

An architectural rendering of a modern building complex on Kurfürstendamm in Berlin. The main building is a long, multi-story structure with a grid-like facade of windows. A tall, slender tower rises from the center of the complex. The ground floor features retail spaces with large glass windows. The scene is framed by lush green trees on both sides, and a few cars and pedestrians are visible on the street in the foreground. The sky is a clear blue with some light clouds.

FÜRST

THE PRIME DESTINATION
ON KURFÜRSTENDAMM
BERLIN



FÜRST

This is FÜRST

New buildings, new connections, new amenities... a prestigious high-rise emerges with a stylish new look.

The sustainably designed FÜRST quarter will become a new Berlin architectural landmark – a feature for both tenants and visitors.

THIS IS FÜRST

The flagship project

Total area: approx. 106,000 m²

A new piece of Berlin in a prime location in City West

A perfect mix creating natural synergies

A quintessential space for work, shopping, entertainment and relaxing at your leisure

Approx. 8,500 m² attractive terraces

A welcoming place for tenants and visitors

Approx. 14,200 m² for leisure and culture

Everything from theatre to fitness to cinema

LEED Platinum

Certified sustainable building

Open since 2020

Exciting additions to follow



THIS IS FÜRST

FÜRST tenants

29 % SPACE LEASED

of approx. 106,000 m² total area *



Komödie am Kurfürstendamm
THEATRE

MINDSPACE

Mindspace
CO-WORKING



RTL
OFFICES

CELLS

CELLS Group
OFFICES



LAP Coffee
RESTAURANTS

KAISER

Kaiser
RESTAURANTS

REWE

Rewe
SUPERMARKET



David Lloyd
FITNESS



Q Park
PARKING

THIS IS FÜRST

The new heart of Kurfürstendamm



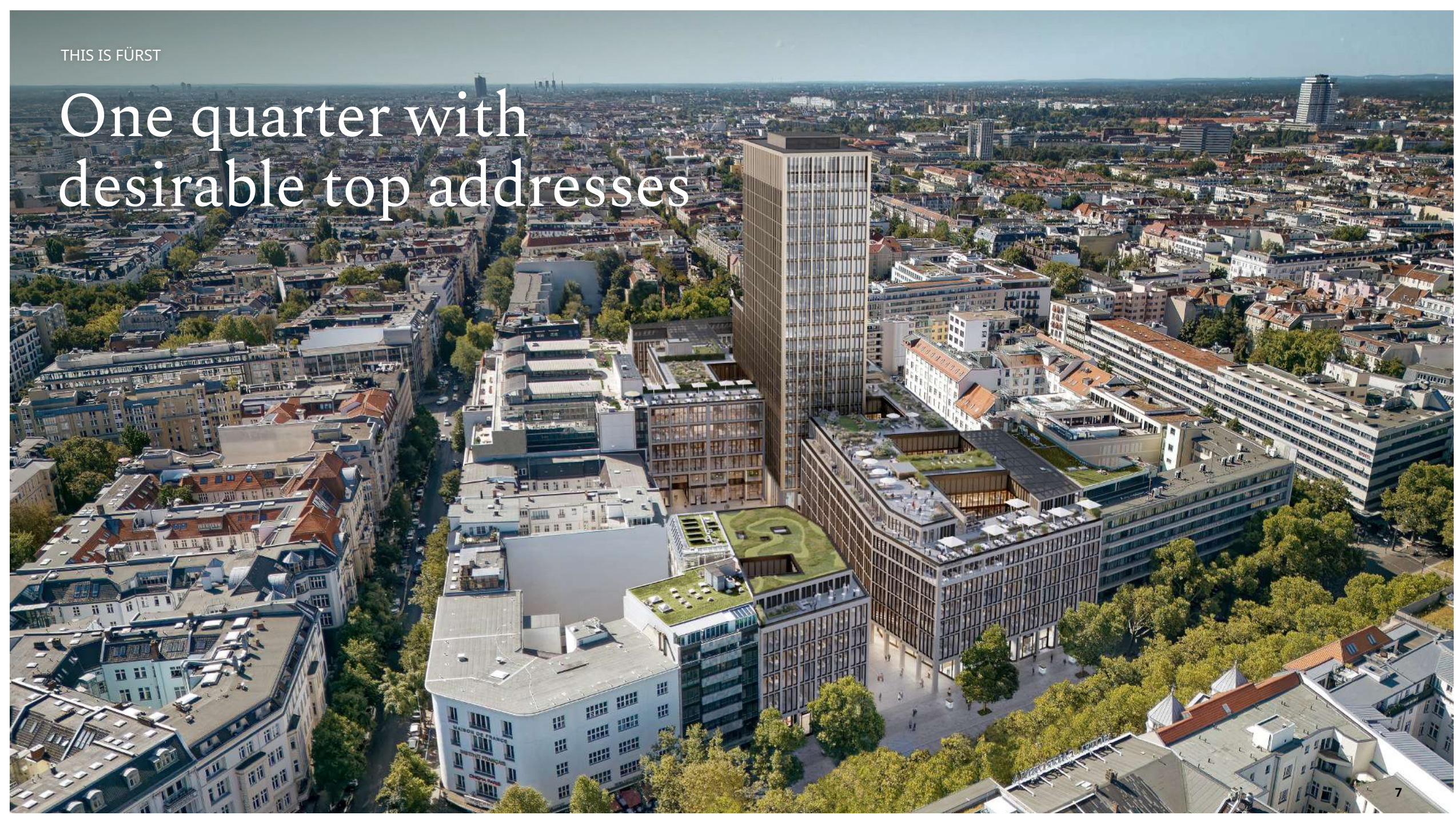
THIS IS FÜRST

