



# HOMBURG SHOPPINGCENTRE

A solid Investment in a  
prosperous region



DEUTSCHE  
IMMOBILIEN  
GRUPPE

DI<sup>II</sup>

# IN THE HEART OF EUROPE!

The German university city of Homburg in Saarland is located close to the French and Luxembourg borders, right next door to Rhineland-Palatinate, one of Germany's most economically strong regions.

This is a region with high purchasing power, a robust economy with a large industrial sector, an export quota in excess of 46%, and a low unemployment rate.



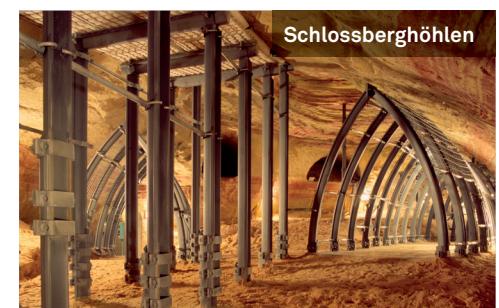
The A6 and A8 motorways intersect at Homburg, which means it is perfectly integrated in the European motorway network. The A6 extends from the French-German to the German-Czech border, and the A8 from the German-

Luxembourg border to Austria via Munich. The region is served by a number of Deutsche Bahn ICE and Intercity rail services, such as the Saarbrücken-Frankfurt ICE service, which stops in Homburg.

The Saar-Palatinate region is also a popular tourist destination with attractions such as the Schlossberg Caves in Homburg, the European Culture Park in Bliesbrück-Reinheim and the UNESCO biosphere reserve in Bliesgau.

## HOMBURG: AN EXCELLENT LOCATION!

- Centrally located near the German, French and Luxembourg borders
- Competitive industrial region next door to Rhineland-Palatinate
- Optimum road infrastructure at the intersection between the A6 and A8 motorways
- ICE rail station
- Attractive tourist destination



# Homburg. A CITY WITH STRONG INDUSTRIES



Zone	Description	Population	Purchasing power
Zone 1:	Homburg	Approx. 41,400	€ 215m/year
Zone 2:	Direct catchment area	Approx. 27,800	€ 146m/year
Zone 3:	Intermediate catchment area	Approx. 20,900	€ 113m/year
Zone 4:	Extended catchment area	Approx. 167,500	€ 851m/year
		Total: 257.6k	€ 1.325m/year



**BOSCH**

**SCHAEFFLER**



**KARLSBERG**

## Homburg is one of the region's most important cities for employment.

Every day, the city's 41,400 residents are joined by 23,000 commuters. Homburg is also an important centre of commerce, supplying the 257,600 residents in the catchment area with both everyday and luxury goods and services.

Homburg has a high job density and a low unemployment rate (5.8 %, Dec. 2015) compared to the German average, with employers such as Bosch, Schaeffler's third-largest production facility in the world and the internationally renowned Karlsberg Brewery, as well as a large SME community.

The Homburg University Clinic, the city's second-largest employer, treats more than 280,000 patients a year and enjoys an excellent reputation as an international medical research institute. The Biomedicine Centre (BIZ) was established in 2001 to transform research findings into products and services. Both the BIZ and the recently opened Technology Park regularly attract high-tech companies to Homburg.

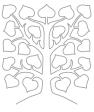


## HOMBURG: AN ATTRACTIVE PLACE TO WORK

- ▶ 41,400 residents plus 23,000 commuters every day
- ▶ Centre of commerce for 257,600 catchment area residents
- ▶ Stable jobs at companies such as Bosch-Siemens, Schaeffler, Karlsberg Brewery
- ▶ Low unemployment rate
- ▶ University clinic with research activities and a Biomedicine Centre
- ▶ Homburg Technology Park is a key location for the high-tech sector

# PRIME CITY CENTRE LOCATION





The DI Group is planning a shopping centre in Homburg, which will have approximately 80 retail units, officespace, a food court, service providers and a gross lettable area of around 24.500 m<sup>2</sup>

Built in a three-storey design, the shopping centre will have its own car park with more than 400 parking spaces on upper levels 2 and 3.

