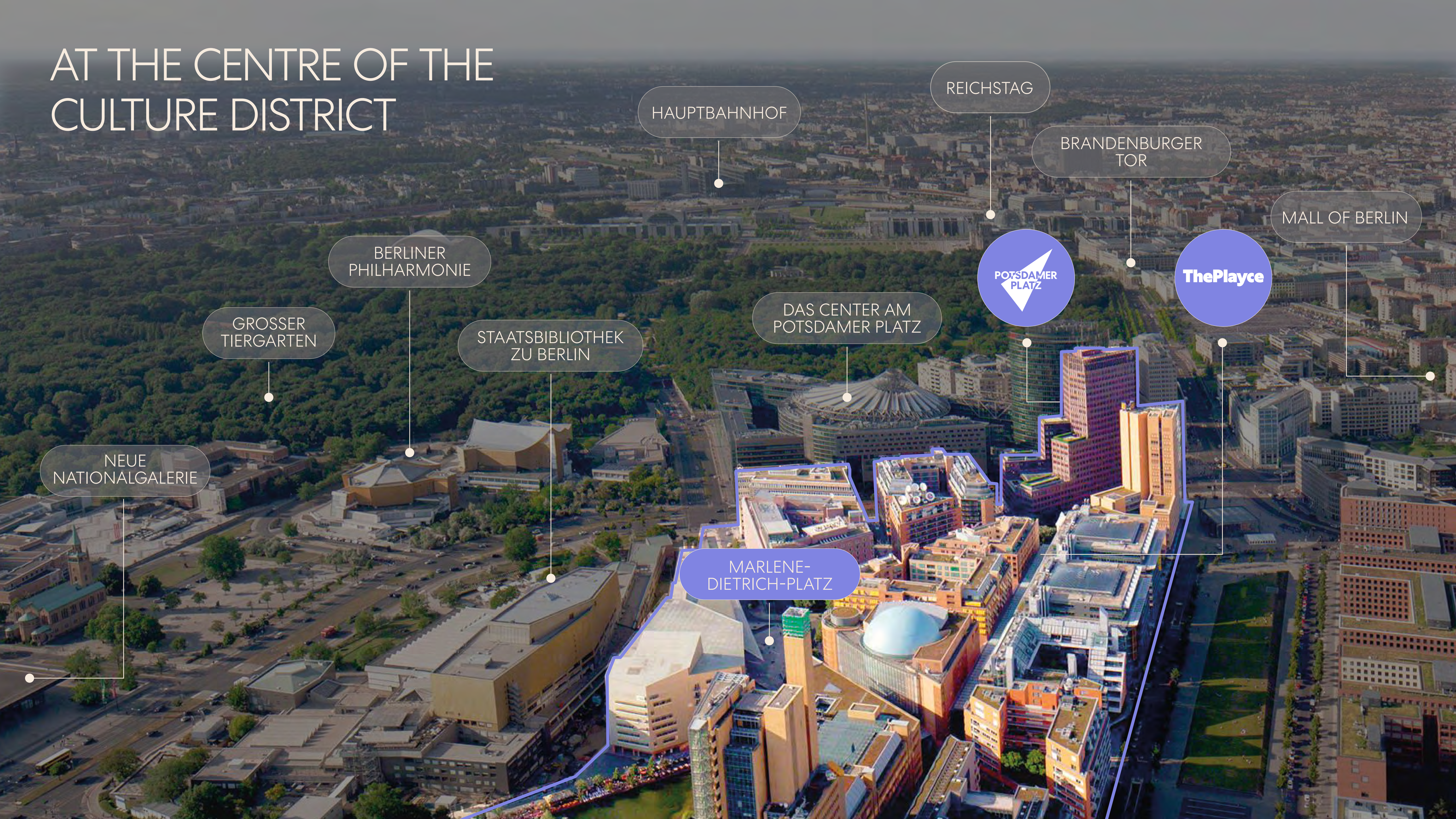


POTSDAMER PLATZ

Rental and Event Opportunities



AT THE CENTRE OF THE CULTURE DISTRICT



HAUPTBAHNHOF

REICHSTAG

BRANDENBURGER
TOR

MALL OF BERLIN

POTSDAMER
PLATZ

ThePlayce

DAS CENTER AM
POTSDAMER PLATZ

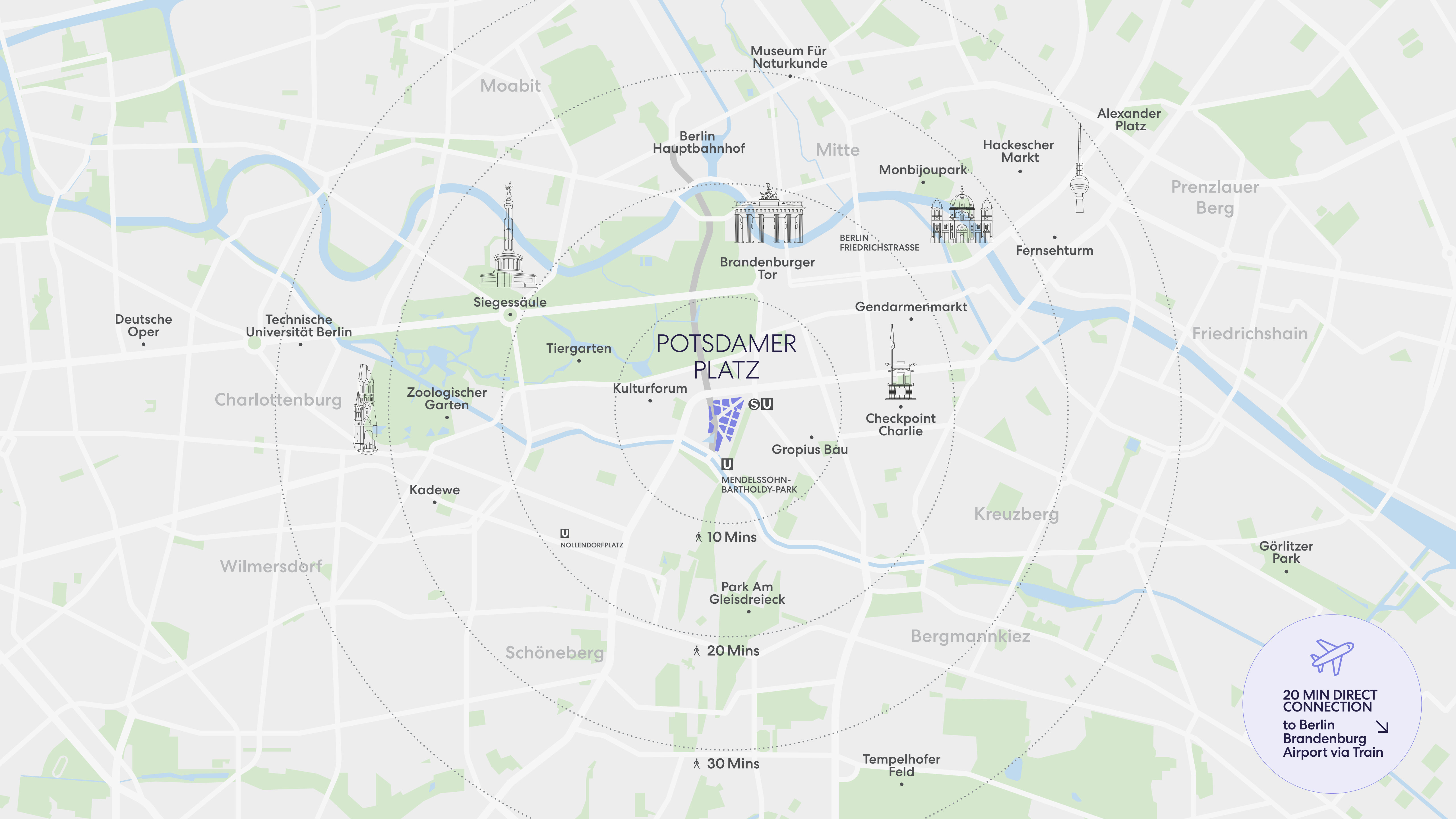
MARLENE-
DIETRICH-PLATZ

STAATSBIBLIOTHEK
ZU BERLIN

BERLINER
PHILHARMONIE

GROSSER
TIERGARTEN

NEUE
NATIONALGALERIE



Museum Für
Naturkunde

Moabit

Berlin
Hauptbahnhof

Mitte

Alexander
Platz

Hackescher
Markt

Prenzlauer
Berg

Monbijoupark

Fernsehturm

Brandenburger
Tor

BERLIN
FRIEDRICHSTRASSE

Siegessäule

Deutsche
Oper

Technische
Universität Berlin

Charlottenburg

Zoologischer
Garten

Tiergarten

Kulturforum

POTSDAMER
PLATZ

Gendarmenmarkt

Friedrichshain

Checkpoint
Charlie

Gropius Bau

U
MENDELSSOHN-
BARTHOLDY-PARK

Kreuzberg

Kadewe

U
NOLLENDORFPLATZ

10 Mins

Wilmerdorf

Park Am
Gleisdreieck

20 Mins

Schöneberg

Bergmannkiez

Görlitzer
Park

30 Mins

Tempelhofer
Feld



20 MIN DIRECT
CONNECTION
to Berlin
Brandenburg
Airport via Train



EASILY ACCESSIBLE FROM ALL OF BERLIN

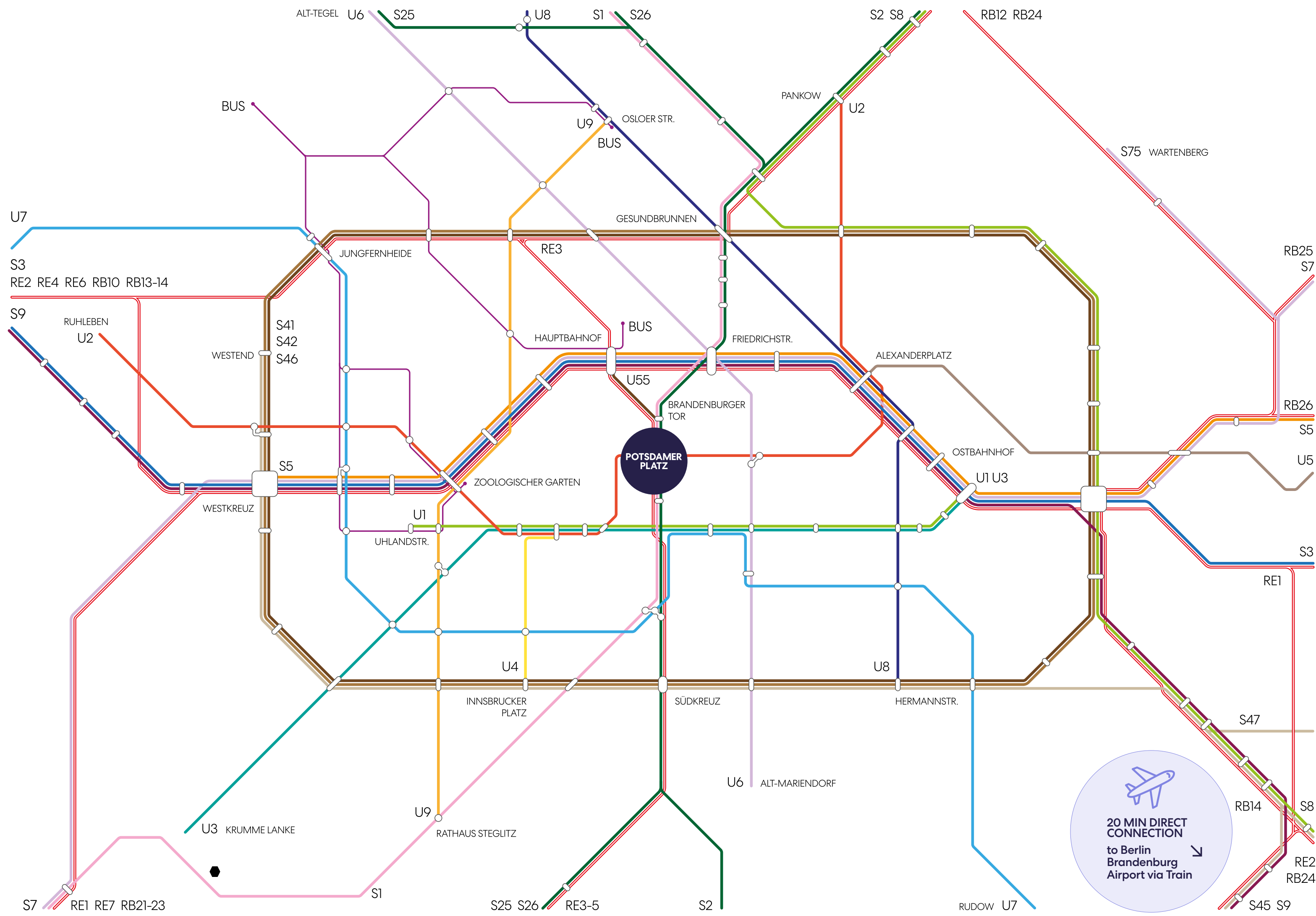


Hauptbahnhof	5 mins
Alexanderplatz	10 mins
Zoologischer Garten	10 mins



Brandenburger Tor	10 mins
Checkpoint Charlie	15 mins
Gendarmenmarkt	15 mins

POTSDAMER PLATZ



BERLIN'S MOST DYNAMIC DESTINATION



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.



