



Düsseldorf -  
Moderate  
location costs with  
outstanding  
location benefits



## Content

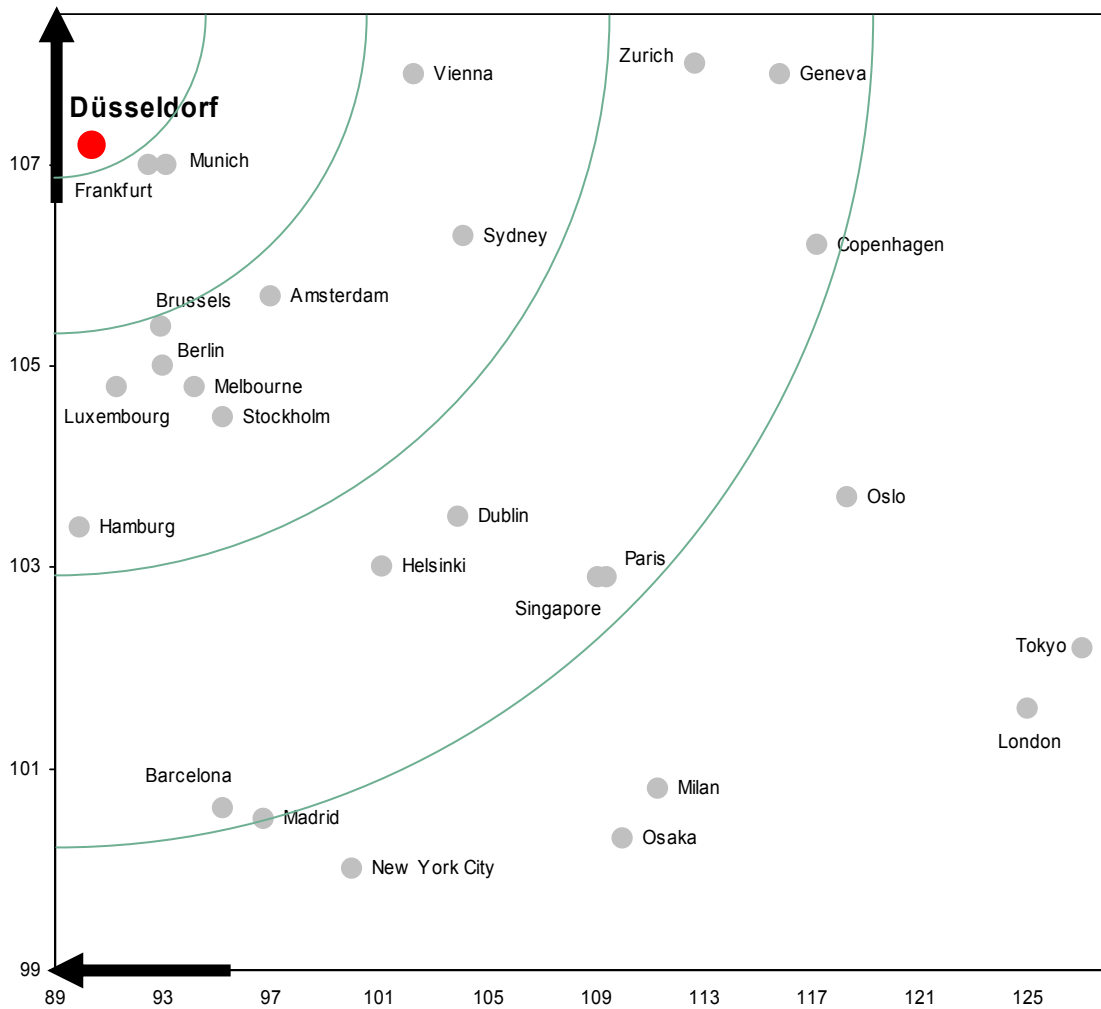
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## Moderate costs with outstanding quality of life

