

RESEARCH

At a Glance Q2 2019

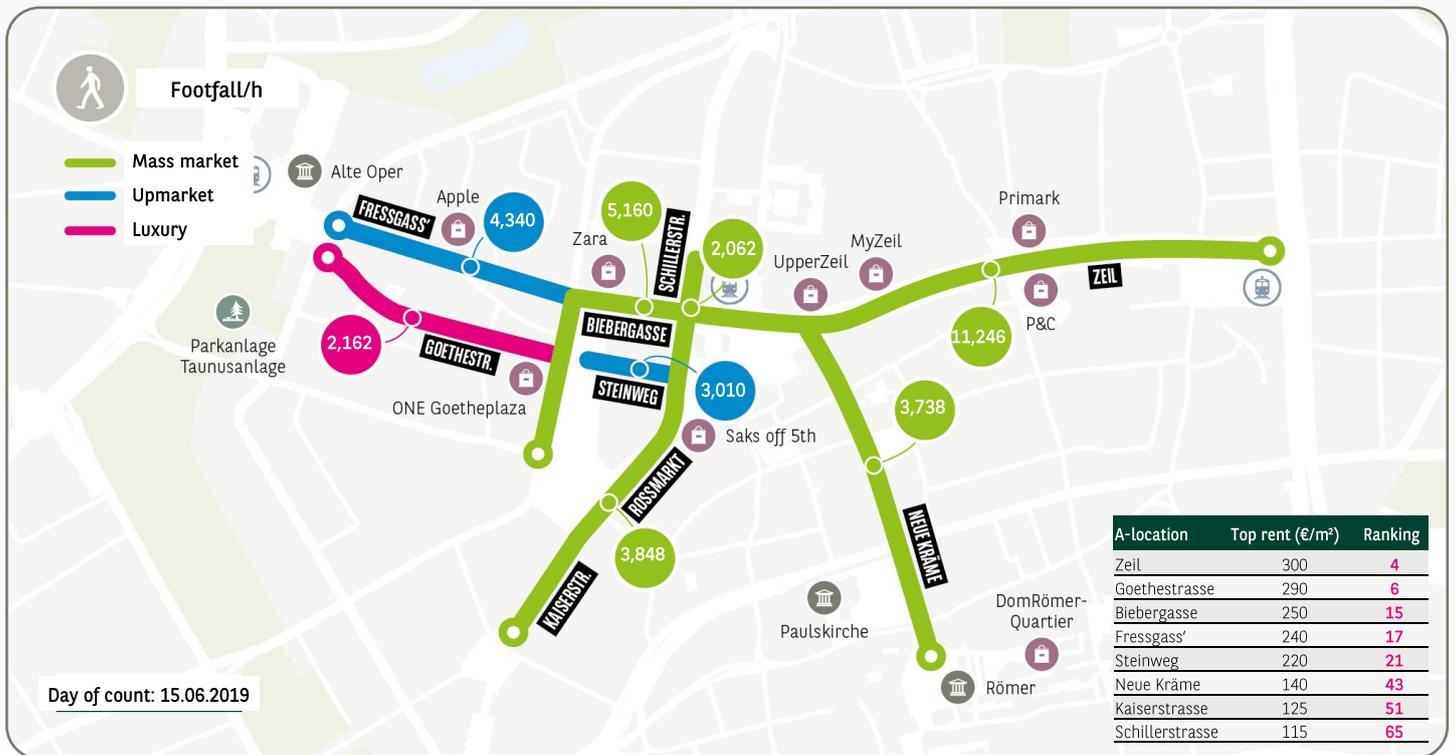
FOOTFALL REPORT FRANKFURT

Current Key facts

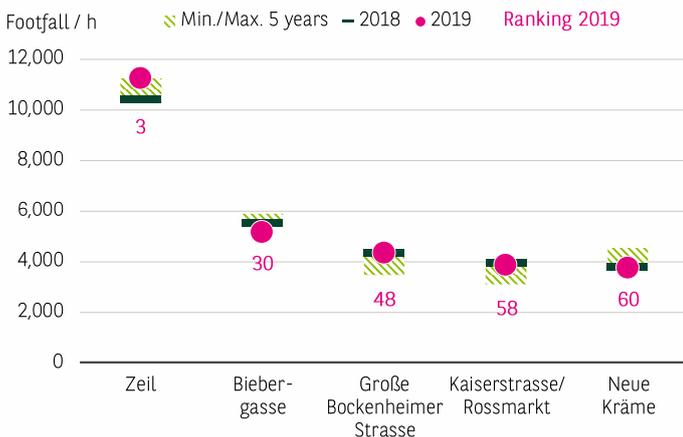
- 746,878 Inhabitants
- 113.9 Purchasing power index
- 584,220 Employees
- 116.9 Turnover index
- 5,4% Unemployment rate
- 1.03 Centrality

