Where we come from
Shopping centers as growth for the industry

~ 20,000
Stores

~ 195
Centers under management

7.0 million m²
Sales area

4.1 million
Visitors / day
Current Challenges for Shopping Centers

- Shift in sales from brick & mortar towards e-commerce
- High investments in technology for the development of omnichannel solutions

- Shift in shopping behavior towards e-commerce
- Growing need for convenience and additional services
Challenges in the Retail Market for us

Online share of total retail market in Germany

Online sales in € bn

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Online growth:

- 4.4 € bn

Changes over the previous year in %

- 30%

- 50 € bn

Showrooming sales

-27%

8.3 € bn

6.1 € bn

Webrooming sales

+33%

135 € bn

180 € bn

Source: HDE Online Monitor 2019

61% of stationary retail sales (nonfood) are prepared online.

75% of customers consider an online availability check to be important.
Connected Commerce
What we are doing?

- Online product search
- Availability check in store
- Click & reserve
- Buy in store
Digital Mall
Our Achievements

>60 Retail Partners

NOW:
> 40 Malls live

END OF 2020:
Roll out completed
We create the urban market places of the future.
Connected Commerce
Stocksquare platform

Online marketplaces

1. DIGITAL MALL shop-window
2. OTTO Connecting market places
3. Transactions
4. Logistics & deliveries

Local product availabilities

5.4 mn items
1,600 Stores

Our Challenges

Complexity
Interfaces to hundreds of different POS systems needed

Data quality
Accurate and real time inventory data is no market standard

Logistics
Works only on large scale with high degree of automatization

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Current Challenges for Shopping Centers

- Centers as physical spaces have to adapt to new market conditions
- Need for more sustainable buildings and reduction of operating costs
Smart Buildings
Objectives for the building of the future

- Responsible use of resources
- Reduce operating costs for our stakeholders

Better understanding of our customers
Deliver value-added services to our customers
THANK YOU