**Düsseldorf in a ideal position:  
Moderate living costs with outstanding quality of life**

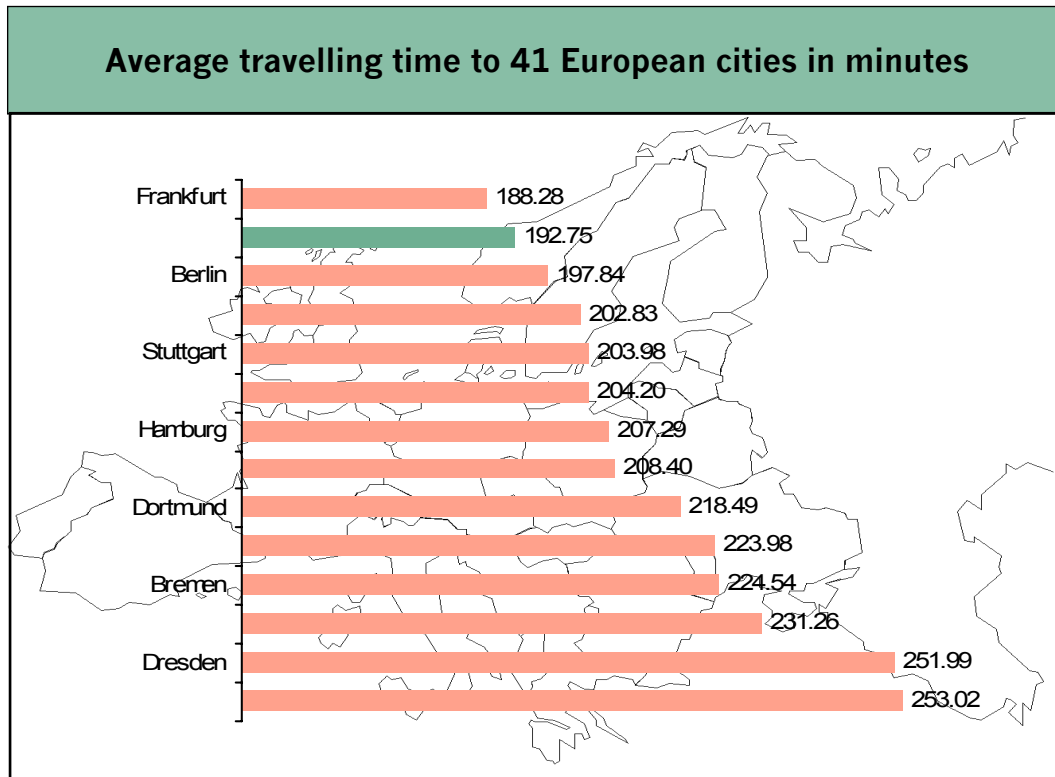
**Highest  
quality of life**



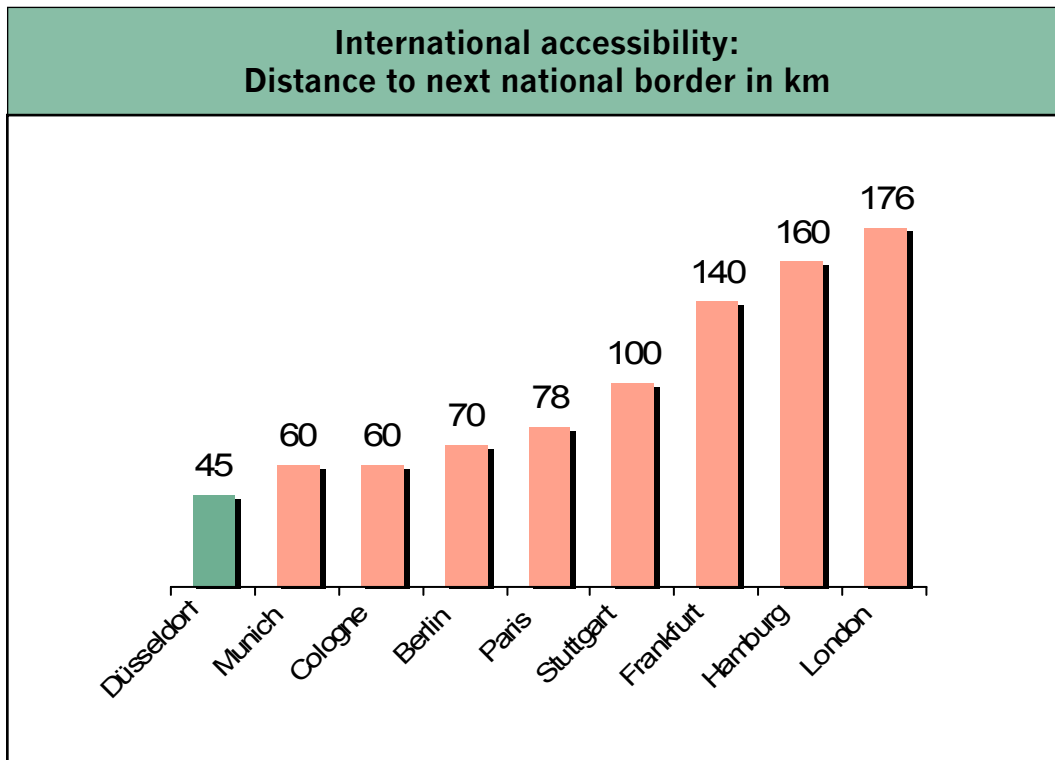
**Low  
living costs**

Source: Own comparison of the Mercer studies 'Quality of life' and 'Living costs' 2008. The cities which were among the top 50 in each study have been included in the chart.

## Cost-optimised European location

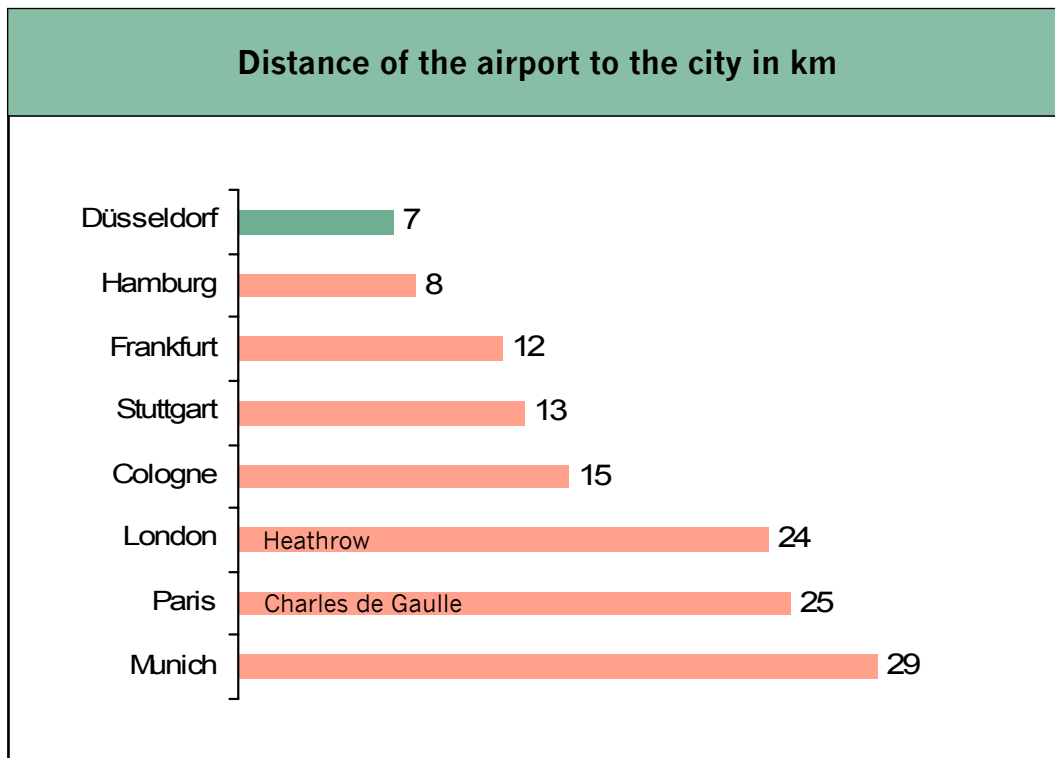


Source: BBR 2008. Average travelling time in combined car/air travel to 41 selected European agglomeration centres.



Source: Bellevue, for London and Paris own research with Google Maps.

