

rethink
real estate.



rethink
grocery.®

Lidl is revolutionizing grocery shopping



from Europe
to the U.S.

who we are:



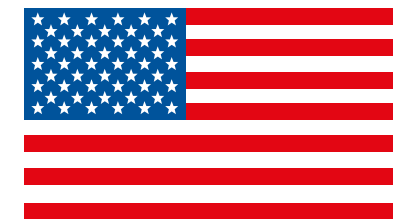
40+ years in the
retail business

part of the
3rd
top food retailer
in the world
by sales**

around
10,500
stores in Europe and the U.S.

what we've done:

added more than
3,000 jobs in
the U.S.



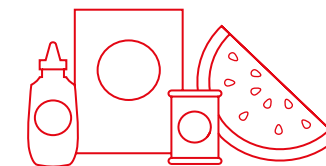
opened more than ★ ★ ★ ★ ★

65 U.S. stores
and counting...

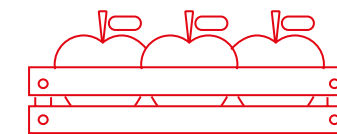
High quality. Really low prices. Hassle-free shopping gets our customers in and out. A product assortment and store layout that are refreshingly simple, yet full of surprises. Lidl is not your cookie-cutter grocery store.



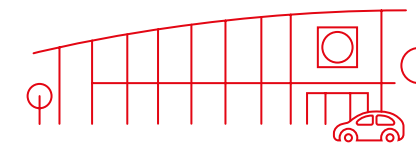
intuitive simplicity



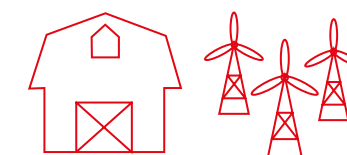
Carefully curated selection emphasizes the most popular products and sizes.



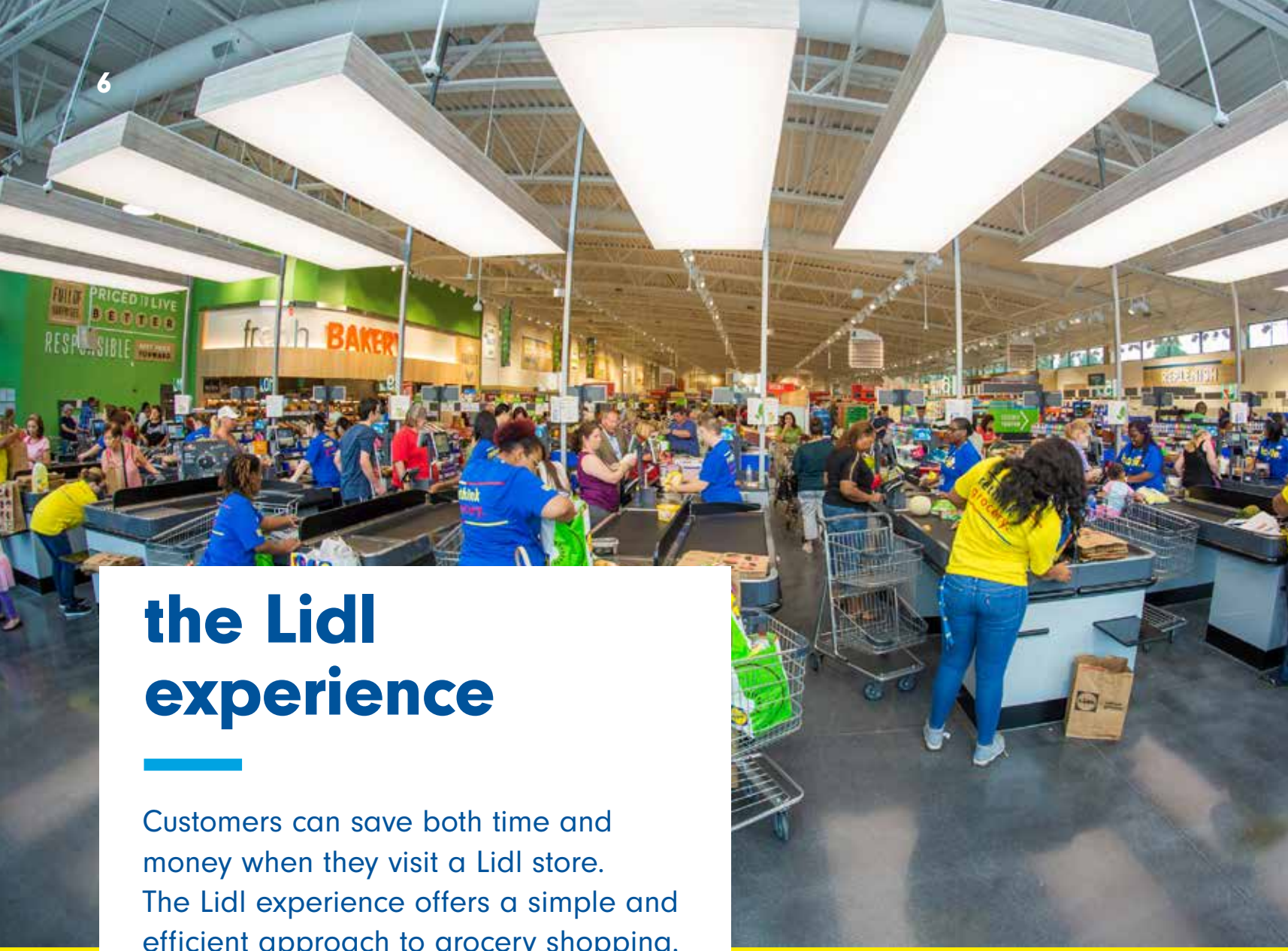
Produce displays limit staff time spent shelving, bagging or stacking.



