

Germany's stations
**Top locations for
gastronomy and retail**



**Dear readers,**

Welcome to this informative journey through Germany's railway stations. In this brochure, we present compelling arguments and interesting facts about what makes our stations a top location for gastronomy, retail and services. At the heart of this is our "Stations2020" long-term strategy. Our objective is the customer-friendly, carbon-neutral station. We have already come a long way towards this goal.

Our stations are more than just important mobility hubs for short- and long-distance transport. Extensive investment has turned them into shopping and service centres in their own right. People today use stations to serve wishes and needs that go far beyond travel itself – in diverse and atmospheric surroundings.

A modern, lively, customer-friendly and high-sales environment – that is the station today. What is more, many stations offer historic architecture on top of measurable success factors. In whichever region you are interested in a top station location – we at DB Station&Service will accompany you every step on your path to success.

We look forward to hearing from you.

Kind regards,

Horst Mutsch

DB Station&Service AG
Head of Leasing/Marketing/ServiceStore business segment

Station locations offer clear advantages: In the heart of the city, with your finger on the pulse.

Stations have long been more than just a place to start or finish your journey. Deutsche Bahn AG has developed its stations into mobility hubs and modern, customer-focused meeting places. And with the "Stations2020" strategy, DB Station&Service AG has the right answers to the mega trends of the future: continually changing customer requirements due to demographic change, the increasing importance of stations as a consequence of progressive urbanisation and the continual rise in digital interconnectedness as part of the mobility chain.

We are investing in the future of stations.

Stations' easily accessible locations, usually right in the heart of the city, make them high-footfall real estate. Deutsche Bahn's retail spaces are already positioned in the central locations that other businesses are seeking out. In fact, more than half of new German shopping centres in recent years have been built in city centres. No other destination in the city generates more daily footfall than the station. It attracts visitors around the clock: a place to arrive, rest and depart, but also to stroll, eat and shop. The distinctive, often historical ambience in a top city

centre location make the station a unique attraction in step with the urban lifestyle. We support this trend with a balanced mix of businesses, and host events as additional crowd pullers.

High-quality design concepts in modern, glass-fronted style make shopping parades an enjoyable retail experience. Balanced occupancy plans promise variety with a large selection of services, gastronomy and more. All that is what makes the station so appealing – for customers and tenants alike.



Balanced mix of businesses in the station:

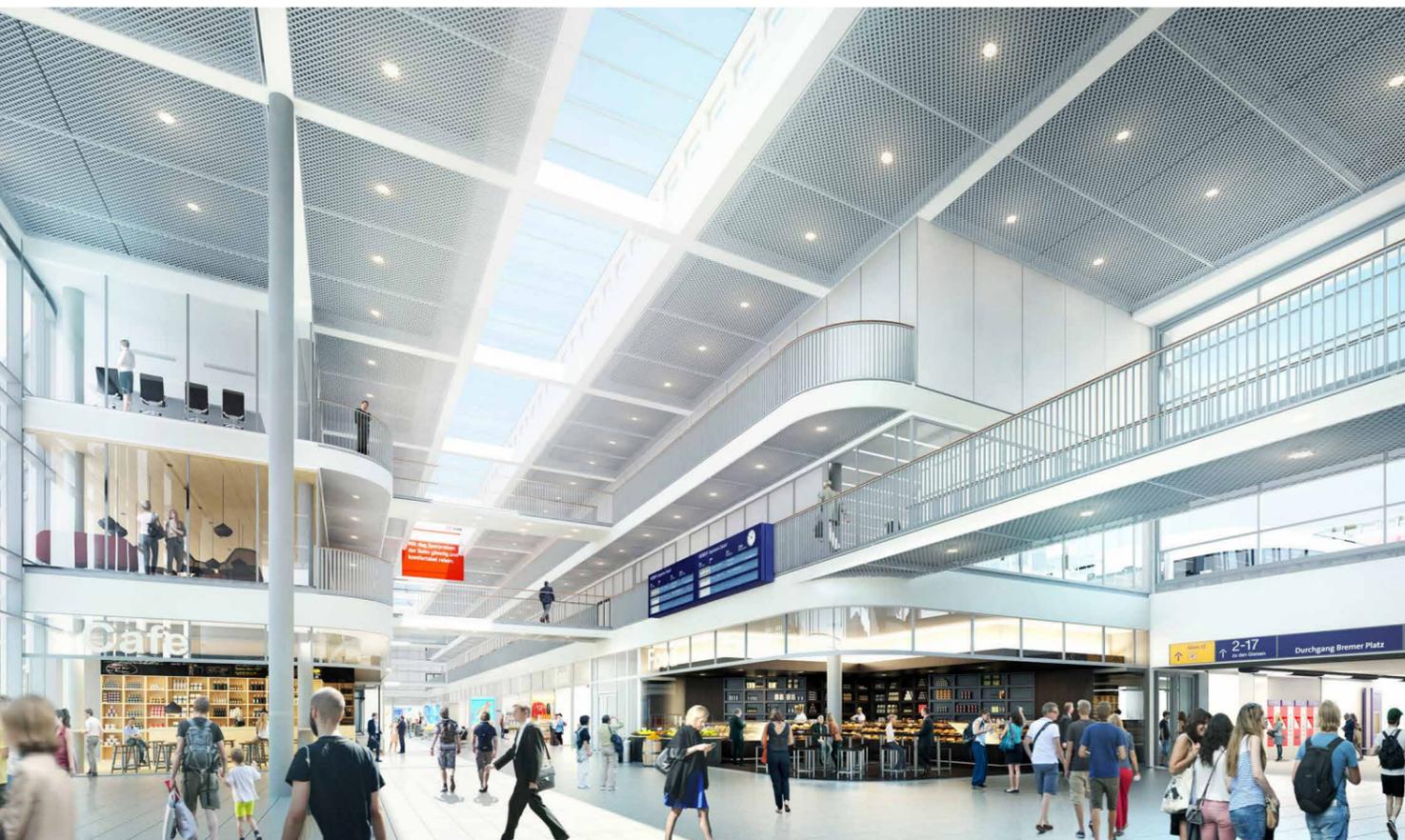
A shopping experience in an impressive setting.