## Excellent internal infrastructure

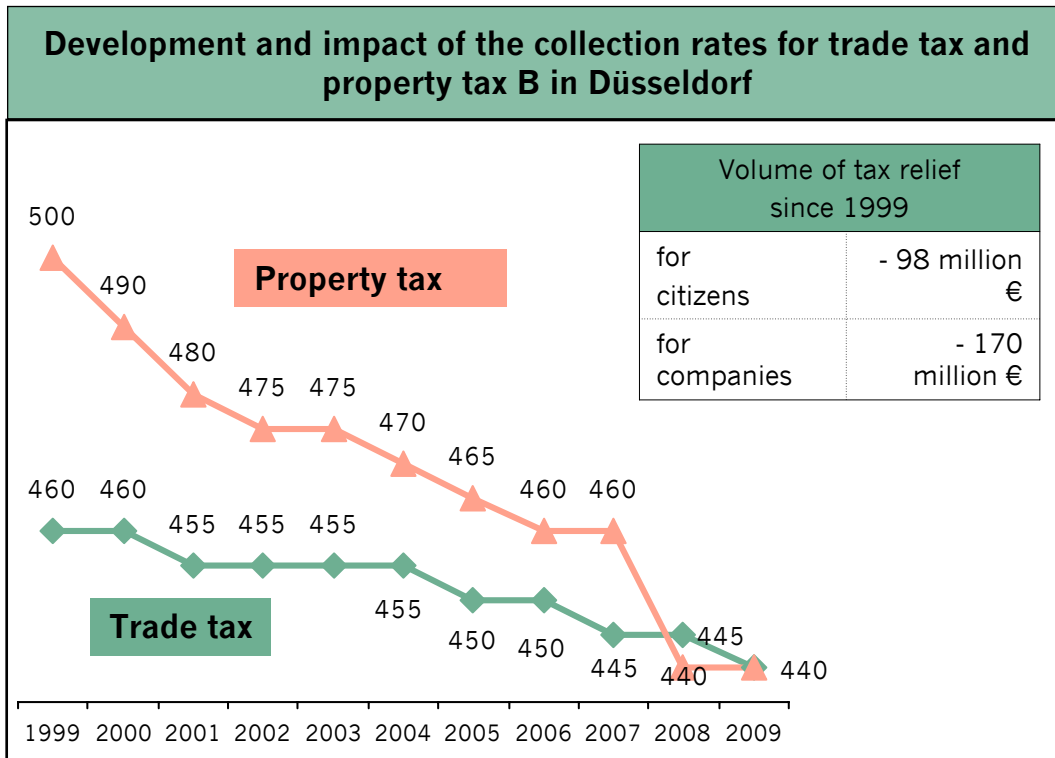


Source: Bellevue. For London and Paris bonvoyage-online.de.

<b>Transport infrastructure in Düsseldorf</b>	
<b>Railway</b>	<ul style="list-style-type: none"> <li>- More than 1,000 train departures a day</li> <li>- 190 long-distance trains a day</li> <li>- 300 trains stop at the airport</li> </ul>
<b>Motorway</b>	<ul style="list-style-type: none"> <li>- 13 motorway links in the urban region</li> <li>- 50 motorway kilometres</li> <li>- 13 Park &amp; Ride areas</li> </ul>
<b>Port</b>	<ul style="list-style-type: none"> <li>- Rhine port</li> <li>- Overall area: 500 ha</li> <li>- 16.2 million tonnes of freight handled</li> <li>- 27 crane systems</li> </ul>

Source: Statistical Office of the City of Düsseldorf, Neuss Düsseldorf GmbH

## Tax reduction provides relief

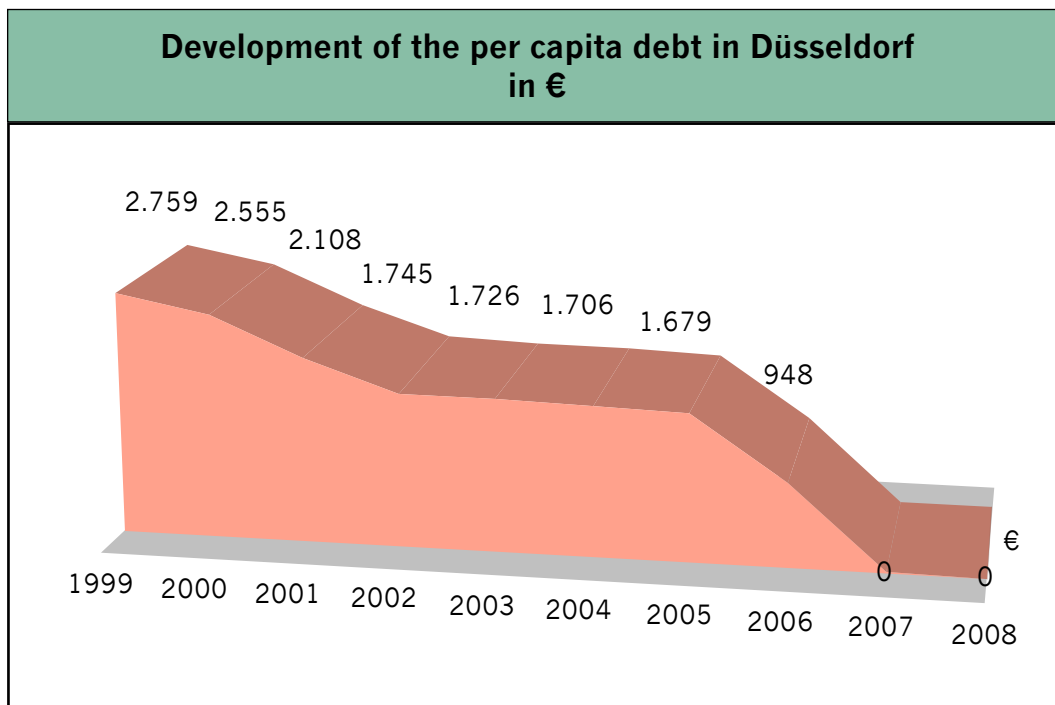


Source: Düsseldorf Tax Office. Trade tax collection rate for 2009 and corresponding relief volume pursuant to draft budget dated September 2008.

