



RESEARCH

At a Glance **Q2 2019**

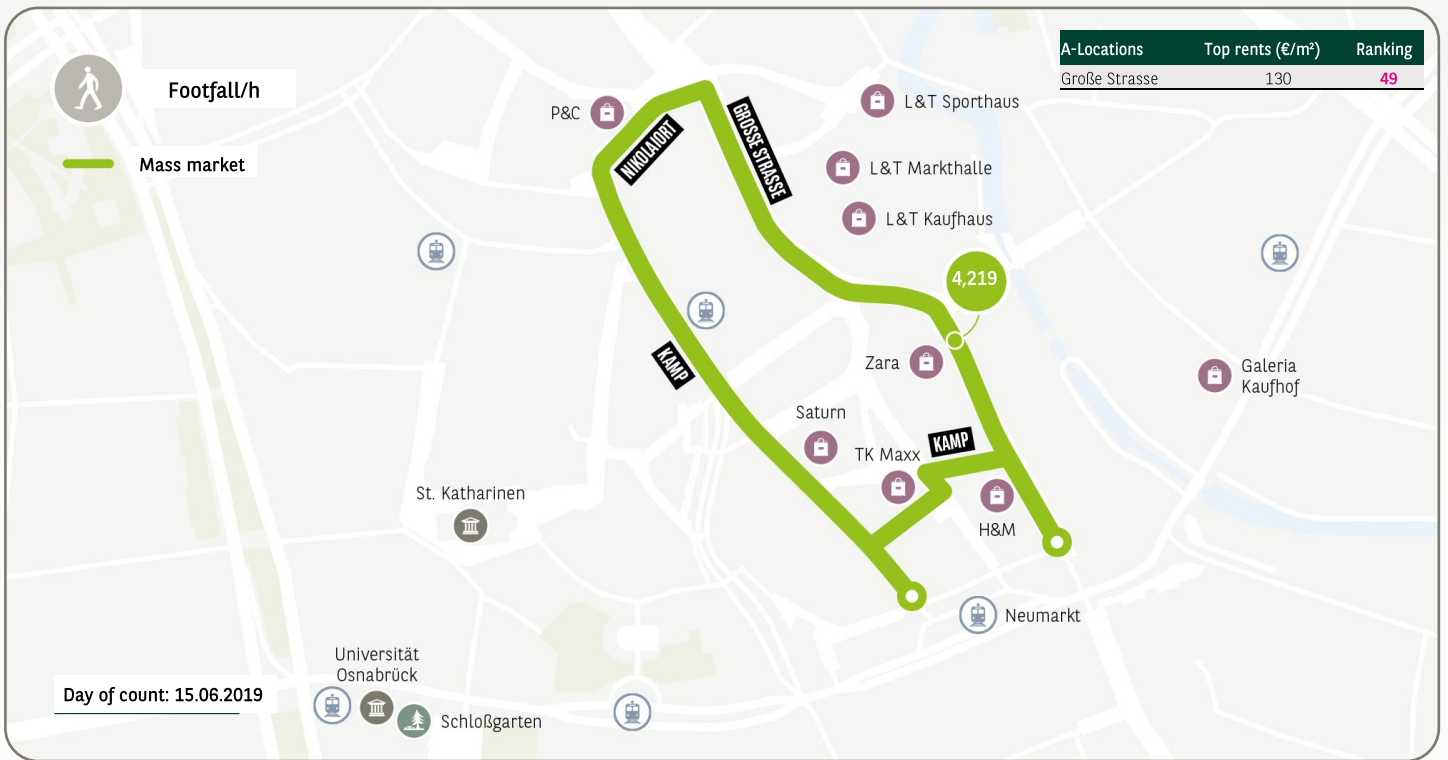
FOOTFALL REPORT OSNABRÜCK

Current Key facts

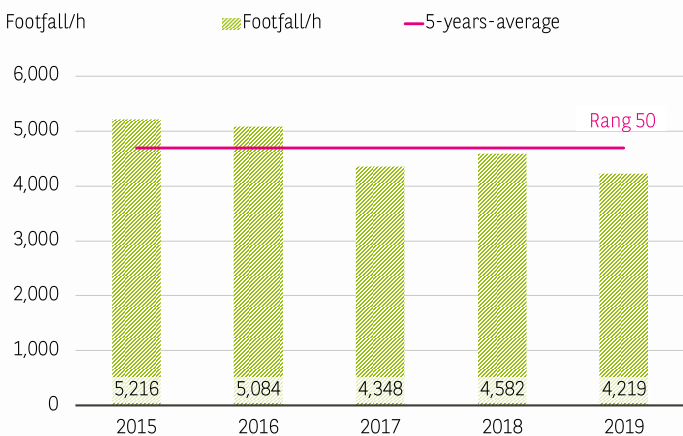
- 164,403 Inhabitants
- 93,733 Employees
- 7.0% Unemployment rate
- 96.7 Purchasing power index
- 147.2 Turnover index
- 1.52 Centrality