The shopping centre's mall routing and main entrances will reflect the interconnectedness of the Eisenbahnstraße pedestrian zone and the Talstraße high-street.

In this prime location, the shopping centre will be seamlessly integrated within the Homburg retail landscape, which extends from Talstraße – home to predominantly stand-alone stores such as P&C and H&M – via the pedestrian zone with its little boutiques and independent stores, to the historical marketplace with its charming cafés and restaurants.



Pedestrian zone



Historical marketplace



Shopping experience

# A WORTHWHILE INVESTMENT

Not only is the location for this shopping centre absolutely first-rate in Homburg, right at the heart of the city, it also offers an opportunity to create state-of-the-art retail space at one of the region's most attractive, unique and prominent centres of commerce.

As a result of its impressive size and shopping experience quality, the centre will attract consumers from the entire catchment area, which has over 250,000 people living in it. The zoning and development plans for the project were approved in February 2016, so construction work can commence in summer 2016. The opening is scheduled for autumn 2018.

## A SOUND INVESTMENT

- ▶ Approx. 16,500 m<sup>2</sup> retail space
- ▶ Approx. 24,500 m<sup>2</sup> total rentable area
- ▶ Approx. 80 tenants
- ▶ More than 400 parking spaces in a dedicated car park
- ▶ Annual purchasing power in the entire catchment area of approx. € 1,3 bln
- ▶ Limbic®-based tenant mix



LIMBIC®  
LICENSED  
PARTNER

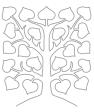
The DI Group has the only licence worldwide to use Limbic® Types and Limbic® Map in the development, revitalisation and management of commercial properties.

Limbic® is based on widely recognised scientific insights into brain research, psychology and evolutionary biology, and links this with empirical consumer research. This makes consumer behaviour easier to forecast.