CONTEMPORARY LIFE

Embracing its iconic past while responding to the rhythms of contemporary life; Potsdamer Platz is where much loved local brands meet world-class entertainment and events.

OVER 30 MILLION Overnights	110,000 daily visitors at Potsdamer Platz	12.7 MILLION visitors in Berlin 2024	63% FROM GERMANY vs 37% International visitors
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A PLACE TO WORK

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



SONY
PICTURES

TOLL COLLECT
service on the road

Johnson & Johnson

Teleperformance

LinkedIn

Sirius
real estate

illumina

STRÖER

INDUSTRIOUS

ZENTIVA

Freshfields

BAIN & COMPANY

Aroundhome

A PLACE TO SHOP

With The Playce, Potsdamer Platz offers Berlin's first "retailtainment" destination with new concept stores and some European exclusives.



McPaper

duo

Flagshipstore

REWE
DEIN MARKT

Foot Locker

pepco

ONLY

Peek.Cloppenburg

D
DEICHMANN

TKmaxx

Hugendubel

snipes

INTERSPORT

dm

STREETS

KLIER

MUMUSO

irisgalerie

DÉR

icono

Lovisa

SHINE BEAUTY

KRASS

GERMANY
ON MY MIND

A PLACE TO DINE

With a total of 20 places to grab lunch or have a fine dining experience. Potsdamer Platz has an option for every moment of your day.



MAREDO

bramada's
donuts

Pizza Hut

Goldies

KFC

weilands

THE ALCHEMIST

QIU

MAXIM
CAFE BAR

SAKU

PAULANER
Brewery & Restaurant
since 1873

FACIL

FIVE GUYS

THE BARN
Cafe & Bar

MANIFESTO
Market

1838
Cafe

Caffè e Gelato
Berlin Potsdamer Platz

COMEBUY

VOX

POSH BAR

asiagourmet

Bistro Mitte
COMFORT FOOD & DRINKS

essenza

Vincent V

Sweet Capital

PRET A MANGER

A PLACE TO EXPERIENCE

A place that offers exclusive and unexpected experiences alongside local classics, sparking interest and encouraging reconnection.



CINEMAX

ShowSlot

Internationale
Filmfestspiele
Berlin

SPIELBANK BERLIN

GRAND
HYATT
BERLIN

CIRQUE DU SOLEIL

PANORAMAPUNKT

PUNCHLINE
CLUB BERLIN

Le Petit Chef

THE MANDALA
HOTEL

the upside
down
BERLIN

Gamestate
WINNERS ONLY

LANE7



Be at the centre of it all

270k

m² total estate space

130k

m² office space

46k

m² retail space

300+

Residential units

2

Five star hotels

19

Cinema screens

World-class theatres

Berlin's largest casino

2k+

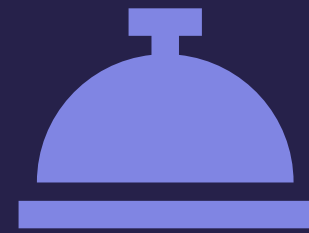
underground parking slots

Amenities



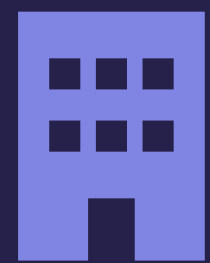
PRIME LOCATION

Central hub at Potsdamer Platz
Excellent public & road connections
Hotels within walking distance



BACK-OF HOUSE

Storage areas for equipment & props
Changing rooms & backstage areas
Production offices & meeting rooms
Catering & crew zones



OPERATIONAL FLEXIBILITY

Short-term, scalable lease models
24/7 access for production schedules
High load-bearing capacity
Direct vehicle / drive-in access



TECHNICAL INFRASTRUCTURE

High-capacity power supply
Fiber-optic connectivity
Optional on-site technical support
Rigging & mounting options



ACTIVATION & COMPLIANCE

High visibility & foot traffic
Fully customizable spaces
Indoor & outdoor integration
Permitting support
24/7 security service



LOGISTICS ADVANTAGE (VEZ)

Underground Supply & Disposal Centre (VEZ)
Truck docks for efficient loading/unloading
Dedicated underground logistics routes
Direct building access for seamless operations
2000 parking spaces in underground garage



Opportunity Spaces Around Potsdamer Platz

OUTDOOR SPACES

1. Fontaneplatz

Visual axis to the railway station PPL

2. Varian-Fry-Straße

Visual axis to The Playce and main road Potsdamer Str.

3. Entrance Varian-Fry-Strasse

Most prominent outdoor position on private ground. Directly next to Potsdamer Strasse with clear view to Das Center

4. Voxstraße

(Between A2 and A3) Directly at the Cinemaxx cinema

5. Joseph-von Eichendorff-Gasse (East)

Side street of The Playce

6. Joseph-von Eichendorff-Gasse (West)

Side street of The Playce

7. Rudolph-von-Gneist-Gasse (East)

Side street of The Playce

8. Rudolph-von-Gneist-Gasse (West)

Side street of The Playce

9. North Entrance The Playce

Main entrance to the shopping centre

10. South entrance The Playce

Visual axis to MDP

11. Outdoor Stairs

Private Outdoor Stairs

12. Outdoor Stairs

Private Outdoor Stairs

13. Marlene-Dietrich-Platz

Private outdoor land (under the roof)

INDOOR SPACES

14. Atrium Eichhornstrasse 3

High indoor space located in the biggest office building on the estate

15. Event Hub Eichhornstrasse 3

Event Space with a kitchen and small terrace located on the 19th floor

16. Office Space Eichhornstrasse 3

Big open Office Space located next to the Atrium

17. Top Floor + Rooftop Terrace Eichhornstrasse 3

Open Office Spaces on 2 floors with one of Berlins highest terraces overlooking the whole city

18. Gallery Space Marlene-Dietrich-Platz 5

Big open gallery space. 2 floors, huge glass facade

19. Former Nightclub

Unique former night club space, with 3 floors, round shape, open gallery, bars

20. Atrium Potsdamer Platz 1

Indoor space located in one of the most iconic skyscrapers in Berlin

21. Office Space Potsdamer Strasse 7

Office space with Tiergarten views and rooftop terrace

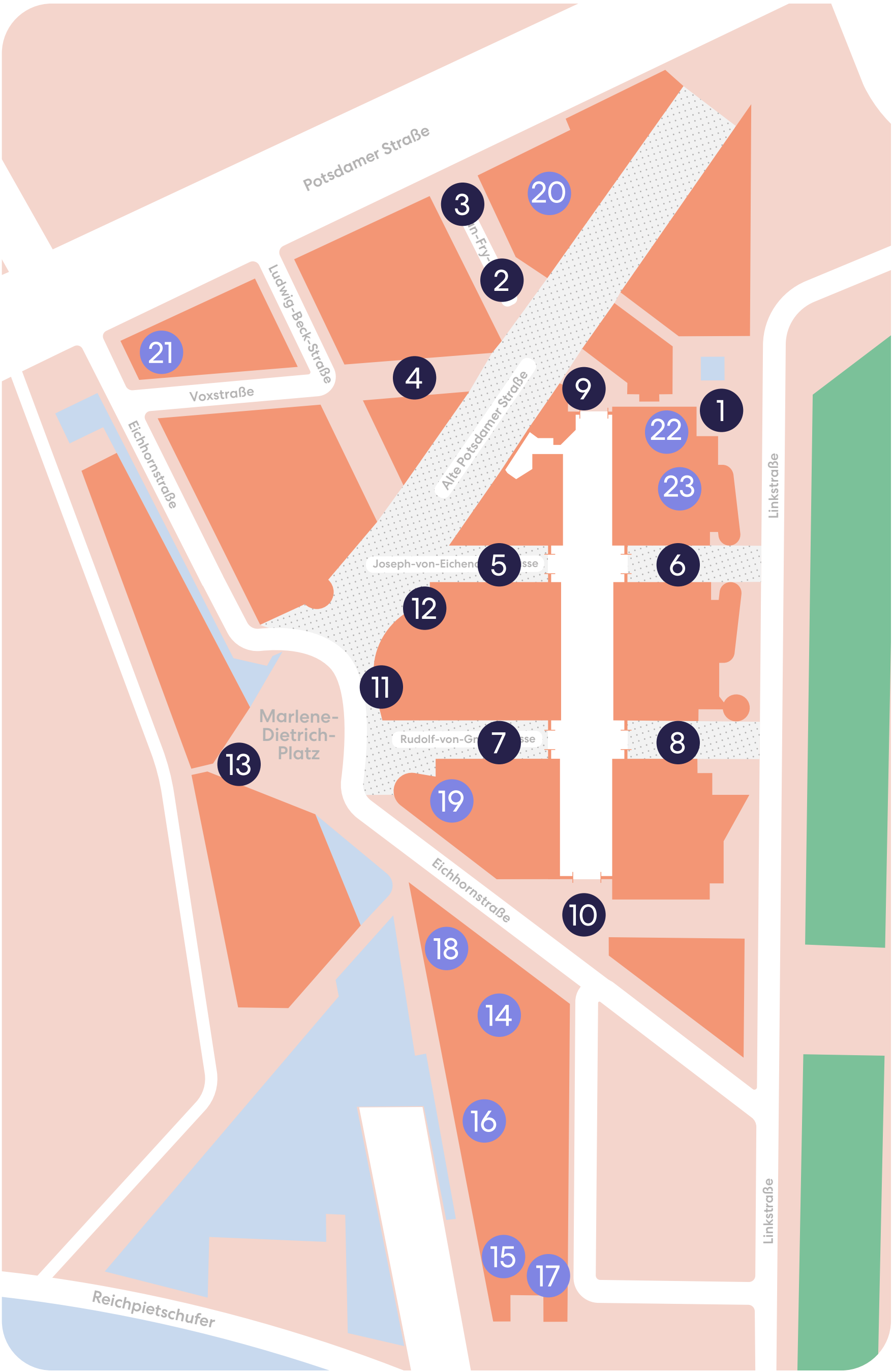
22. Office Space Linkstrasse 2

Office space with Potsdamer Platz views

23. Lobby Linkstrasse 2

Bright and modern Lobby Space, with escalators, glass facades and roof and indoor gardening

RENTAL AND EVENT OPPORTUNITIES



Outdoor Spaces



OUTDOOR

1. Fontaneplatz

Small square directly located in front of Haus Huth in between Linkstraße 2 und Potsdamer Platz 11

355 m²

Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	in front of famous Haus Huth, trees, direct line of sight with Potsdamer Platz train station
Suitable for	advertising displays, signposting, promotion



OUTDOOR

2. Varian-Fry-Straße

Private Street connecting Potsdamer Straße with Alte Potsdamer Straße and The Center with The Playce

50 m x 5 m

Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	connecting The Center (former Sony Center) and The Playce
Suitable for	advertising displays, signposting, promotion



OUTDOOR

3. Varian-Fry-Straße

Most visible outdoor position on private ground. directly next to Potsdamer Strasse with clear view to Das Center

50 m x 5 m

Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	direct connection to the North Entrance of The Playce
Suitable for	Promotion, market stalls, advertising stands



OUTDOOR

4. Voxstraße

Private Street in front of the Cinemaxx main entrance leading towards the main entrance of The Playce

35 m x 5 m

Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	direct connection to the North Entrance of The Playce
Suitable for	promotion, market stalls, advertising stands



OUTDOOR

5. Joseph-von-Eichendorff Gasse (East)

Private Street connecting Linkstraße and The Playce via side entrance

40 m x 5 m

Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	entertainment focused location in between Lane7 and The Alchemist
Suitable for	promotion, market stalls, advertising stands



OUTDOOR

6. Joseph-von-Eichendorff Gasse (West)

Private Street connecting Alte Potsdamer Platz and The Playce via side entrance

33 m x 5 m

Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	connecting The Playce with the public realm, next to Manifesto Market
Suitable for	promotion, market stalls, advertising stands



OUTDOOR

7. Rudolf-von-Gneist Gasse (East)

Private Street connecting Linkstraße and The Playce via side entrance

40 m x 5 m

Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	two outdoor basketball halfcourts
Suitable for	promotion, market stalls, advertising stands



OUTDOOR

8. Rudolf-von-Gneist Gasse (West)

Private Street connecting Alte Potsdamer Platz and The Playce via side entrance

50 m x 5 m

Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	direct access from Marlene-Dietrich-Platz (Spielbank, Cirque Du Soleil, Imax, Hyatt, Punchline Club) to The Playce
Suitable for	promotion, market stalls, advertising stands



OUTDOOR

9. North Entrance The Playce

Small square directly at the northern main entrance of The Playce on private ground

approx. 120 m²

Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	public square in the center of the estate with the most footfall
Suitable for	promotion, market stalls, advertising stands



OUTDOOR

10. South Entrance The Playce

Small square directly at the southern main entrance of The Playce on private ground

approx. 120 m²

Electricity	can be provided
WC	public toilet in The Playce and Eichhornstraße 3
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	public square right at one of the main entrances of The Playce
Suitable for	promotion, market stalls, advertising stands



OUTDOOR

11. Outdoor Stairs

Private Outdoor Stairs

approx. 75 m²

Electricity	no
WC	public toilet in The Playce
Drinkable Water	no
Waste Water	no
Special Features	-
Suitable for	stair branding, photo shoots, movie location