Alongside excellent transport connections and, by German standards, a disproportionately high level of international character, the strengths of the Main metropolis include a broad retail portfolio and an attractive, constantly developing city centre. Whether through the Dom Römer quarter (the "new" Old Town), or through project development and refurbishment, the

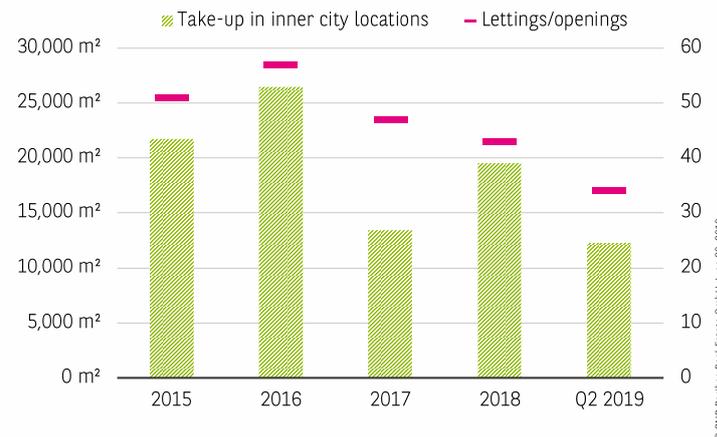
city centre, and by extension it's retail locations, is constantly providing new offers and adapting to current trends. The fact that Frankfurt A-locations have not lost their appeal and attraction even in an age of increasing online competition, is demonstrated by Zeil's repeated status as one of Germany's top three footfall locations in 2019.



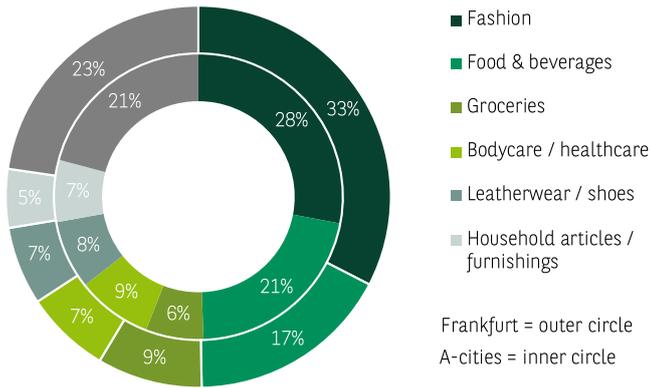
Footfall per hour in selected A-locations



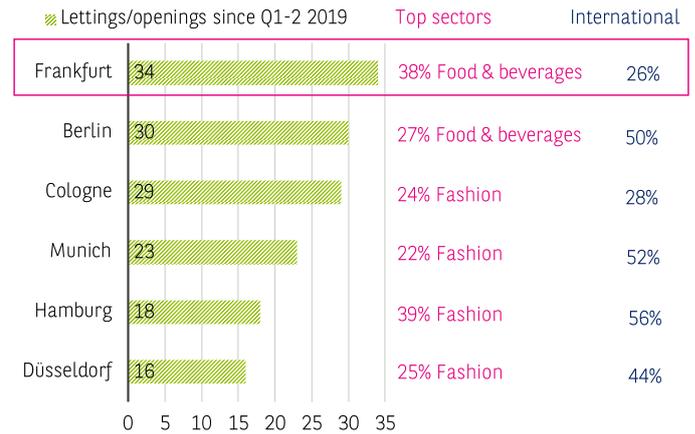
Inner city locations: take-up and lettings/openings