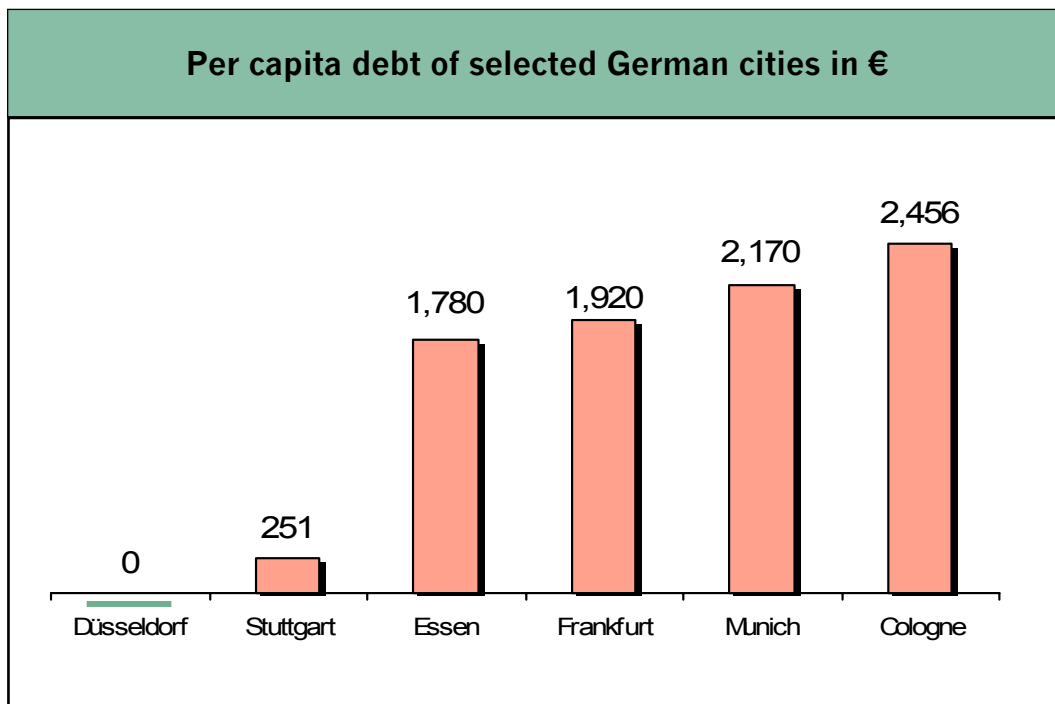
Tax collection rates of selected German cities		
	Trade tax collection rate	Property tax B
Stuttgart	420	420
<b>Düsseldorf</b>	<b>440</b>	<b>440</b>
Cologne	450	500
Dortmund	450	470
Frankfurt	460	460
Hamburg	470	540
Essen	470	510
Duisburg	470	500
Munich	490	490

Source: Tax offices of the cities, survey March 2008. Trade tax collection rate Düsseldorf valid pursuant to draft budget dated September 2008 from 2009.

## Debt-free city of Düsseldorf

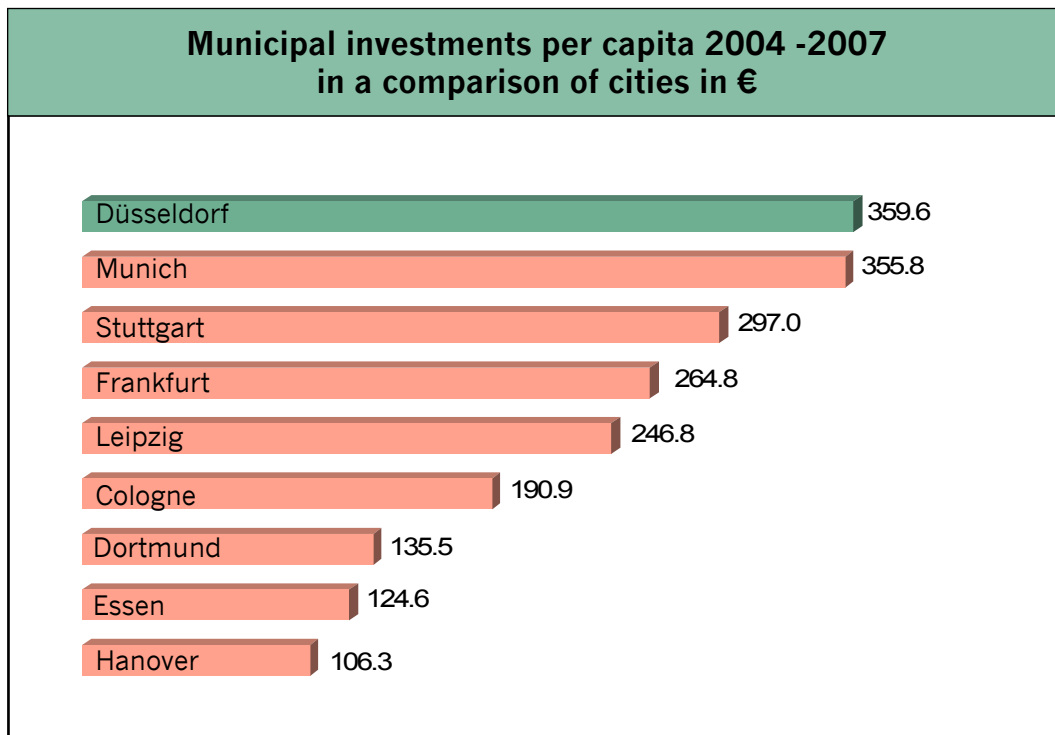


Source: City treasury of the City of Düsseldorf.  
2007 and 2008 = Economic perspective from the comparison of the third-party debt with the liquidity of the holding and the reserves of the city.



Source: City treasury, State Office for Data Processing and Statistics NRW, end 2007  
Düsseldorf: Economic perspective from the comparison of the third-party debt with the liquidity of the holding and the reserves of the city.

## High municipal investment strength



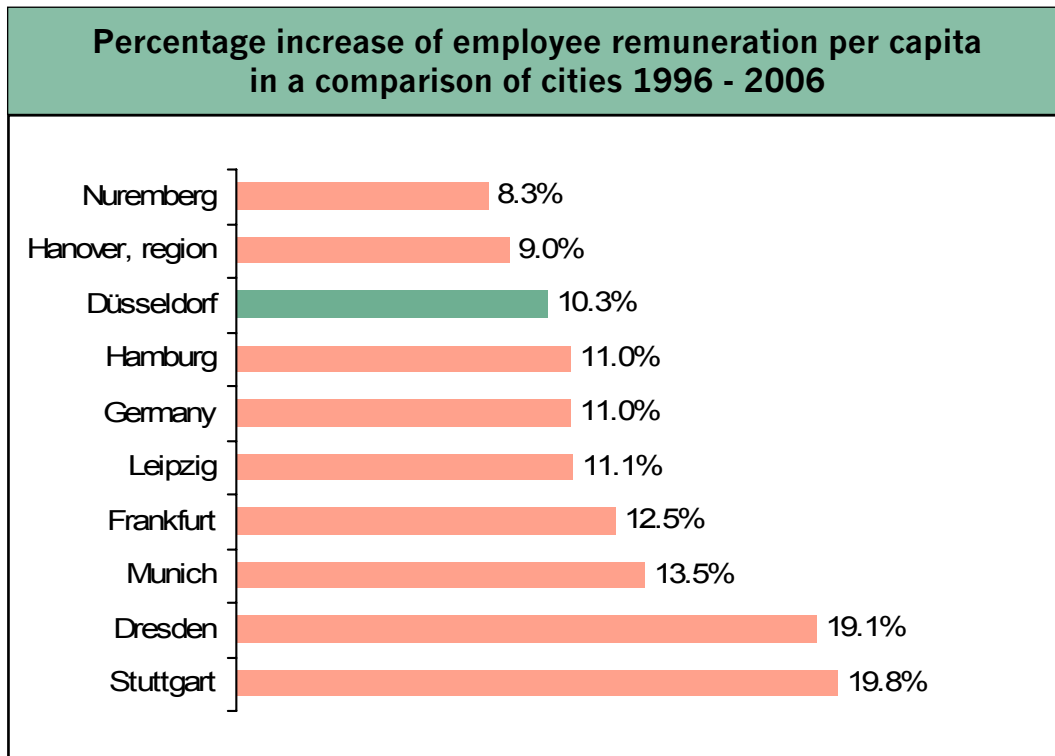
Source: State statistic offices. The investments are depicted as the average of the annual investments per inhabitant in the years considered.