Store design maximizes natural light, reducing energy costs.



Local supply chain ensures freshness and sustainability.



the Lidl experience

Customers can save both time and money when they visit a Lidl store. The Lidl experience offers a simple and efficient approach to grocery shopping.

from grand openings:

99%

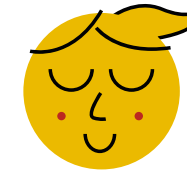
of respondents would like to revisit Lidl in the future.*

97%

were satisfied or extremely satisfied with their shopping experience at Lidl.*

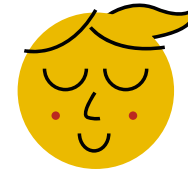
*Based on 18,664 respondents, 47 Lidl locations, from 6/15/17 to 12/3/17 (Source: Lidl grand opening internal study)

the buzz on Lidl



Kim D.
Norfolk, VA

"Lidl has been a **game changer** for our family's grocery budget!"



Wendy M.
Greenville, SC

"Lidl has saved us so much money, and not just that; the quality of the food is just fantastic."

"Lidl is exerting 'unprecedented' pressure on stores to lower prices as it enters the U.S. market."

Forbes

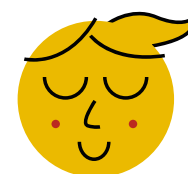
"Forget Trader Joe's, this is the growing grocery chain you should be talking about..."

THE NEWS TRIBUNE



Pamela L.
Vineland, NJ

"**Absolutely love it!!** Prices are great and staff was very friendly."



Amanda B.
Smyrna, DE

"I love Lidl!! I love the prices. I have found all items purchased so far to be of great quality."

"[Lidl's] approach will also make Lidl a fierce competitor in the organic, non-GMO and gluten-free sector..."

FOX BUSINESS

the Lidl customer

Lidl's convenient locations appeal to a variety of demographic groups. Lidl's concept is especially appealing to younger consumers. According to a study conducted by Oliver Wyman, 61% of Lidl customers under the age of 45 shop frequently at Lidl.



Lidl is considered to be both a neighborhood and a destination grocer. Many customers are willing to drive 15 minutes or more.

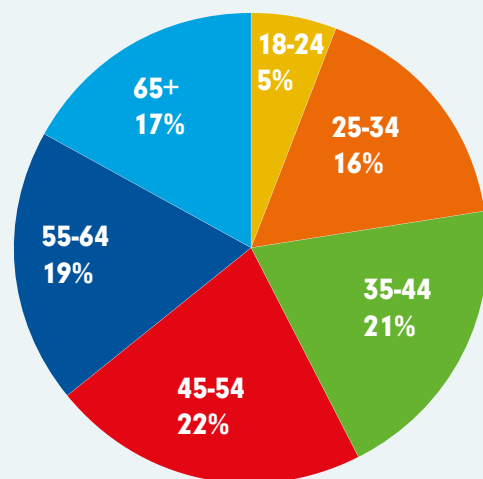


frequent customers value close proximity

1 mile: 86%
2 miles: 79%
3 miles: 71%



age breakdown of our customers



millennial's love Lidl –
On average, 53% of shoppers ages 18 - 44 have basket sizes exceeding \$50.