Deutsche Bahn has invested billions of euros in building and renovating stations in recent years, resulting in newly resplendent, world-famous historical landmarks that also meet the requirements of contemporary mobility. This has transformed purely functional spaces into appealing destinations for retail, services and gastronomy.

From attractive accessories to zesty gourmet food: everything from A to Z.

Unique business spaces and shopping landscapes have emerged, harmoniously blending historical architecture and modern shop design. This bright, transparent architecture creates an effective environment for the new shops to offer their diverse products and services.

A distinctive feature of modern stations is their balanced mix of businesses. Dining options range from regional specialities to top-end restaurants. Fashion, newspapers, magazines, books and souvenirs complement the wide selection of goods, which is rounded off by a wealth of services. This choice is increasingly attracting not just passengers, but visitors and local residents too. A quick snack here, a trendy accessory there, and just 20 metres away the latest bestseller as an audio book – the station is the place to be.



Our stations: 17 million passengers a day, 3,000 service employees, approximately a million square metres of commercial space

High customer footfall in the station:

Nearly 7 billion passengers and visitors in 5,400 stations.

With some 5,400 stations, DB Station&Service AG is Germany's third largest provider of retail property and markets approximately a million square metres of commercial space. On the ground, more than 3,000 employees look after service, safety and station cleanliness around the clock.

In tune with consumer appeal and purchasing power. Some 17 million passengers use our stations every day. And that number is growing, as mobility is the story of our era. The "station business model" is future-proof first and foremost because tenants can count on three customer segments here: local residents, business travellers and shoppers with high purchasing power who choose to shop at the station.

Frankfurt Central alone sees around 460.000 potential customers a day. Half of all visitors to our stations on Sundays now come to shop rather than travel – and on a regular basis too. This customer group makes good use of all the advantages that shopping at the station offers. And an ever more mobile society is further increasing footfall.

Press Snacks
Success factor Innovative
Mix of businesses
Books Fashion & jewellery
Accessories Flowers Architecture
7 days a week
Advantage of location Events
Footfall Pro-station trend
Ambience High sales
City centre location
Success story
Historical **Service**
Security

Did you know that ...

... a single branch of a station bookshop has up to **7,000 magazines** in stock?

... our **centrally located stations** also offer shopping opportunities outside normal shop opening hours?

... we have some **3,300 tenants** in all our stations put together?

... approximately **3,400 station vending machines** supply passengers with drinks and snacks around the clock?

... our stations provide a **leasing area of one million m²**, including **600,000 m²** of retail space?

... more than **200 events** take place at our stations each year?

