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PRESS RELEASE

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New Hertha BSC Fanshop opens in Schultheiss Quartier

Berlin, October 2nd 2018 - The Berlin real estate company HGHI Holding GmbH has just recently opened the Schultheiss Quartier shopping centre in the Mitte district (Stromstrasse 14, 10551 Berlin), now another prominent tenant is moving in: Next Thursday, October 4th, 2018, Hertha BSC, the Bundesliga football team, will open the capital's largest fan shop on the former site of the Schultheiss brewery.

Hertha fans will find everything a blue and white heart desires on 520 square metres: from scarves and jerseys to caps, flags, baby rompers and toothbrushes.

On the opening day, numerous activities await the fan community from 10 a.m. onwards. Mascot Herthinho will run up in the Schultheiss Quartier, and players from the professional squad will also be giving an autograph session from 4 pm. But that's not all: Visitors can compete against Elias Nerlich, captain of the Hertha BSC eSport Academy, on the game console from 3 p.m. or prove their shooting strength in a soccer court. In addition a blue-white eSport corner invites for gambling and a Chill Out Area for relaxing.

The first 50 visitors who purchase fan merchandise from the 'Old Lady' will each receive two free tickets for the home game against SC Freiburg (21.10., 15:30). But that's not all: The home jersey of the Herthans will be sold for only 50 Euros on this day. Hertha's main sponsor TEDi offers further fan campaigns: From 1 p.m. to 5 p.m. all buyers have the chance to buy tickets for the duel with the sports club from Breisgau at the TEDi branch in Schultheiss Quartier. Simply turn the wheel of fortune and win tickets and other surprises.

With the fan shop in Moabit, the Bundesliga soccer team returns to its roots: after all, the shop is in the immediate vicinity of the Gesundbrunnen and Arkonaplatz. The place where the brothers Lindner and Lorenz founded the Capital Club on 25 July 1892.

In addition to TEDi, visitors to the Schultheiss Quartier can expect a varied mix of offers: tenants include Kaufland, H&M, Olymp & Hades, MediaMarkt, Deichmann, New Yorker, dm Drogeriemarkt, Thalia Buchhandlung, Intersport, Lindner Feinkost, Woolworth and the Berliner Kaffeerösterei.



The opening hours of the Schultheiss Quartier are Monday to Saturday from 10 a.m. to 8 p.m. (Kaufland from 7 a.m. to 10 p.m.) and on Sundays from 1 p.m. to 6 p.m. when the shops are open.

The Schultheiss Quartier is very easy to reach due to its direct connection to public transport. In addition to the underground and public buses, the main railway station with several regional transport lines as well as the long-distance traffic is only two kilometres away.

Underground line U9: Station Turmstraße Bus lines: M27, TXL, 101, 123, 187

Further information can be found at www.schultheissquartier.de or follow us on Instagram (@Schultheiss_quartier), Facebook (@SchultheissQuartier) and Twitter (@SchultheissQ).

About HGHI Holding GmbH

HGHI Holding GmbH is one of Berlin's leading real estate project developers, investors and builders. The owner-managed company was founded in 2007 and has always stood for the professional support of commercial and industrial customers. efficient management at the highest level as well as the planning, design and realisation of great property visions. In the meantime, the real estate specialists can look back on a wealth of international experience that has already reached more than 750,000 sqm of successfully marketed retail, office and residential space. Among the largest and best-known projects HGHI has the Mall of Berlin at Leipziger Platz 12, which is home to around 300 shops on 76,000 sqm of retail space. Further information can be found at www.hghi.de.

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