

PRESS RELEASE

Large retail spaces in the ZAM district center in Munich-Freiham: No more premises available!

- **Europe's largest shoe retailer DEICHMANN secures the last large-scale retail space, opening in September 2024**
- **ZAM as a guarantee for first-class shopping quality thanks to a perfect mix of sectors, high experiential value and forward-looking mobility concept**
- **ROSA-ALSCHER Group project development concept as a successful counter-model to the loss of attractiveness of city centers**

Munich, June 27, 2024

With the innovative and forward-looking ZAM district development in the west of Munich, the ROSA-ALSCHER Group has once again demonstrated the success of its forward-looking project development approach. In contrast to the decline in the number of retail stores across Germany by over 16 % in the last 10 years according to the HDE retail association and a corresponding increase in the vacancy rate, ZAM has already achieved an occupancy rate of 94 % and full marketing of all large retail spaces well ahead of the planned completion in Q4 2024.

Richard van de Beek, Head of Leasing and Sales at the ROSA-ALSCHER Group, points to the particularly synergetic mix of sectors in this context: "The presence of leading drugstores, fashion and department stores, food and toy companies as well as a wide range of service and catering businesses at ZAM primarily benefits customers, and ultimately all local businesses. A particularly wide range of products, short distances and a feel-good atmosphere guarantee a high shopping and experiential value. Future residents and tenants of the very last five remaining small retail and restaurant spaces of 100 to 240 square meters will also benefit from these advantages in ZAM."

With the shoe retailer DEICHMANN, a premium tenant has been secured for the last available large retail space (580 sqm) in the new ZAM district center in Freiham with a long-term contract. The retail space is in a prominent location on the ground floor of the building complex on the west side of Mahatma-Ghandi-Platz. The opening is planned for the beginning of September 2024.

The DEICHMANN Group is the market leader in the shoe retail segment in Europe. In 2023, around 184 million pairs of shoes were sold, around 32 % of which in Germany. This means that more than 2/3 of all 84.7 million inhabitants of Germany bought a pair of shoes from DEICHMANN last year. In its 110th year of existence, the wholly family-owned DEICHMANN Group bucked the industry trend and closed 2023 with record sales of 8.7 billion euros. In total, the company employs around 49,000 people and operates around 4,700 stores as well as 41 online stores.

A key driver of DEICHMANN's success is omnichannel services, which merge analog and digital shopping options for customers. Heinrich DEICHMANN, Chairman of the Board of Directors of DEICHMANN SE, sees another reason for the successful year 2023 in the attractive store network with modern store design. The new ZAM district center in Freiham creates the best conditions for all of these success drivers.

The ROSA-ALSCHER Group recognized the need to develop a new urbanity long before the emergence of "Urban Development 4.0", actively driving it forward with pioneering projects and gathering experience that is critical to success. According to the BNP Paribas Real Estate Market Study 2024, this visionary way of thinking will be a future top trend in the real estate market: "The longing for green spaces and a higher quality of living is leading to a rethink in urban planning and real estate development. Neighborhoods that offer a mix of living space, green areas and infrastructure are the trend." The non-profit Urban Land Institute (ULI), a global leader in the field of urban development, also confirmed the particularly prominent importance of the real estate project design elements that are a matter of course for the ROSA-ALSCHER Group in its market study "Emerging Trends in Real Estate 2024" at the beginning of 2024:

- **Architectonics:** designing distinctive building complexes with high aesthetic and artistic standards as well as significant impulses for an environment worth living in and loving
- **Digitalization:** Smart city, smart building and smart home solutions "from a single source"
- **Sustainability:** Emission-neutral, energy-optimized real estate projects with extensive greening as far as possible
- **Transit-oriented development:** innovative mobility concepts for districts geared towards vehicles with alternative drive technologies and public transport

In this context, it is particularly important for investors to note that around 80 % of the experts in the real estate sector surveyed by the Urban Land Institute (ULI) consider environmental, social and governance factors (ESG) to be a key factor influencing the valuation of real estate values in the next 12 to 18 months and the biggest factor by 2050.

Accordingly, the ROSA-ALSCHER Group's flexible, interdisciplinary project development approach for the ZAM district center has considerable advantages thanks to its particularly diverse mix of sectors and tenants. The ROSA-ALSCHER Group has developed ZAM as a multifunctional district center with an attractive ensemble of buildings 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. In this respect, Alexander Rosa-Alscher, Managing Partner of the Rosa-Alscher Group, states: "I am very impressed by this collaboration and the implementation by our team and our executing partners, and I am convinced that a great achievement has been made here that will soon update Munich's urban development history."





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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.