Osnabrück envisioned it going differently: OSKAR, a large downtown shopping centre, was to be built on Neumarkt, and could have had a considerable impact on the retail trade and pedestrian flows in the Friedensstadt or City of Peace. Now, however, plans have been changed and a mixed-use property may be built instead. The supra-regional popularity of the city centre

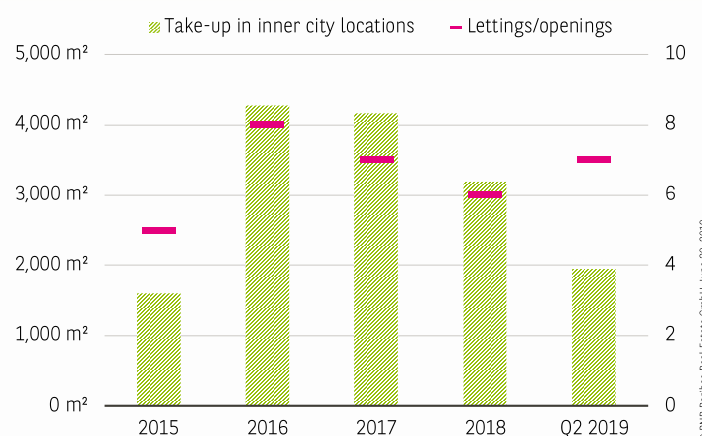
with its top locations Große Straße and Kamp will not be affected by this development, however, especially since the face of Neumarkt will change anyway thanks to more fixed project developments. The city will therefore continue to be very busy not only on "Westfalentag" (Westphalia Day), which is a celebration in North Rhine-Westphalia.



Development of footfall per hour

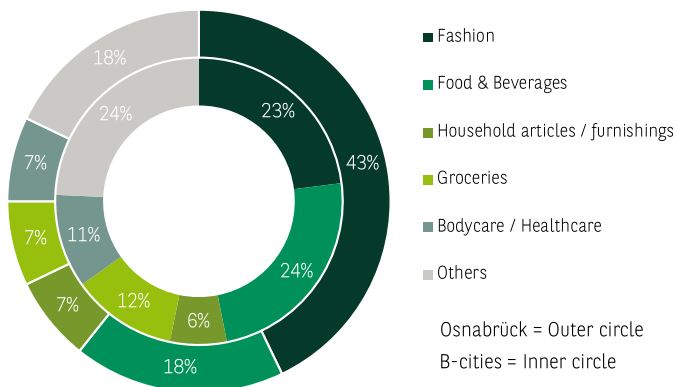


Inner city locations: take-up and lettings/openings

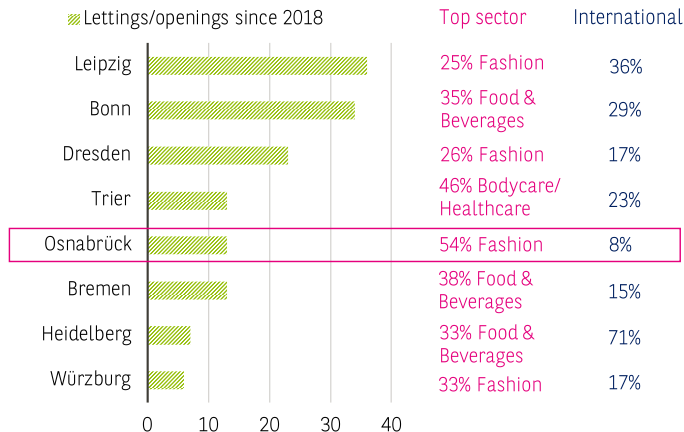


Day of count: 15.06.2019 | Positioning within the nationwide ranking - 95 counting locations respectively 118 top rents in 27 cities
 Source: BBE Handelsberatung GmbH | Key facts: Residents and community register, Federal Employment Agency, GfK Geomarketing GmbH