OUTDOOR

12. Outdoor Stairs

Private Outdoor Stairs

approx. 31 m²

Electricity	no
WC	public toilet in The Playce
Drinkable Water	no
Waste Water	no
Special Features	Caro Amaya Artwork
Suitable for	stair branding, photo shoots, movie location



OUTDOOR

13. Marlene-Dietrich-Platz

Private outdoor land (under the roof)

230 m²

Electricity	can be provided
WC	public toilet in The Playce and Eichhornstraße 3
Drinkable Water	can be provided
Waste Water	no
Special Features	huge outdoor area, cantilever roof, centered in between the main entertainment tenants
Suitable for	promotion, market stalls, advertising stands



Indoor Spaces



14. Atrium Eichhornstrasse 3

High indoor space located in the biggest office building on the estate

80x14m (1.120 m²)

Electricity	yes
WC	public Toilet at Eichhornstraße 3
Drinkable Water	can be provided
Waste Water	no
Special Features	reception, 36 m ceiling height, event area for max. 1900 pax
Suitable for	events, promotion, photo shoots, movie location



15. Event Hub Eichhornstrasse 3

Event Space with a kitchen and small terrace located on the 19th floor

749,55 m²

Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	reception,event area for max. 199 pax
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equipment self provided

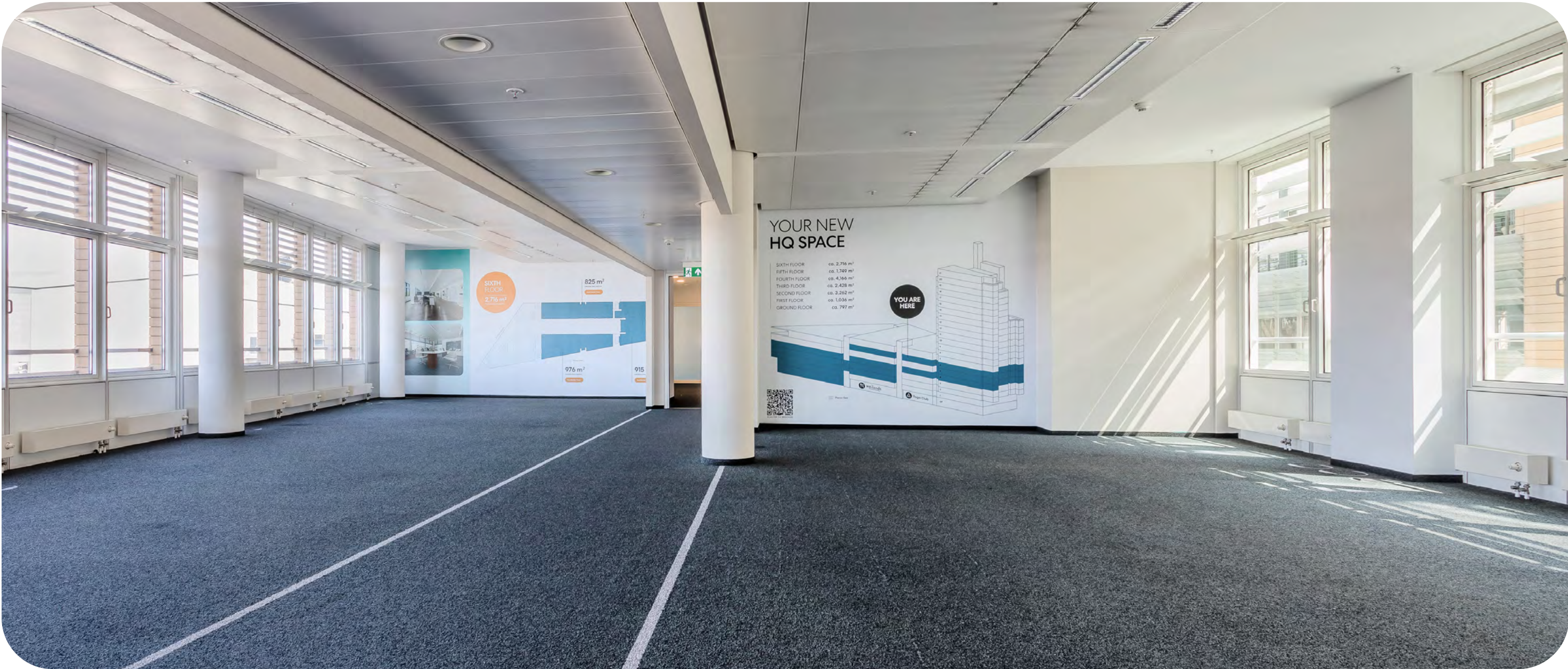


16. Office Space Eichhornstrasse 3

Big open Office Space located next the the Atrium

825 m²

Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	office with wide open floor plan
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equipment self provided

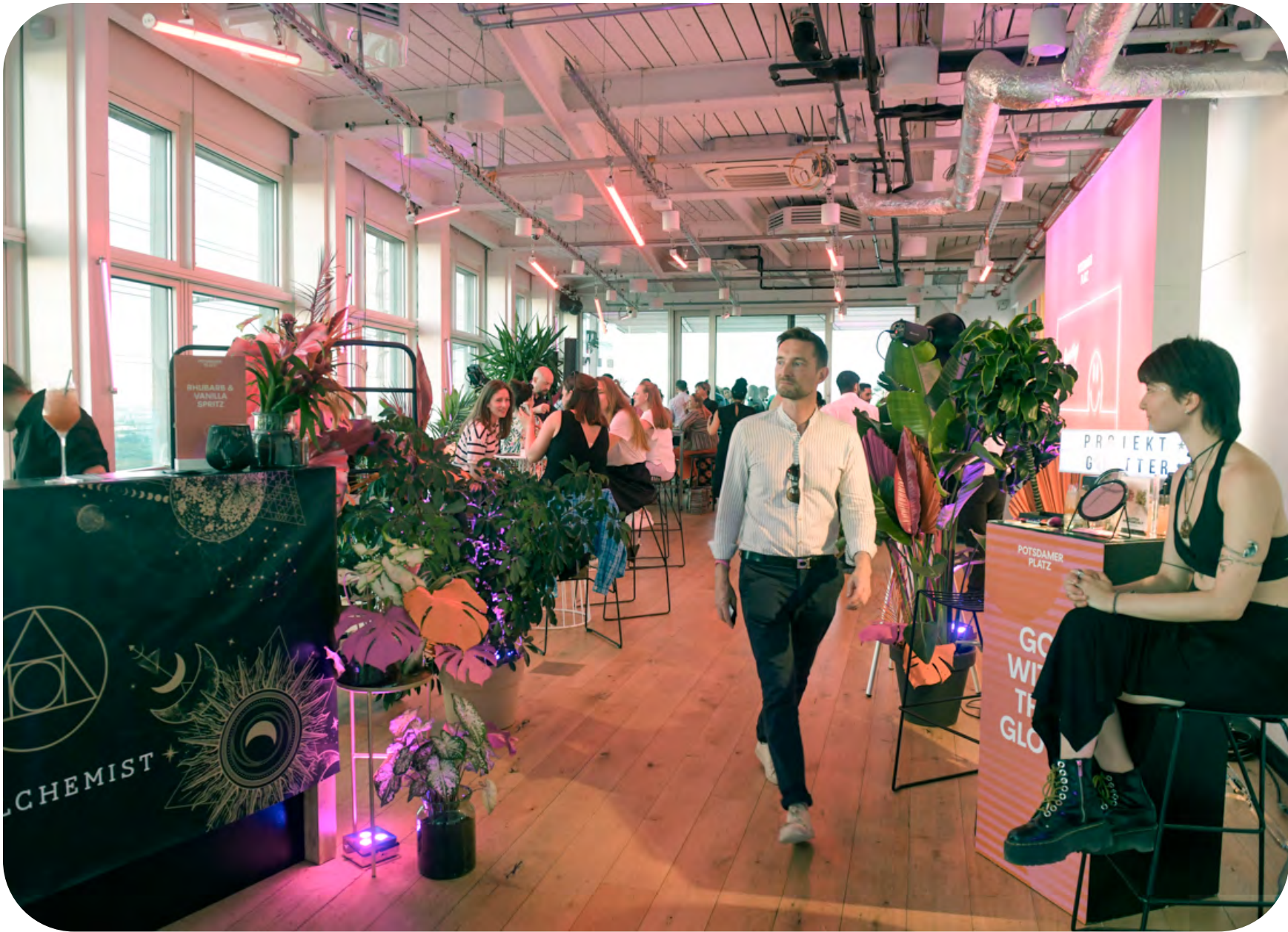


17. Top Floor and Rooftop Eichhornstrasse 3

Top 2 floors of the famous Atrium Tower including one of Berlins highest rooftop terrace

904,3 m²

Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	-
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equipped event location, all technical equipment self provided



18. Gallery Space
Marlene-Dietrich-Platz 5

Big gallery space, with ceiling high glass facade, facing Marlene-Dietrich-Platz and Piano See.

1233,5 m²

Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	2 floor, public toilets as part of the space, gallery walls, seperate entrance
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equipment self provided

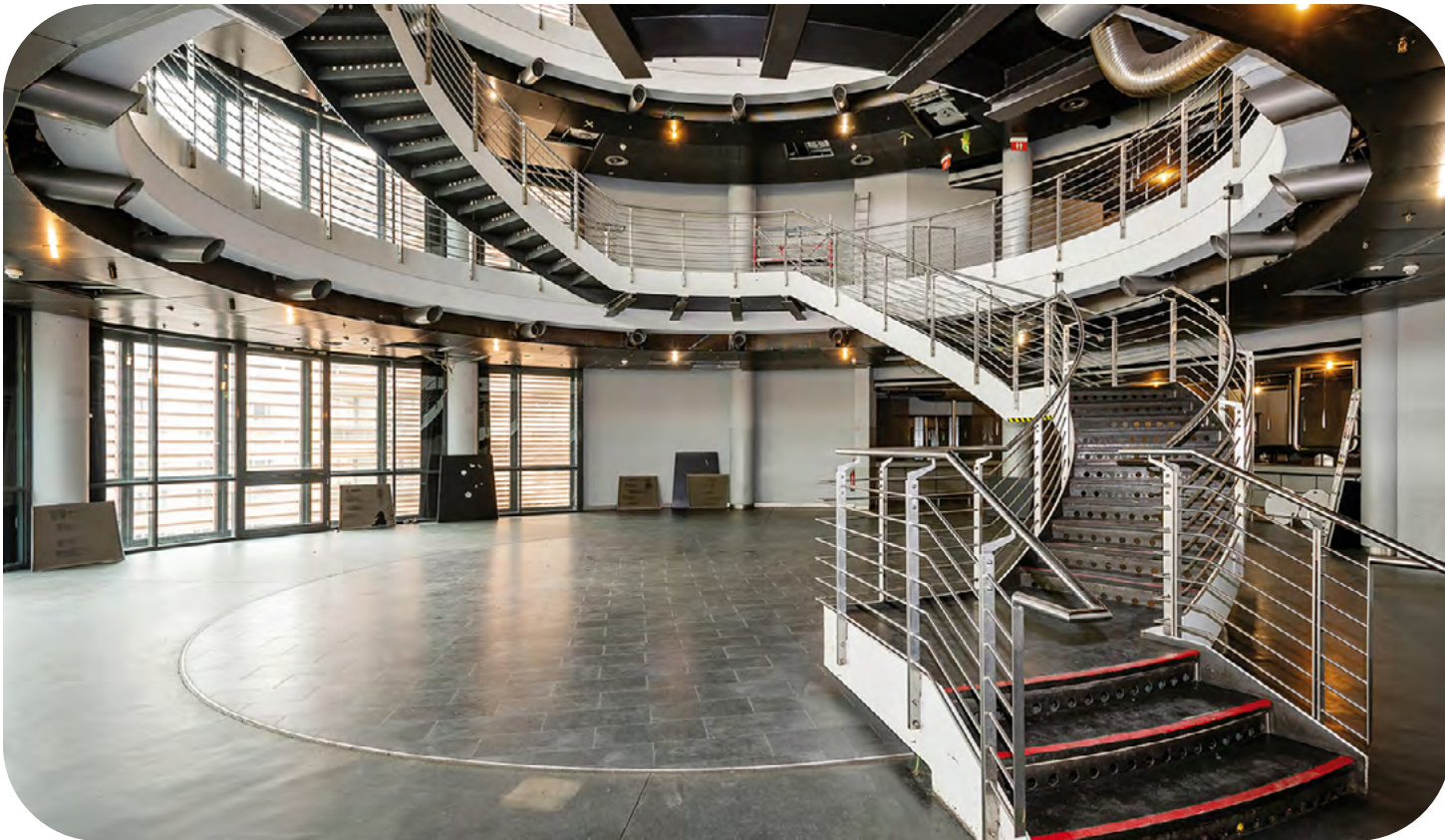


19. Former Night Club

Uniqe former night club space, with 3 floors, round shape, open gallery, bars,

1569 m²

Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	central dance floor, 3 flloor high ceiling, open galery on all floors, spiral stiarcases connecting all floors, bars, seperate entrance
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equipment self provided



20. Atrium Potsdamer Platz 1

Indoor space located in one of the most iconic skyscrapers in Berlin

313,83 m²

Electricity	yes
WC	no public toilet
Drinkable Water	can be provided
Waste Water	yes
Special Features	reception,event area for max. 199 pax
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equipment self provided



