

**AEG AND MERCEDES-BENZ CELEBRATE GROUNDBREAKING OF MERCEDES PLATZ**

Berlin, Germany (June 6, 2016) Start of Construction at Mercedes Platz Berlin. Today, Anschutz Entertainment Group (AEG) and Mercedes-Benz announced the start of construction in front of Mercedes-Benz Arena. The Mayor of the City of Berlin, Michael Müller, attended the event and said: “Mercedes Platz will enrich the Area between East-Station and Mercedes Platz with its diverse offerings.”

At Mercedes Platz, construction has started. Anschutz Entertainment Group (AEG) und Mercedes-Benz today celebrated the groundbreaking for the destination in front of Mercedes-Benz Arena, the future center of the rapidly developing urban quarter along the East Side Gallery. Among the 120 guests were the Mayor of the City of Berlin, Michael Müller, city and district officials, representatives from the general contractor HOCHTIEF, future tenants as well as neighboring companies and developers. Until fall 2018, four buildings with a total floor space of 70.000 square meters will be constructed on the 20.000 square meter site. Michael Müller, Mayor of the city of Berlin, said: „Todays ground breaking is an important step for the development of this part of Berlin. Mercedes Platz will enrich the area between East Station and Mercedes-Benz Arena with its diverse offerings and will be the new center of this urban quarter. We appreciate the fact that companies like AEG and Mercedes-Benz invest in the development of Berlin.”

Tom Miserendino, President & CEO AEG Europe: “The ground breaking marks yet another important milestone in our long term commitment to Berlin that started in 2001. In recent years we have been following through on our plan to make this area a vibrant urban quarter and Mercedes Platz will be the vital June 6 2016 Project of center of it all. We are excited to take the next step and thank our partner Mercedes-Benz for sharing the vision of what will be a unique destination for all of Berlin.

”Dr. Carsten Oder, Head of the Mercedes-Benz Sales Division Germany: The naming rights partnership for Mercedes Platz reflects our commitment to Berlin and the responsibility to district of Mercedes-Benz. In addition to that Mercedes Platz presents an ideal platform to test innovative concepts for brand experience and to get visitors excited about our brand.”

A Place to live, work and linger

With its mix of culture, entertainment, good times, enjoyment, overnight stays, and recreation, Mercedes Platz will be a unique destination in the heart of Berlin. No other single location will reflect so many facets of urban life as Mercedes Platz. The large world of entertainment to be found in the Mercedes Benz Arena, a venue with a capacity for up to 17,000, will be supplemented by the Music Hall, a smaller event location seating up to 4,000 spectators. An ultra-modern UCI KINOWELT movie theatre, a lifestyle bowling lounge by the brand BOWLING WORLD plus around fifteen cafes, bars, and restaurants as well as an INDIGO Design Hotel by the Intercontinental Hotel Group with 118 rooms and a Hampton by Hilton with 254 rooms will serve as additional magnets attracting visitors to the site. There will also be a visitor center with access to the rooftop for a spectacular view across the Spree river.

Talks with future tenants are ongoing to create a place where the established meets the new and different and where local color meets international flair, thereby ensuring that Mercedes Platzwill be a constantly changing and vibrant place, 24/7.

Mercedes-Benz will be represented on 650 square meters of commercial space over two stores. Currently planned are young and modern concept stores, e.g. a Mercedes me Store which provides, interactive brand and product experience and units information, catering and events under one roof.

There also will be office space across 9.000 to 10.000 square meters directly located at Mercedes Platz.Established partnership between AEG and Mercedes-Benz AEG as the investor and operator of the site is responsible for development and the total investment of 200 Million Euro of this project. As a partner Mercedes-Benz, which moved ist German sales headquarter to the site in 2013, is naming rights partner to Mercedes Platz and the Mercedes-Benz Arena.