**Examples of Düsseldorf investments  
in EUR million**

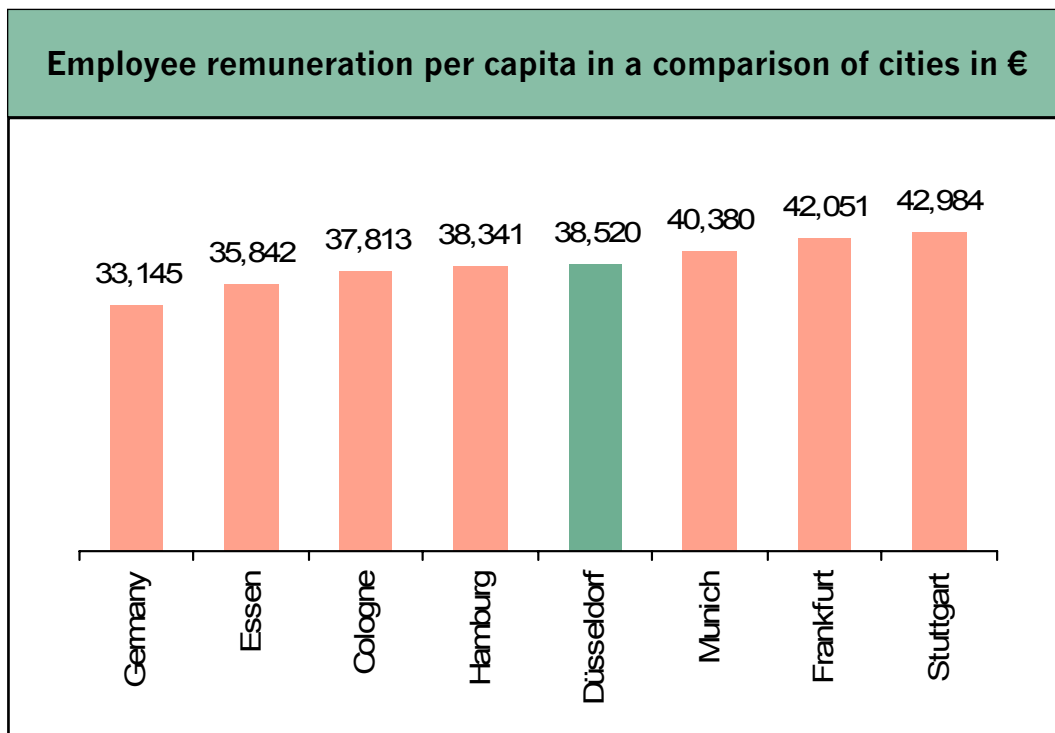
Investitionsbereiche	2005-2007	2008-2011
Geeral administration	194.1	203.4
Public safety and order	19.9	38.0
Schools	25.5	38.7
Science, research, cultural maintenance	55.2	48.9
Social security	17.7	31.7
Health, sport, recreation	140.0	123.4
Construction and housing, transport	173.0	1,003.3
Commercial companies, general real estate and special assets	225.2	115.6

Source: City treasury of the City of Düsseldorf

## Moderate personnel costs in a city comparison



Source: Working party overall economic statement of the states, 2008.



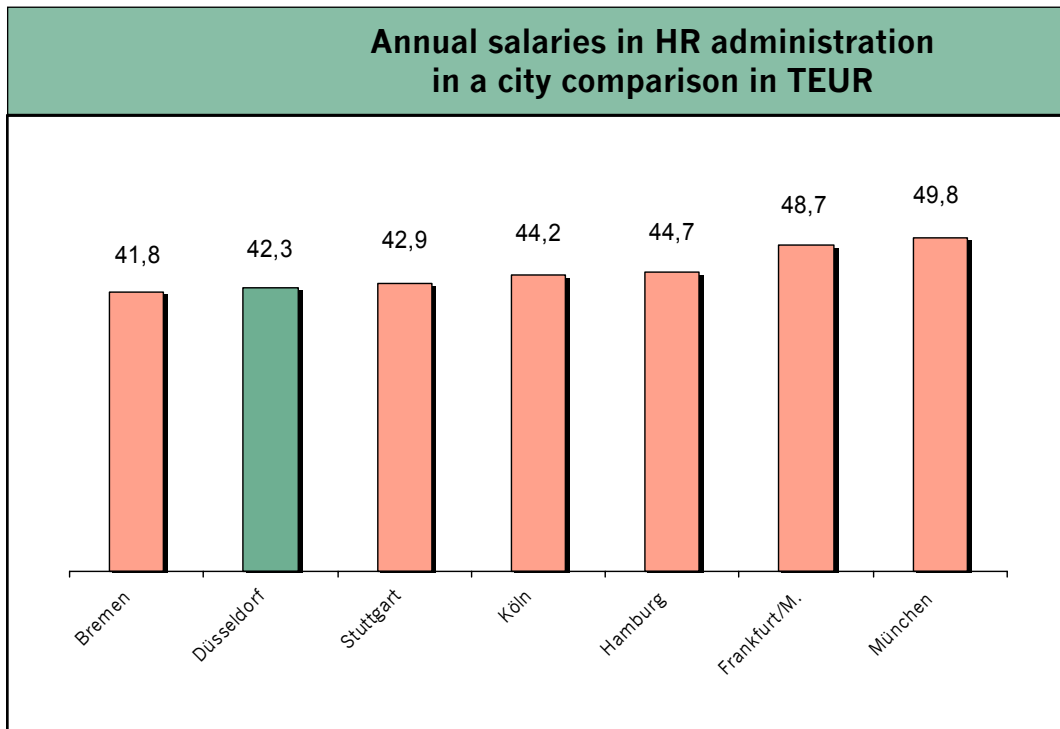
Source: Working party overall economic statement of the states, 2008. Values for 2006

