



RESEARCH

At a Glance Q2 2019

FOOTFALL REPORT NUREMBERG

Current Key facts



515,201 Inhabitants



311,312 Employees



5.4% Unemployment rate



104.0 Purchasing power index



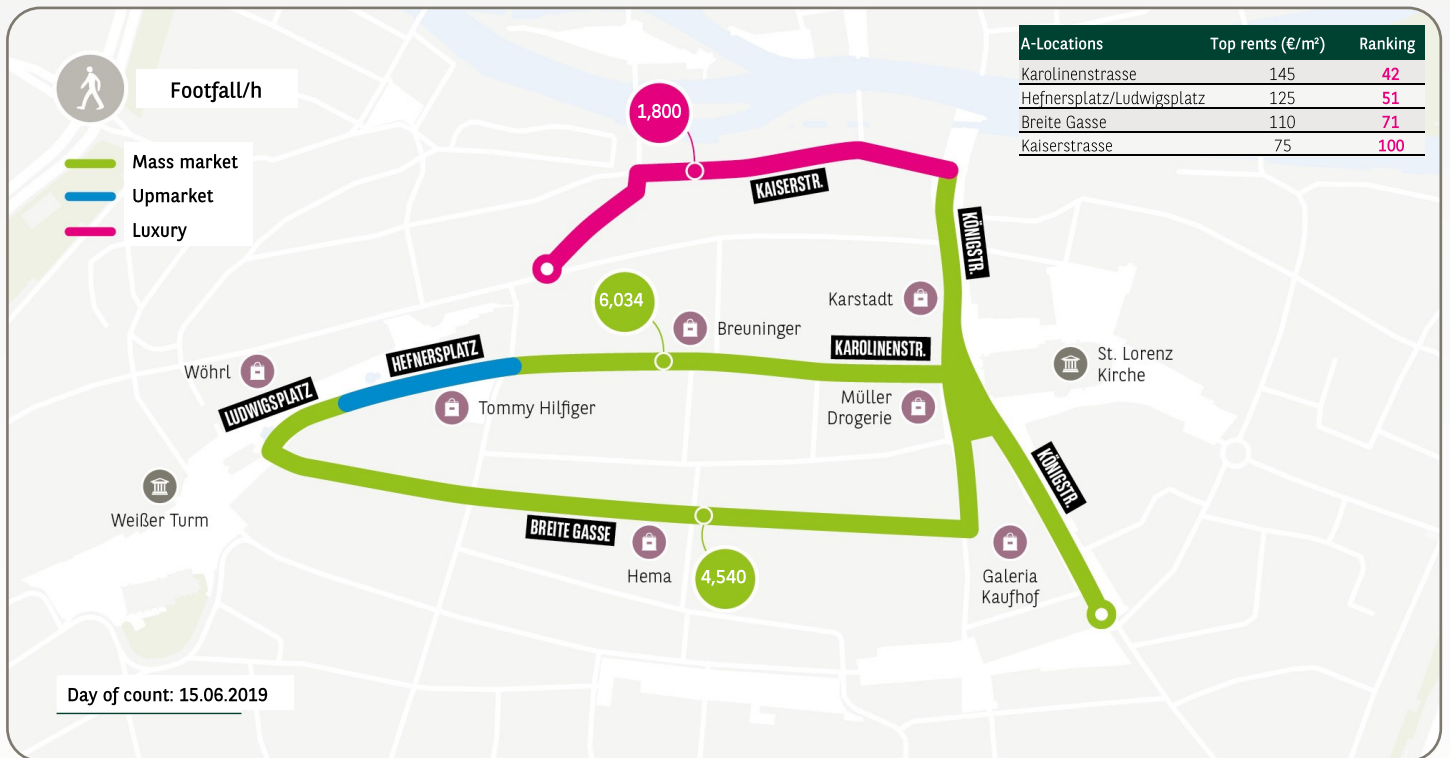
135.4 Turnover index



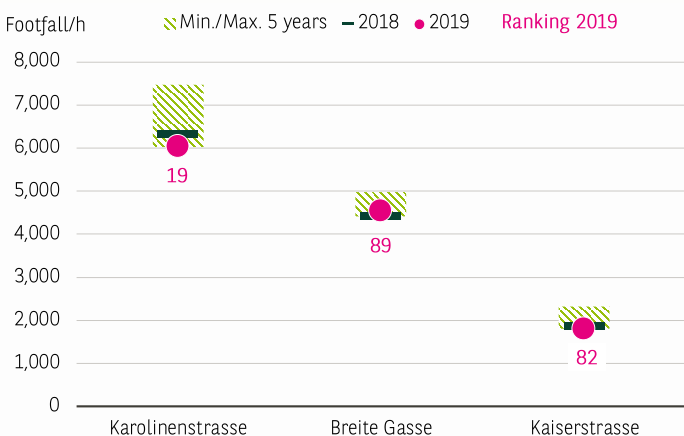
1.30 Centrality

One of the most attractive shopping locations in Germany is located in the heart of Nuremberg's Old Town and attracts numerous customers every week. In addition to the most famous boulevards Karolinenstraße and Breite Gasse, the Franconian capital can also boast the trendy Gostenhof district on the outskirts of the Old Town, exhibiting incomparable flair with its