Lettings/openings by sector since 2016



City ranking of lettings/openings Q1-2 2019

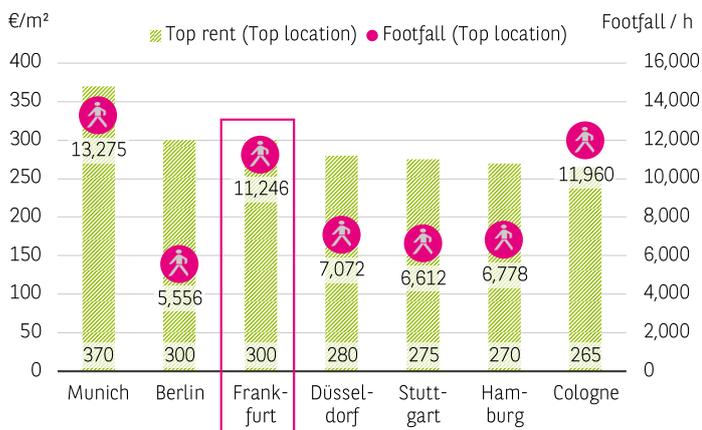


FOOD AND BEVERAGE AND NEIGHBOURHOOD STORES STRONG

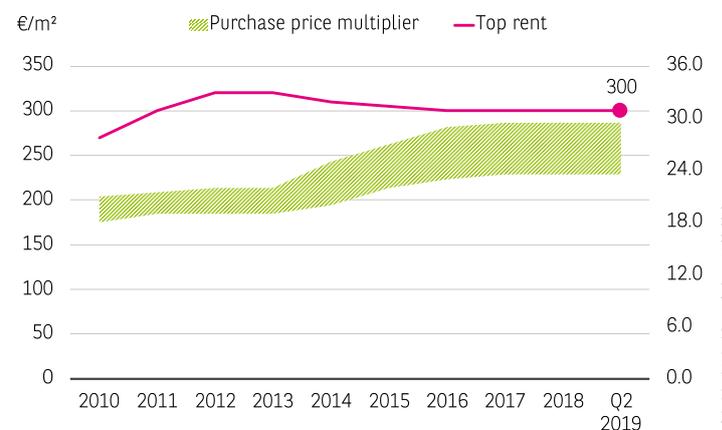
As in many other large cities, Food and Beverages concepts in Frankfurt are also showing strong growth. Along with Berlin and Stuttgart, the banking capital is one of the three A-cities in which this sector led the ranking of lettings/openings in the first half of the year and relegated fashion to second place. In addition, local neighbourhood stores are also intensively on the lookout for space, catching the spirit of the times with specially coordinated ranges and enjoying increasing popularity, especially in central locations. It is precisely such use that is making a not inconsiderable contribution to the revitalisation of shopping streets, so that it is not surprising that Zeil has once again climbed the nationwide winner's podium of this year's footfall count and defended third place with over 11,200 passers-by. Biebergasse (5,160), Große Bockenheimer Straße (4,340) and Kaiserstraße/Roßmarkt (just under 3,850) with places 24, 51 and 58 are roughly on a par with last year's level. The lively nature of the market is also reflected by the fact that 34 lettings/openings have so far been recorded in city centre locations, more than in all other top cities. Almost all micro locations have profited from this. IQOS, the e-cigarette brand of Philipp Morris, secured approx. 400 m² of watch and accessory label Fossil on the Zeil and in the

second half of the year will occupy a significantly larger area than previously in its Am Salzhaus shop. But luxury location Goethestraße also boasts two prominent new arrivals: Rolex with approx. 145 m² and the Italian men's fashion label Stone Island. In addition to completed projects such as UpperZeil and MyZeil, which have given the city a new boost, other projects such as the Four and Junghof Plaza are under construction. Initial trends can be identified that the demand side of certain locations such as Große Gallusstraße, Junghofstraße or Kaiserstraße will reap the benefits from this in the future. Other important deals include the leasing of a Bodum store in Schillerstraße, cosmetics and beauty chain Barbor's decision to open a branch at Roßmarkt, the opening of a new shop for shirt label Olympus in Kaiserstraße and the luxury fashion brand Philipp Plein, which has secured around 350 m² of space at Rathenauplatz. It is not surprising that against this backdrop top rents are predominantly stable despite increasing e-commerce competition. With 300 €/m² the Zeil ranks fourth nationwide. Yet Goethestraße (290 €/m²), Biebergasse (250 €/m²) or Große Bockenheimer Straße (240 €/m²) were also able to maintain their high ranking.

Top rent and footfall in selected A-cities



Development of top rent and purchase price multiplier



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