## Personnel costs according to industries

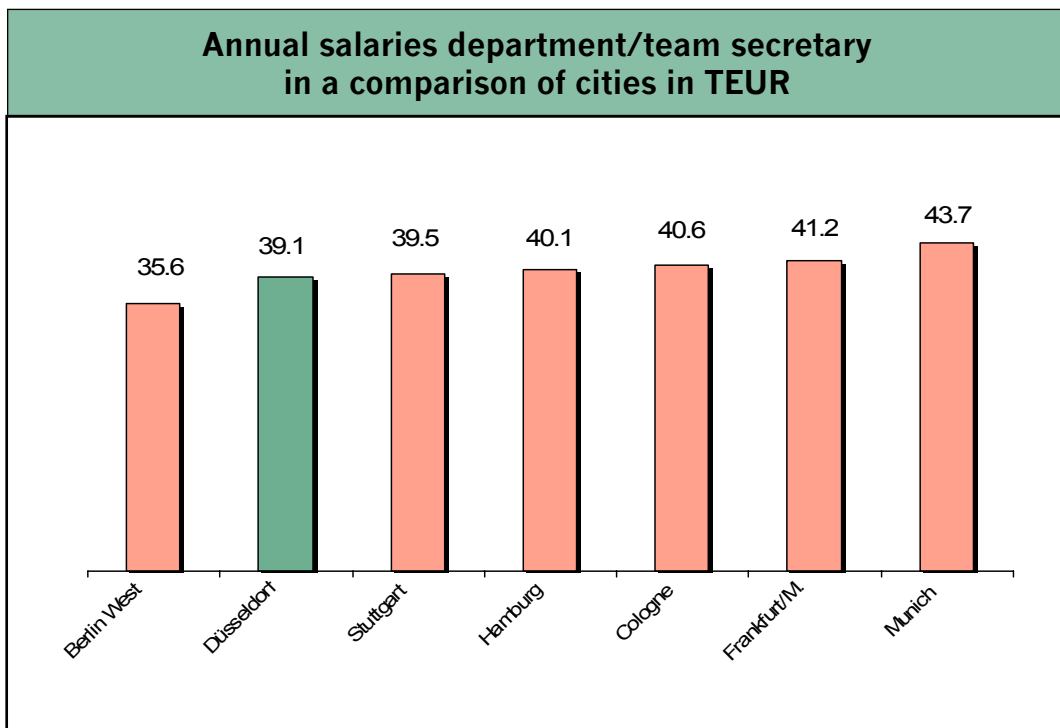
<b>Average gross monthly salaries of employees in North-Rhine Westphalia</b>		
	<b>Full-time employee</b>	<b>Part-time employee</b>
	<b>Euro</b>	<b>Euro</b>
<b>Industry</b>	<b>3,297</b>	<b>1,604</b>
Of which		
Mining / Non-metallic mineral processing	3,482	1,888
Manufacturing	3,313	1,622
Energy and water supply	4,107	2,085
Construction industry	2,861	1,220
<b>Services</b>	<b>3,148</b>	<b>1,433</b>
Of which		
Retail	2,985	1,273
Hotel and restaurant industry	1,911	1,018
Transport/Telecommunication	2,825	1,492
Credit/insurance industry	3,987	1,821
Services for companies	3,320	1,239
Education and teaching	3,182	1,532
Health, veterinary and social services	3,146	1,581
Public and personal services (without administration)	3,215	1,465

Source: State Office for Data Processing and Statistics NRW, 2<sup>nd</sup> quarter 2008

## Personnel cost comparison in selected professions

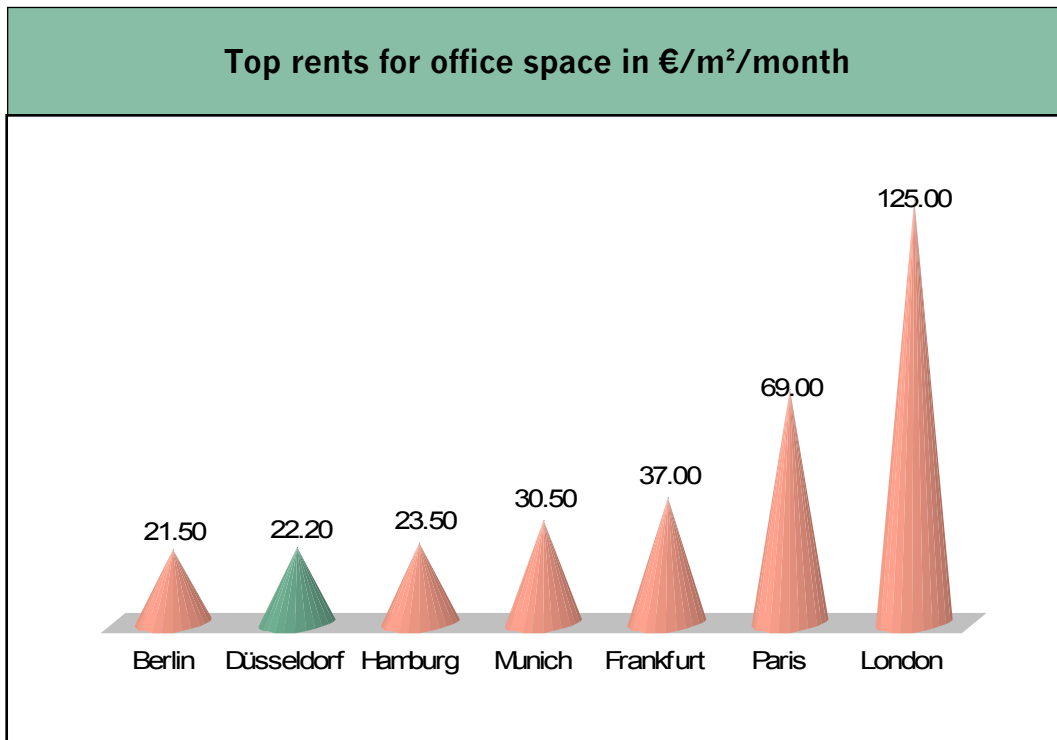


Source: Kienbaum remuneration study 2008.



Source: Kienbaum remuneration study 2008.

