

PRESS RELEASE

Next big bang: New Woolworth store opens in the visionary district center ZAM of the ROSA-ALSCHER Group

- **Woolworth will enrich the innovative ZAM district center in Munich-Freiham with its distinctive retail concept from August 29, 2024**
- **ROSA-ALSCHER Group's new ZAM neighborhood development concept finally takes shape**
- **Structurally and economically highly attractive urban center as a successful counter-model to monofunctional concentration in city centers**

Munich - August 29, 2024

And yet it works: while the number of department stores in Germany has more than halved in the last 20 years, Woolworth is expanding rapidly. Thanks to its characteristic non-food retail and logistics concept, Woolworth manages completely without internet marketing and each store is a significant crowd puller for urban centers. The discounter already operates over 700 locations and is aiming for more than 1,500 stores nationwide.

Another milestone on this road to success is the opening of the new Woolworth store in the ROSA-ALSCHER Group's innovative ZAM district center in Munich-Freiham. A long-term lease agreement for 2,200 square meters of high-quality commercial space has created a key factor for Woolworth's continued successful expansion. The new store is located directly at Mahatma-Gandhi-Platz 2 in Munich Freiham and is ideally accessible: The Freiham S-Bahn station is just 150 meters away, MVV buses stop "on the doorstep" and the new underground car park with the district center's award-winning mobility hub is already awaiting users with every convenience.

On August 29, 2024 at 9:00 a.m., Susanne Wortmann, Manager of the new Woolworth store, and Richard van de Beek, Head of Asset Management and Leasing of the ROSA-ALSCHER Group, will ceremoniously cut the red ribbon to open this new location in the presence of prominent guests and customers eager to explore. A varied, moderated program awaits all those present: a wheel of fortune with attractive prizes, free popcorn for the first 1,000 customers, exclusive opening offers and much more.

With the usual high architectural, qualitative and ecological standards, the ROSA-ALSCHER Group's ZAM project development team has created another urban hotspot with a particularly high quality of stay. Following the opening of the Smyths Toys Superstore, which has already far exceeded all expectations, the

retail companies Deichmann and TK Maxx as well as the catering companies Dunkin, Pit's Burger and Subway will also open in quick succession in the new ZAM district center, starting on 05.09.2024 right after the Woolworth opening. Further details about these and all other upcoming opening dates as well as the respective companies can be found on the ZAM website www.zam-muenchen.de in the section "News".

Parallel to the opening of the retail and restaurant spaces, the letting of the residential units in ZAM has already begun. The first new residents have already received their tenancy agreements. A wide range of furnished 1-room apartments, 2-room apartments with fitted kitchens and unfurnished 3-, 4- and 5-room apartments are available for rent. Interested parties can obtain more information at www.zam-wohnen.de.

The ROSA-ALSCHER Group has developed the ZAM as a multifunctional district center with an attractive ensemble of buildings in proven, trusting 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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Woolworth Ltd.



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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.