21. Office Space Potsdamer Strasse 7

Office space with Tiergarten views and rooftop terrasse

1,187 m²

Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	rooftop terrasse with Tiergarten views
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equipiment self provided



22. Office Space Linkstrasse 2

Office space with Potsdamer Platz views

494 m²

Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	round office with glass walls and Potsdamer Platz views
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equipment self provided



23. Lobby Linkstrasse 2

Bright and modern Lobby Space, with escalators, glas Fassades and roof and indoor gardening

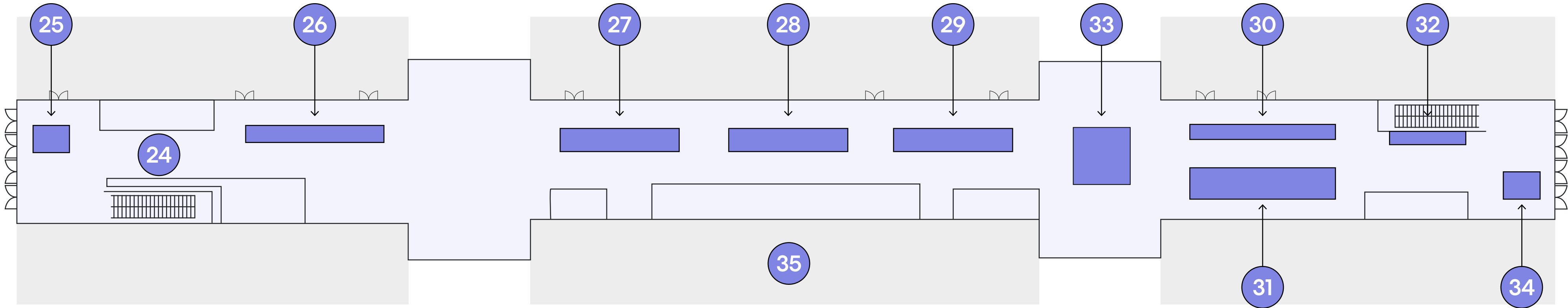
449,21 m²

Electricity	yes
WC	no public toilet
Drinkable Water	can be provided
Waste Water	no
Special Features	Reception, two stories, escalators, indoor planting
Suitable for	Promotion, Photo Shoots, movie location
Disclaimer	not a fully equiped event location, all technical equipment self provided

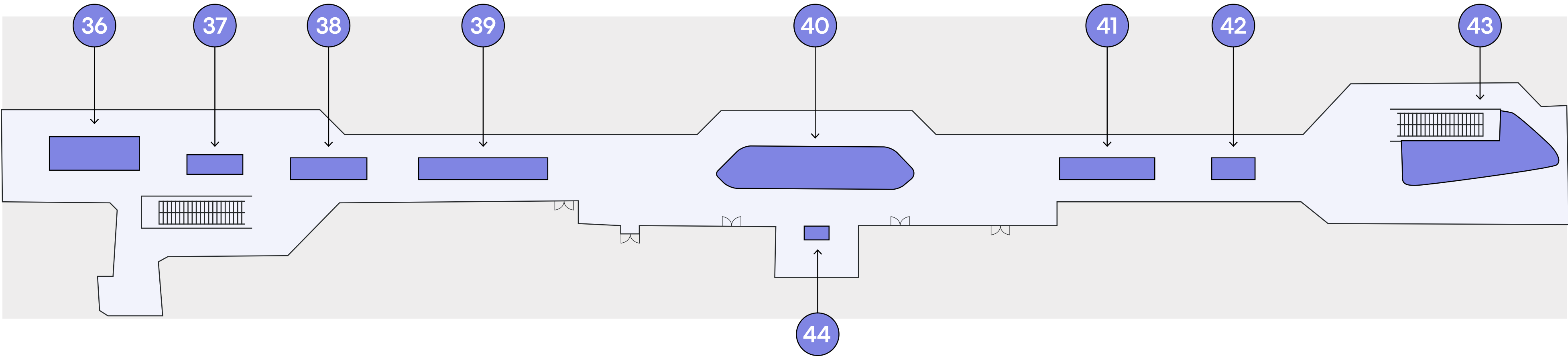


Opportunity Spaces Within The Playce

EG



UG



24. The Ceiling in The Playce

13m high glass ceiling

170 m x 11 m

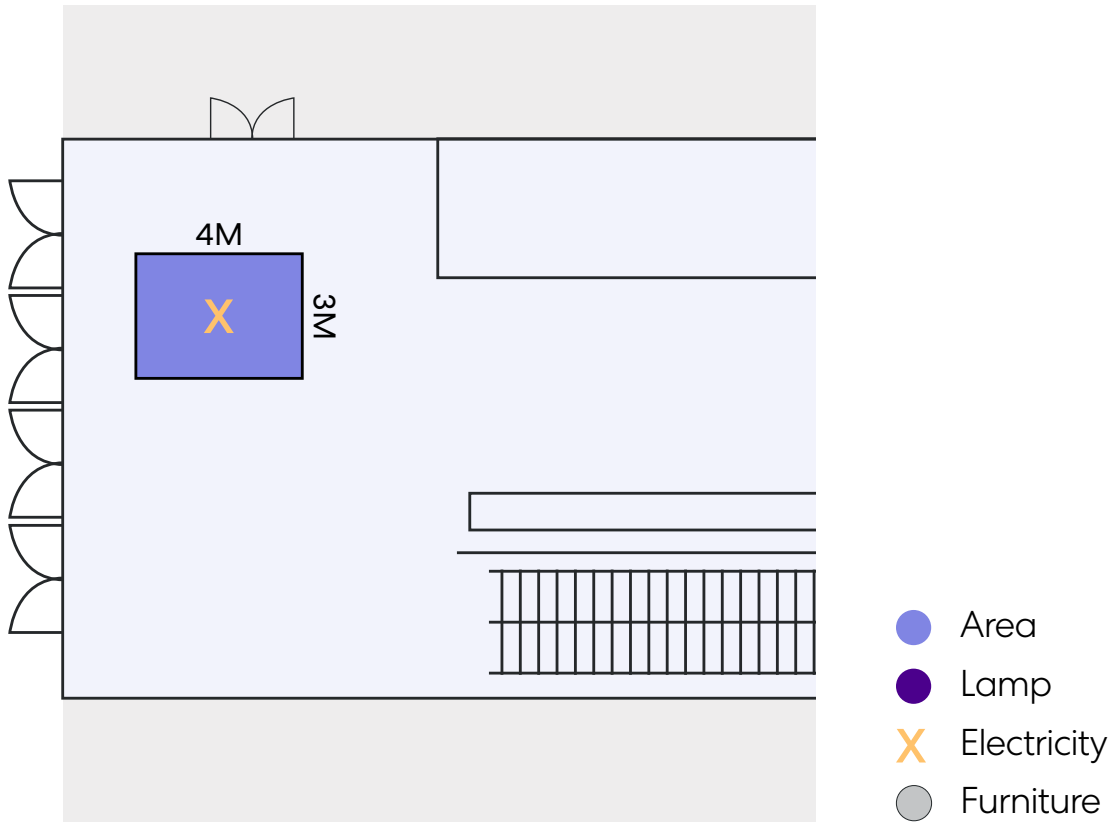
Special Features	various rigging points at the ceiling banners can be up to 8m long
Suitable for	promotion



25. Activation Area

Dedicated activation area on the High Street, close to the north entrance

3 m x 4 m (12 m²)



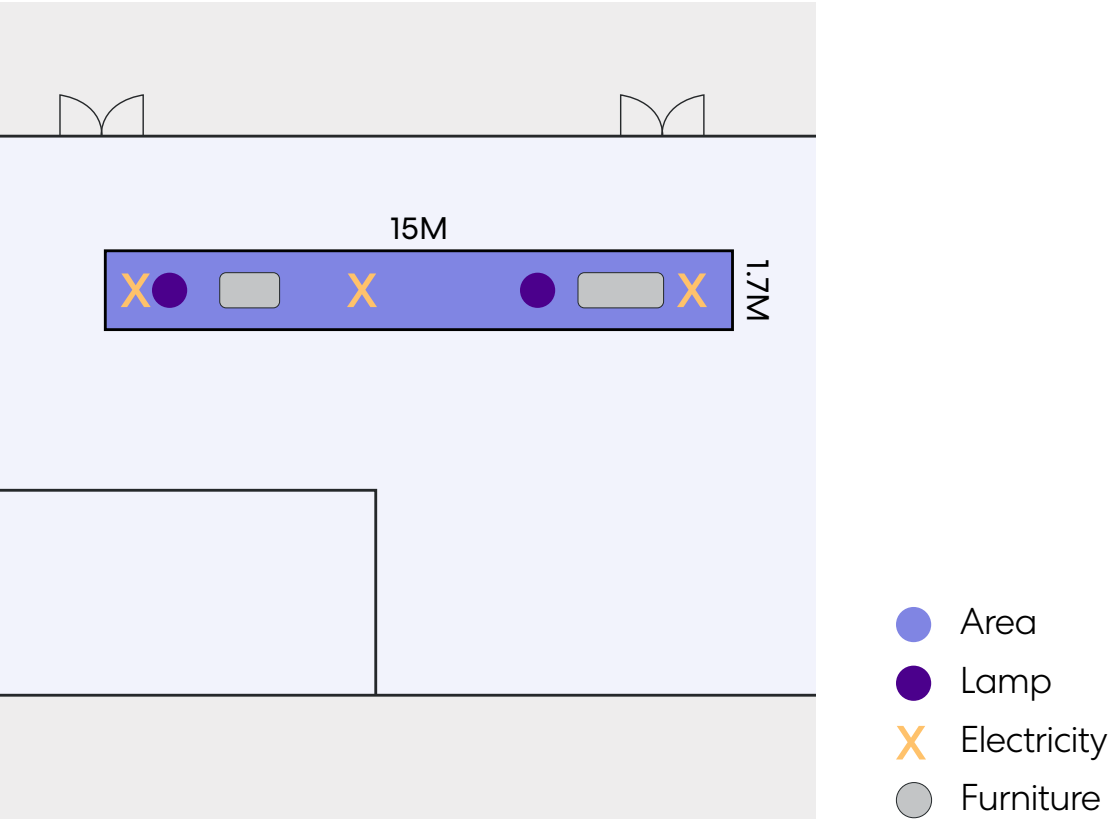
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



26. Furnishing Area

Small activation area in The Playce

1,7 m x 15 m² (25,51 m²)



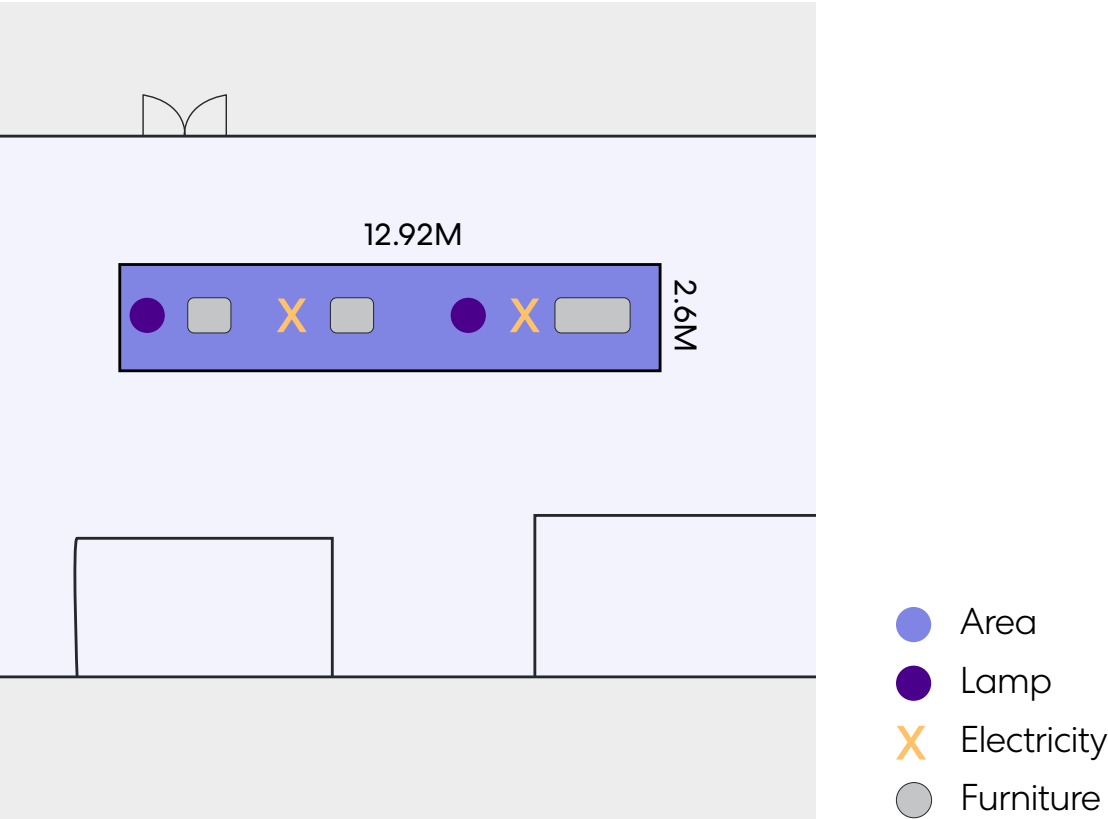
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