## Moderate office costs in Düsseldorf



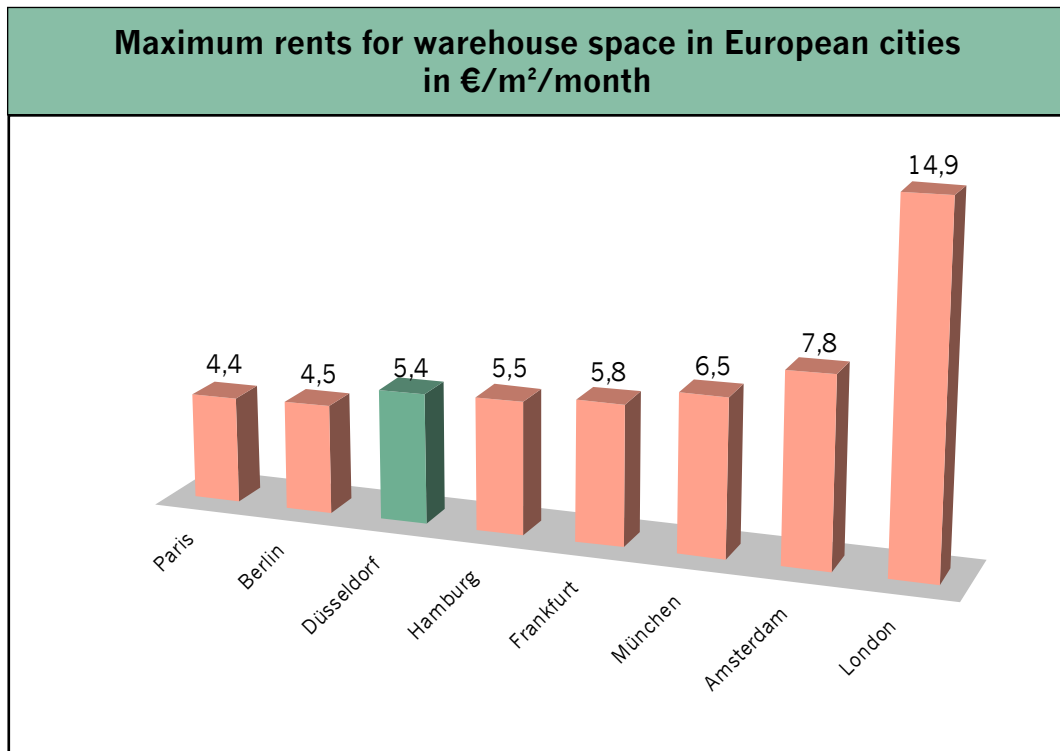
Source: Jones Lang LaSalle, as of: Q2 2008. Value for Düsseldorf pursuant to GIF 2008.

**Price range of the office rents and land costs in Düsseldorf in different locations**

Location	Top rent in € /sqm	Average rent in € /sqm	MK Indicative land value range in € / qm
City location	22.20	17.00	1,950 -13,500
Location on edge of city	18.00	13.50	1,800 – 2,800
Suburb location	13.00	11.00	610 – 670 (Flingern Nord / Heerdt)
Surrounding region	12.50	9.50	

Source: Aengevelt Research, City Report Düsseldorf, 2008/2009 edition and indicative land value map of the assessor committee Düsseldorf 2008. Figure for top rent for Düsseldorf pursuant to GIF 2008.

## Moderate costs with industrial real estate



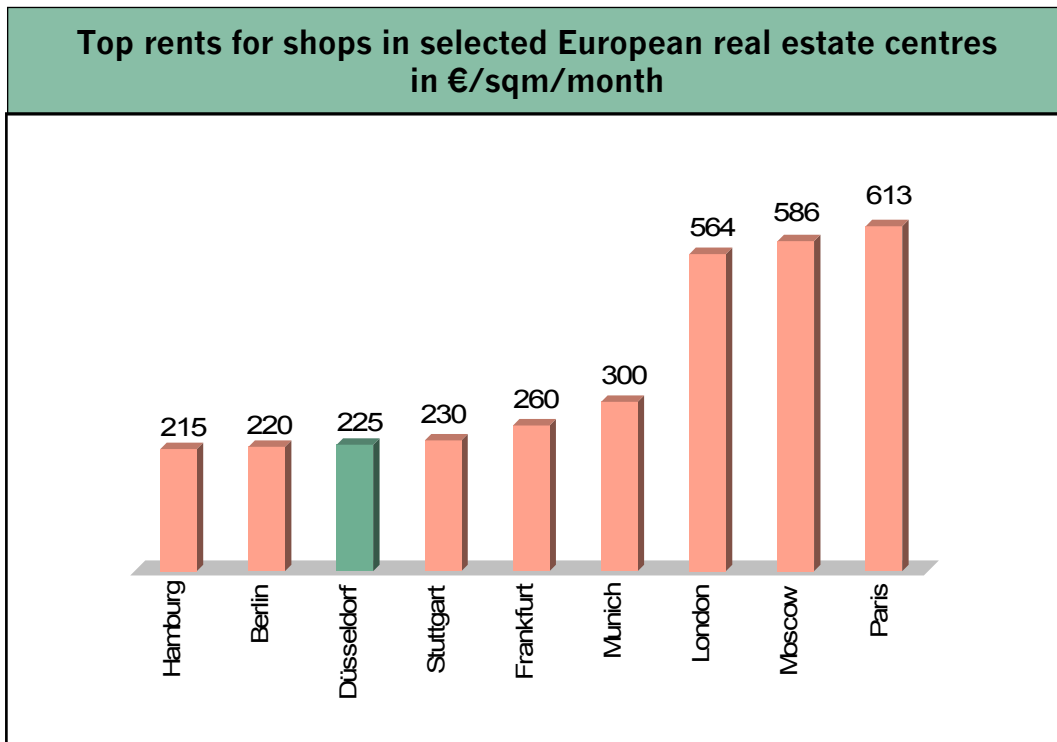
Quelle: JonesLangLasalle. European warehouse space real estate monitor Q1 2008.

**Average price ranges for spaces  
in Düsseldorf industrial areas**

Area type	Rent/price ranges in € / sqm
Office - new construction	6.5-11.0
Office – old construction	5.0-9.0
Service – new construction	6.0-8.0
Service – old construction	4.5-6.5
Production hall/warehouse – new construction	4.0-6.0
Production hall/warehouse – new construction	2.5-4.5
Plot of land (indicative land value)	200 - 670

Source: Jones Lang LaSalle, warehouse space market overview, Q 4. 2007 and indicative land value map of the assessor committee Düsseldorf 2008.

