



RESEARCH

At a Glance Q2 2019

FOOTFALL REPORT MANNHEIM

Current Key facts

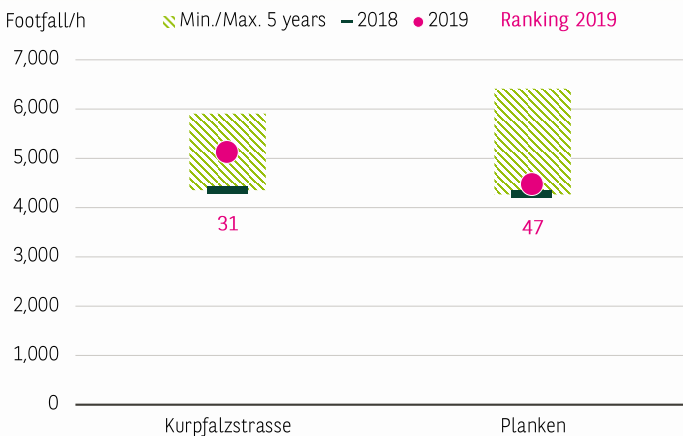
- 307,997 Inhabitants
- 99.6 Purchasing power index
- 189,940 Employees
- 151.0 Turnover index
- 4.9% Unemployment rate
- 1.52 Centrality

The vibrant city centre of Mannheim holds a special attraction for residents from the city and the surrounding area. In a study conducted by the Institute for Retail Research in Cologne, shopping opportunities in 'The City of Squares' score above average in popularity compared to 116 German cities. It is also interesting to note that, in addition to shopping, around 84% of

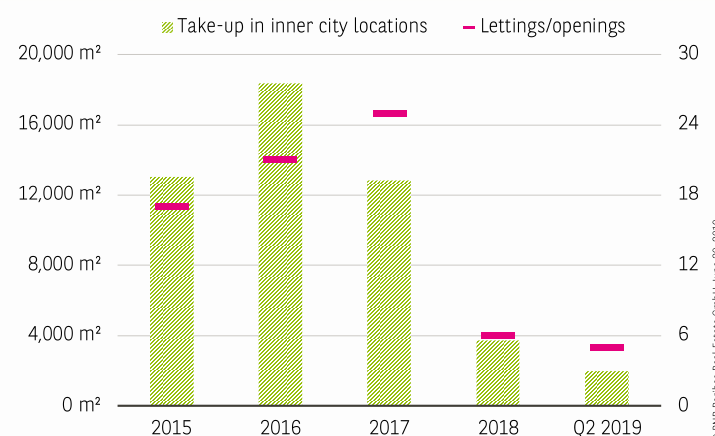
those surveyed associate a visit to a restaurant with a stroll through Mannheim's city centre. More and more retailers are adopting innovative approaches in order to meet the demands of their customers and withstand the competition from e-commerce. Amongst the pioneers here is the tradition-rich fashion company Engelhorn, which combines shop ping and star cuisine.



Footfall per hour in selected A-locations

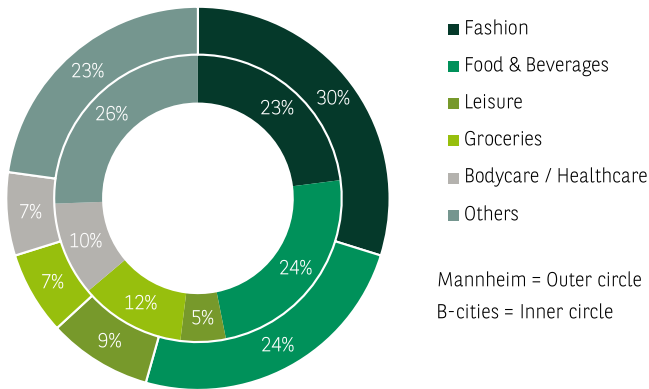


Inner city locations: take-up and lettings/openings

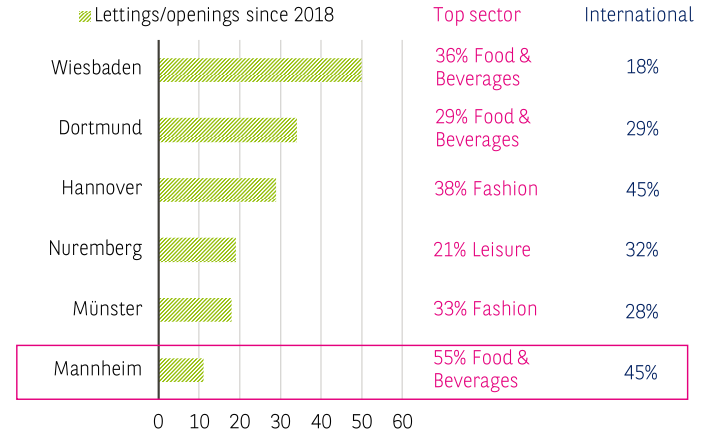


Day of count: 15.06.2019 | Positioning within the nationwide ranking - 95 counting locations respectively 118 top rents in 27 cities
Source: BBE Handelsberatung GmbH | Key facts: Residents and community register, Federal Employment Agency, GfK Geomarketing GmbH

