

# 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 m<sup>2</sup>

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 m<sup>2</sup> attractive terraces

A welcoming place for tenants and visitors

Approx. 14,200 m<sup>2</sup> 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



Premium-Apartments  
**HOTEL**



Komödie am Kurfürstendamm  
**THEATER**

MINDSPACE

Mindspace  
**CO-WORKING**



RTL  
**OFFICE**

CELLS

CELLS Group  
**OFFICE**



LAP Coffee  
**GASTRONOMY**

KAISER

Kaiser  
**GASTRONOMY**

REWE

Rewe  
**SUPERMARKET**



David Lloyd  
**FITNESS**



Q Park  
**PARKING**

The first construction phase is successfully completed – the spaces in Uhlandstrasse are already in daily use by well-established tenants.



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







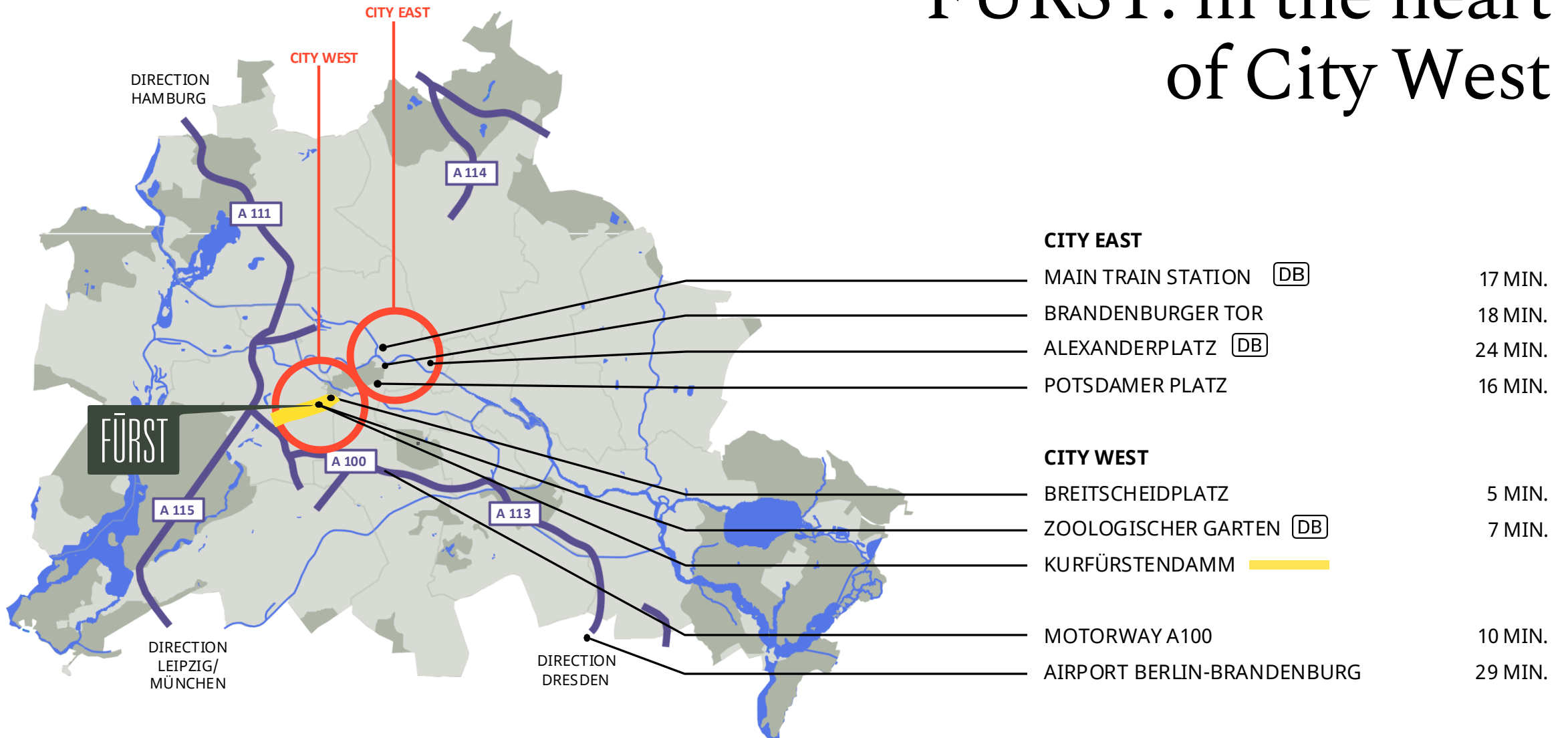
FÜRST

# 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.



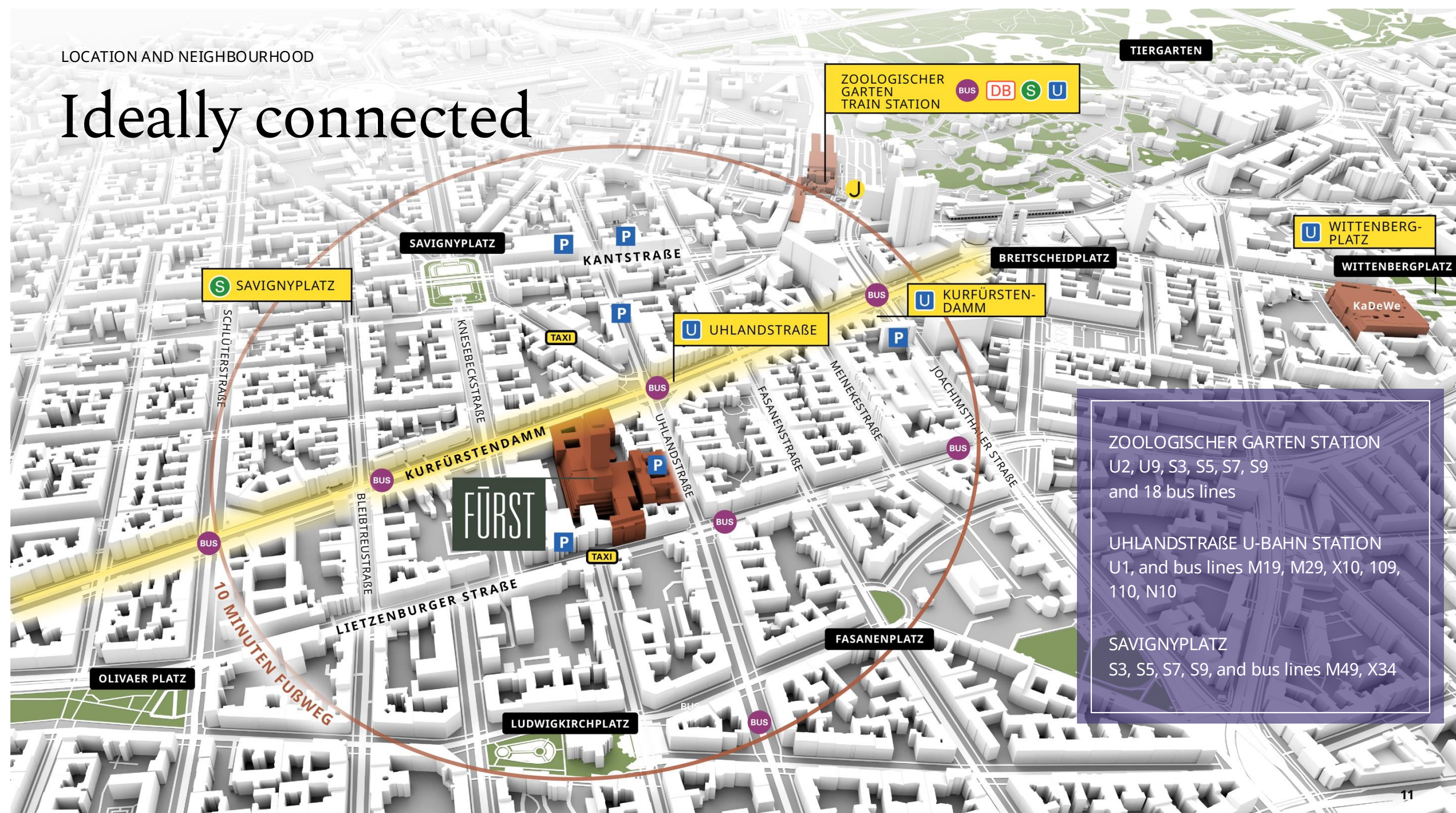
# FÜRST: in the heart of City West



All distances in minutes relate to driving time.