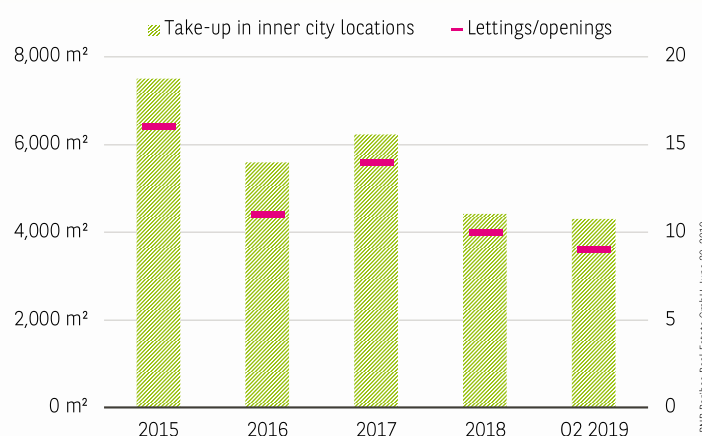
designer shops and retro/vintage fashion. This retail variety is a strong pull for people from the surrounding area. With a centrality of 1.30, Nuremberg ranks seventh among the 27 cities analysed by BNP Paribas Real Estate. The city is committed to implementing innovative ideas in city centre locations to adapt the old town retail trade to the latest trends.



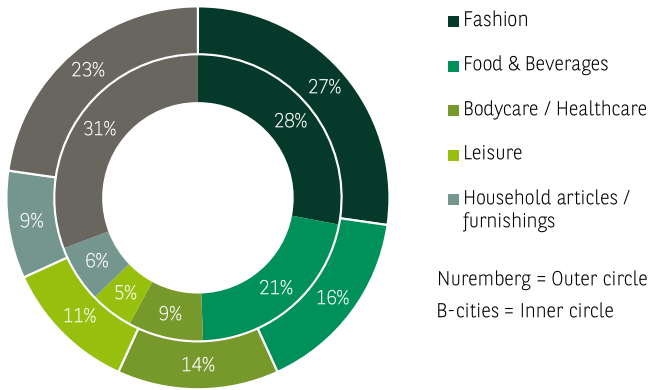
Footfall per hour in selected A-locations



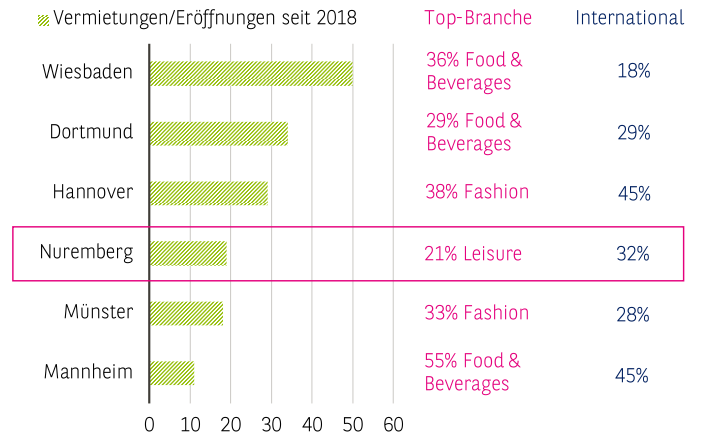
Inner city locations: take-up and lettings/openings