Lettings/openings by sector since 2016



City ranking of lettings/openings since 2018

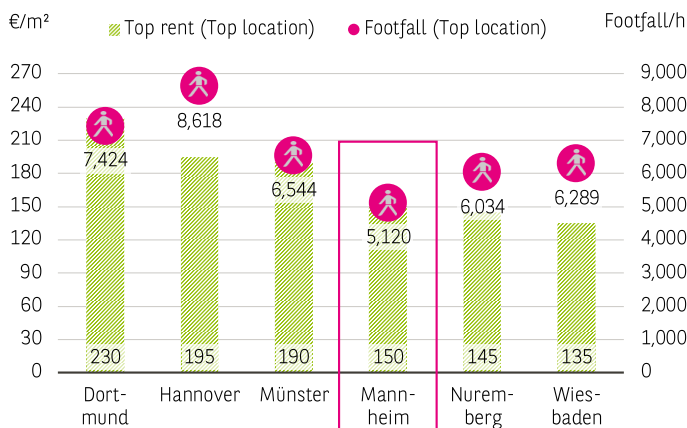


PEDESTRIANIZATION FOR REVITALISATION

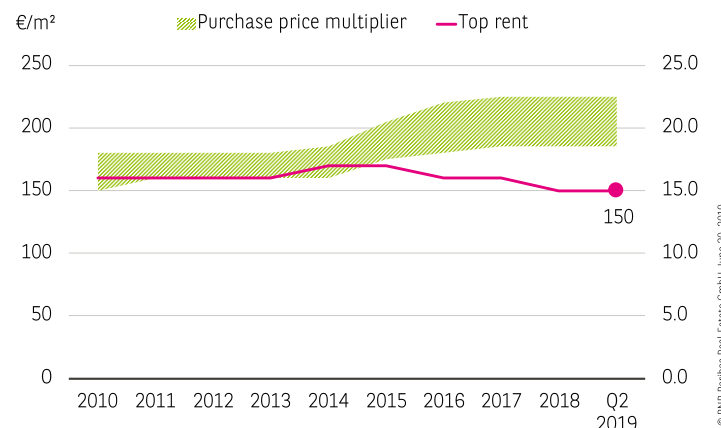
A new era in the City of Squares began in April with the completion of the renovation of Planken, Mannheim's most important promenade. Featuring a stylish pavement, new lighting and modern seating facilities, the boulevard between Paradeplatz and Wasserturm radiates new splendour. This has had a direct effect on the surroundings of Paradeplatz as well as at the end of Kurpfalzstraße due to the disappearance of construction sites. Both locations have developed very well this year due to contract extensions and new lettings. For example, Deichmann is extending the contract for its 1,000 m² shoe store in Kurpfalzstraße, and fast food chain Pizza Hut has secured a new location on Planken. However, the renovation of Planken is not the only project to be completed in 2019. The K1 Karree project in Kurpfalzstraße will also be completed and opened in September 2019. This new shopping complex is also attracting additional retailers and has two deals to its name: the Turkish jeweller Atasay and coffee chain Espressolab. The persistent demand for

space is also reflected in the stabilisation of prime rents, which, after a slight drift downwards since 2018, now amount to 150 €. This means that rent is still in second place compared to other German locations with a population of 250,000 to 500,000. Footfall in Mannheim (5,300, on Planken on a 5-year average) also suggests an optimistic future for retail locations. In recent years, the number of visitors has been trending upwards - and it can be assumed that the Planken renovation will lead to further positive development. In order to boost the attractiveness of the location even more for retailers, a greater degree of flexibility of the available space is evident, i.e. areas are merged or divided in order to meet the demands of a wide variety of tenants. In addition, the increasing importance of food and beverage businesses in drawing consumers to the city centre can also be observed in Mannheim. Alongside this year's reopening of the Vietnamese and Laotian restaurant Mémoires d'Indochine on Friedrichsplatz, Paradeplatz has itself become a hotspot for new and innovative food trends.

Top rent and footfall in selected B-cities



Development of top rent and purchase price multiplier



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