# Ideally connected



ZOOLOGISCHER GARTEN STATION  
U2, U9, S3, S5, S7, S9  
and 18 bus lines

UHLANDSTRASSE U-BAHN STATION  
U1, and bus lines M19, M29, X10, 109,  
110, N10

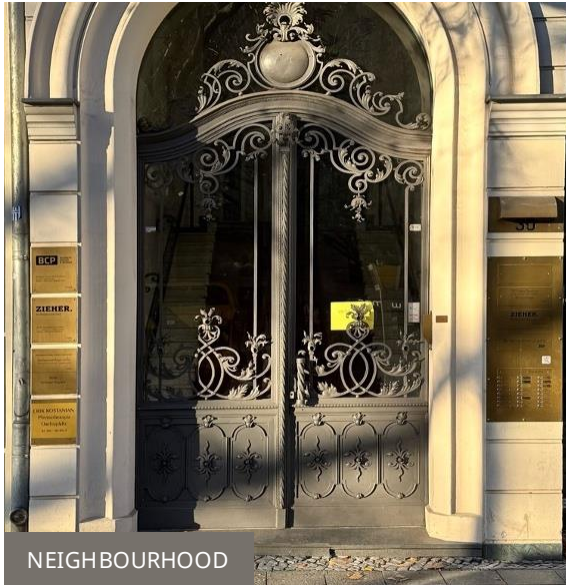
SAVIGNYPLATZ  
S3, S5, S7, S9, and bus lines M49, X34



## LOCATION AND NEIGHBOURHOOD

# Amongst excellent neighbours

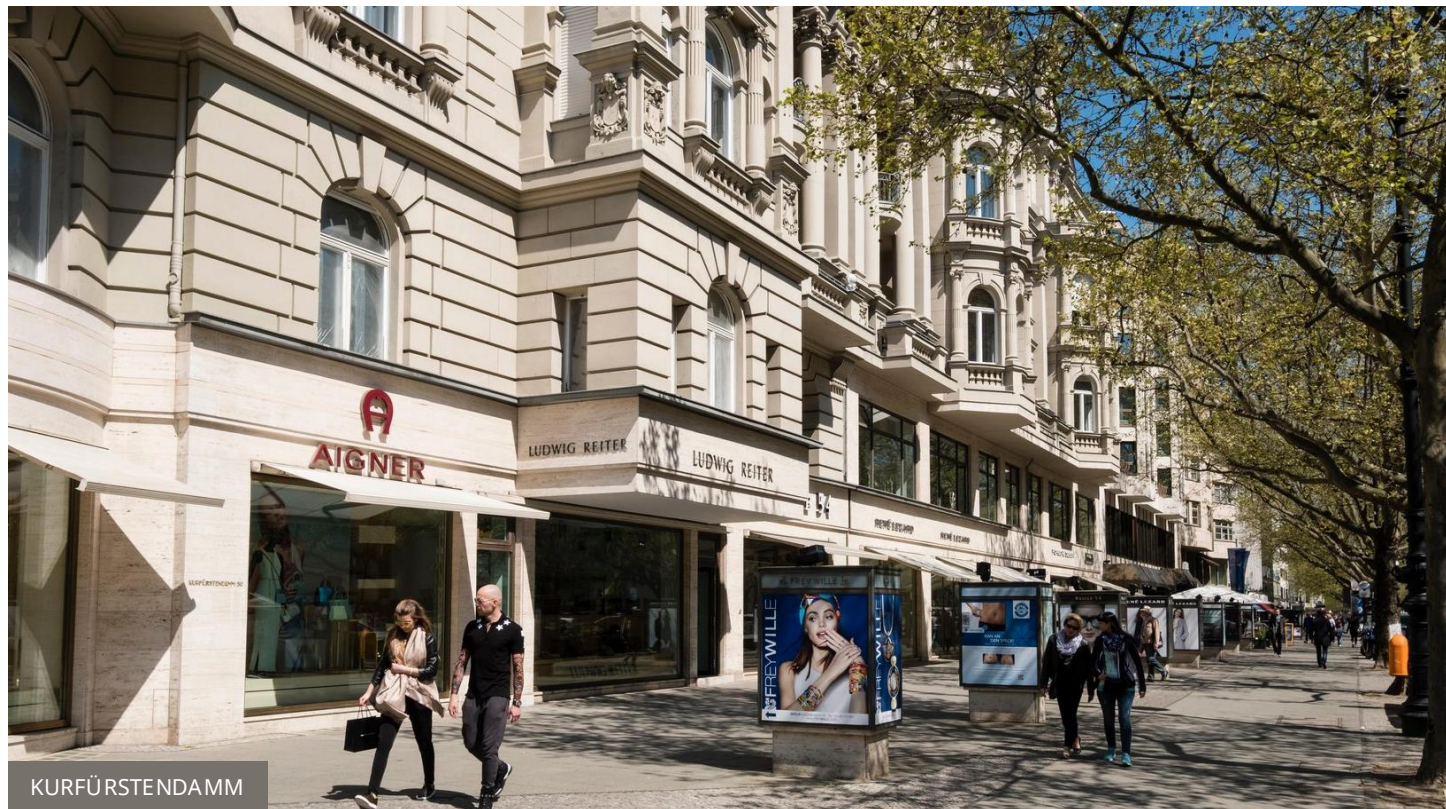
Numerous companies have settled in City West. Why? Because it has everything. Historic ambience, top-quality amenities, and a central location where business partners are often just a couple of blocks away. It's simply an excellent neighbourhood to call home.