27. Furnishing Area

Small activation area in The Playce

2,6 m x 12,92 m² (33,59 m²)



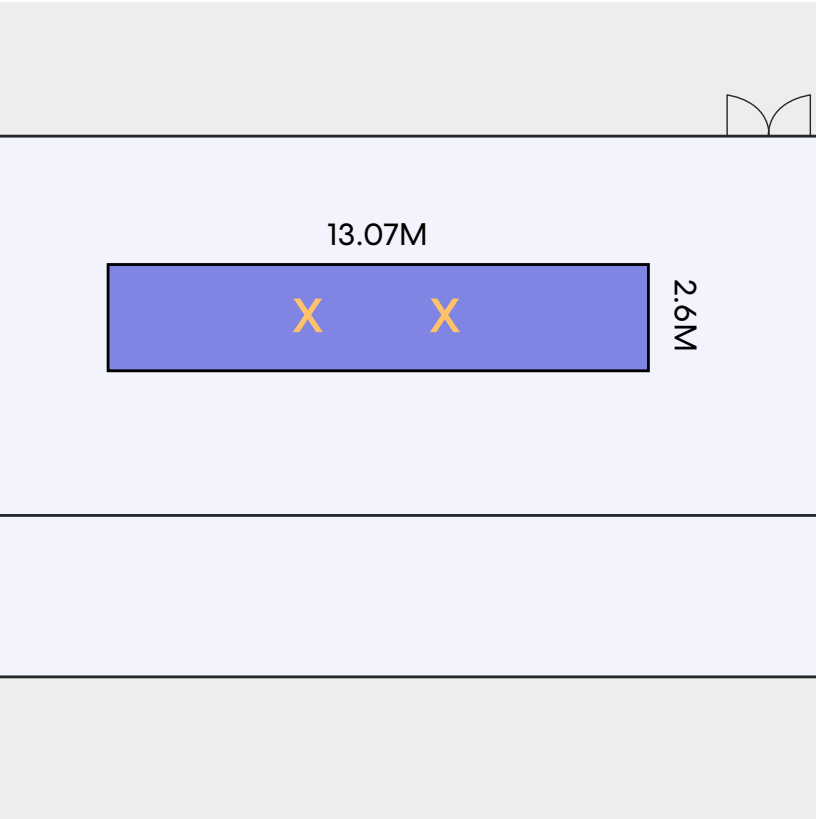
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



28. Furnishing Area

Small activation area in The Playce

2,6 m x 13,07 m² (33,98 m²)



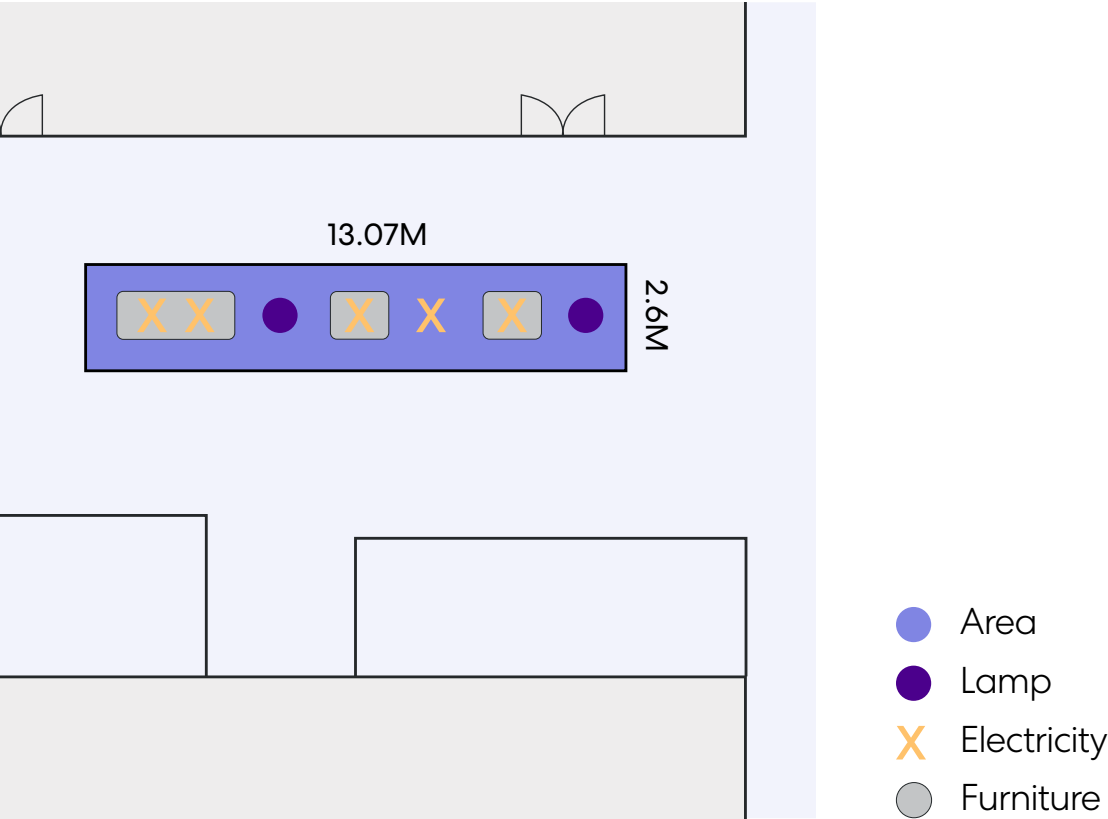
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



29. Furnishing Area

Small activation area in The Playce

2,6 m x 12,92 m² (33,59 m²)



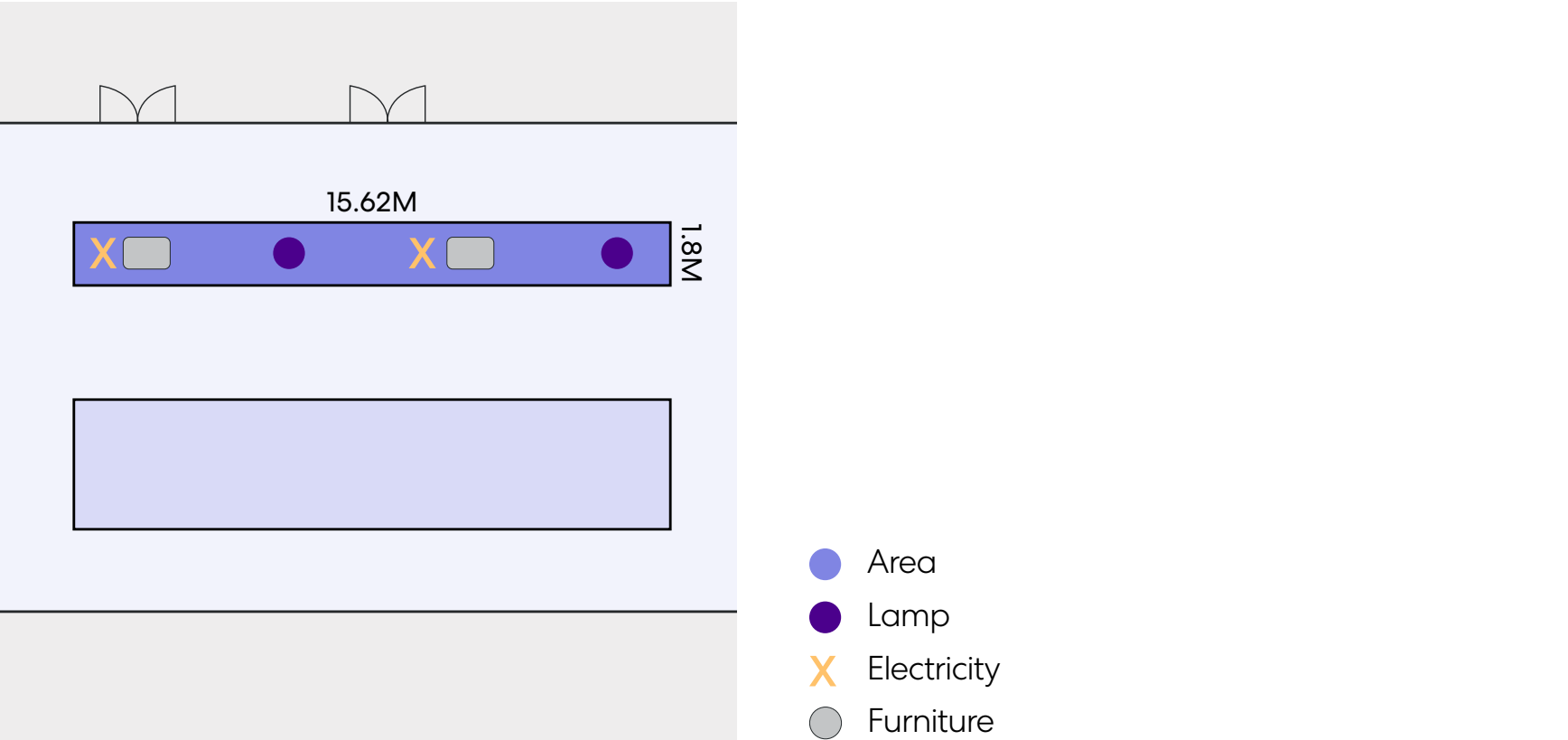
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



30. Furnishing Area

Small activation area in The Playce

1,8 m x 15,62 m² (28,125 m²)



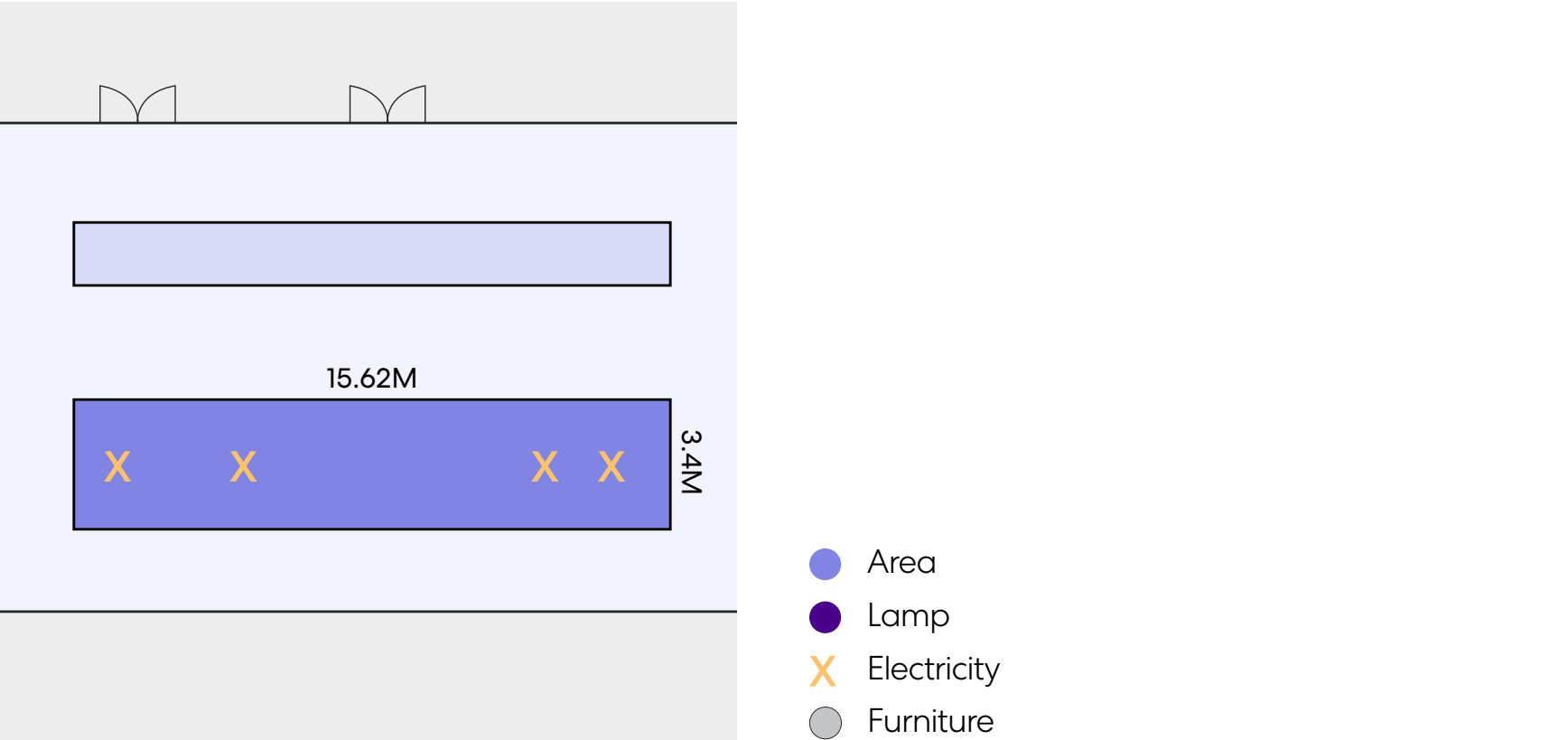
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



31. Furnishing Area

Small activation area in The Playce

3,4 m x 15,62 m² (53,125 m²)



