

Munich, 6. Oktober 2022

Press Release

Final report

EXPO REAL 2022: real estate industry at a turning point

- Strong trade fair participation: 1,887 exhibitors, almost 40.000 visitors
- Federal Minister of Building Geywitz engages in intensive exchange with the industry
- The industry's expectations for the future are subdued

The attendance at EXPO REAL, held from October 4 to 6, 2022, in Munich, Germany, almost reached pre-coronavirus levels: the exhibition grew by almost 60 percent compared to the previous year. Given the current economic situation, there was a great need to exchange ideas and thoughts—also with the Federal Minister of Building, Klara Geywitz.

"In a time of major upheaval, EXPO REAL reaffirms how valuable it is as a platform for exchange and information for the real estate industry," explains Stefan Rummel, Managing Director of Messe München responsible for EXPO REAL. "Seven halls, 1,887 exhibitors and almost 40.000 attendees—the show has almost reached 2019 levels of participation."

Yet again, all exhibition sectors have grown significantly: the residential and office real estate, hotel, logistics and retail asset classes; the international joint pavilions as well as those of the regions and cities, start-ups and technology providers. In addition, Ukraine was presented with a forum to evaluate options for reconstruction. Key topics at the show included rising prices and inflation, interest rate policy, ESG requirements, the creation of affordable housing, and the overall economic situation.

Close exchange between politics and industry

At EXPO REAL, Federal Minister for Housing, Urban Development and Building, Klara Geywitz, aimed to close ranks with the real estate industry and took part in two panel discussions on affordable housing. There are many challenges in residential construction: rising construction costs, bureaucracy, skills shortages, climate protection, demographic change. It is a matter of "creating the underlying conditions to be able to build profitably in Germany and at the same time expand capacity," Geywitz said. "To do so, we need to enhance productivity, shift more into prefabrication, digitize the entire chain of construction planning, application

Silvia Hendricks
PR Manager
Tel. +49 89 94 92 14 83
silvia.hendricks@messe-
muenchen.de

Messe München GmbH
Messegelände
81823 Munich
Germany
messe-muenchen.de



Press Release | 6. Oktober 2022 | 2/2

and execution, and promote subsidized housing."

Focus on future scenarios

What general conditions will the real estate industry have to deal with?

Commerzbank's chief economist, Dr. Jörg Krämer, shared his views, expecting inflation to remain well above two percent for many years to come, key interest rates to rise to a historically moderate three percent, a recession—but no collapse in the labor market as labor shortages and demographic changes continue—meaning that demand for residential real estate, for example, will remain. Fabian Hellbusch, Head of Marketing Communications at Union Investment, explained: "Given the many upheavals taking place, EXPO REAL 2022 provided important guidance and a good sentiment as to where the wiser strategy over the next six to nine months will be to wait and see, or rather to take very targeted advantage of market opportunities." Especially now, the fair is important "to discuss current challenges in order to overcome them and to jointly identify attractive growth opportunities," said Frank Pörschke, CEO of P3 Logistic Parks.

Messe München GmbH
Am Messesee 2
81829 Munich
Deutschland | Germany
messe-muenchen.de

EXPO REAL 2022: the figures

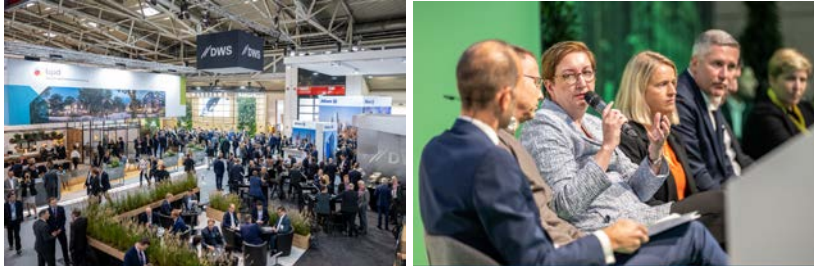
Comparison with 2019, as 2021 was an exceptional year due to the pandemic: Almost 40,000 visitors from 73 countries (2019: 46,747 / 76) came to Munich to attend EXPO REAL. The total number of participants was divided into around 19,500 trade visitors (2019: 22,065) and 20,456 company representatives (2019: 24,682). After Germany, the top ten visitor countries were: Great Britain and Northern Ireland, the Netherlands, Austria, Poland, Switzerland, France, Czech Republic, Luxembourg, USA and Spain.

The 1,887 exhibitors came from 33 countries (2019: 2,189 / 44). After Germany, the top ten exhibitor countries were: Austria, the Netherlands, Switzerland, Poland, Great Britain and Northern Ireland, France, Portugal, the U.S. and Czech Republic with equal shares, Romania. International joint pavilions came from Austria ("Austria", "Europa Mitte"), Switzerland ("Swiss Circle"), the Netherlands ("Holland Property Plaza", "Holland Metropole") as well as from the U.S. 45 exhibitors took part in the CareerDay to attract young talents.

The next edition will take place from October 4 to 6, 2023.

More information on EXPO REAL 2022 is available at www.exporeal.net

Press Release | 6. Oktober 2022 | 2/3



**EXPO REAL 2022: Strong trade fair participation, subdued market expectations
Federal Minister of Building, Klara Geywitz, discusses affordable housing**

About EXPO REAL

EXPO REAL is Europe's largest trade show for property and investment and a central hub for market players from all around the world. Besides focusing on digitalization and associated innovation, the trade fair covers both the different real estate segments—office, retail, hotel, logistics and residential—and the entire life cycle of buildings, ranging from project development and investment to finance, marketing and operation. The next edition will take place from October 4 to 6, 2023.

About 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, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. 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.