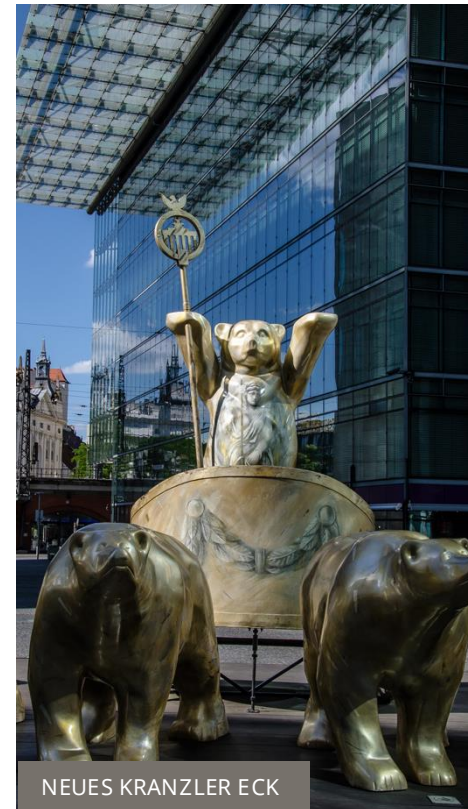
NEIGHBOURHOOD



WALDORF ASTORIA



KURFÜRSTENDAMM



NEUES KRANZLER ECK



KNEISEBECKSTRASSE



## 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



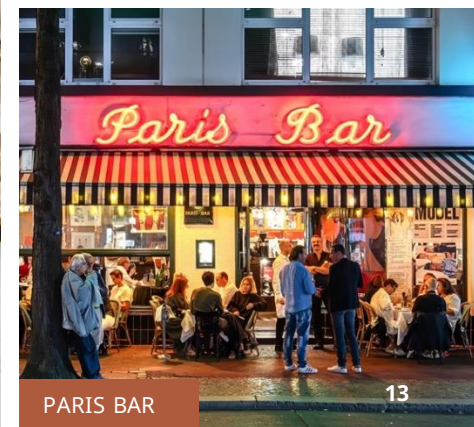
LA RESIDENZA



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



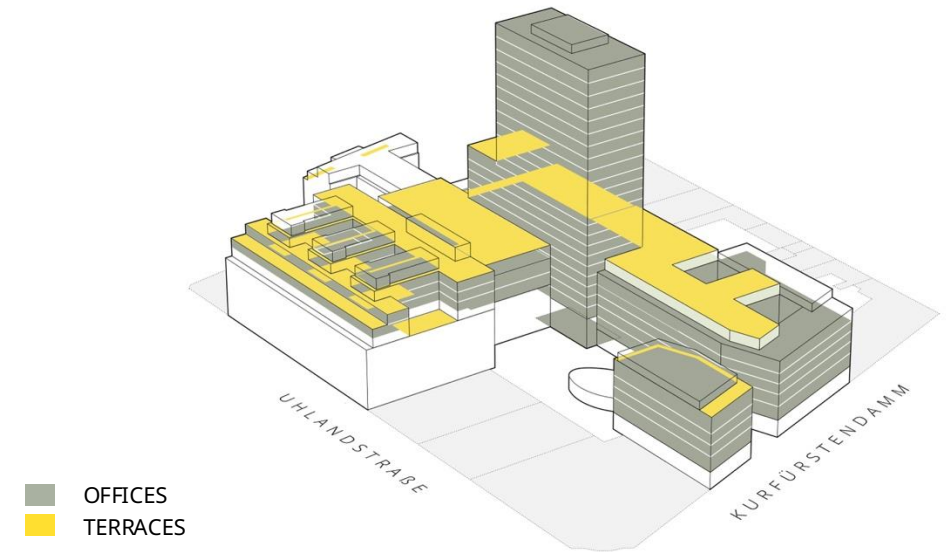


THE CONCEPT: A QUARTER WITH MANY ADVANTAGES

# FÜRST: designed for offices

At around 58,000 m<sup>2</sup>, offices make up the biggest category of tenants at FÜRST. Green inner courtyards and terraces will make up around 8,500 m<sup>2</sup>.

Office tenants already settled into 14,300 m<sup>2</sup> of space completed in the 1st construction phase in 2020. In the 2nd construction phase, approx. 45,000 m<sup>2</sup> 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.



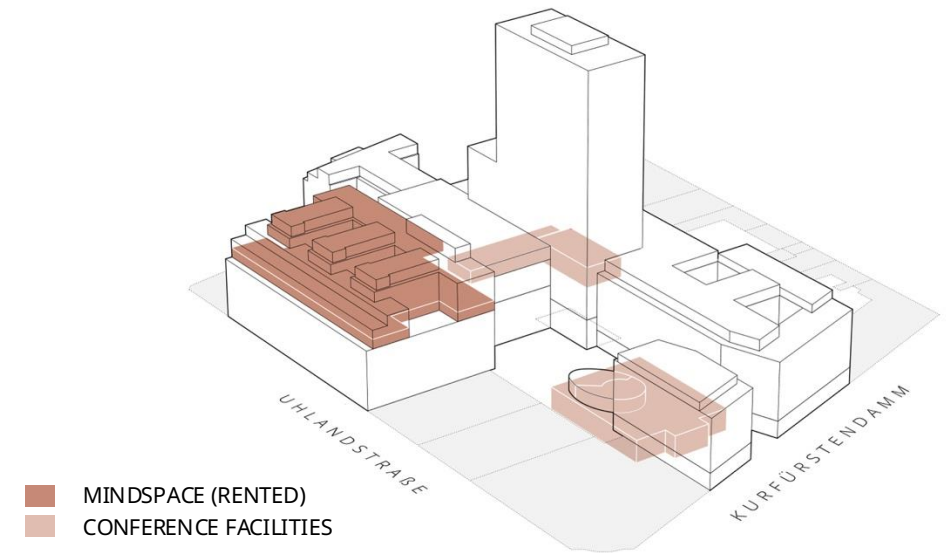


THE CONCEPT: A QUARTER WITH MANY ADVANTAGES

# 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 m<sup>2</sup> 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.





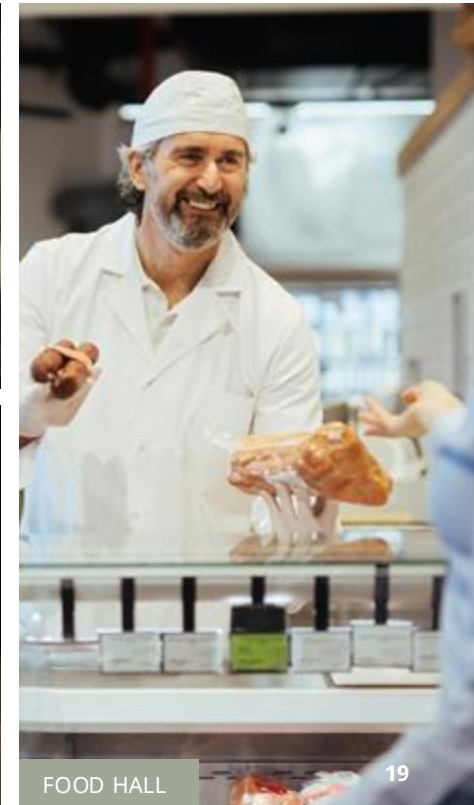
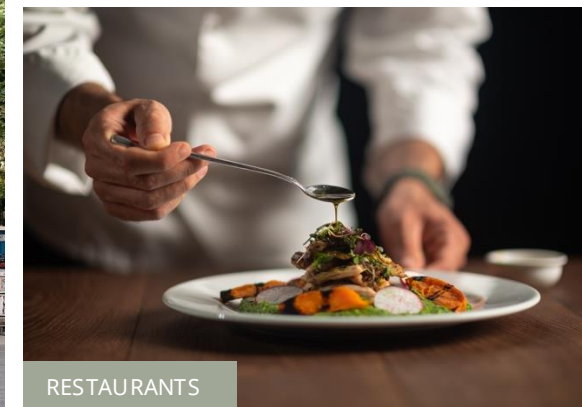
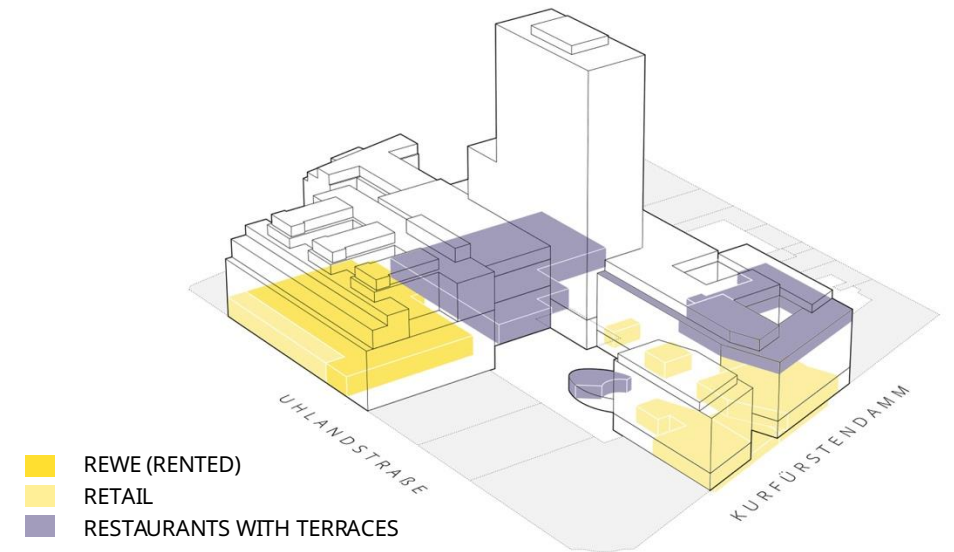
THE CONCEPT: A QUARTER WITH MANY ADVANTAGES

# 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 m<sup>2</sup> 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 m<sup>2</sup> 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.