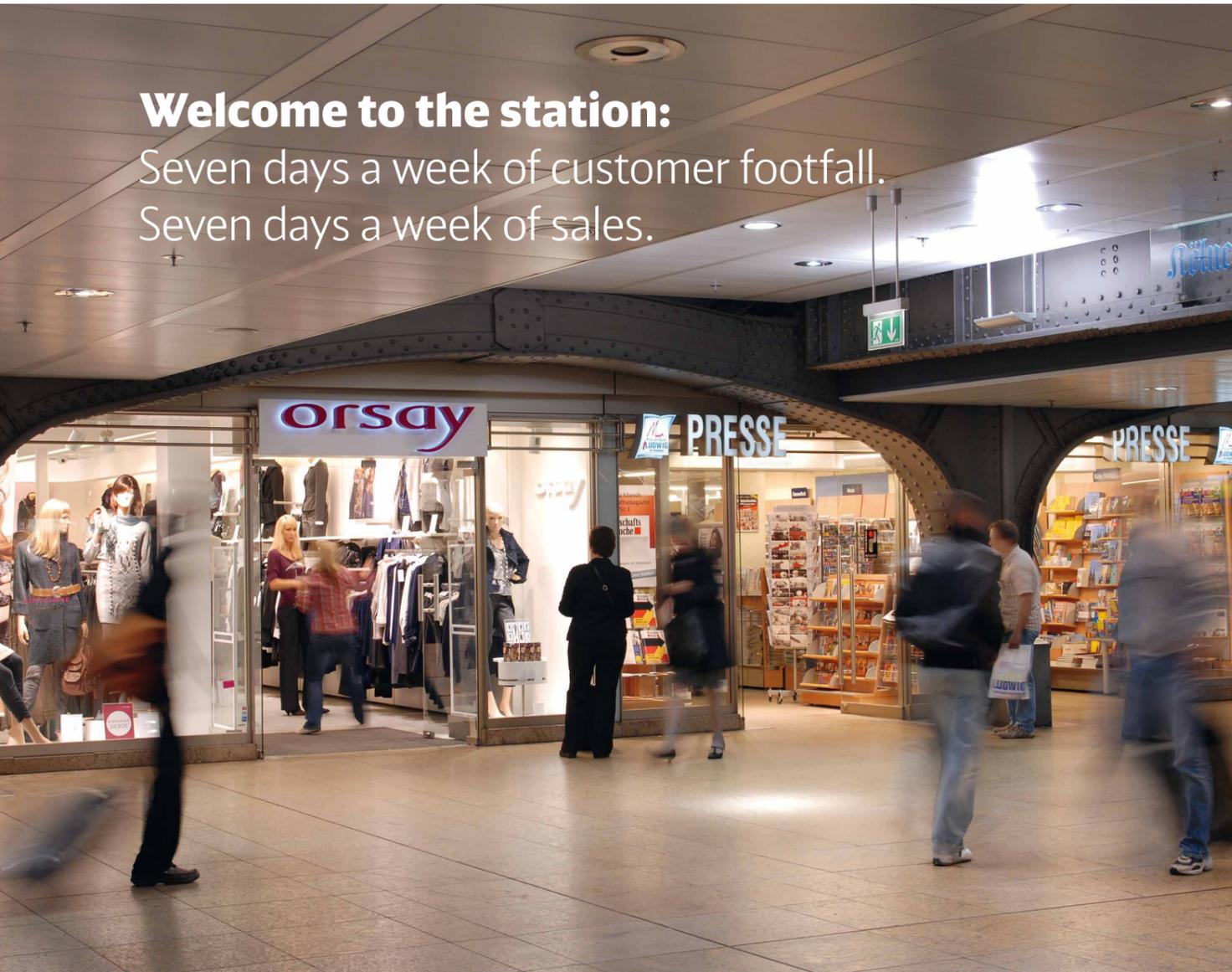
... **81% of our customers** think first and foremost of stations when they think of the railway?

... around **17 million passengers** a day use our station concourses as their gateway to the rail system?



Welcome to the station:

Seven days a week of customer footfall.
Seven days a week of sales.



Stations also open on Sundays and public holidays. This is one thing that makes the station so distinctive – and so reliable for customers, who head there primarily for planned and impulse purchases with low dwell time.

High footfall whatever the economic situation.

Sustained high customer footfall means revenues are largely insulated from wider economic developments. Whether it's a quick, planned purchase of a specific item or leisurely window shopping

and a spontaneous bargain: the station will continue to serve many different shopping wishes and is always in season: it makes the right offer, at the right time, in the right place.

250 employees in seven regions and the Berlin head office look forward to advising and supporting you. If we have awakened your interest, please contact DB Station&Service AG marketing management in your region or in the head office. We look forward to working with you.

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● Visitors and passengers using the station each day (data based on third-party estimates)

Successful events at the station: Art, culture and entertainment.

Stations are lively centres that draw in the crowds. Well-visited events are another aspect that make our stations even more appealing. Artists' performances, concerts and other activities turn transport interchanges into appealing showcases of modern urban life.



Entertainment that boosts revenues.
A catwalk, museum, gallery, concert hall, or children's paradise – it's amazing what a station can be! From fashion shows to reptile events, station festivals or the long-standing World Press Photo Exhibition. There is always something going on in and around the station. More and more city-dwellers are finding this out and making good use of these events. High levels of safety,

cleanliness and service ensure a pleasant atmosphere: from clean, well-maintained sanitary facilities to left-luggage and the DB Security staff who keep everyone safe. In organising these events we support our tenants, many of whom are actively involved in marketing their station.

Contact

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