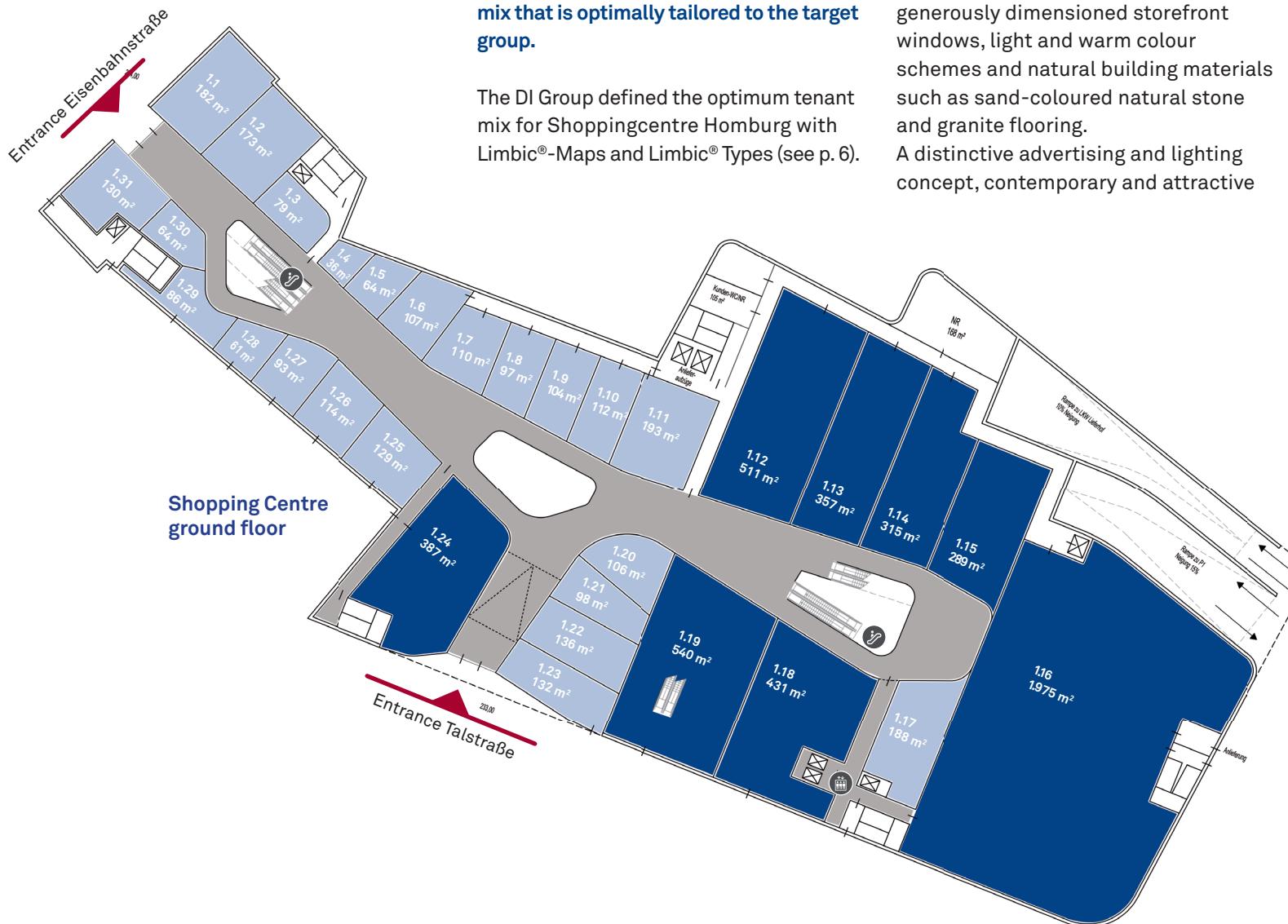
By applying Limbic® Types and Limbic® Map to the actual needs of the target group in the catchment-area, we are able to realise a tailor-made tenant mix.

Limbic® is a registered trademark of Dr Hans-Georg Häusel / Gruppe Nymphenburg. All copyrights are held by them. Further information: [www.nymphenburg.de](http://www.nymphenburg.de)