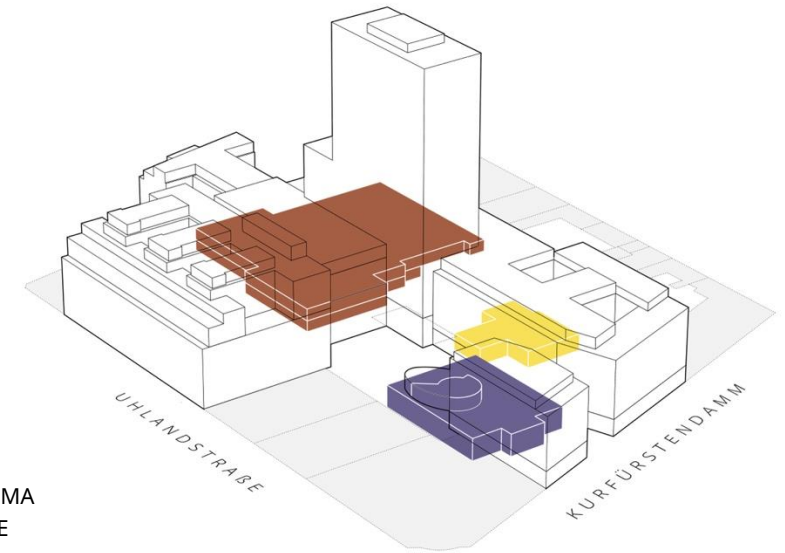
THE CONCEPT: A QUARTER WITH MANY ADVANTAGES

# First-class leisure and relaxation

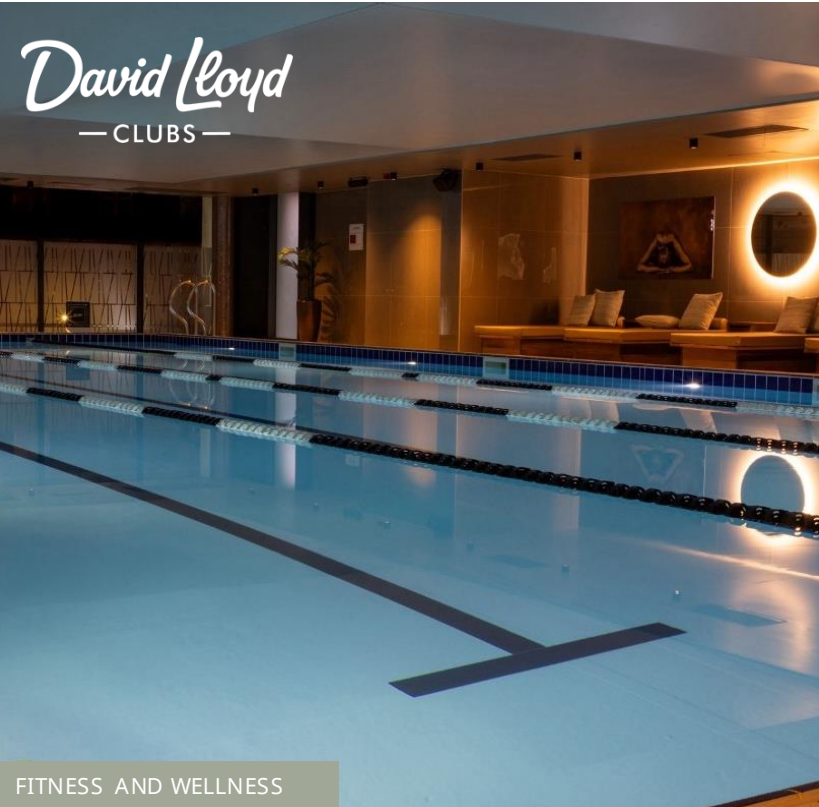
Switch off from the world in the spa or do a few lengths in the 25-metre pool at David Lloyd. Or perhaps some employees will choose to work out before work to keep their minds and bodies at their best. With around 7,500 m<sup>2</sup> of space, this will be one of the largest and most modern fitness and 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.

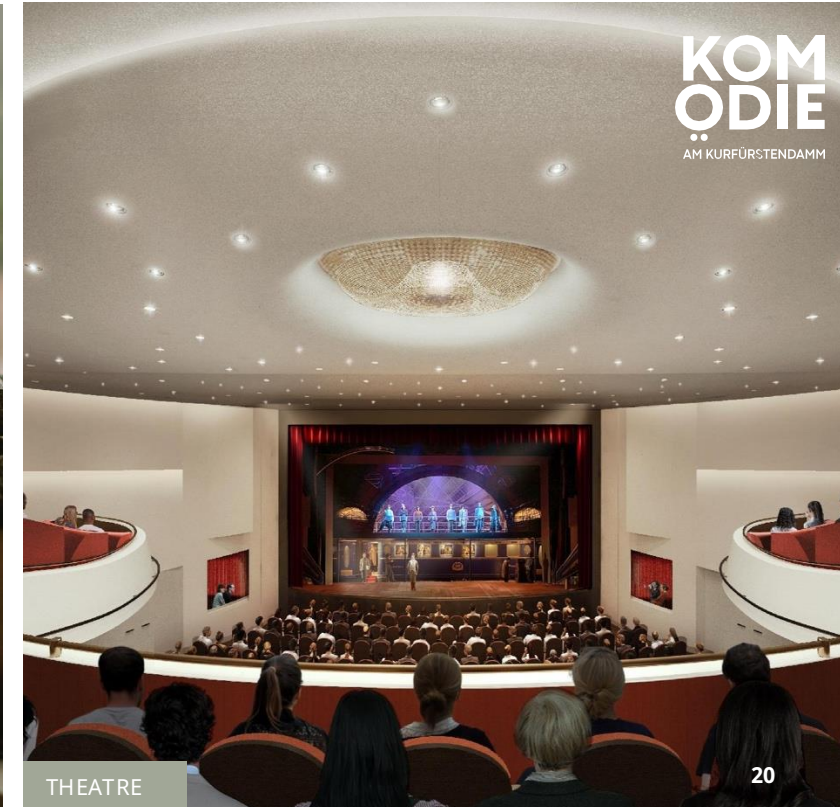
FITNESS  
5D CINEMA  
THEATRE



David Lloyd  
— CLUBS —



FITNESS AND WELLNESS



THEATRE




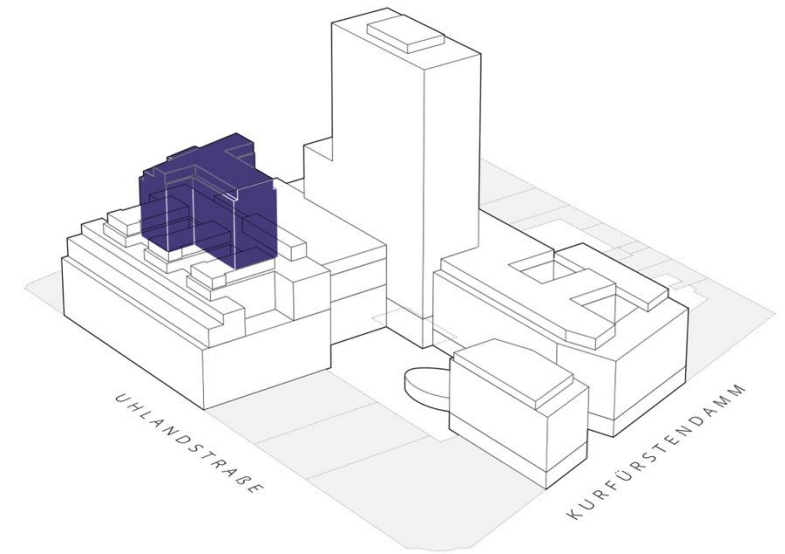
THE CONCEPT: A QUARTER WITH MANY ADVANTAGES

# Premium hotel & bar

FÜRST welcomes „A by Adina“ as a new tenant.  
The premium apartment hotel of the Australian TFE Hotel Gruppe.

The new location at FÜRST will be the first “A by Adina” site in Germany.