Opening up a new piece of the city



THIS IS FÜRST

One quarter with desirable top addresses



THIS IS FÜRST

A new favourite spot in City West



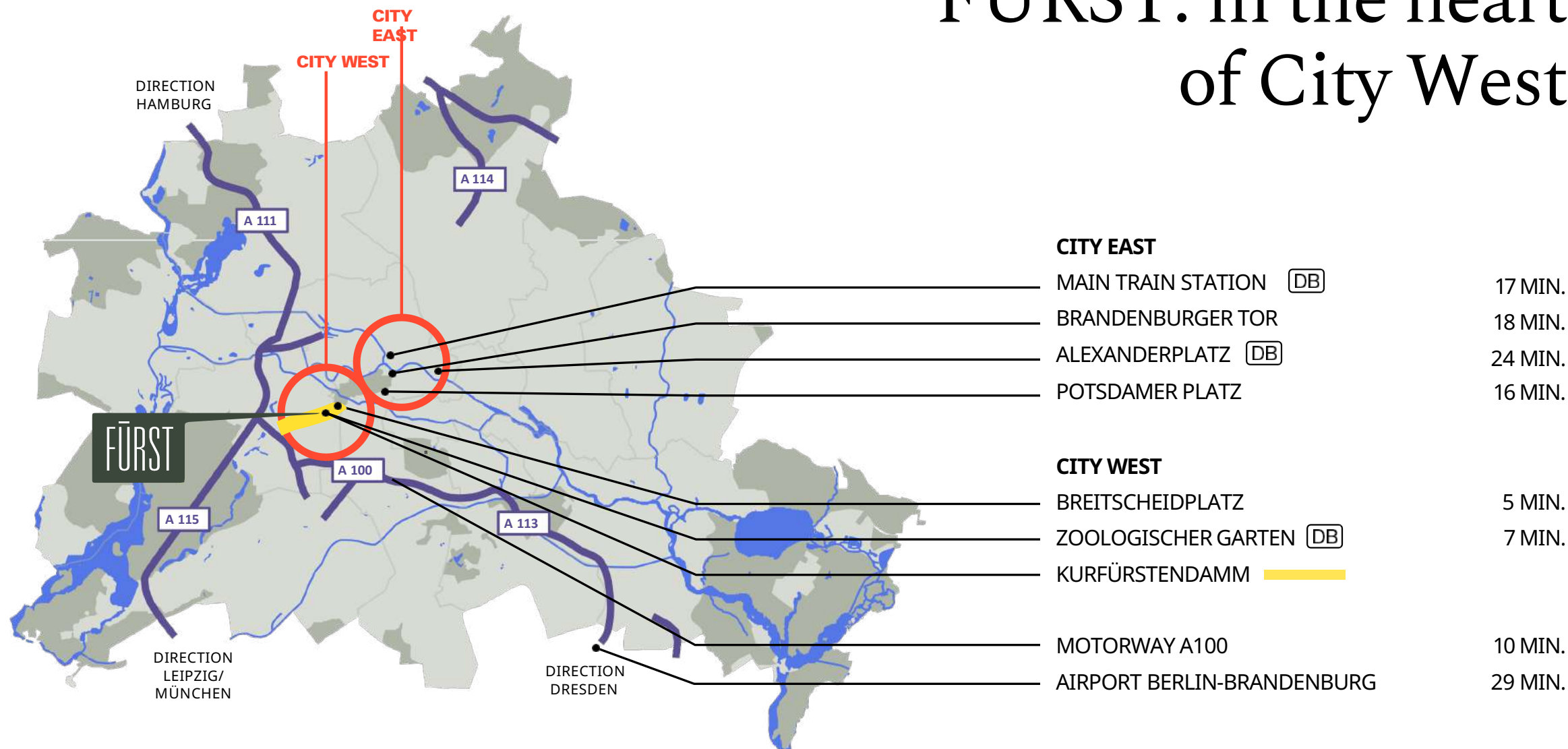


FÜRST

Location and neighbourhood

Berlin-Charlottenburg, in the middle of the renowned Kurfürstendamm boulevard. An address with strong connections and a long-established reputation for quality.

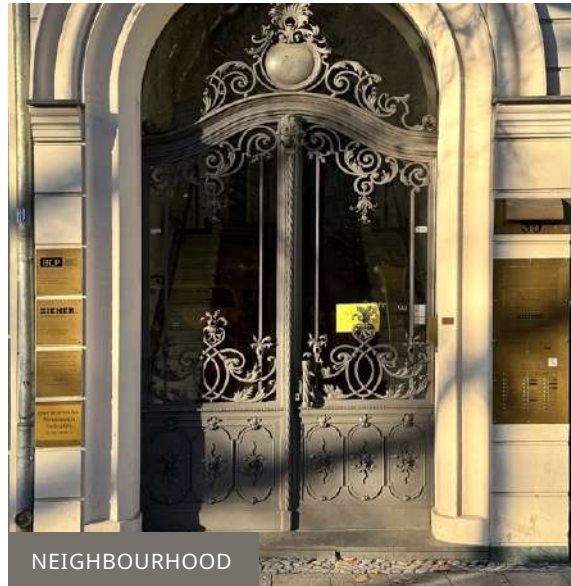
FÜRST: in the heart of City West



LOCATION AND NEIGHBOURHOOD

Amongst excellent neighbours

Numerous companies have settled in City West. Why? Because it has everything. Historic ambience, top-quality amenities, and a central location where business partners are often just a couple of blocks away. It's simply an excellent neighbourhood to call home.



NEIGHBOURHOOD



WALDORF ASTORIA



KURFÜRSTENDAMM



NEUES KRANZLER ECK



KNESEBECKSTRASSE

LOCATION AND NEIGHBOURHOOD

More variety for your business lunch or after-work social

Your employees will love the variety of culinary offerings nearby, with everything from laid-back cafés on Ludwigkirchplatz to stylish Japanese on Kantstraße.



THE KLUB KITCHEN



FUNKY FISH



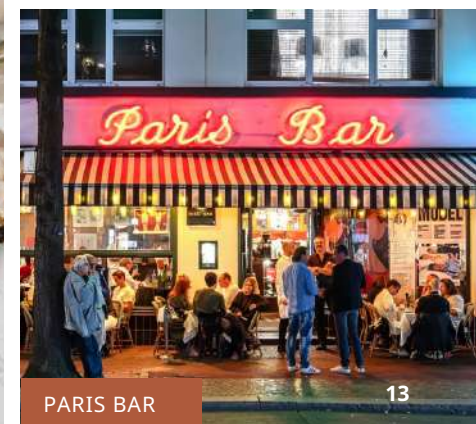
SCIROCCO



DIEKMANN



PICCOLA TAORMINA



PARIS BAR

LOCATION AND NEIGHBOURHOOD

Amongst premium designers and strong international brands

FÜRST offers space to welcome new brands, connecting the high fashion district of Kurfürstendamm with the local bases of many international big names, such as Apple, Michael Kors, BOSS, and more.



LOCATION AND NEIGHBOURHOOD

A place full of charm and inspiration

Work and cultural pleasures can be perfectly combined around FÜRST. Countless possibilities, including a French cinema, theatre, and so much more.