AWARD-WINNING ASSORTMENTS

500+ awards and counting

Our world-class wine selection includes vintages from the best wine regions on Earth: Napa Valley, the Oregon coast, the south of France, the hills of Tuscany and more. Our wine isn't the only star—we've also earned accolades for our beers, cheeses, baby products and Lidl Preferred Selection line.



a Lidl caring goes a long way

We take steps to ensure we're giving back to the communities in which we operate.

We partner with Feeding America® and its local food banks to donate hundreds of thousands of pounds of food to organizations helping people in need.

Our employees have volunteered tens of thousands of hours in local communities.



Lidl has donated more than

2 million pounds to Feeding America® and its partner food banks

responsible sourcing

- It's our mission to offer high-quality products at low prices, and to us, sustainability is the key to quality.
- All fresh and frozen seafood in our core assortment is third-party verified as certified sustainable or responsibly farmed.
- Many of our products carry certifications from organizations such as Rainforest Alliance, Fairtrade and UTZ.
- We partner with How2Recycle® to provide clear recycling information on our packaging.



location is everything

Lidl has developed a transparent, efficient and reliable approach to land planning. We care about providing substantial value through our convenient locations, customer-minded layout and world-class architectural design.



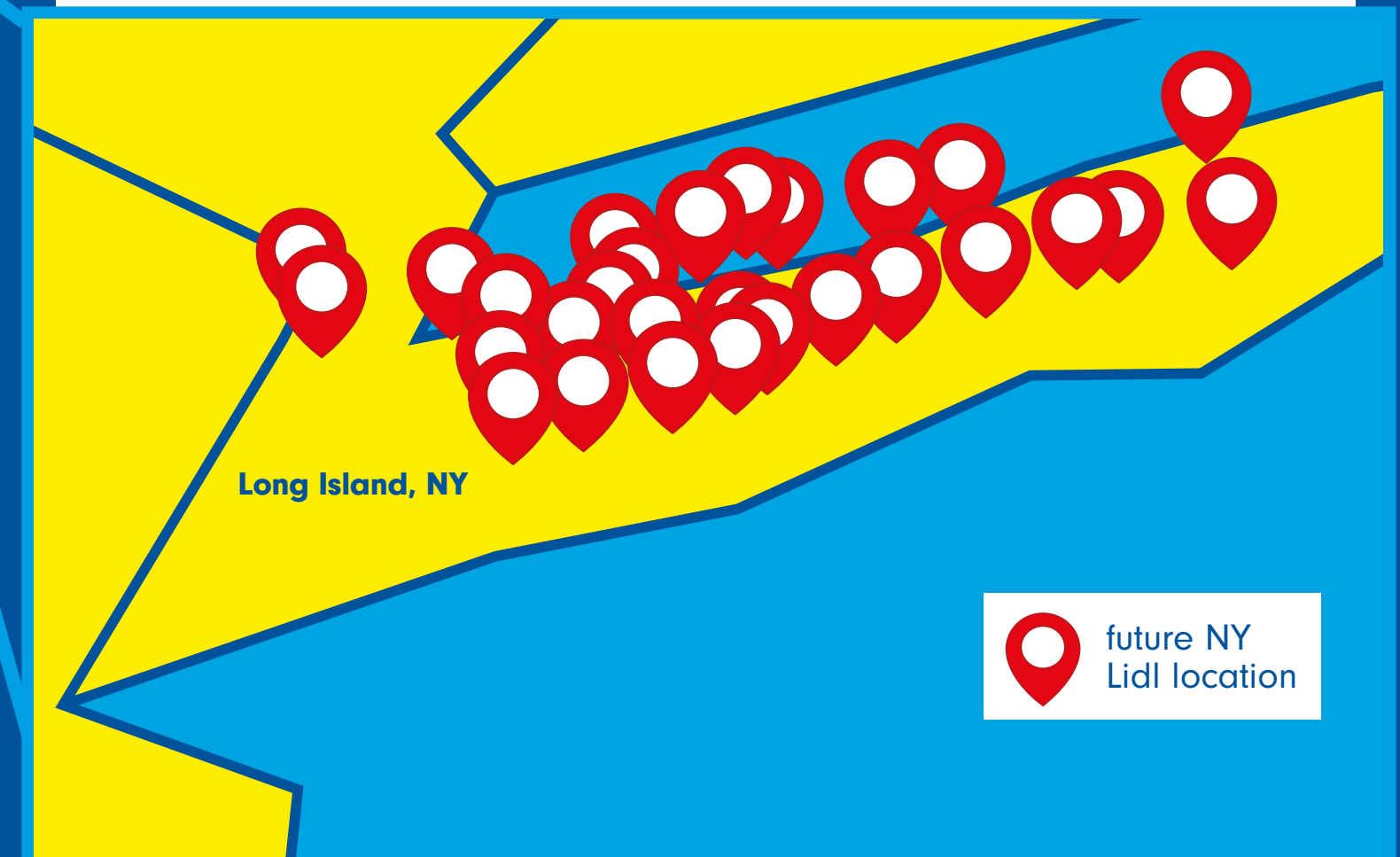
over 65 stores and growing...