 HOTEL





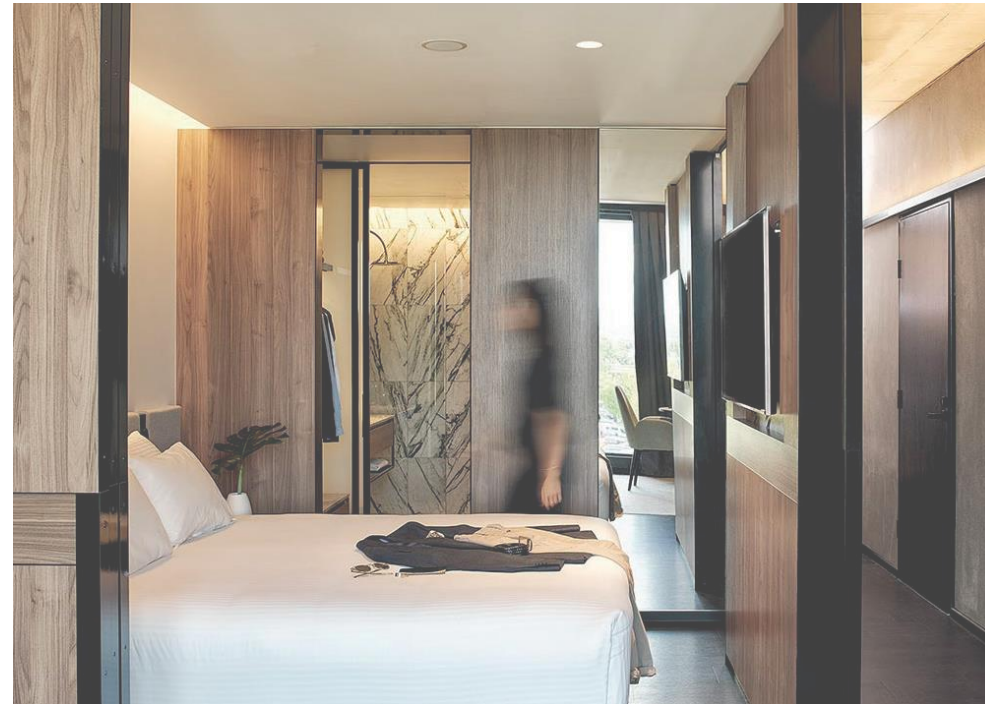
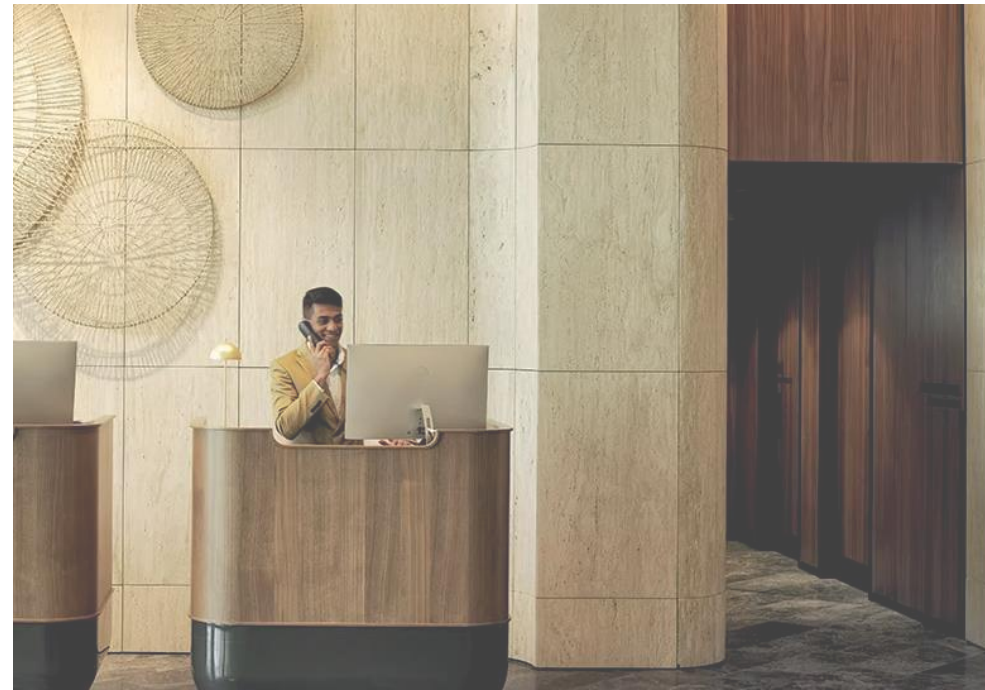


## The concept

Premium hotels in outstanding locations, such as Sydney and Canberra; since 2025 with the „A by Adina Vienna Danube“ for the first time in Europe as well.

„Guests enjoy first-class hotel services, combined with relaxed Australian hospitality that gives them all the freedom and flexibility to enjoy their own stylish city pad for as little, or as long as they like.“

TFE Hotels CEO  
Antony Ritchuests

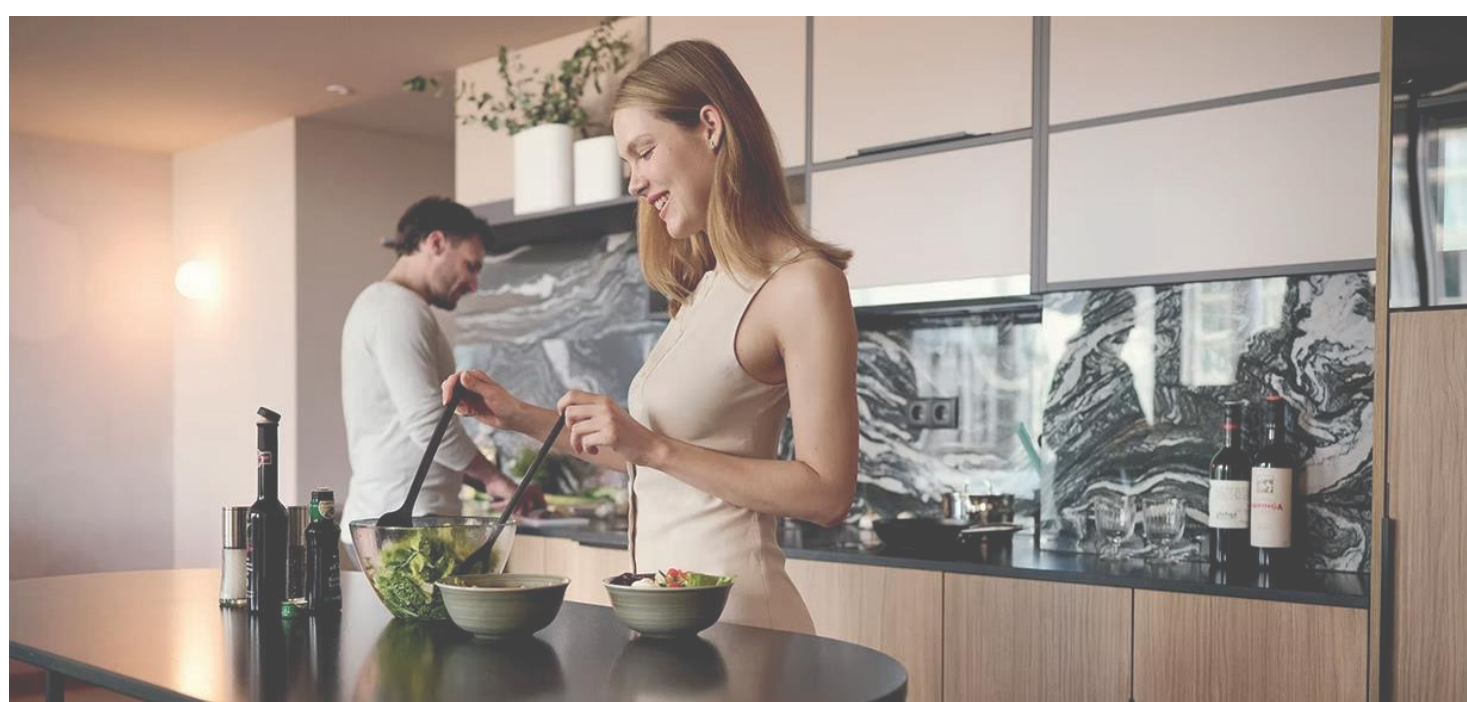






## What is planned

- 161 stylishly designed studios and apartments
- Restaurant , bar und wellness services
- Full flexibility for guests thanks to a kitchenette and washer-dryer in every room
- Perfect addition to the FÜRST with top-class hotel and long-stay accommodation