C/O BERLIN



SCHAUBÜHNE BERLIN



THEATER DES WESTENS



CINEMA PARIS



ZOO PALAST

FÜRST

The concept: A quarter with many benefits

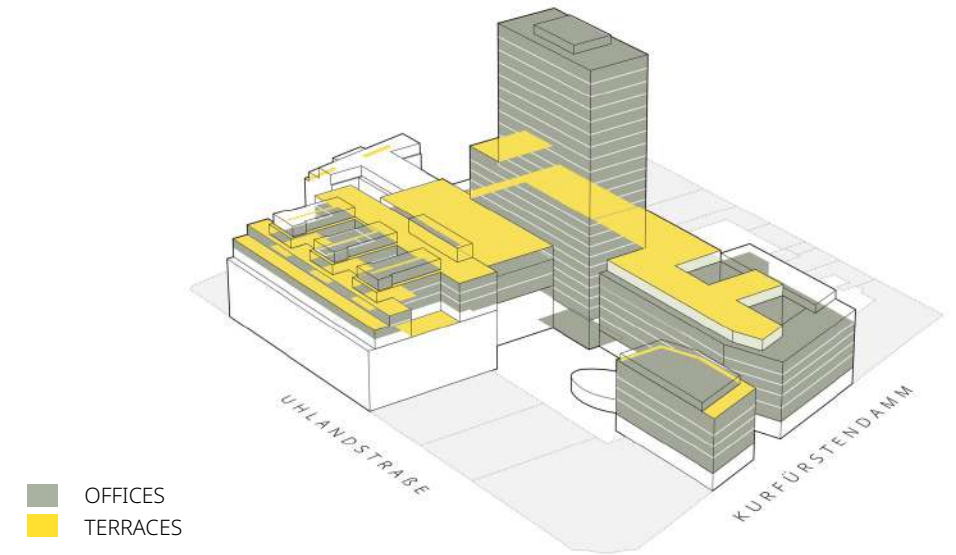
A diverse range of tenants are moving into the new quarter, creating synergies for the office occupants

THE CONCEPT: A QUARTER WITH MANY ADVANTAGES

FÜRST: designed for offices

At around 58,000 m², offices make up the biggest category of tenants at FÜRST. Green inner courtyards and terraces will make up around 8,500 m².

Office tenants already settled into 14,300 m² of space completed in the 1st construction phase in 2020. In the 2nd construction phase, approx. 45,000 m² of offices and exclusive terraces will be added, ready to meet their users' greatest expectations. A large and barrier-free communal roof terrace on the 7th floor provides additional recreational space. The attached catering kitchen means it can also be used for large events.

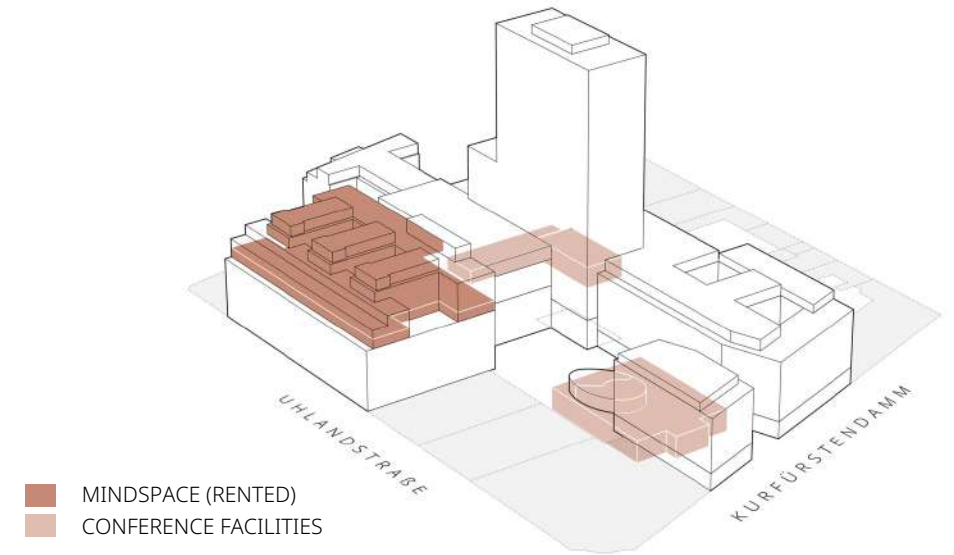


THE CONCEPT: A QUARTER WITH MANY ADVANTAGES

Co-working and conference areas

Various neighbours provide additional synergy effects for the office tenants. One of these is Mindspace, an attractive co-working space. With its 6,800 m² of office and terrace area, it provides flexible options to support temporary expansion, or a place for an inspiring community or project.

The conference services provider offers additional space for events and larger meetings, while also providing suitable catering services. This allows you to use your own office space efficiently. The theatre hall is also an option for particularly large conferences.



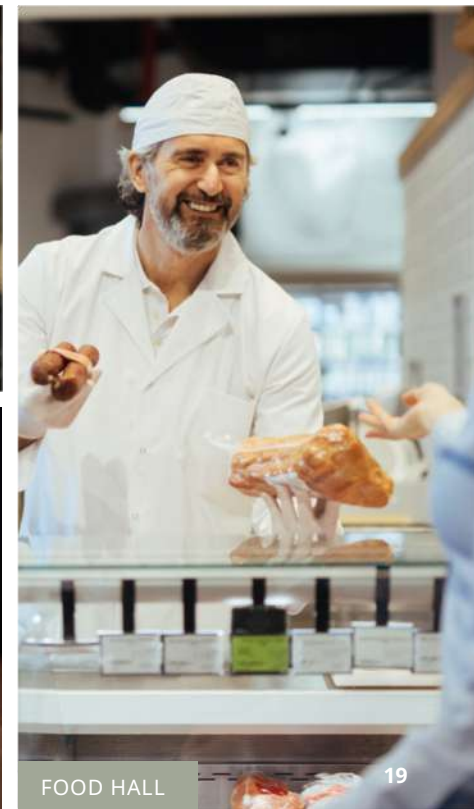
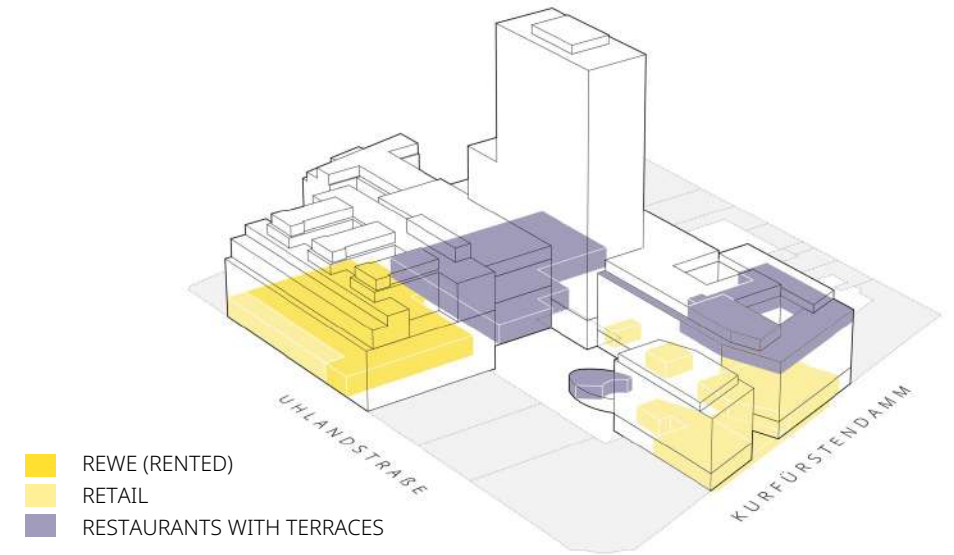
THE CONCEPT: A QUARTER WITH MANY ADVANTAGES