Lettings/openings by sector since 2016



City ranking of lettings/openings since 2018

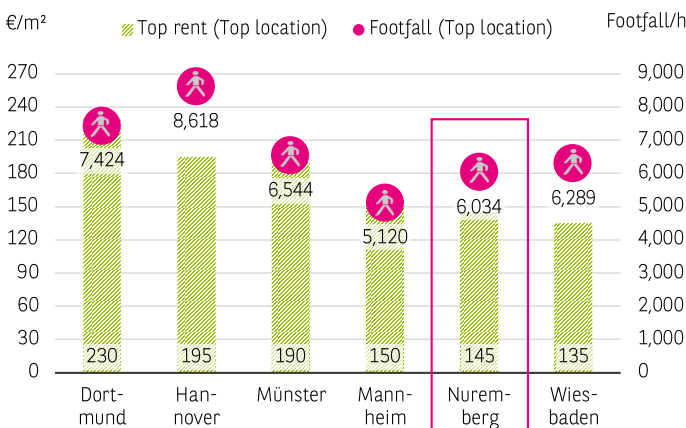


NUREMBERG'S OLD TOWN GETS WITH THE TIMES

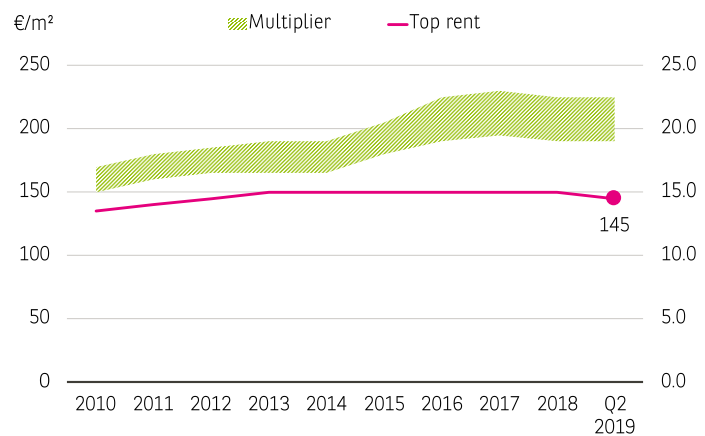
Nurembergers recognised early that times were changing and reacted to shifts in consumer behaviour with the "Retail Future Strategy 2030". The largest project development in the Old Town is situated at the old City Point, where the new inner-city shopping centre "Altstadt Karree" is to be built and an attractive mix of retail outlets, restaurants and hotels is planned. Although construction work is currently stalled and therefore no completion date given, this innovative shopping complex promises new momentum for the Franconian metropolis. Nuremberg's retail market is showing a willingness to change and to recognize trends, and this is also evident on the demand side: with furniture store Søstrene Grene expanding strongly, one of the fastest-growing retailers is also now securing premises in Breite Gasse. As in other markets, online giant Zalando will be joining the action in Nuremberg with an outlet store in Pfannenschmiedgasse. The lettings/openings of Ernsting's Family (Breite Gasse), WMF (Karolinenstrasse), an e-bike retailer (Kaiserstrasse), the restaurant Fujiyama (Dr.-Kurt-Schumacher-Strasse),

Change Lingerie (Färberstrasse) and Plain Vanilla Burger (Hallplatz) impressively demonstrate the broad demand for shops across all sectors. A further highlight of the year is the opening of a 1. FC Nuremberg fan shop at Josephsplatz: This city icon intends to use the location to launch a new concept which not only includes the sale of fan articles but also a bistro area and event space. This will provide a hub around which fans of the club can meet. Why so many different concepts are interested in the Franconian city can be again seen in the impressive footfall, with a good 6,000 potential customers, Karolinenstraße can once again reach the top 20 of German shopping streets, and Breite Gasse also shows an upward trend in customer traffic. The highest rent in the overall market is still earned in Karolinenstrasse, which was listed at 150 €/m² for more than five years and fell only slightly at the end of the first half of the year (145 €/m²). Due to occasional vacancies in Breite Gasse, top rents there are under slight pressure and have fallen by 12% since the end of 2018 (110 €/m²). Overall, the development of Nuremberg as a shopping location can be described as positive.

Top rent and footfall in selected B-cities



Development of top rent and purchase price multiplier



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