

Munich, September 18, 2018

## Press Release

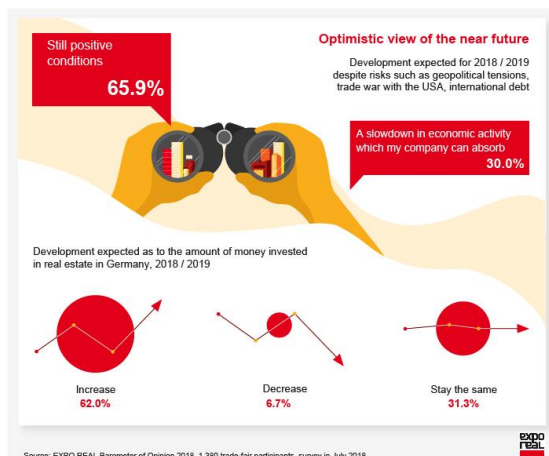
### EXPO REAL Barometer of Opinion 2018 Survey: property sector still optimistic

- 1,380 property professionals still regard conditions as positive
- Plenty of money in the market: 'B' locations and niche segments in demand
- Digital transformation along the entire value chain

For the second time, EXPO REAL has carried out a topical survey online among trade fair participants, 1,380 property professionals have expressed themselves about trend topics—and are confident that the sector will continue to do well. Especially attractive segments for investment: housing, logistics, healthcare and care properties.

“As yet, the real estate industry won't be unsettled by discussions about international tariffs and debt—for 2018 and 2019, EXPO REAL's participants still remain optimistic”, explains Klaus Dittrich, Chairman & CEO of Messe München. “A large proportion of the respondents even reckon on increasing amounts to be invested in Germany, they accordingly see a lot of potential in niche segments like city logistics or healthcare and care properties”. As for digital transformation, there's a spirit of optimism: “The greatest potential is seen in the areas of 'Managing and operating', 'Planning and building' and 'Marketing'”.

#### Still positive conditions

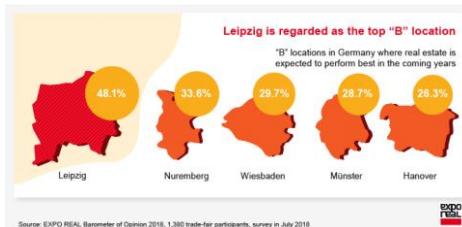


In spite of geopolitical tensions, trade conflicts and international debt, 65.9% of the respondents still regard conditions as positive. 30% believe at least that their companies can absorb a slowdown in economic activity. 62% think that the amount of money invested in real estate in Germany will increase, 31.3% that it will stay the same.

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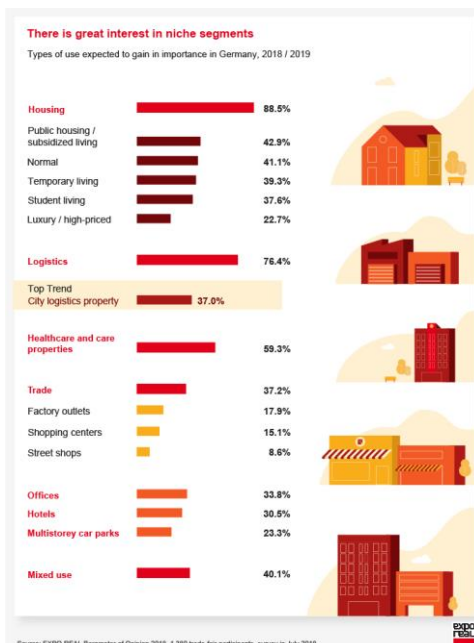
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## Leipzig is regarded as the top 'B' location in Germany



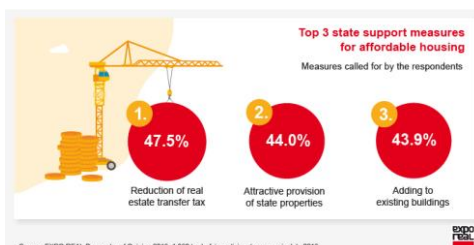
The federal structure in Germany offers many locations with potential beyond the big metropolises. The top 'B' location by far is Leipzig (48.1%) followed by Nuremberg (33.6%), Wiesbaden (29.7%), Münster (28.7%) and Hanover (26.3%).

## Great interest in niche segments



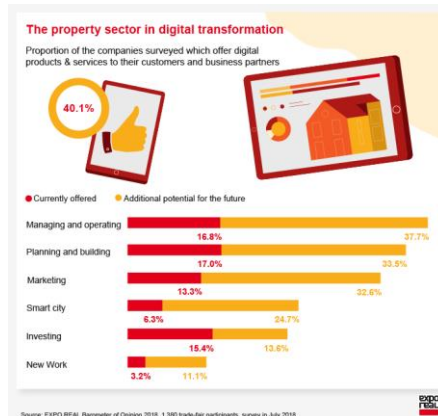
In the opinion of the respondents, residential properties (88.5%) will continue to gain in importance. In particular, public housing/subsidized living is the trend here because 42.9% take the view that this segment will be of increased importance. Logistics is the second area of high potential, the top subcategory here is city logistics properties with an affirmation level of 37%. Healthcare and care properties are the number three area with high potential in the segments. So aside from classical investment properties like offices and retail, it is niche segments which meet with the greatest interest among real estate experts.

## Top state support measures for affordable living



How should the state promote affordable living? Most of all, the respondents prefer a reduction of real estate transfer tax (47.5%), attractive provision of state properties (44%) and adding to existing buildings (43.9%). Far behind is state regulation of rents—with an affirmation level of 13.2%. In the middle are state housing (38.8%), state promotion of private homes (33.6%) and a stronger concentration (30.4%).

## Digital innovation offers plenty of potential



40.1% of the respondents indicate that their companies offer customers and business partners digital products and services. These are currently offered along the entire value chain.

Most of all, great potential for the future is seen in the areas of 'Managing and operating', 'Planning and building' and 'Marketing'.

'Smart city' is the area with the biggest gap between what's currently offered and additional potential, so that's where the biggest development leap is to be expected for the future.

For the online survey, EXPO REAL commissioned the independent **opinion research institute 'IfaD'**. Surveyed in July this year were 1,380 trade fair participants of EXPO REAL 2017 from Germany and abroad.

You can find further information on the EXPO REAL website [www.exporeal.net](http://www.exporeal.net) and the EXPO REAL blog at <http://blog.exporeal.net/de/>.

### About EXPO REAL

EXPO REAL, International Trade Fair for Property and Investment, is the trade fair for networking when it comes to cross-sectoral and transnational projects, investments and financing. It encompasses the entire spectrum of the property industry and offers an international networking platform for the important markets of Europe, via Russia and the Middle East to the USA. The conference program with around 400 speakers provides a solid overview of current trends and innovation in the property, investment and financing market. In 2017 the Trade Fair was attended by 41.775 participants from 75 countries and 2.003 exhibitors from 35 countries. The next EXPO REAL will be held from 8 to 10 October 2018.

### Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.