Shopping & dining

The Rewe supermarket opened in 2020, serving the neighbourhood's everyday needs and providing a good option for workers on lunch breaks. Besides this, FÜRST will also include 4,000 m² of food and dining options. This will host a wide range of options, including fine dining in a stylish ambience.

FÜRST will also feature 4,700 m² of new retail space, creating a great spot for shoppers. With space for many attractive brands, these additions will further enhance Kurfürstendamm's strong appeal.

FÜRST is all about enjoying the best things in life.



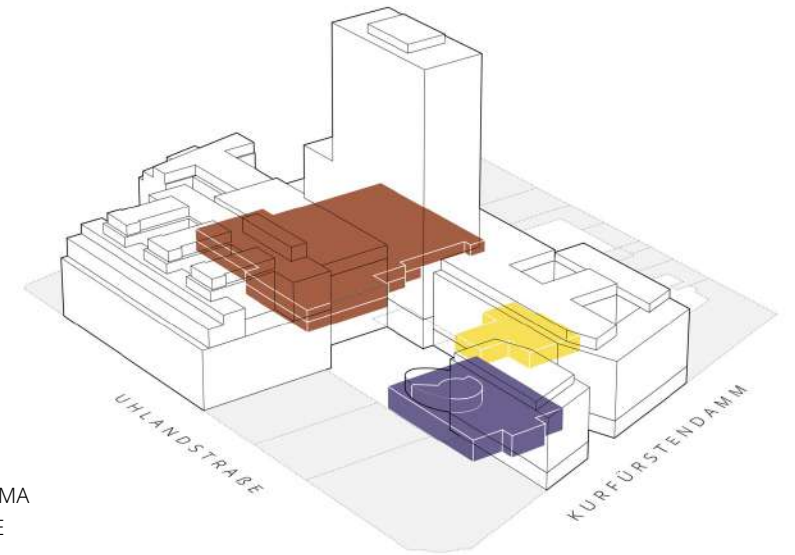
THE CONCEPT: A QUARTER WITH MANY ADVANTAGES

First-class leisure and relaxation

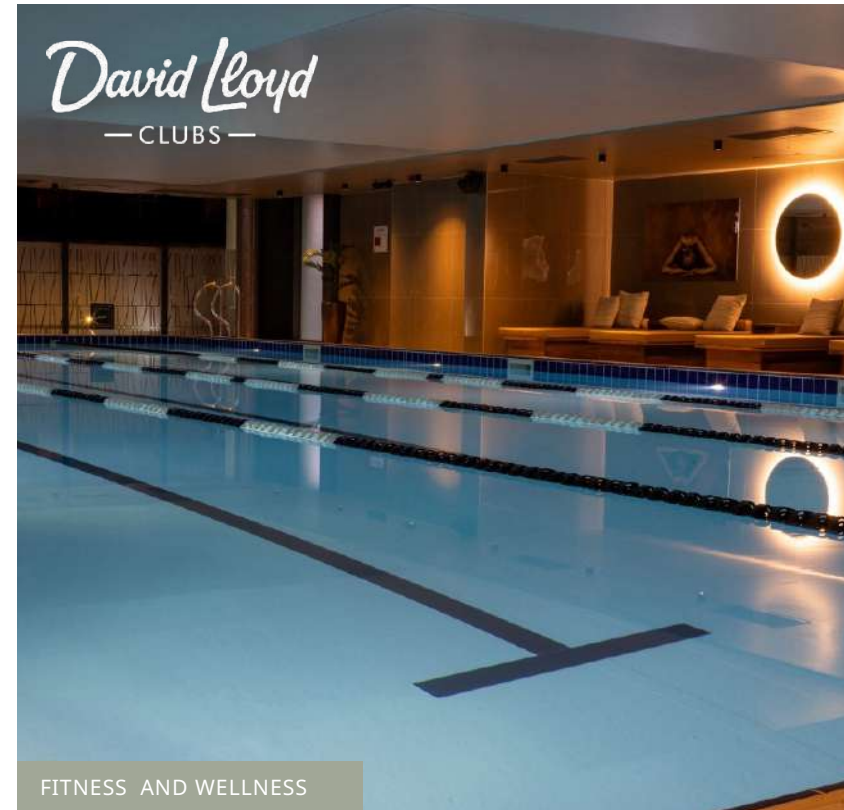
Switch off from the world in the spa or do a few lengths in the 25-metre pool at David Lloyd. Or perhaps some employees will choose to work out before work to keep their minds and bodies at their best. With around 7,500 m² of space, this will be one of the largest and most modern fitness and wellness club facilities in the capital. Where else but FÜRST could you find all this under one roof?

The Komödie am Kurfürstendamm theatre is also on site: perfect for team socials or entertaining business partners. This impressive theatre hall offers plenty of space. The large goods lift means it's even possible to exhibit new car models here.