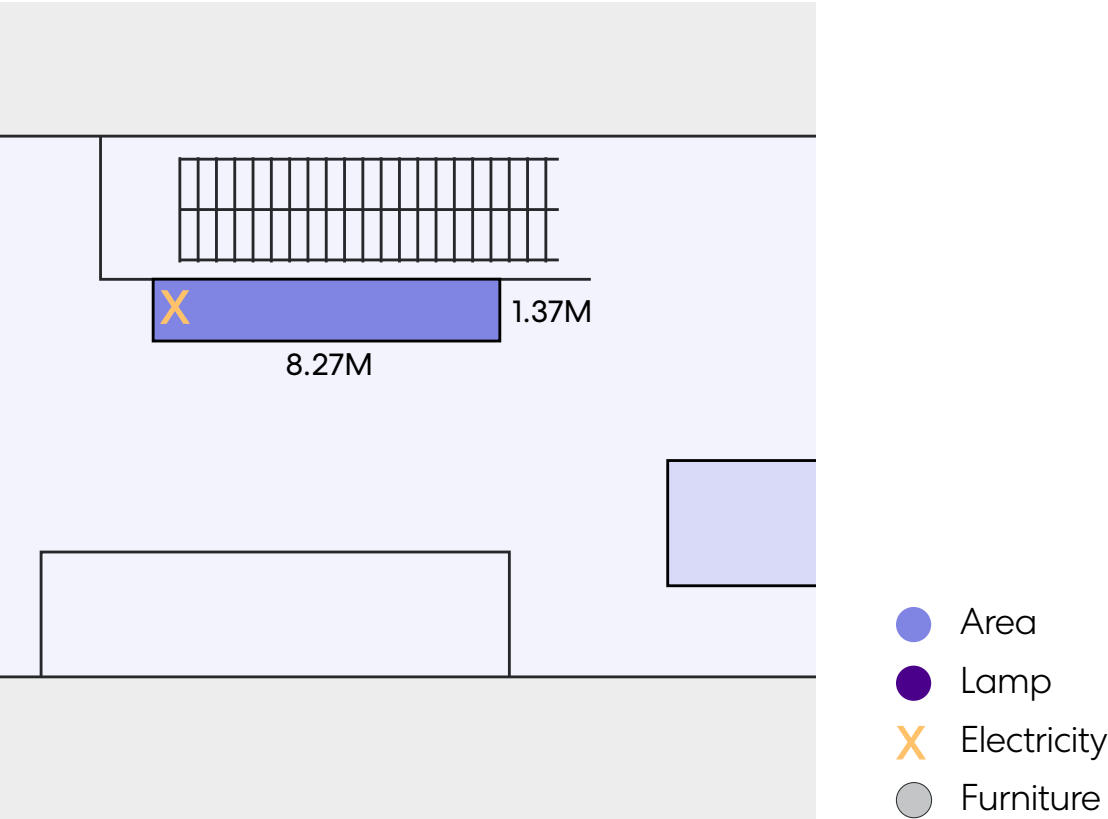
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



32. Furnishing Area

Small activation area in The Playce

1,37 m x 8,27 m² (11,37 m²)



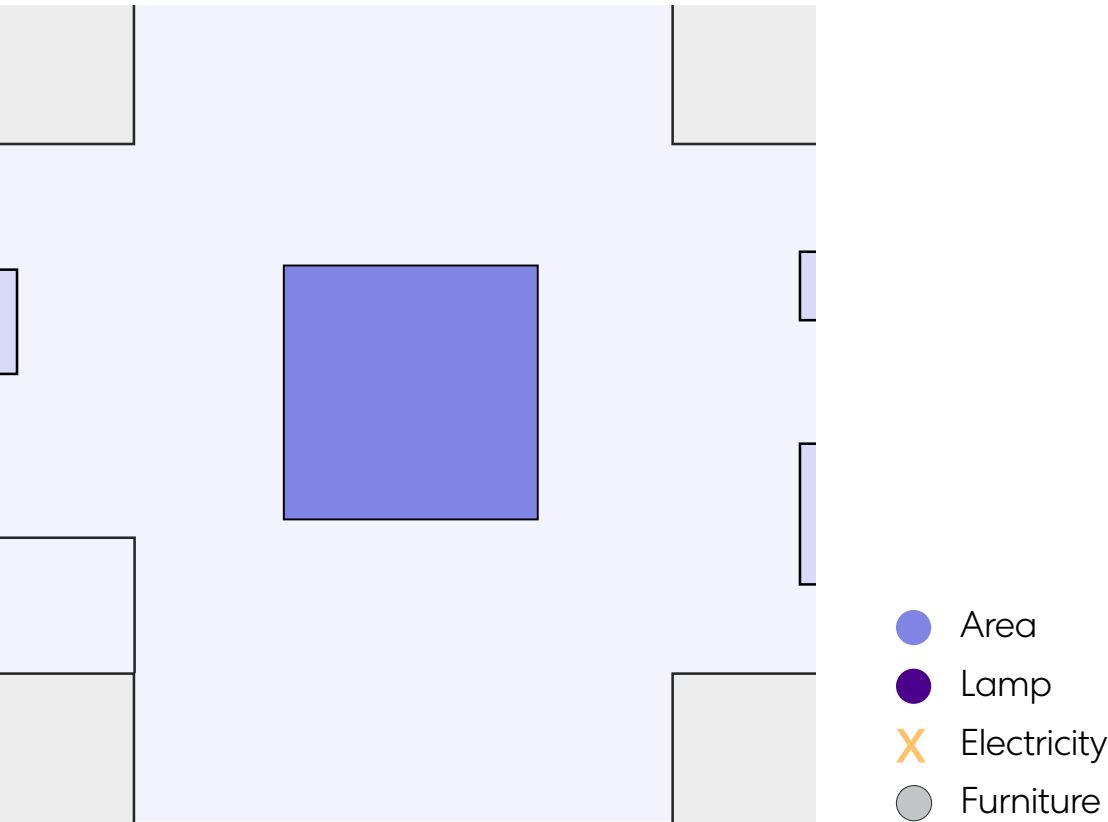
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



33. Activation Area Crossing

Central activation area with perfect visibility in The Playce

5 m x 5m² (25 m²)



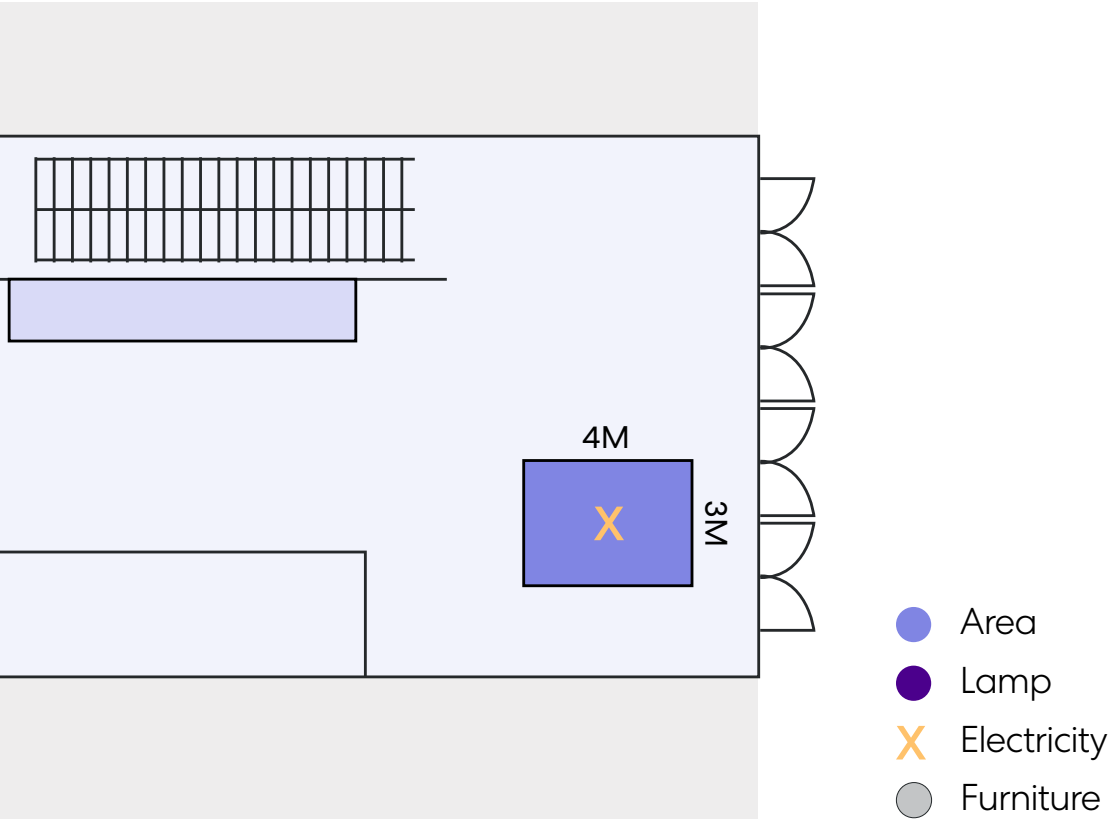
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



34. Activation Area

Dedicated activation area on the High Street, close to the south entrance

3 m x 4 m (12 m²)



Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



35. Manifesto Market Stage

Stage at Manifesto Market, Berlins biggest Food Hub

11,52 m²

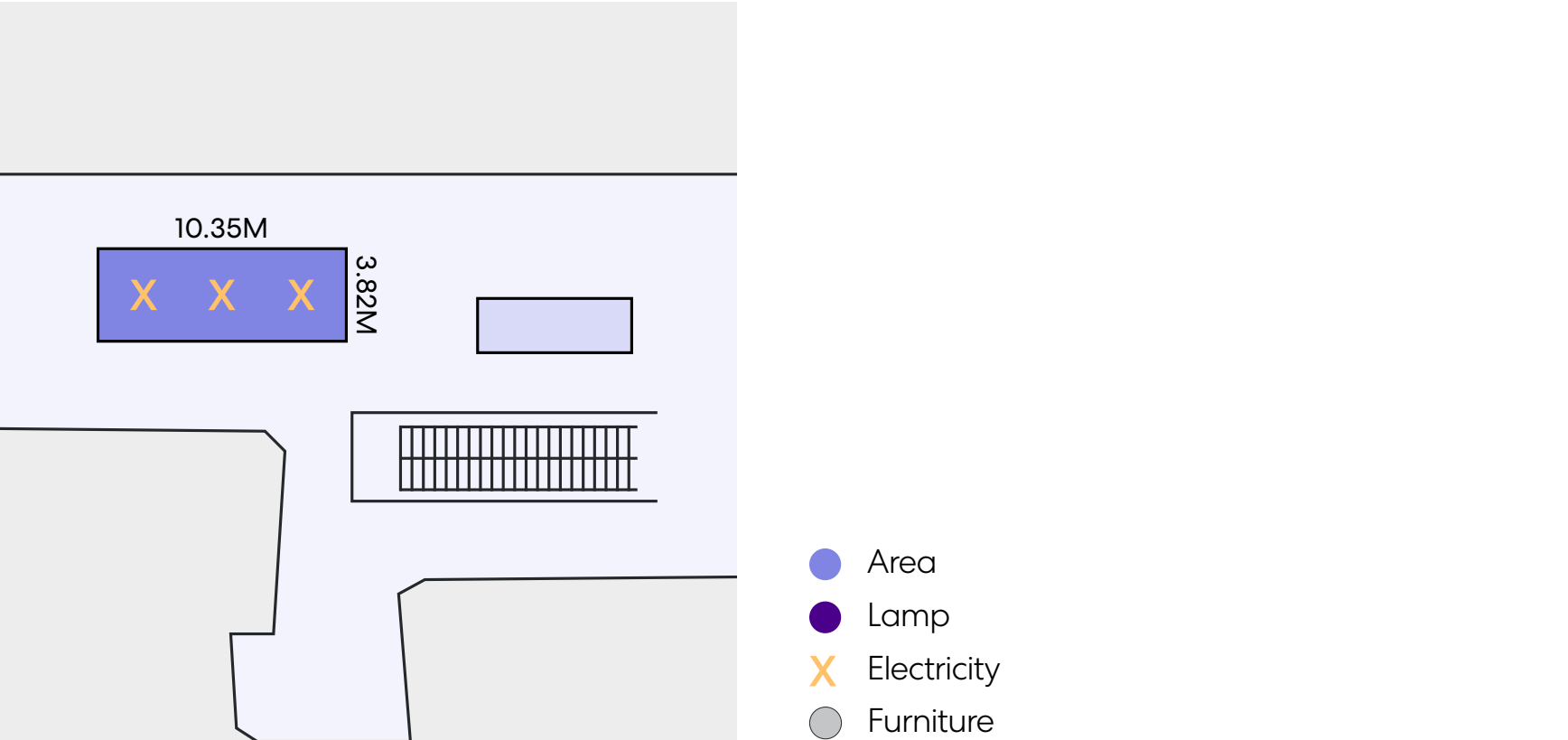
Electricity	yes
WC	yes
Drinkable Water	no
Waste Water	yes
Special Features	stage, technical euqipment, sound system, huge screen above stage for branding moments / videos
Suitable for	concerts, stand-up-comedy, presentations



36. Activation Area 1

Dedicated activation area on the Shopping Street

3,82 m x 10,25 m² (39,95 m²)