Since our grand opening in June 2017, Lidl US has opened over 65 stores in nine states along the East Coast. Spanning from Georgia to New York, these stores are supported by our nine regional property offices. While our headquarters is located in Arlington, VA, we currently have distribution centers located in Graham, NC and Fredericksburg, VA. An additional distribution center located in Perryville, MD is ready to support Lidl's continued expansion on the East Coast.



*not all regional distribution centers are fully operational

expansion through corporate acquisitions



- Lidl is excited about its acquisition of Best Market—which will extend the company's regional presence on Long Island
- Moving forward, Lidl will consider acquiring multi-store portfolios as part of its expansion strategy

flexibility in a dynamic market

We will do everything possible to secure the best locations for our customers. This includes land acquisitions, leasing existing space and build to suit.



stand-alone building

- minimum 2 acres to accommodate a 25,000–36,000 sq. ft. store
- 100–150 dedicated parking spaces
- signalized, full access intersection with high visibility preferred
- site centrally located to the population
- traffic counts of more than 20,000 vehicles per day
- high population density



shopping center

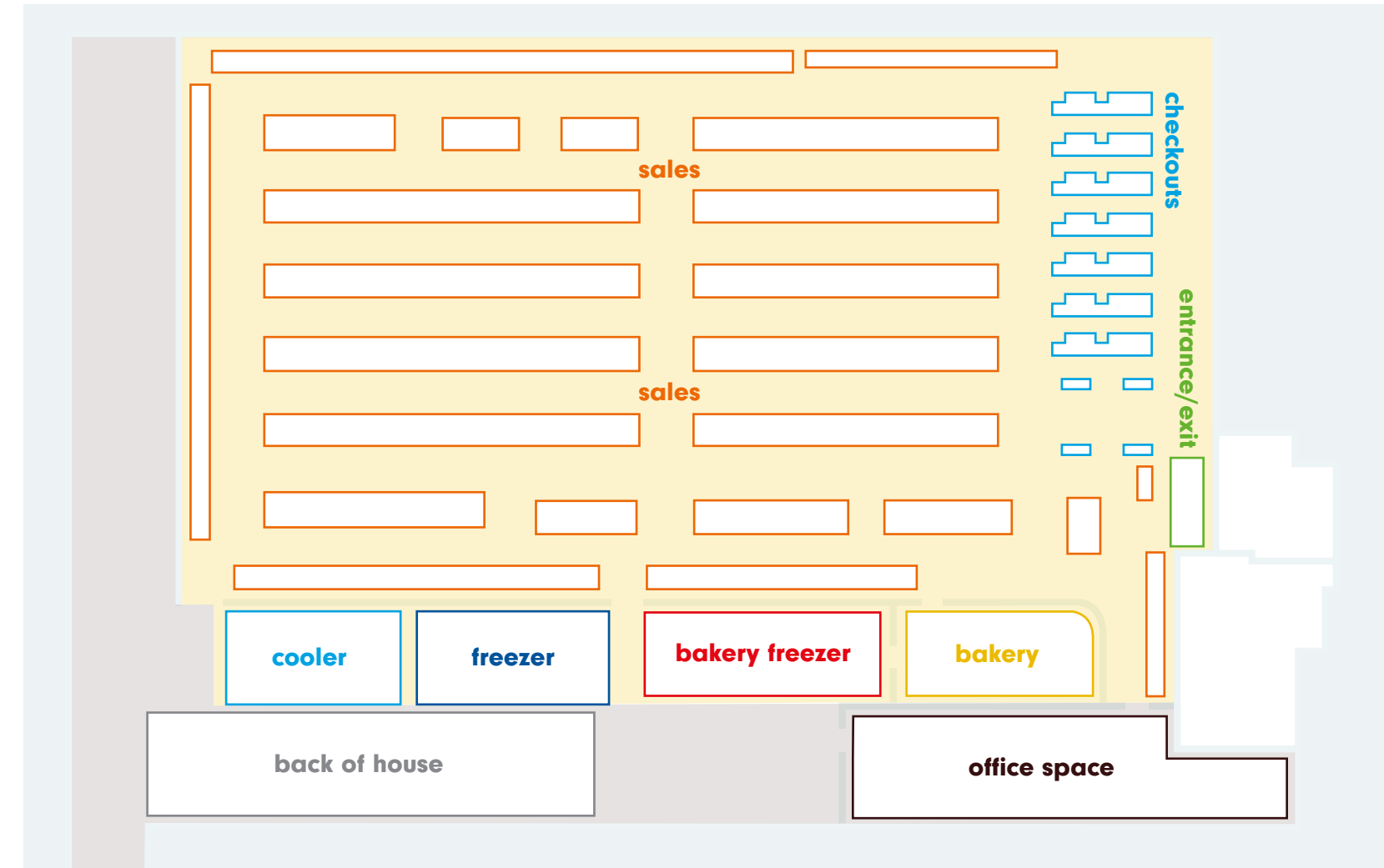
- 20,000–36,000 sq. ft.
- national co-tenants
- visibility from main road
- loading dock available
- movement access
- prominent signage
- high population density
- no restrictions preventing grocery use