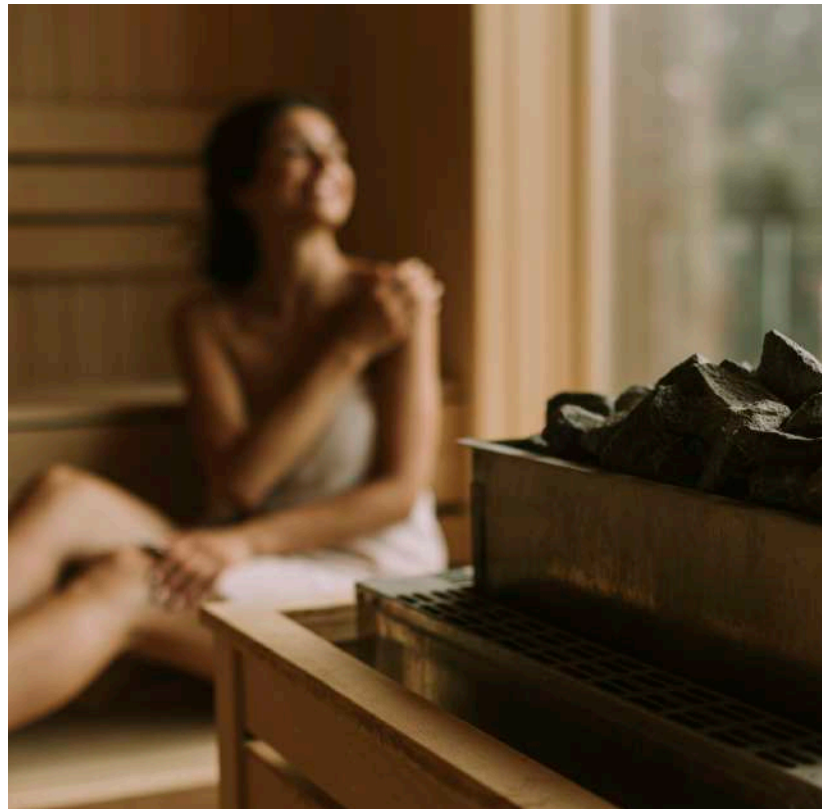
FITNESS
5D CINEMA
THEATRE



David Lloyd
— CLUBS —



FITNESS AND WELLNESS



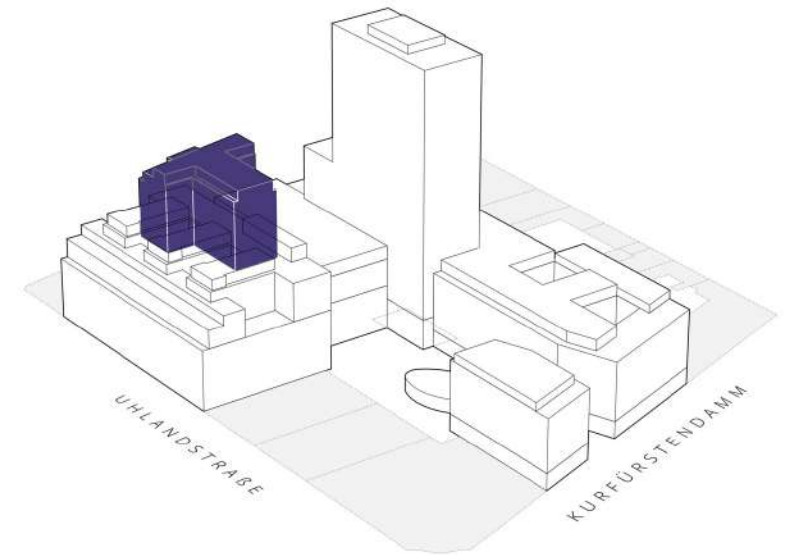
THEATRE

THE CONCEPT: A QUARTER WITH MANY ADVANTAGES

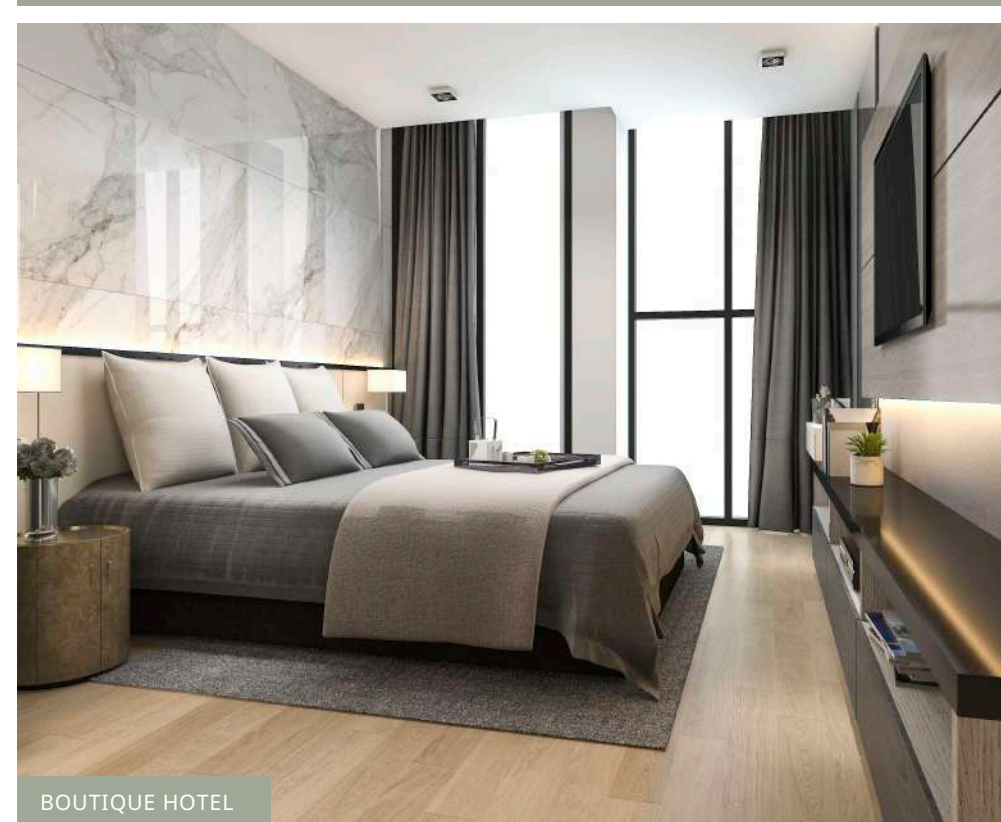
Hotel & bar

Whether for business partners or colleagues, guests can be accommodated in the 150 rooms located directly within the ensemble.

They've really thought of everything.



