



Press Release

Steffen Eric Friedlein new Managing Director Leasing of ECE

Hamburg, January 8, 2018 – On January 1, 2018, Steffen Eric Friedlein took the helm of ECE’s Leasing division as Managing Director. The 49-year-old previously held the position of Senior Director Germany. In this capacity he was responsible for the leasing activities of all centers in Germany. Steffen Eric Friedlein will succeed Klaus Striebich, who left the company for personal reasons at the end of 2017.

“I very much look forward to taking on new challenges together with my colleagues from the ECE Management Board”, Steffen Eric Friedlein said. “The current situation on the leasing market will certainly throw challenges at us. But we’ve already put in place a number of organizational changes in the Leasing division, such as hiring a Leasing Innovation Manager who will help us identify innovative concepts and sign them as tenants. In addition, with the new position of Team Leader Projects & Analytics, we will further optimize our internal processes. I’d like to thank my predecessor, Klaus Striebich, who supported me strongly in the past months to prepare extensively for my new position.”

“We would like to wish Steffen Friedlein all the best for his new job. We are very happy to welcome him as a new member of the ECE Management Board,” said Alexander Otto, CEO of ECE. “He already did a great job as Senior Director Germany and has made a name for himself among our retail partners.”

Steffen Eric Friedlein was born in Stuttgart in 1968 and started his career at Kriegbaum Unternehmensgruppe in Böblingen, where he last held the position of Head of Leasing. He joined ECE in April 1999 as Leasing Manager of DEZ Kassel and Altmarkt-Galerie Dresden. He then moved on

to centers in Karlsruhe and Schweinfurt before he was appointed Regional Director for the newly created Northwest region in 2008. After being responsible as Regional Director for two other regions, Steffen Eric Friedlein became Senior Director Leasing for North Germany, the Czech Republic, Hungary, and Italy at the beginning of 2013. Since 2014, he has been responsible for the leasing activities of all centers in Germany.

About ECE

ECE was founded in 1965 by mail-order company pioneer Werner Otto (1909-2011). It is still owned by the Otto family and managed by Alexander Otto, CEO of ECE. As a specialist in commercial real estate, ECE provides all services related to properties from one source and creates a clear added value for its customers, partners, and clients by bundling its entire expertise. The market value of the properties managed by ECE (assets under management) currently amounts to approximately 33.4 billion euros. With 199 shopping centers under management (53 of which are under the management of MEC METRO-ECE Centermanagement GmbH & Co. KG) and activities in 12 countries, ECE is the European market leader in the shopping center industry. More than 4.3 million customers visit ECE centers every day, where approximately 21,000 retail renters generate an annual turnover of around 24 billion euros at all ECE centers combined, which have a total sales area of around 7.2 million square meters. As a further business segment, ECE develops, plans, and builds corporate headquarters, office buildings, industrial buildings, logistics centers, traffic properties, hotels, and city quarters.

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