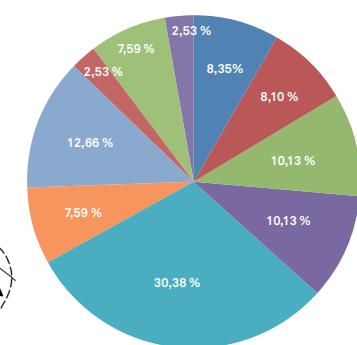
# STATE-OF-THE-ART retail units



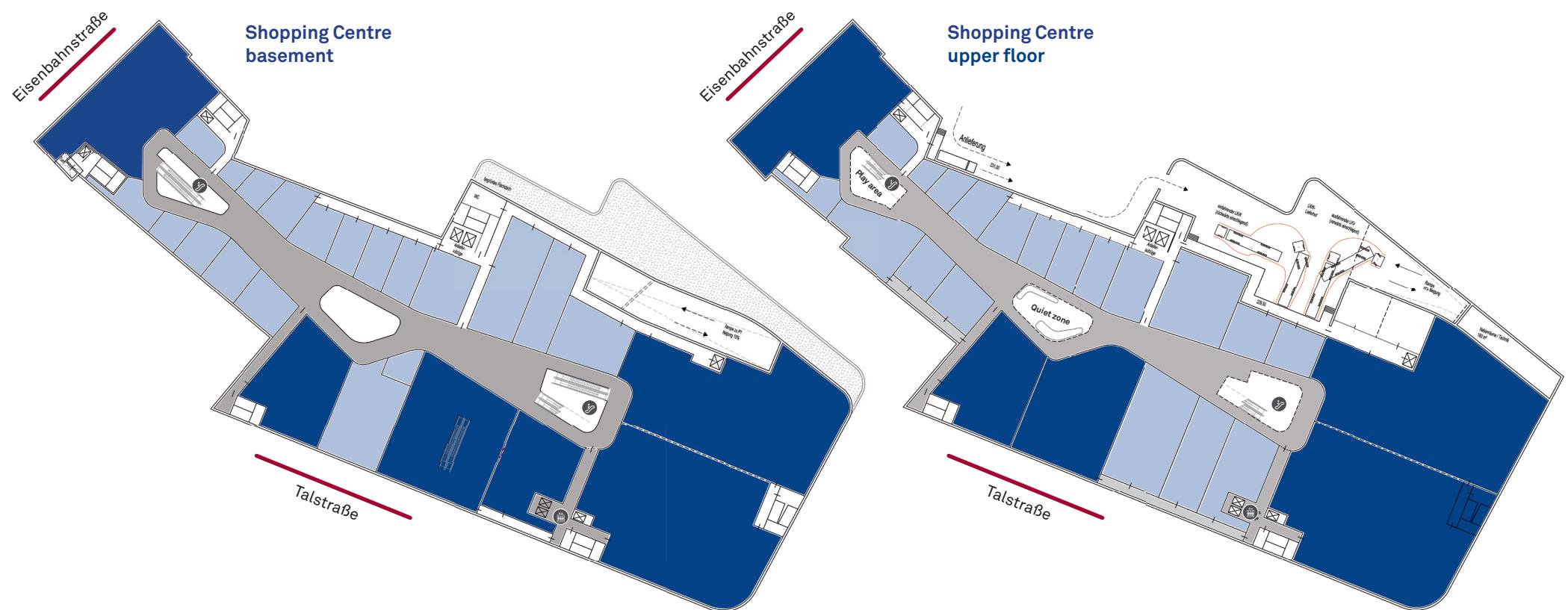
The centre's open-plan gallery design features contemporary ceiling heights, generously dimensioned storefront windows, light and warm colour schemes and natural building materials such as sand-coloured natural stone and granite flooring. A distinctive advertising and lighting concept, contemporary and attractive

public areas, play zones for customers with children and a modern food court ensure that the centre is perceived by consumers to be an inviting and welcoming shopping experience. Integrating the historic facade of a former pharmacy on Eisenbahnstraße into the shopping centre's frontage adds an identifying feature to the otherwise rhythmic and clearly structured modern architecture.

Planned sector mix



- Restaurants
- Services
- Food and consumables
- Healthcare
- Clothing , textiles
- Shoes, leather goods
- Technology & toys
- Sportswear & equipment
- Household goods
- Furniture, home and home textiles



# YOUR RELIABLE PARTNER: THE DI GROUP

We have implemented over 800 real estate projects worth over € 5 billion over the last 30 years.

From local retail parks to national shopping centres, from buildings with office and retail space to large office buildings with 40,000 m<sup>2</sup> of floor space, from mixed-use properties to purely residential ones, from hotels in medium-density regions to cosmopolitan luxury hotels – we are your experienced and reliable partner for project developments.

We are the Property Experts.

Our experience shows us that every property is different. That's why we don't work with "one-size-fits-all" concepts, but develop custom-made solutions. Our team currently includes around 140 experts, ranging from architects and asset managers, property and building services managers, to rental, IT, marketing and financial specialists. At present they are managing 40 projects valued at around € 2 billion.

## REFERENCE PROJECTS



### Forum Köpenick

Berlin-Köpenick



Area	approx. 40.600 m <sup>2</sup>
Anchor tenants	H&M, C&A, Medi-Max, Spiele Max, Görtz
Opened	1997

### Rathausgalerie Pankow

Berlin-Pankow



Area	approx. 29.600 m <sup>2</sup>
Anchor tenants	Kaufland, C&A, Medi-Max, Rossmann, Douglas
Opened renovated	1999 2006

**Effective development and value adding management have become our unmistakable trademark.**

You'll find these firmly anchored in any of the companies within the DI Group, whether DVI, DWI or DTI. Only with the expert knowledge they offer can you master the challenges of the entire property cycle. And we meet these challenges with equal success in the operational areas of retail, office, hotel and residential property. Germany-wide. Individually. Intelligently.

