



RESEARCH

At a Glance **Q2 2019**

FOOTFALL REPORT KARLSRUHE

Current Key facts



311,919 Inhabitants



177,212 Employees



4.1% Unemployment rate



102.4 Purchasing power index



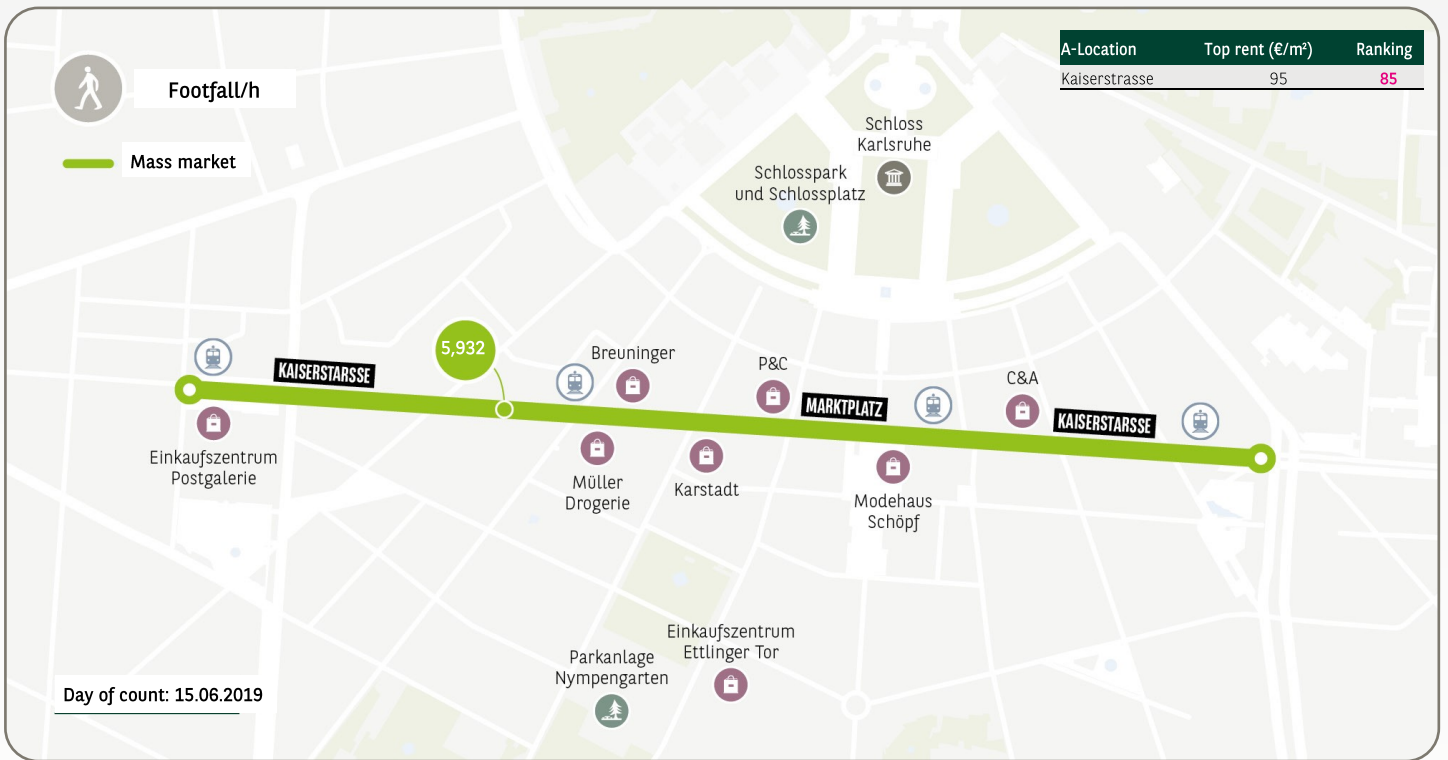
121.8 Turnover index



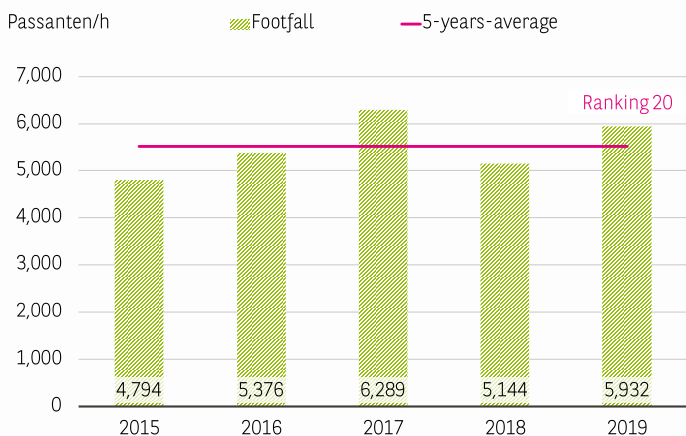
1.19 Centrality

The city centre of Karlsruhe owes its particular attractiveness to the manner in which the streets were designed at the beginning of the 18th century to resemble the ribs of a folding fan. The two kilometre long Kaiserstraße is the most well-known shopping boulevard in the Baden metropolis and forms the commercial heart of the city. In recent years, however, the retail experience