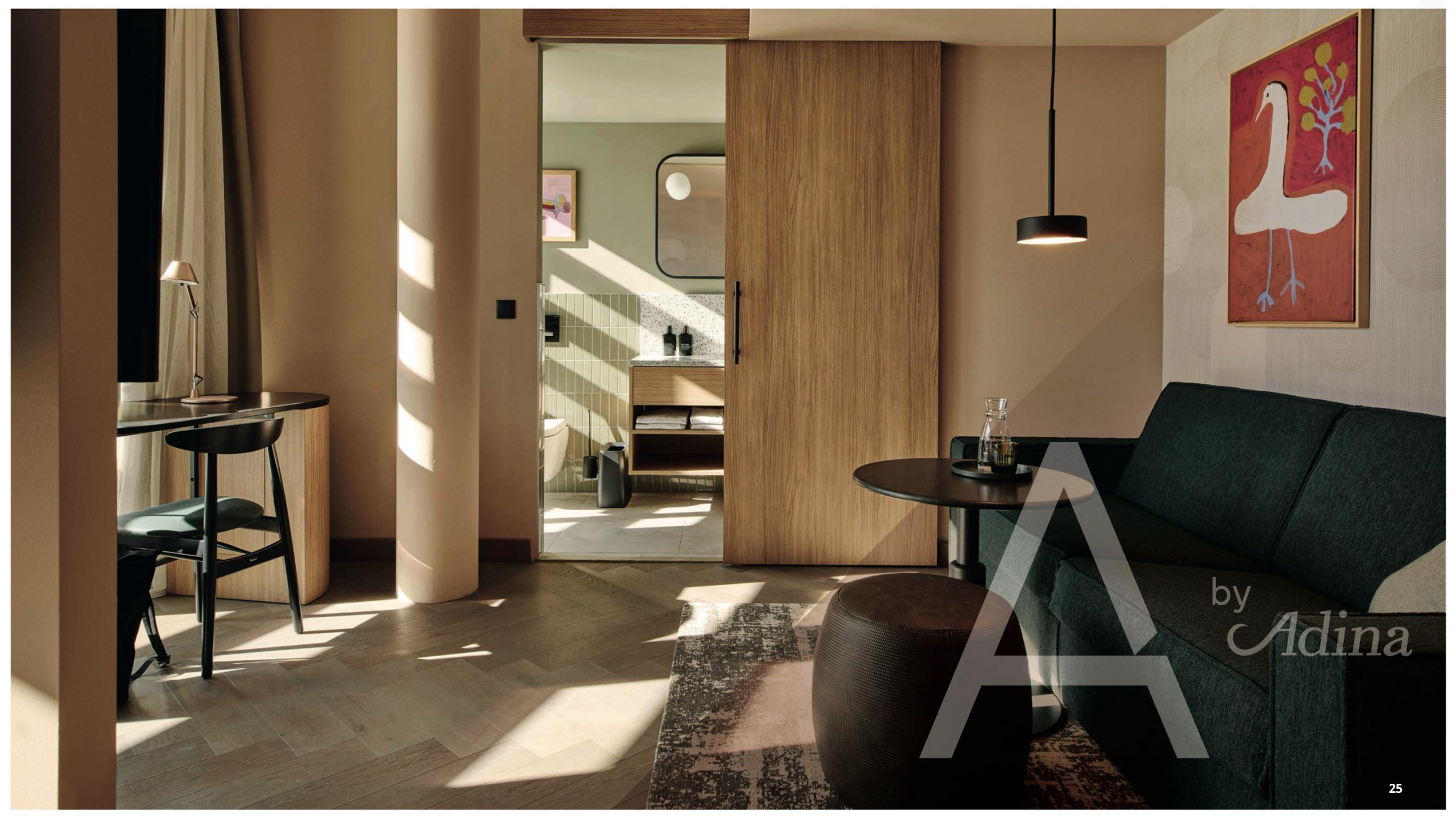






by  
*Adina*





by  
*Adina*

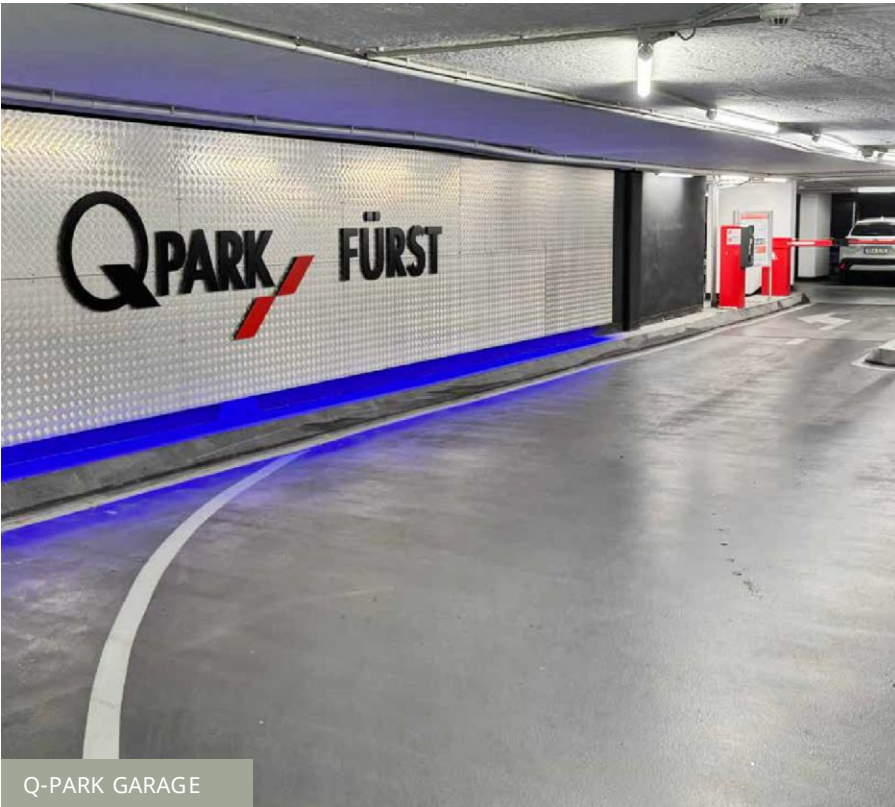
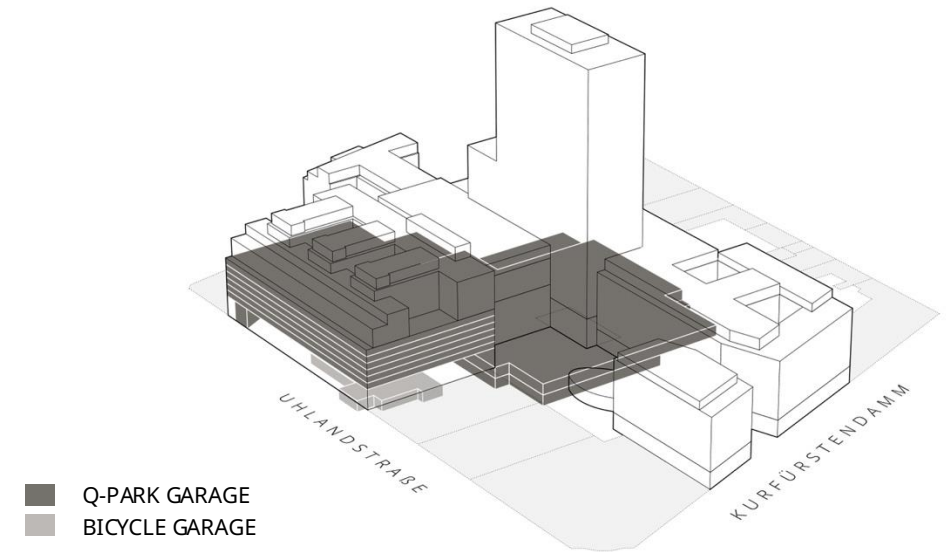


THE CONCEPT: A QUARTER WITH MANY ADVANTAGES

# 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



CHARGING POINTS



The logo 'FÜRST' is positioned in the top left corner in a light gray, sans-serif font. To its right and extending down the left side of the slide is a large, stylized graphic of a building. The building is composed of several rectangular blocks of varying heights, with internal vertical and horizontal lines suggesting a grid-like structure of windows or floors. The entire graphic is rendered in a light gray color, matching the logo.

