

PRESS RELEASE

ZAM SPACES in Munich-Freiham: Full letting of the retail and gastronomy areas

Forward-looking urban quarter development by the ROSA-ALSCHER Group with outstanding marketing success against market trends

AIMY, KFC and SUBWAY secure the last remaining commercial spaces

Several industry-leading companies as anchor tenants

Munich - November 13, 2024

The location conditions in Munich could hardly be better for letting commercial real estate: According to the current DZ HYP market study Real Estate Market Germany 2023 | 2024, the population in this location has grown by >10 % and the number of households by >100,000 in the last 10 years, this growth trend is assessed as constant in the medium term, the old-age dependency ratio is in the lowest category nationwide at 25 % and household income is 30 % above the average of the top 7 cities in Germany.

However, despite this consistently positive trend in demand potential in Munich, there was also a decline of around 60 % in the letting of retail space in city center locations between 2022 and 2023 and an 18 % increase in the availability of space for inner-city retail space. The continued increase in online retail, modified consumer behavior and socio-demographic changes are having a significant impact on the market for commercial real estate.

This makes the outstanding success of the ROSA-ALSCHER Group all the more remarkable that the gastronomy companies AIMY, KFC and SUBWAY have seized the opportunity and secured the last remaining commercial space in ZAM SPACES. AIMY is a gourmet restaurant recommended by the Michelin Guide with Thai fusion cuisine and a particularly appealing ambience. In future, the cult company KFC, founded in 1939 and famous for its chicken specialties, and the fastfood chain SUBWAY, which operates the most restaurants worldwide and specializes in sandwiches, will cater to discerning connoisseurs with little time.

Contrary to all market trends, the ZAM SPACES retail and gastronomy space in the innovative district center in Munich-Freiham was already fully let by the completion date of the ZAM project development thanks to

these outstanding marketing successes. A total of approx. 8,000 sqm of commercial space was rented in this real estate complex. The anchor tenants include DEICHMANN, Smyths Toys Superstores, TK Maxx and Woolworth, all of which are market leaders in their segments. Most of the leased retail and gastronomy space has already been put into operation, with the most recently leased restaurant space due to open in the first quarter of 2025 at the latest. Initial, indicative temporary measurements of passer-by frequency on Mahatma-Gandhi-Platz as the focal point of the new Munich-Freiham district show figures that can also be achieved in inner-city areas.

There are many reasons for the ROSA-ALSCHER Group's outstanding success in the forward-looking ZAM project development:

- Architecturally, ecologically and qualitatively distinctive and appealing urban quarter development concept
- Attractive location in the west of Munich with great development potential
- Catchment area with well above-average purchasing power
- Sustainable project realization (certified according to LEED and DGNB GOLD standard)
- Extraordinarily wide range of products, short distances and a feel-good atmosphere with a guarantee for particularly high shopping and experience value
- Synergetic mix of leading drugstore, fashion, department store, food and toy companies as well as a wide range of service and food outlets
- First-class accessibility thanks to the immediately adjacent Freiham S-Bahn station and 4 bus lines, Bodenseestraße (B2 federal highway), the A96/A99 freeways and the new underground car park with a total of 980 parking lots and award-winning mobility hub
- And last but not least: an equally highly qualified and motivated interdisciplinary project development team

Once the retail and gastronomy space has been fully let, the only remaining space available in ZAM SPACES will be office space with particularly high-quality basic fittings. Further details about these innovative and prestigious business premises can be found on the website www.zam-spaces.com.

In addition to ZAM SPACES, the innovative ZAM district center in Munich-Freiham comprises further shopping, work, residential and leisure zones on a total area of over 110,100 sqm as part of an integrated "15-minute urban development concept". In the ZAM LIFE building complex in the immediate vicinity of ZAM SPACES, only 3 smaller commercial spaces in a prime location are still available. Letting of the residential units in this area of the quarter has already started and the first tenants have already moved into their new living environment. The highly sought-after furnished 1-room micro-apartments are no longer available. There is still a choice of 2-room apartments with fitted kitchens and unfurnished 3-, 4- and 5-room apartments. Interested parties can obtain more information at www.zam-wohnen.de.

ZAM was designed and realized as a multifunctional district center with an attractive ensemble of buildings by the ROSA-ALSCHER Group in proven cooperation with the City of Munich. In line with the principles of inclusion, sustainable urban development is taking place that does equal justice to economic, ecological and social values.

ZAM SPACES in the district center ZAM in Munich-Freiham



Visualization: moka-studio / Architect: Störmer Murpy and Partners



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Photo Reference: ROSA-ALSCHER Group®, Munich/GE

CONTACT DETAILS / PRESS CONTACT

Silvia Wolf

Head of Acquisition and Business Development

ROSA-ALSCHER Management GmbH

A company of the ROSA-ALSCHER Group

Walter-Gropius-Str. 23
80807 Munich
Germany

M +49 152 3890 4675
s.wolf@rosa-alscher.com
www.rosa-alscher.com

ABOUT ROSA-ALSCHER GROUP

As one of Munich's leading project developers, the ROSA-ALSCHER Group has been synonymous with city-shaping architecture for decades. The owner-managed group of companies plans, develops and realizes real estate projects that set standards in aesthetics and functionality as well as represent attractive long-term investment values. The group of companies around founder Alexander Rosa-Alscher provides all planning services and covers the entire value chain from the idea to marketing.