

YoY Chg 12-Mo. Forecast

**3.26**  
Stock (million sq m) ▲ ▲

**¥550**  
Rent (PSM/MO) ▲ ▬

**9.0%**  
Vacancy Rate ▼ ▬

Source: Cushman & Wakefield Research

### JINAN ECONOMIC INDICATORS Q3 2019

YoY Chg 12-Mo. Forecast

**7.0%**  
GDP Growth ▼ ▬

**7.8%**  
Total Retail Sales of Consumer Goods Growth ▼ ▼

**2.6%**  
CPI Growth ▬ ▲

**7.1%**  
Per Capita Disposable Income of Urban Residents ▼ ▬

Source: Jinan Statistics Bureau / Cushman & Wakefield Research

### Market Overview

A total of 320,000 sq m of new retail supply was completed in the second half of 2019. Total new supply for the full year was at 780,000 sq m, bringing Jinan's total retail stock up to 3.26 million sq m.

Despite the volume of new supply in the year, leasing activity led to a good performance from the Jinan retail market. Net absorption for the year rose 125.7% y-o-y to 240,000 sq m, and the vacancy rate fell 0.7 percentage points y-o-y to 9.0%. The city's average asking rent remained stable at RMB550 per sq m per month in Q4.

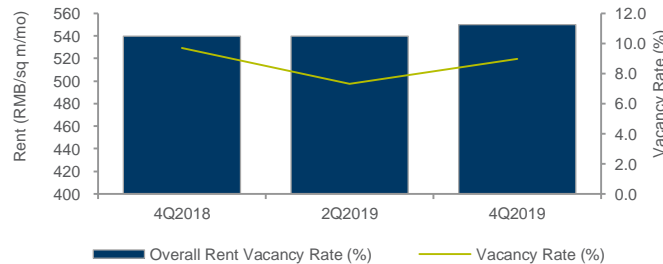
### Outlook

The retail market will experience around 1.38 million sq m of new high-quality projects entering the market in the next three years, including Sunac Mall, Longfor Paradise Walk and Evergrande Plaza. The new entrants should inject energy into the city's commercial environment and the retail market.

The Olympic High-Tech submarket will be the focus of development, accounting for 43.5% of the total new volume due in the next three years.

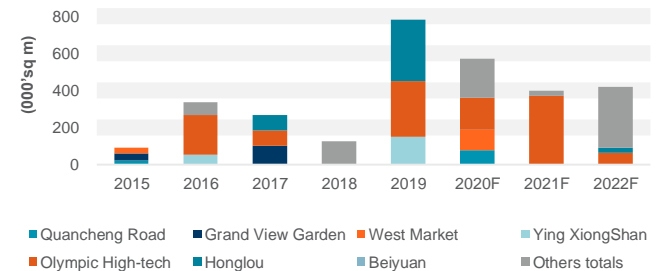
By 2022, Jinan's retail market total stock will exceed 4.50 million sq m. With the ongoing development of the metro network and TOD projects introduced to the city, we expect to see the consumer shopping experience greatly enhanced.

### RETAIL RENT / VACANCY RATE



Source: Cushman & Wakefield Research

### RETAIL SUPPLY PIPELINE BY SUBMARKET



Source: Cushman & Wakefield Research

## MARKET STATISTICS

SUBMARKET	INVENTORY (SQM)	VACANT (SQM)	VACANCY RATE	UNDER CNSTR TILL 2023 (SQM)	ASKING RENTAL RANGE (RMB/SQMMO)*
Quancheng Road	482,000	38,160	7.9%	78,000	300 – 900
Grand View Garden	298,000	37,800	12.7%	0	150 – 450
West Market	210,000	14,200	6.8%	110,000	100 – 300
Ying XiongShan	472,000	57,100	12.1%	0	100 – 300
Honglou	848,000	70,550	10.8%	604,000	140 – 420
Olympic High-tech	438,000	47,500	8.3%	30,000	100 – 300
Beiyuan	230,000	15,000	6.5%	0	100 – 200
OTHERS TOTALS	280,000	12,500	4.5%	565,500	
<b>JINAN TOTALS</b>	<b>3,258,000</b>	<b>292,810</b>	<b>9.0%</b>	<b>1,387,500</b>	<b>550</b>

\*Data includes shopping malls only.

\*Asking Rental Range (RMB/sq m/mo) is based on ground floor rent in prime locations in major shopping centers, excluding management, promotional and other fees.

## SIGNIFICANT STORE OPENINGS 2H 2019

PROPERTY	SUBMARKET	TENANT	SECTOR
The Mixc	Olympic High-tech	Lifete	Leisure & Entertainment
The Mixc	Olympic High-tech	Sisyphus Bookstore	Leisure & Entertainment
The Mixc	Olympic High-tech	The Mixc Cinema	Leisure & Entertainment

## SIGNIFICANT PROJECTS UNDER CONSTRUCTION

PROPERTY	SUBMARKET	EXPECTED OPENING DATE	SQM
Evergrande Plaza	West Market	2020	112,000
Sunac Mall	Olympic High-tech	2021	230,000
Zhongyin Square	Olympic High-tech	2022	62,000
Joy City	Other business circles	2022	140,000
Hua Shan UniPark	Other business circles	2022	160,000

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