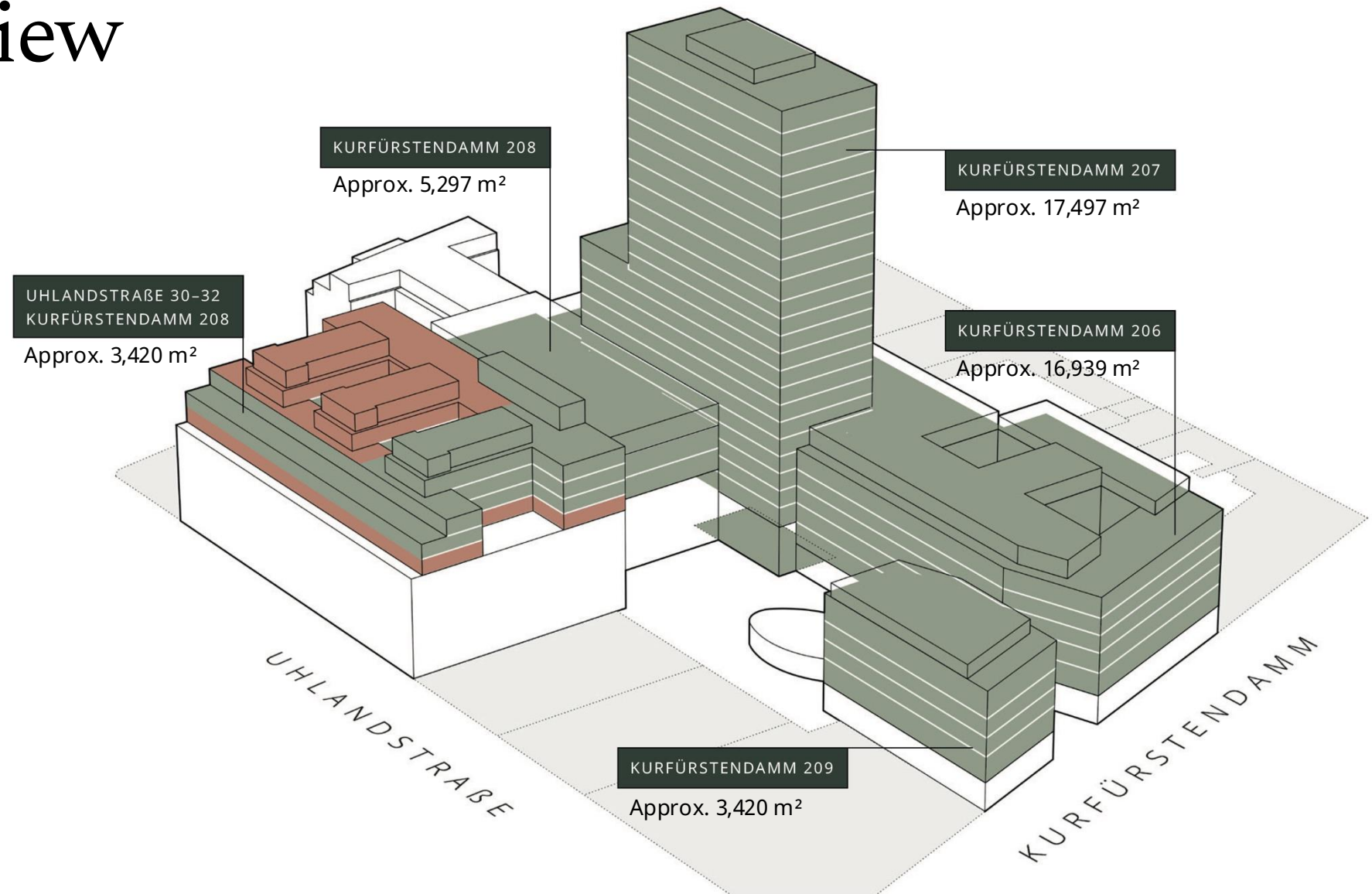
# FÜRST

## Office spaces

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

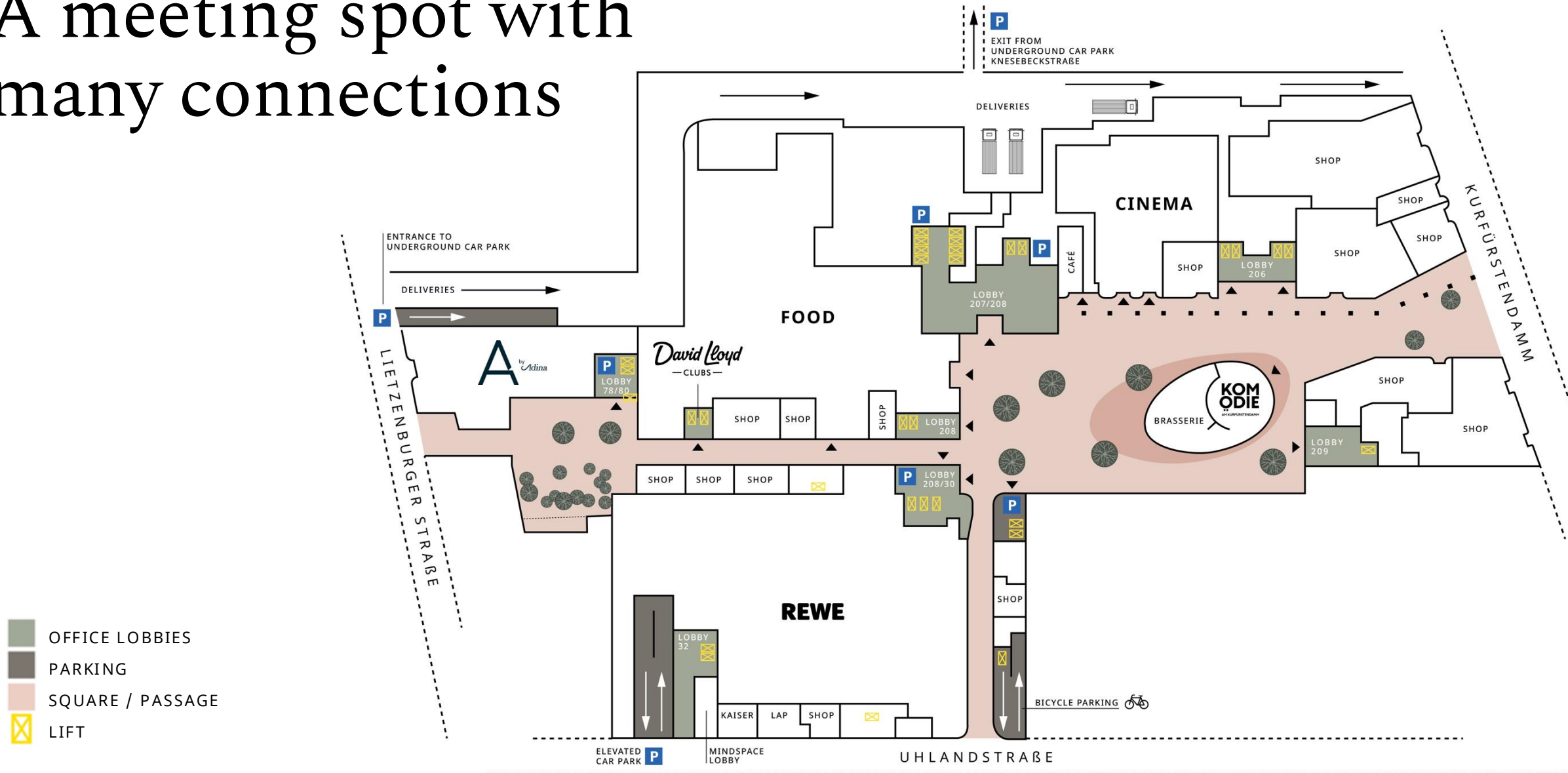


# Offices overview



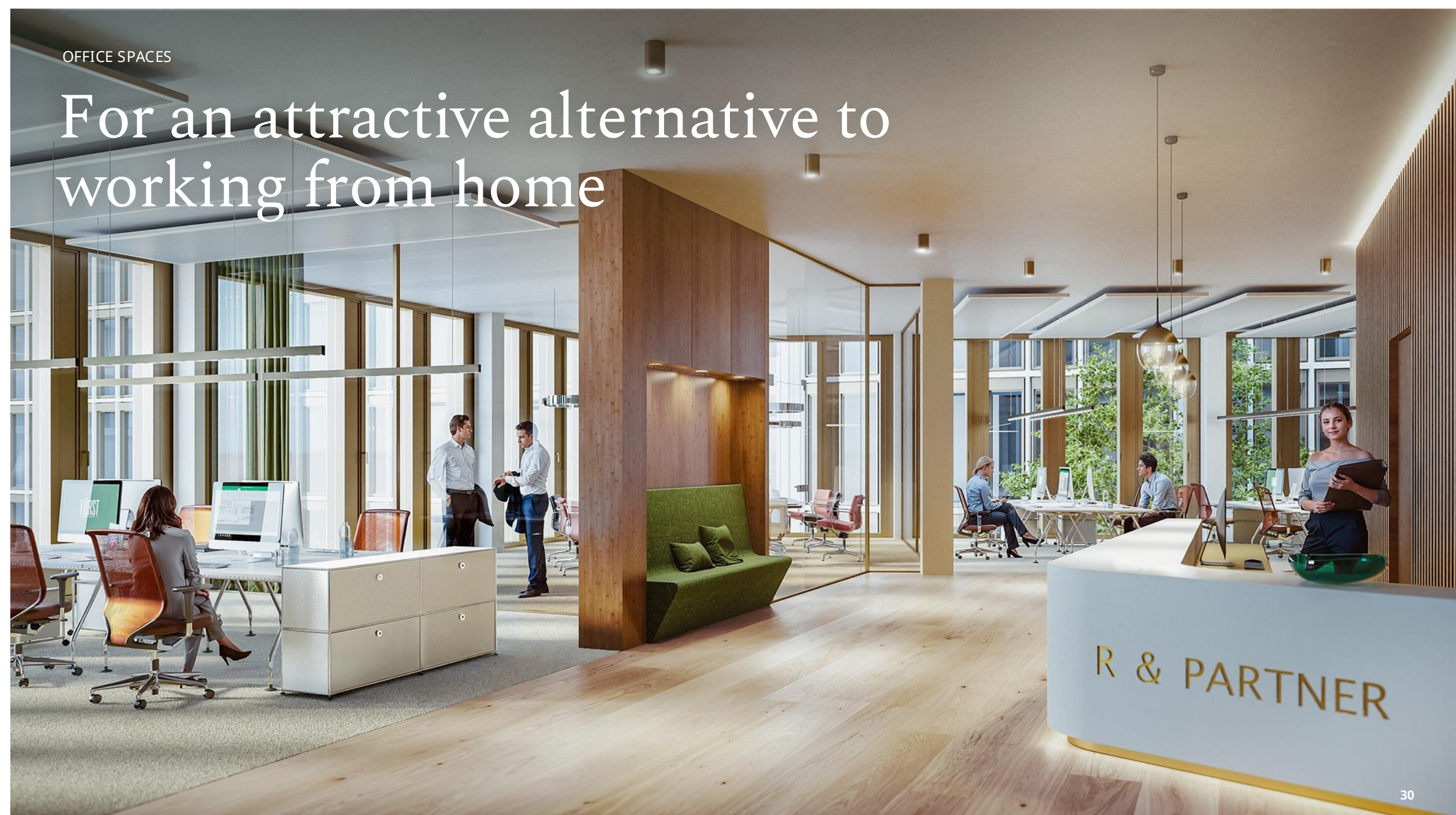


# A meeting spot with many connections





# For an attractive alternative to working from home



R & PARTNER



OFFICE SPACES

# For openness and transparency





OFFICE SPACES

# For new perspectives





# For collaboration – inside and outside





OFFICE SPACES

# For this evening view

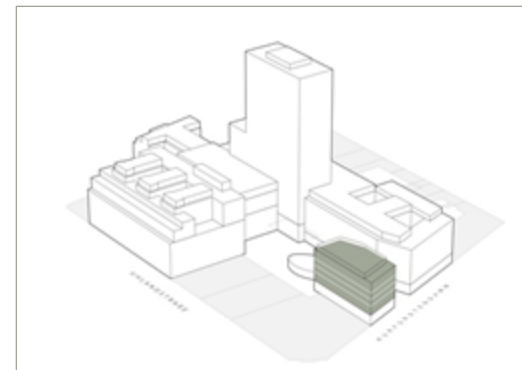




# Kurfürstendamm 209



(Version: March 2025)



**1st to 5th floors  
Offices and terraces  
totalling approx. 3,420 m<sup>2</sup>**

Sample plan shows 1st floor

Standard floor size approx. 810 m<sup>2</sup>

Exclusive inner courtyard approx. 50 m<sup>2</sup> and terraces on 5th floor 131 m<sup>2</sup>

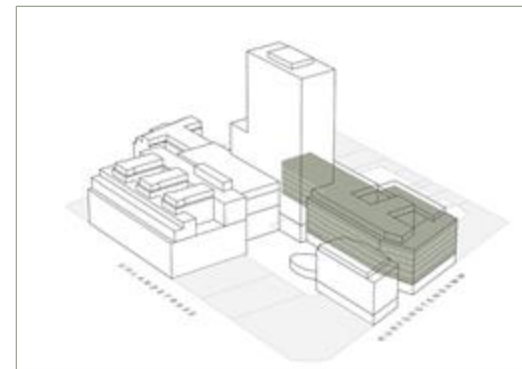
Floor space figures includes proportional use of the bicycle garage.



# Kurfürstendamm 206



(Version: March 2025)



**1st to 5th floors**  
**Offices and terraces totalling**  
**approx. 16,940 m<sup>2</sup>**

Sample plan shows 2nd floor

Standard floor size approx. 4,000 m<sup>2</sup>,  
 partitionable from approx. 2,000 m<sup>2</sup>  
 onwards

Exclusive inner courtyards and  
 terraces approx. 920 m<sup>2</sup>

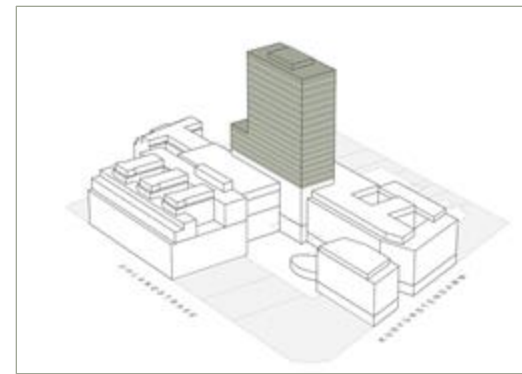
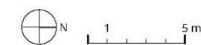
Floor space figures includes  
 proportional use of the communal  
 terrace on the 7th floor and the  
 bicycle garage.



# Kurfürstendamm 207



(Version: March 2025)



**8th to 23rd floor  
Offices and terrace space  
totalling approx. 17,497 m<sup>2</sup>**