HOTEL



BOUTIQUE HOTEL



BUFFET



BAR

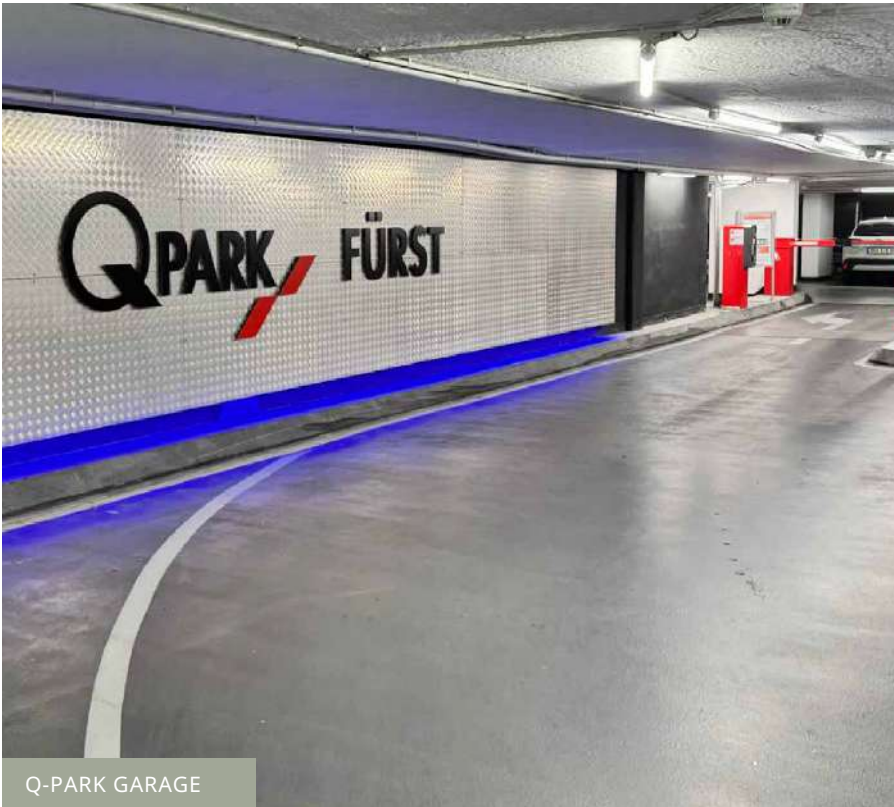
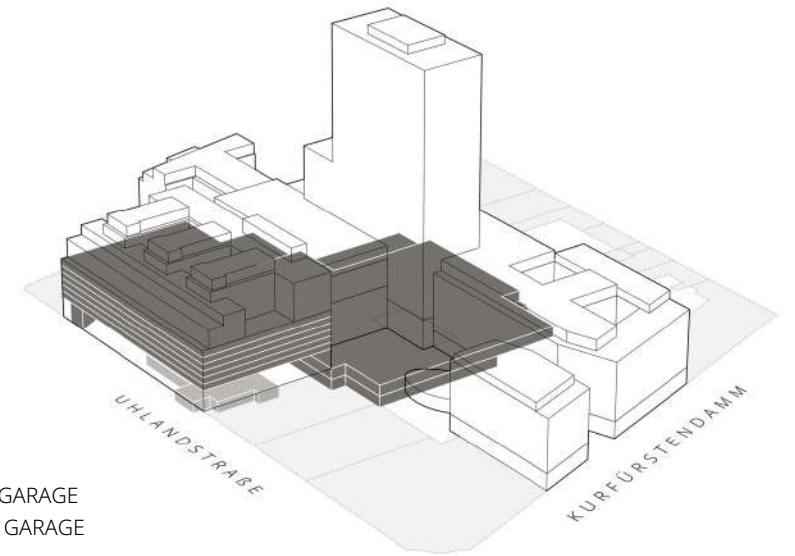
THE CONCEPT: A QUARTER WITH MANY ADVANTAGES

Parking – easy and convenient

The car park operator Q-Park offers around 800 parking spaces with the ground level multi-storey car park and underground car park, including a number of e-charging facilities. Q-Park also offers flexible options for long-term rental of parking spaces.

The new bicycle garage provides secure space for 600 bikes, with a dedicated area for office tenants separate from the public space. A ramp and glass lift will allow easy access to the bicycle garage, even with a cargo bike.