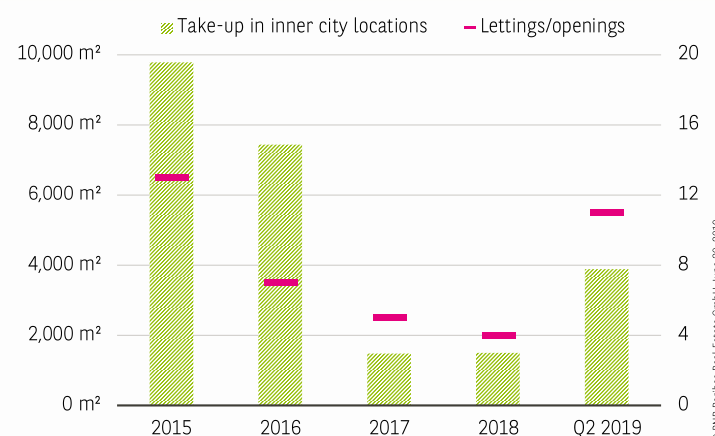
has been considerably clouded by numerous major construction sites. With a so-called combination solution, the city is currently implementing a grand urban development project. From 2020, Karlsruhe is to be given a genuine pedestrian zone that will extend from Europaplatz via Marktplatz to Kronenplatz.



Development of Footfall per hour



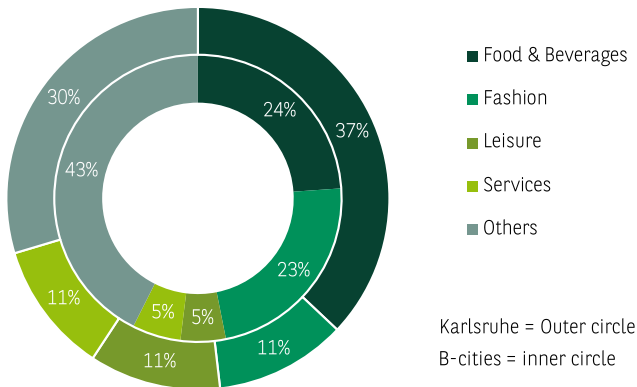
Inner city locations: take-up and lettings/openings



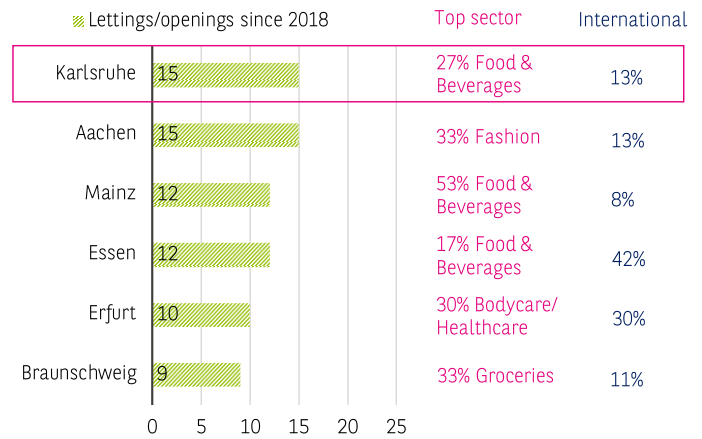
Day of count: 15.06.2019 | Positioning within the nationwide ranking - 95 counting locations respectively 118 top rents in 27 cities