Sample plan shows 18th floor

Standard floor size  
approx. 1,000 m<sup>2</sup> to 1,400 m<sup>2</sup>

Exclusive terraces approx. 273.5 m<sup>2</sup>

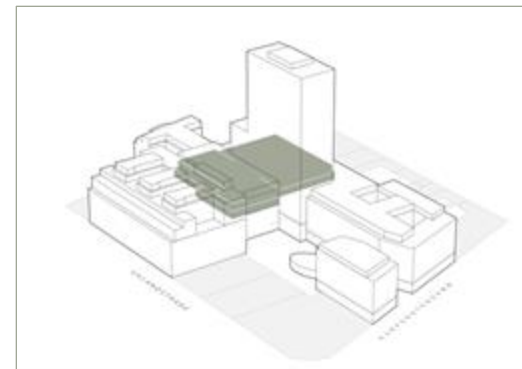
Floor space figures includes  
proportional use of the communal  
terrace on the 7th floor and the  
bicycle garage.



# Kurfürstendamm 207/208



(Version: March 2025)



**3rd and 4th floor  
Offices and terrace space  
totalling approx. 5,300 m<sup>2</sup>**

Sample floor plan shows 3rd floor with approx. 4,200 m<sup>2</sup>, partitionable from approx. 1,650 m<sup>2</sup> onwards

Exclusive terraces and inner courtyards approx. 480 m<sup>2</sup>

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 m<sup>2</sup> of space.

## Approx. 50% less wastewater

Water-saving cisterns and tap aerators reduce wastewater.

## Façade recycling

Approx. 6,000 m<sup>3</sup> 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 m<sup>2</sup> 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 m<sup>3</sup> 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, CFO, Linda Schmitz, COO, Katia Ciesielska and Manager, Tony Whiteman.

### SENIOR ADVISOR

Gerhard L. Dunstheimer is the Senior Advisor 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.

## CELLS

### LEASING

CELLS has been developing, realising and managing commercial properties in city centre locations for more than 30 years. A team of over 50 employees across its two 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.



# Contact



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# FÜRST

# Thank you for your attention.

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Version: October 2025.