■ Q-PARK GARAGE
■ BICYCLE GARAGE



Q-PARK GARAGE



BICYCLE GARAGE



CHARGING POINTS

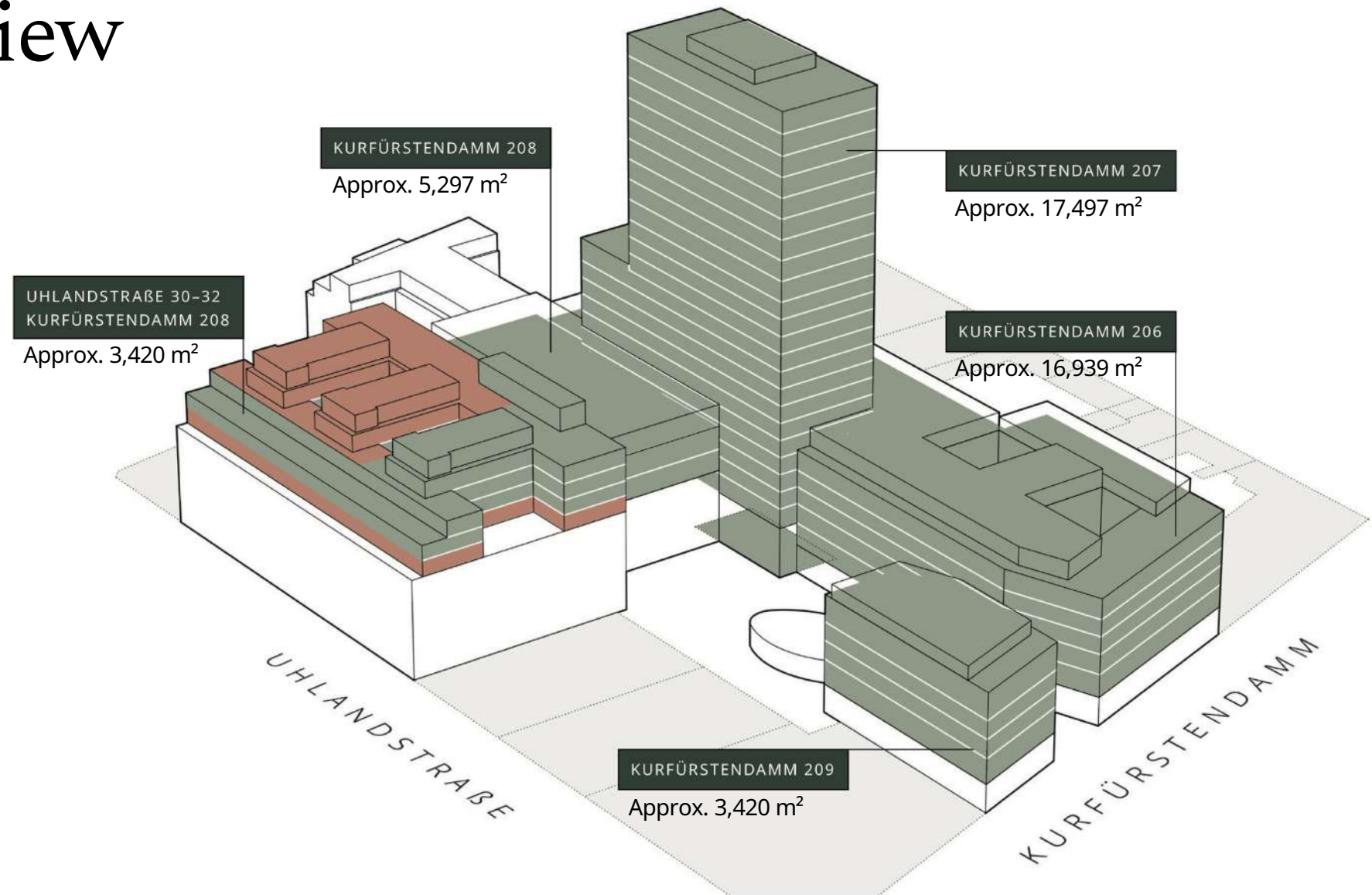
The logo 'FÜRST' is positioned in the top left corner in a light gray, sans-serif font. To its right and below is a large, stylized graphic of a building facade, also in light gray. The graphic consists of several vertical and horizontal lines forming a grid-like structure, with some lines extending further to create a sense of depth and architectural detail.

FÜRST

Office spaces

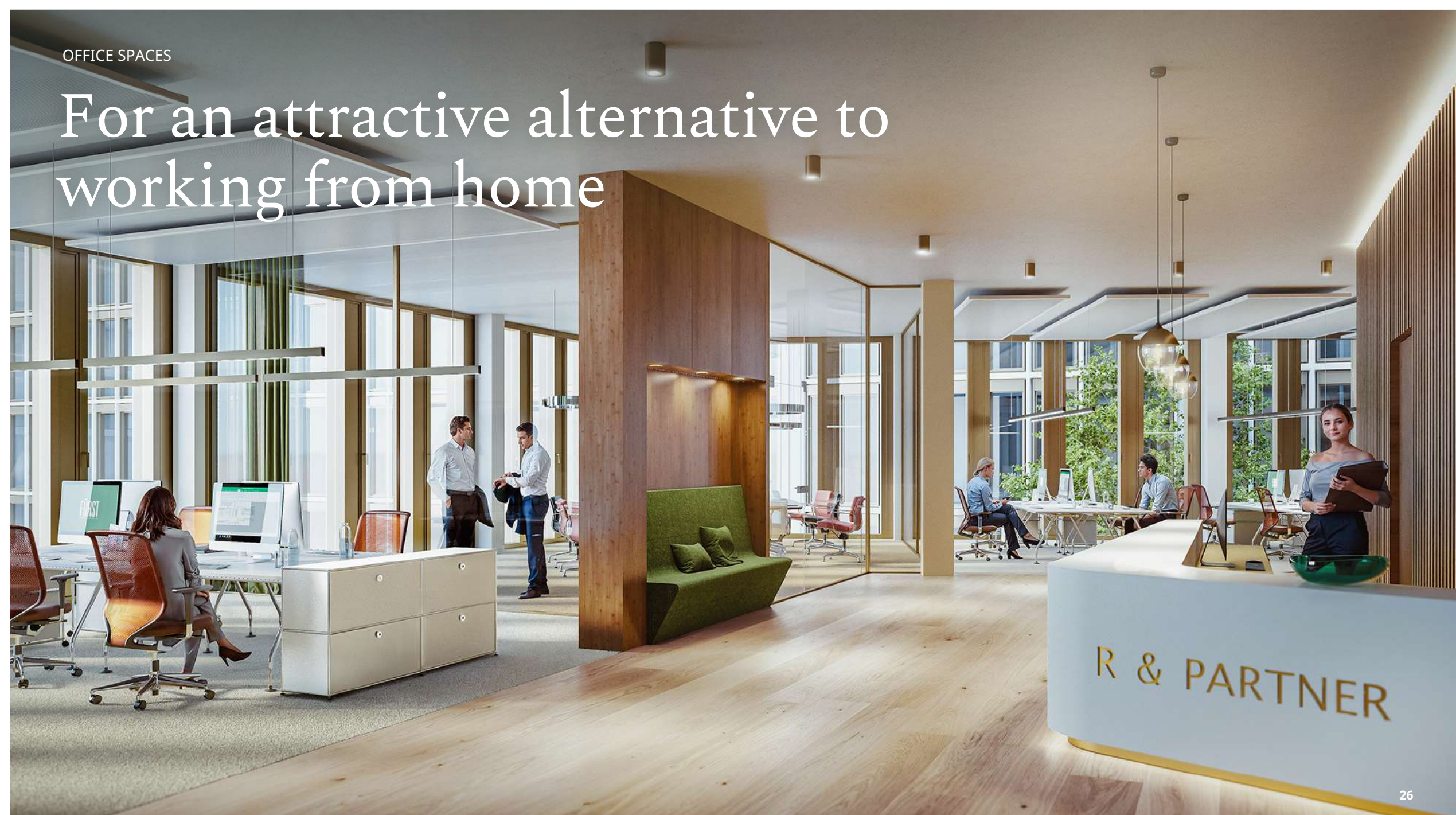
Designed to support representation, collaboration, and concentration– with flexible office space solutions, New Work becomes a key success factor.