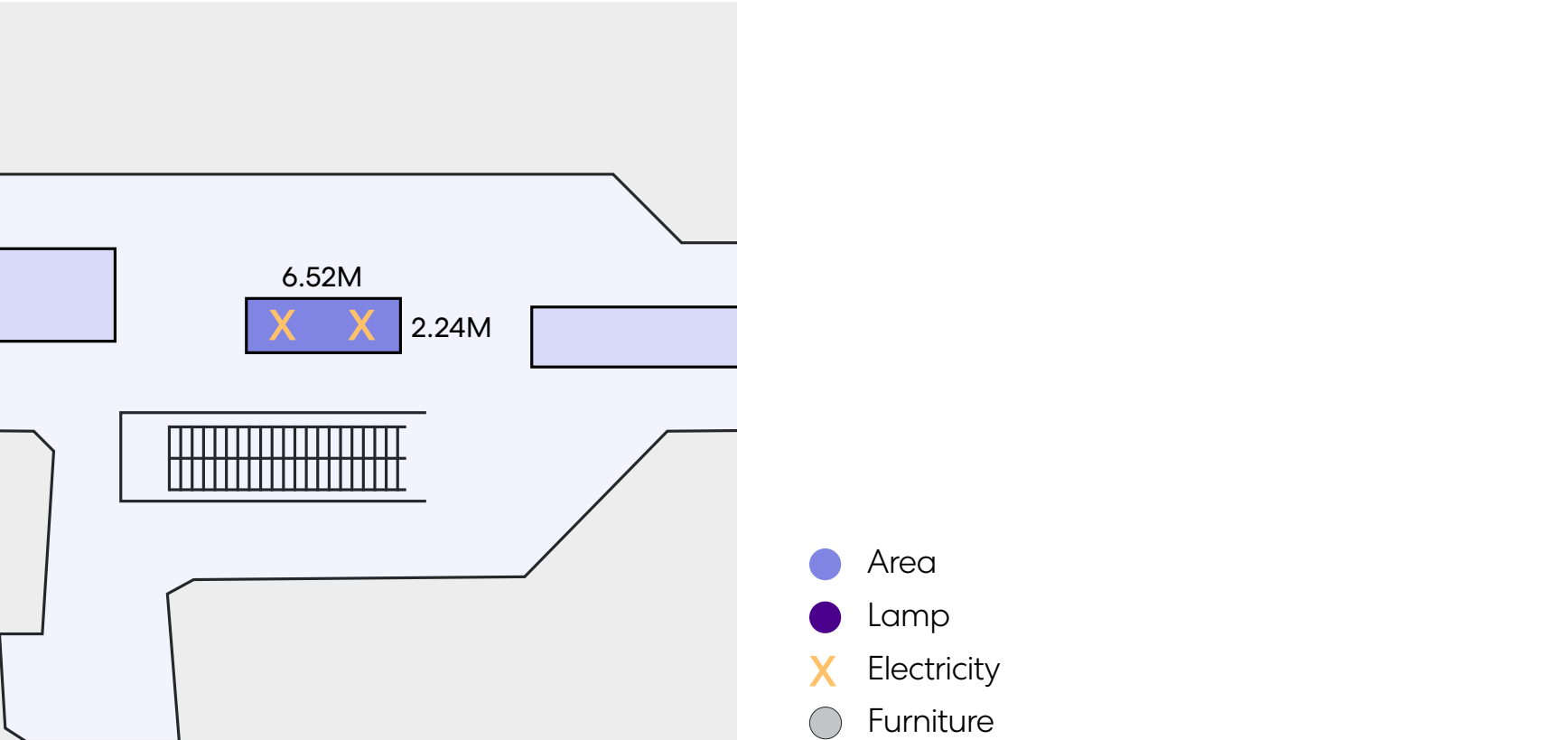
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	yes
Waste Water	yes
Special Features	-
Suitable for	promotion, market stalls, advertising stands



37. Activation Area 2

Dedicated activation area on the Shopping Street

2,42 m x 6,52 m² (14,65 m²)



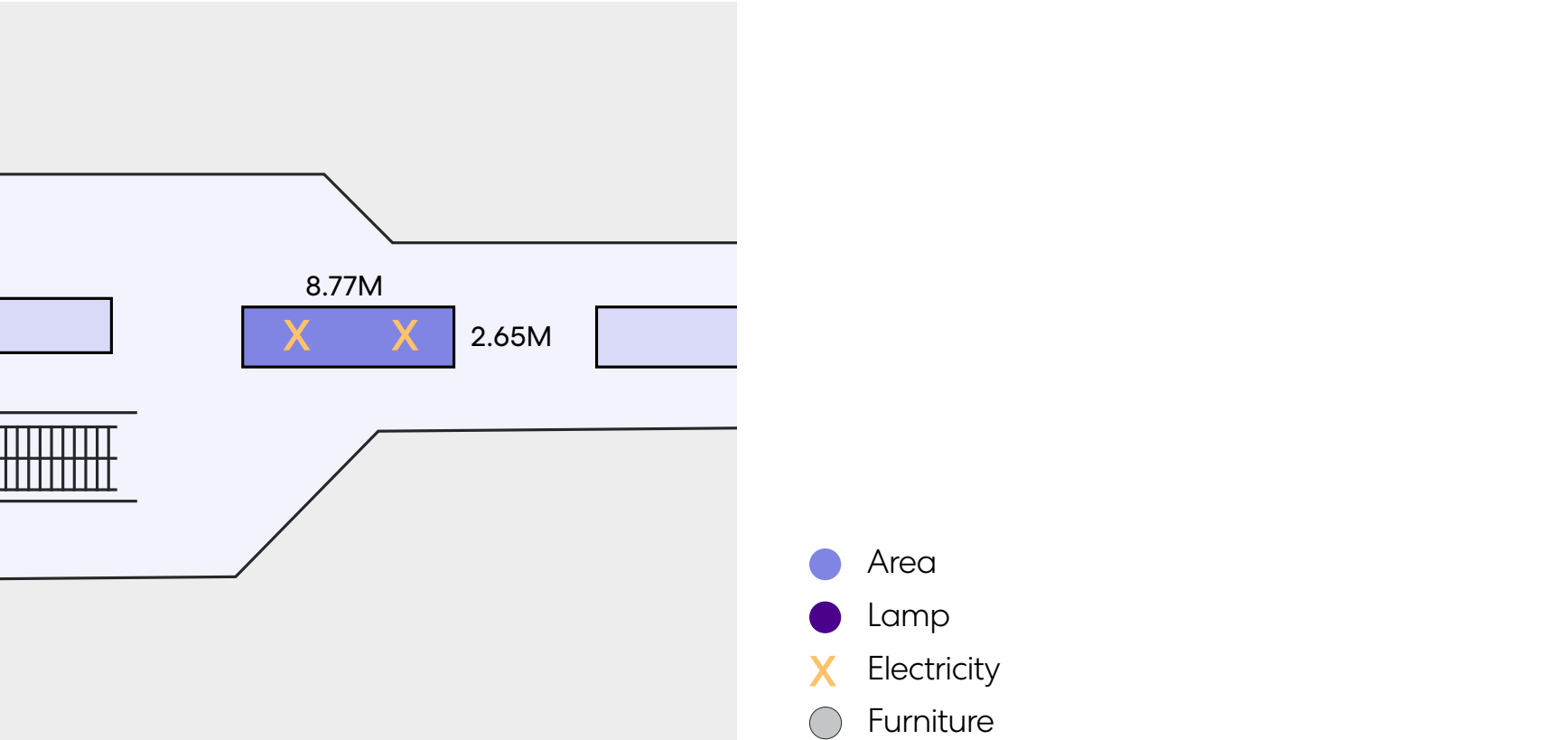
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



38. Activation Area 3

Dedicated activation area on the Shopping Street

2,65 m x 8,77 m² (23,25 m²)



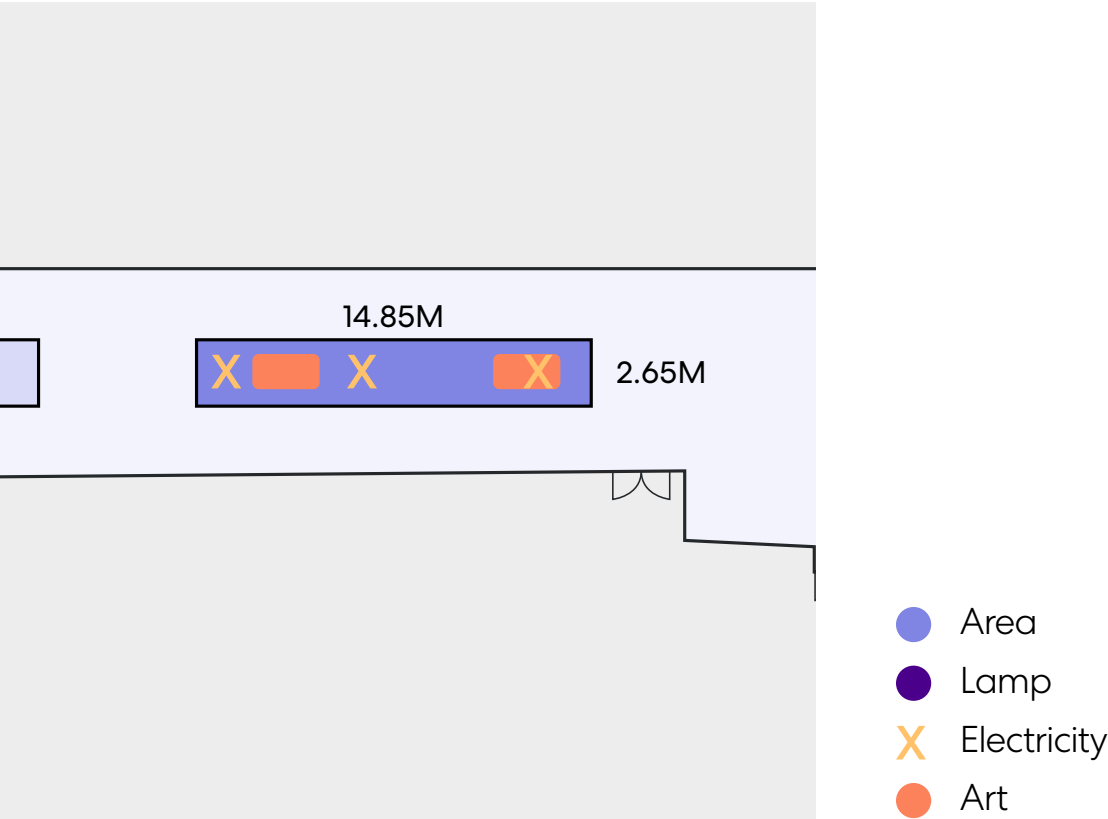
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



39. Activation Area 4

Dedicated activation area on the Shopping Street

2,65 m x 14,85 m² (39,38 m²)



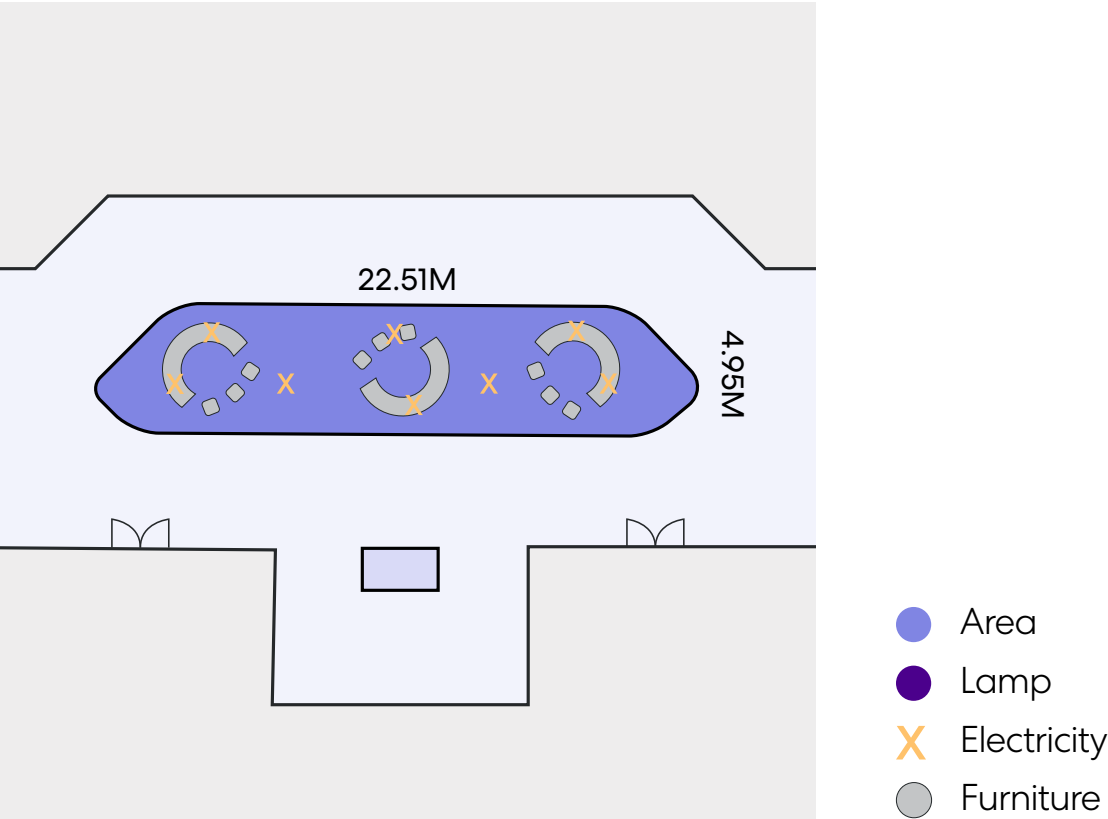
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