Lettings/openings by sector since 2016



City ranking of lettings/openings since 2018

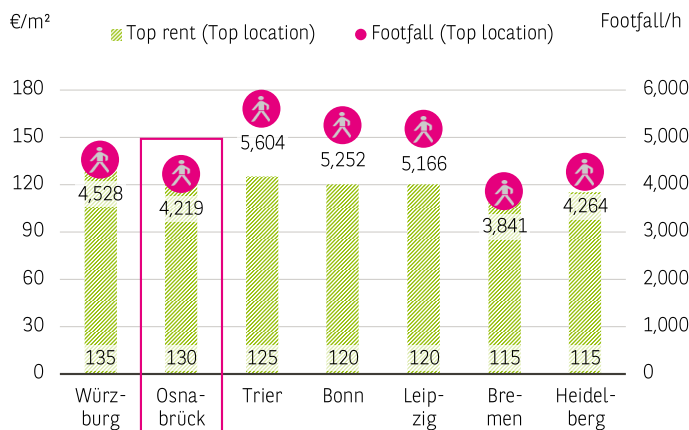


HIGH DEMAND, BUT HARDLY ANY AVAILABLE SPACE IN THE CITY

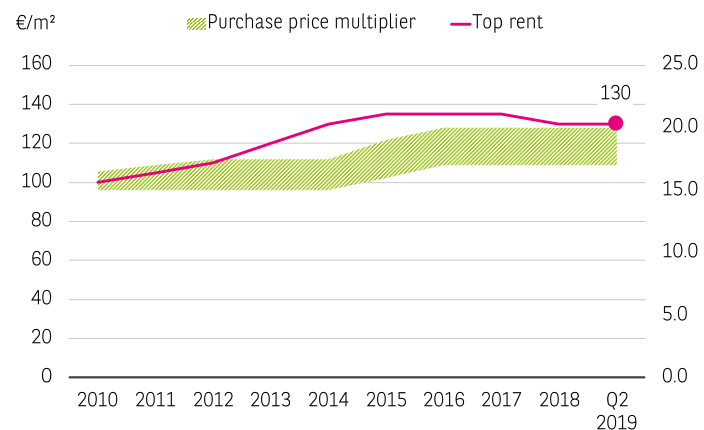
Osnabrück is and remains the heart of the region and the city centre is an attraction for shoppers from near and far. This is illustrated by the third highest centrality indicator (1.52) in the comparison of 27 cities. Footfall in Großen Straße is slightly lower than in the previous year and, with over 4,200 visitors, is in the midfield of comparable consumer locations in cities with 100,000 to 250,000 inhabitants. This is also where the highest rent is obtained, which runs up to 130 €/m² as in the previous year. Among cities of the same size only Würzburg exceeds this peak value (135 €/m²). It is therefore hardly surprising that the comparatively high rental rate is mainly due to the fact that branches of well-known national and international retailers are represented there. Große Straße is particularly dominated by the retail sector, which recorded two new leases with a Tchibo branch and the fashion chain Gina Laura. Food and beverage concepts, on the other hand, can only be found in some A-locations, such as the Nikolaiort with several fast-food outlets and chain restaurants or the Markthalle, the food court in the L+T department store. Otherwise, they are mainly to be found in secondary locations in

the city centre. The two new restaurant concepts that can be welcomed in Osnabrück also fit into this picture. In the Theaterpassage am Domhof Italian street food is now offered in the Rosticceria Italia. Puzzles Café on Herrenteichstraße also exudes Italian flair in one of the city's small streets. Opening its doors in a side street (Öwer de Hase) between Große Straße and Möserstraße is StilReich where you can buy ladies wear, bags and accessories and at the same time taste and buy Hungarian wines. All in all, the Osnabrück retail market is characterised by short supply. A quick turnaround of those shops that do become available, as was also the case with the two rentals in the Kampspromenade (Blume 2000 and Søstrene Grene), is characteristic of a tight market situation, as vacancies are scarcely to be found in the city. The supply bottleneck extends not only to top but also to secondary locations. However, some relief is in sight: even if OSKAR has been shelved, several new areas will be created at Neumarkt. The various projects, such as the developments at Neumarkt 3 and 7a, are likely to create additional leeway for various ideas that will provide noticeable enrichment and consequently strengthen the retail landscape.

Top rent and footfall in selected B-cities



Development of top rent and purchase price multiplier



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Further Information BNP Paribas Estate GmbH | Branch office Düsseldorf | Telefon +49 (0)211-52 00-00 | www.realestate.bnpparibas.de