



HGHI

PRESS RELEASE

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Action moves to over 1,000 sqm in the Schultheiss Quartier with a brand new store



Berlin, June 29th 2023 – The non-food discounter is expected to open an approximately 1,000-square-meter store in the Schultheiss Quartier in Berlin Moabit, near Tiergarten, in November 2023.

Action is Europe's most popular non-food discounter, a department store with many different items, at low prices. Action comes from the Netherlands and now operates over 2,300 stores in 11 countries. Action surprises with an extensive and changing assortment, every week it is extended by 150 new items. In some European countries, they have been named "Retailer of the Year" in several categories.

"We are very pleased to have Action as a tenant for the Schultheiss Quartier, a comprehensive discounter, with a good price-performance ratio, which will enrich our tenant mix," says Harald Gerome Huth, owner and managing director of HGHI Holding GmbH.

"A small city within the city": About the Schultheiss Quartier.

Opened in August 2018, the multifunctional Schultheiss Quartier center on the former site of the Schultheiss brewery in Berlin's Moabit district of Berlin-Mitte comprises approximately 20,000 square meters of retail space, 25,000 square meters of office space, 8,500 square meters of hotel space, a versatile food court, as well as a 2,400-square-meter fitness center and 400 car parking spaces.

"In the heart of Berlin-Mitte, the Schultheiss Quartier combines all facets of urban life such as working, shopping, accommodation and entertainment in a unique ambience."

explains Harald Gerome Huth, owner and managing director of HGHI Holding GmbH. The architect in charge, Max Dudler, also describes the Schultheiss Quartier as "a small city within the city". Schultheiss Quartier is only two kilometers from Berlin's main train station and is optimally connected to public transportation by numerous bus and subway lines (subway line U9: Turmstraße station / bus lines: M27, TXL, 101, 123, 187).

For more information, please visit www.schultheissquartier.de or follow us on Instagram and Facebook.

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