Offices overview





For an attractive alternative to working from home



OFFICE SPACES

For openness and transparency



OFFICE SPACES

For new perspectives



For collaboration – inside and outside



OFFICE SPACES

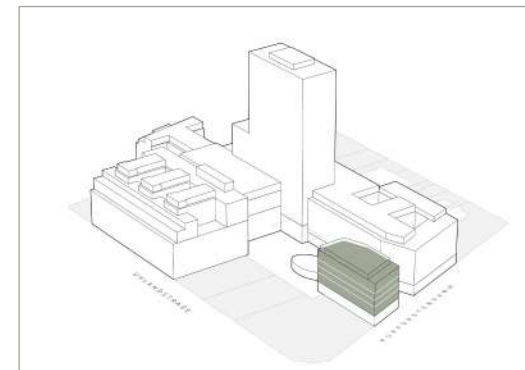
For this evening view



Kurfürstendamm 209



(Version: March 2025)



**1st to 5th floors
Offices and terraces
totalling approx. 3,420 m²**

Sample plan shows 1st floor

Standard floor size approx. 810 m²

Exclusive inner courtyard approx. 50 m² and terraces on 5th floor 131 m²

Floor space figures includes proportional use of the bicycle garage.

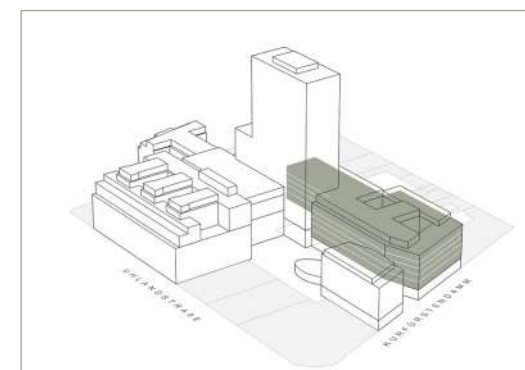
Kurfürstendamm 206



(Version: March 2025)

ME 1

ME 2



1st to 5th floors
Offices and terraces totalling
approx. 16,940 m²

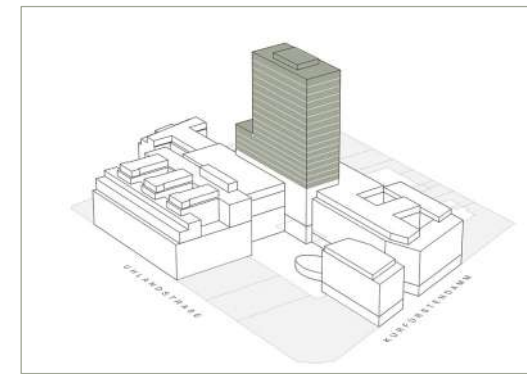
Sample plan shows 2nd floor

Standard floor size approx. 4,000 m²,
partitionable from approx. 2,000 m²
onwards

Exclusive inner courtyards and
terraces approx. 920 m²

Floor space figures includes
proportional use of the communal
terrace on the 7th floor and the
bicycle garage.

Kurfürstendamm 207



**8th to 23rd floor
Offices and terrace space
totalling approx. 17,497 m²**

Sample plan shows 18th floor

Standard floor size
approx. 1,000 m² to 1,400 m²

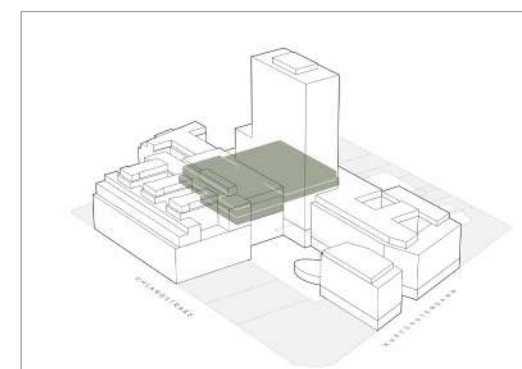
Exclusive terraces approx. 273.5 m²

Floor space figures includes
proportional use of the communal
terrace on the 7th floor and the
bicycle garage.

Kurfürstendamm 207/208



(Version: March 2025)



**3rd and 4th floor
Offices and terrace space
totalling approx. 5,300 m²**

Sample floor plan shows 3rd floor with approx. 4,200 m², partitionable from approx. 1,650 m² onwards

Exclusive terraces and inner courtyards approx. 480 m²

Floor space figures includes proportional use of the communal terrace on the 7th floor and the bicycle garage.

FÜRST

Sustainability



Sustainable by design



1st construction phase



2nd construction phase

Meets ESG criteria

The environmental impact is minimized by retaining the existing building structure and by further enhancing the energy efficiency features of the building.

Reducing grey energy

Preserving the building fabric made it possible to reduce grey energy and carbon emissions across the 50,000 m² of space.

Approx. 50% less wastewater

Water-saving cisterns and tap aerators reduce wastewater.

Façade recycling

Approx. 6,000 m³ of existing granite is being reclaimed to create paving for the terraces.

EV charging points

Numerous parking spaces are fitted with charging facilities.

Fewer impervious surfaces

Green roofs and courtyard spaces improve water flow.

Advanced roof retention area

Approx. 7,710 m² retention roof area, of which up to 45% has been extensively/intensively greened.

High energy efficiency

The new façade, state-of-the-art building technology, heating, and cooling systems combined with better insulation ensure optimal energy efficiency.

Integrated bicycle garage

Spaces for 600 bicycles are available.

Approx. 30% less water consumption

Water-saving fittings and strategies are in place.

Rainwater retention basin

Up to approx. 570 m³ of rainwater can be retained.

20 bird nesting sites

Space provided under the roof for swifts and house sparrows.

FÜRST

Project partners and contacts



The makers

FÜRST

OWNER

PLSP is strategically and operationally responsible for their further development of FÜRST. The company is headed by its CEO, Ryan Beckwith. Gerhard Leonhard Dunstheimer is the CPC (Chief Project Coordinator) of the FÜRST project.



PROJECT COORDINATION

DUNMAN CAPITAL has more than thirty years of experience in developing properties across Europe, holding a portfolio with a transaction volume of more than 12 billion euros across various asset classes. The company is active in several markets and sectors and applies a holistic and sustainable approach to develop and realise unique location-specific strategies, creating valued meeting points underpinned by innovative concepts.



LEASING

CELLS has been developing, realising and managing commercial properties in city centre locations for more than 30 years. A team of around 70 employees across its three offices provides services at every stage of the property value chain. As the original initiator of the project, CELLS is responsible for general planning, property marketing, and coordinating rental and lease arrangements.

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FÜRST

Thank you for your attention.

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Version: March 2025.