40. Lounge 1

Small activation area in The Playce

4,95 m x 22,51 m (111,4 m²)



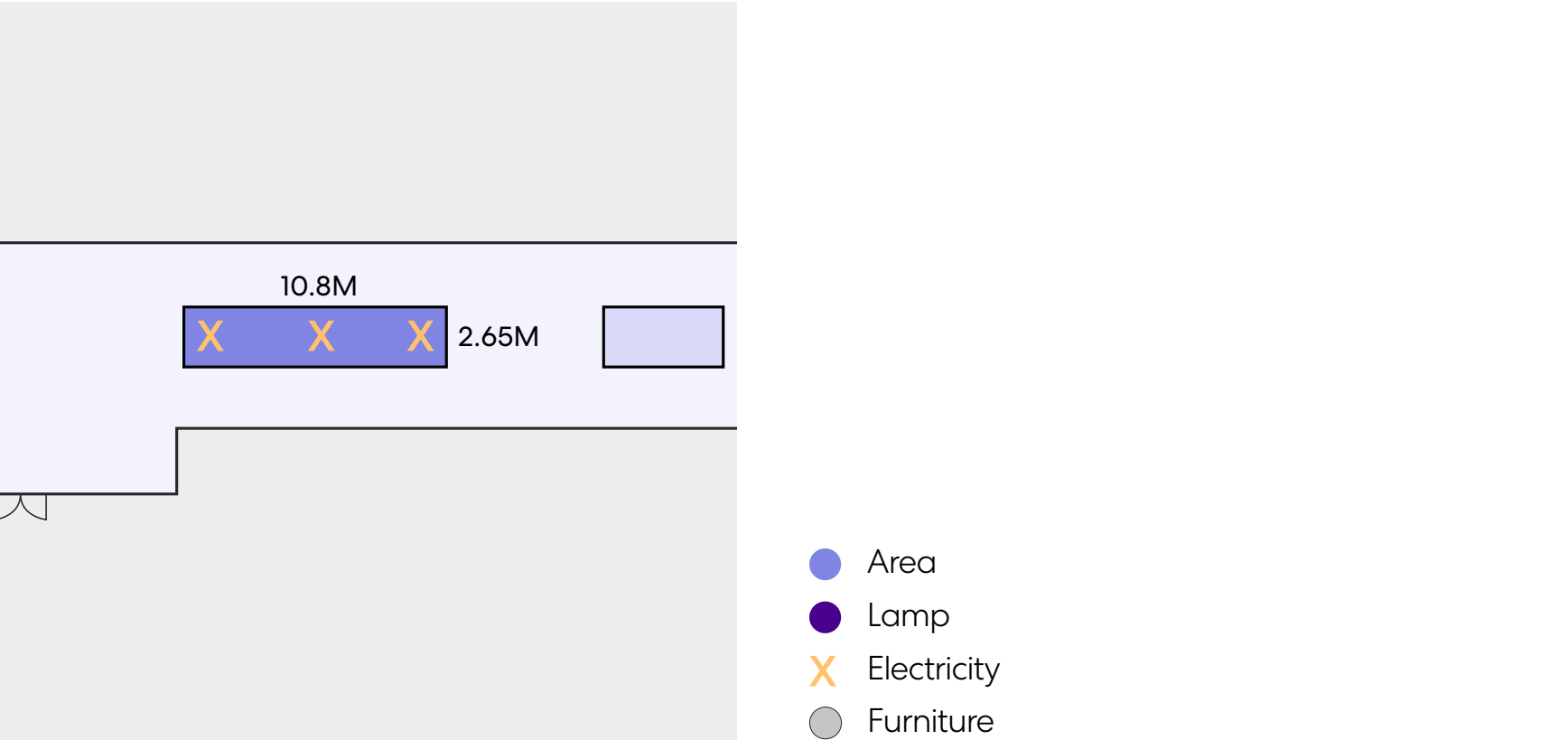
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



41. Activation Area 6

Dedicated activation area on the Shopping Street

2,65 m x 10,8 m² (28,62 m²)



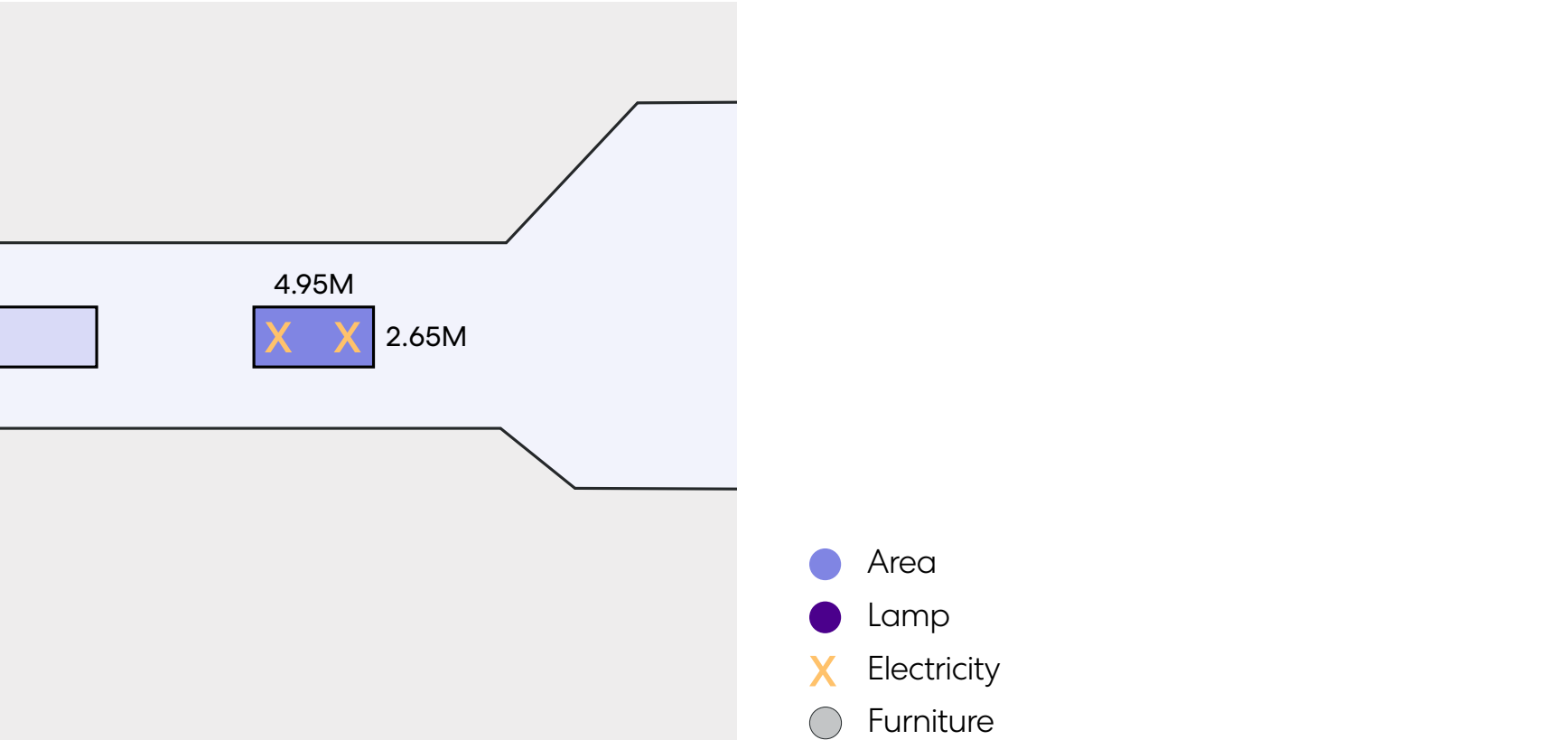
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



42. Activation Area 7

Dedicated activation area on the Shopping Street

2,65 m x 4,95 m² (13,12 m²)



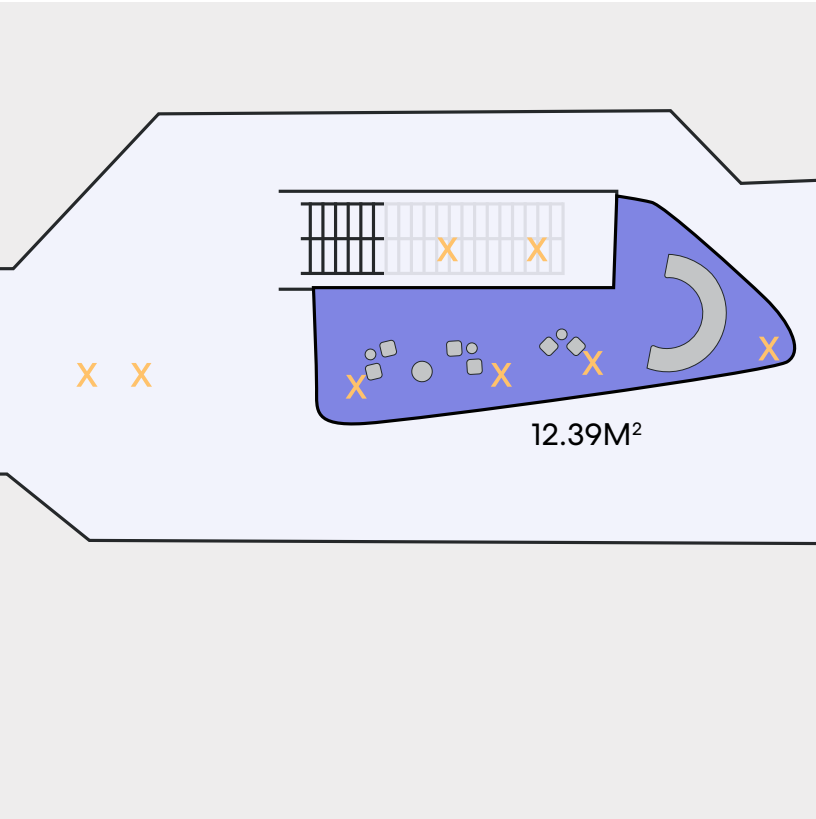
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



43. Lounge 2

Small activation area in The Playce

approx. 99 m²



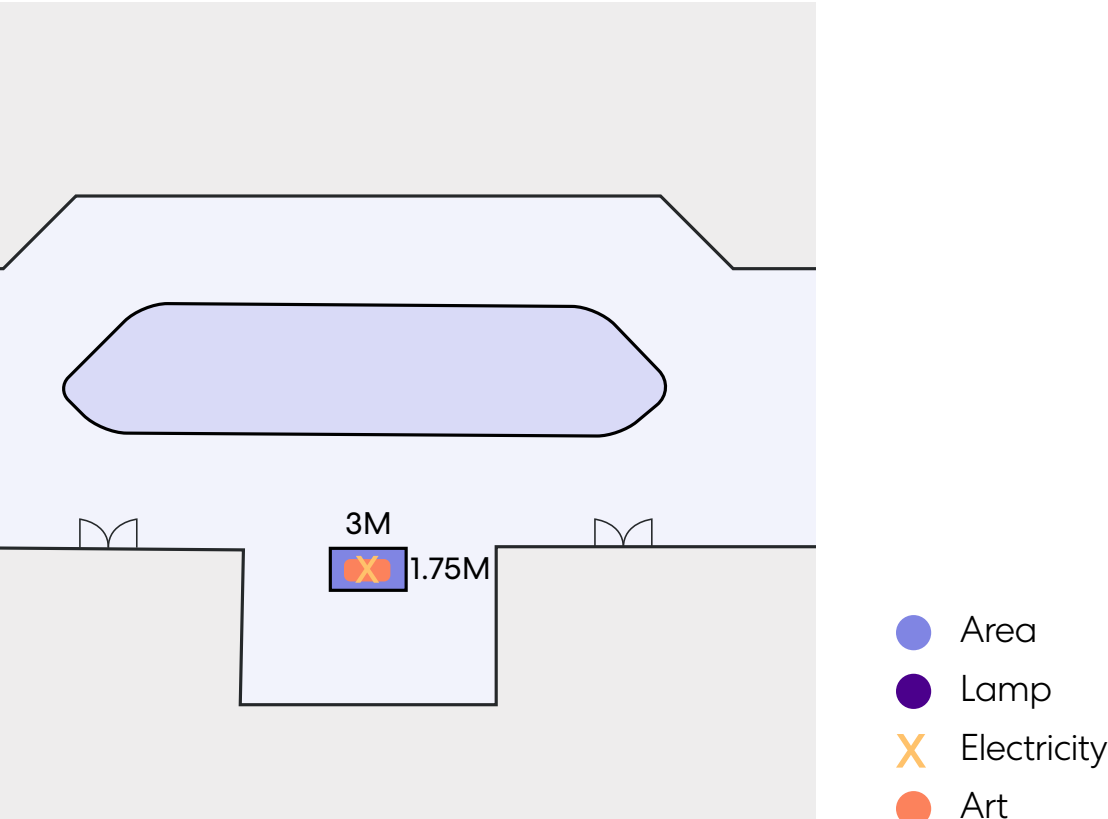
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



44. Activation Area 5

Dedicated activation area on the Shopping Street

1,75 m x 3 m (5,25 m²)



Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



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