Source: BBE Handelsberatung GmbH | Key facts: Residents and community register, Federal Employment Agency, GfK Geomarketing GmbH

Lettings/openings by sector since 2016



City ranking of lettings/openings since 2018

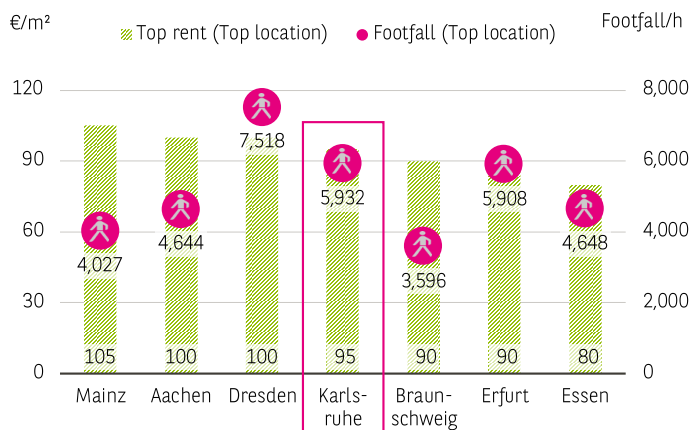


PEDESTRIANIZATION FOR REVITALIZATION

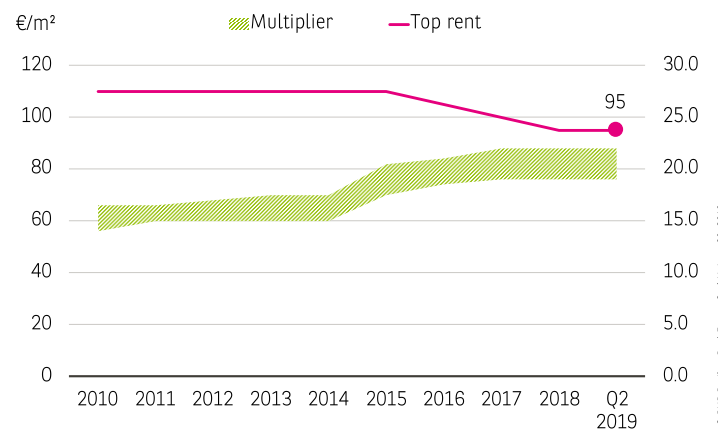
Although it will take until the end of 2020 for the city rail tunnel to go into operation and for surface traffic to be permanently withdrawn ('combi-solution'), progress in construction and the disappearance of many building site fences have already led to a significant revival in Karlsruhe's most important shopping street. The most recent footfall survey, with over 5,900 people, showed a significant increase over the previous year (+15%), bringing the Fan City up to 20th place in the nationwide ranking (2018: 31st place). Rents in Karlsruhe represent a promising market for many retailers. The top rent of 95 €/m² is considerably more moderate than in other large cities with a comparable number of pedestrians. There is increased demand interest generated by the imminent transformation of Kaiserstraße into a pedestrian zone and a series of urban beautification programs. In the first half of 2019 alone, more than ten new lettings and a take-up of almost 3,900 m² were recorded. These include such prominent tenants as the outdoor specialist Globetrotter (successor tenant to Esprit) and the Hanseatic retailer Tchibo, which traditionally opens its branches in high-footfall locations. These include such prominent

tenants as the outdoor specialist Globetrotter (successor tenant to Esprit) and the Hanseatic retailer Tchibo, which traditionally opens its branches in high-footfall locations. The flip side of the coin, however, is that all rentals took place on the section of Kaiserstraße west of the Marktplatz. It is of much higher quality than the eastern part and benefits to a great extent from its close walking distance to the western fan-shaped streets, which offer a wide range of culinary and cultural activities. This positive development is not evenly distributed across all of the shopping strip and those areas lagging behind can be identified by the number of existing vacancies. As part of the "Report on the Future Sustainability of Karlsruhe as a Retail Location in 2030", efforts are being made to open up the eastern city centre more to start-ups, artists and creative professionals in order to invigorate and stimulate a mix of uses. The recently started marketplace revamp can be seen as yet more positive evidence that the city centre is forward thinking. At the end of 2020, the "gute Stube" of the Marktplatz will present itself to the people of Karlsruhe as their new living room.

Top rent and footfall in selected B-cities



Development of top rent and purchase price multiplier



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