ground floor commercial space

- unobstructed visibility
- high population density
- access to public transportation
- efficient truck and loading scenario
- prominent signage required

important criteria for Lidl store design



- Modern façade with a glass vestibule that maximizes natural light and creates an open, inviting entrance
- Use of contemporary architecture
- A customer-oriented store space with a larger back-of-house area that optimizes the store's sales floor

the grocer for everyone

Lidl is always looking for new retail locations to optimize expansion plans. We seek sites that are easily accessible, convenient and visible to customers passing by. We adapt our building concept for each individual site, always keeping customers in mind.

site search criteria



suburban zone general urban zone urban center zone

population			
1 mile radius	≈7,000	≈10,000	≈15,000
2 mile radius	≈25,000	≈30,000	≈60,000
3 mile radius	≈50,000	≈60,000	≈90,000
median income			
1 - 3 mile radius	≈\$70k - 80k	≈\$60k - 70k	≥\$55k
population growth			
1 - 3 mile radius	≈2%	≈2%	≈2%

your neighborhood grocer

We are seeking locations in densely populated markets with strong complementary retail. Proximity to our customers ensures Lidl is the first choice for convenient, one-stop grocery shopping.





solutions for your land

By partnering with experienced developers and contractors, we create a win-win scenario for our business partners and the community.

landscape

- 1** local plant species requiring little water
- 2** detention pond with landscape for storm water infiltration

energy

- 3** LED indoor and outdoor lighting
- 4** centralized energy management
- 5** rooftop air handling units

waste management

- 6** on-site recycling compaction
- 7** cardboards and plastics returned to warehouse



distribution center site criteria

- minimum of 80 acres ideally located in an industrial area
- minimum FAR of 0.6
- easy interstate access with strong transport connections
- 24/7 operations and delivery must be possible
- minimal land-use restrictions



**rethink
grocery.®**

We're growing from our European roots to provide U.S. customers the highest quality products at really low prices. To accomplish this, we seek prime real estate along the East Coast from partners like you!

contact us:

to learn more, visit: www.realestate-lidl.com
please call us at: (703) 214-3433

Lidl US, LLC
3500 S. Clark Street
Arlington, VA 22202



rethink
grocery.®



@lidlus

contact us:

www.realestate-lidl.com
(703) 214-3433

Lidl US, LLC
3500 S. Clark Street
Arlington, VA 22202