**Contact:**

Helmut Jagdfeld, Managing Director  
Benedikt Jagdfeld, Managing Director  
Phone number: +49 2421 49588-7103  
E-Mail: homburg@di-gruppe.de

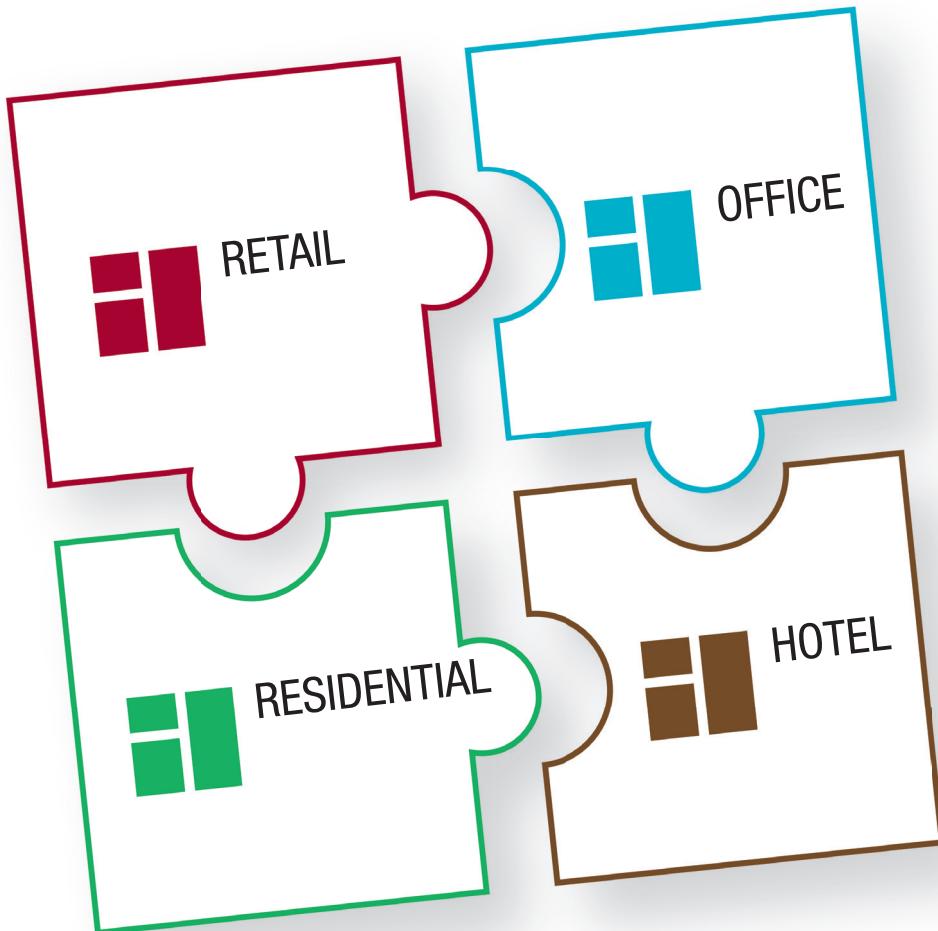
**City Center Bergedorf**

Hamburg-Bergedorf



Area	approx. 36.900 m <sup>2</sup>
Anchor tenants	P&C, TK-Maxx, C&A, Edeka, Saturn
Opened	1973
Extended/ renovated	1981/2010





DI Deutsche Immobilien Gruppe  
Kölnstraße 89  
52351 Düren

Phone: +49 2421 49 558-7000

[www.di-gruppe.de](http://www.di-gruppe.de)  
[info@di-gruppe.de](mailto:info@di-gruppe.de)