## Moderate costs in retail



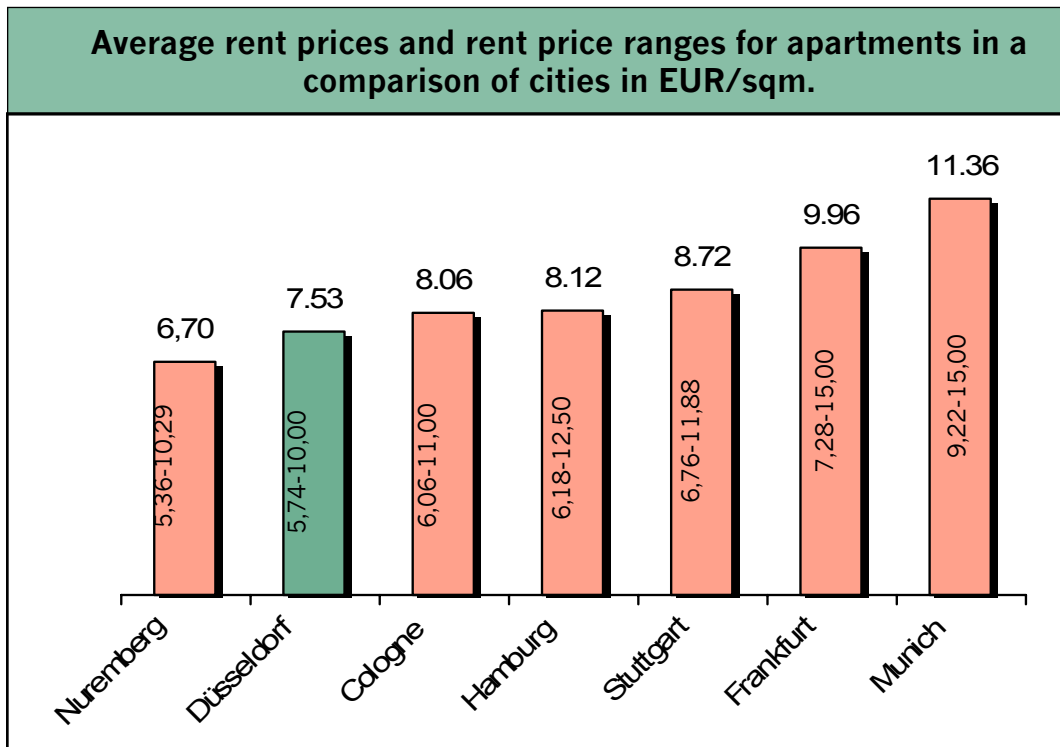
Source: JonesLangLasalle, Q2 2008. Prime High Streets in Europe. Figures are based on different shop sizes, depending on the country.

**Rent ranges for small shops in Düsseldorf in €/sqm/month**

Location	Rent
1a location	100.0 – 225.0
1b location	30.0 – 100.0
2a location	12.0 – 40.0
2b location	5.0 – 15.0

Source: Aengevelt Research, City Report Düsseldorf, 2008/2009 edition.  
Area approx. 100 sqm sales area, at ground level, well-frequented location.  
Top rent in 1 a location pursuant to Kemper's.

## Favourable average apartment rents



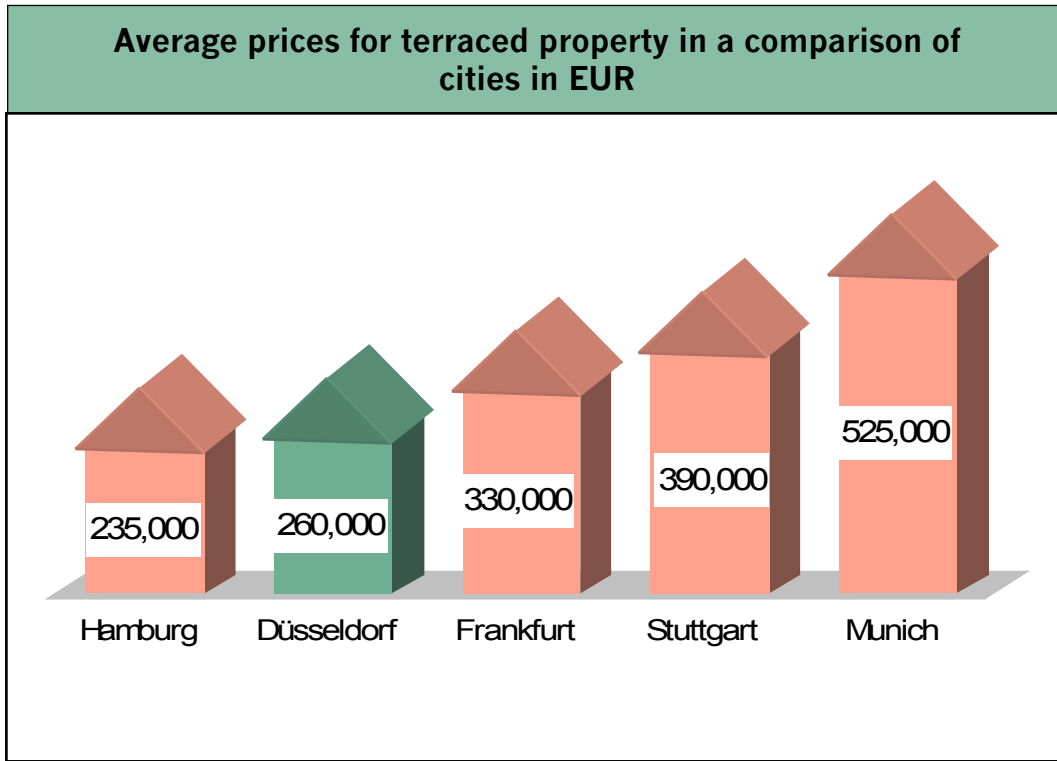
Source: empirica/FOCUS. Rent and purchase price ranking in the 2<sup>nd</sup> quarter 2008. The median values and the spread in the individual cities are depicted.

**Average net rent (without ancillary costs) according to location in Düsseldorf in EUR/sqm.**

City location	Re-letting or new contractual rent	New construction or first-time use
basic	5.50	-
average	6.70	9.20
good	9.00	10.50
very good special locations	12.50	13.00

Source: RDM, Düsseldorf district association, price comparison list 2007. living space, based on a 3-room apartment with approx. 75 sqm, without publicly assisted residential construction.

## Moderate costs with property ownership



Source: LBS 2007. most common overall property price in average to good location, approx. 100 m<sup>2</sup> living space, without garage, usual size of plot of land for local area.

**Price ranges with residential property in Düsseldorf in EUR**

Purchase object	Average purchase price received in €	Typical purchase price range in €
New-build apartment (not older than 10 years), average living space 110 sqm.	329,000	1,600-3,400
Pre-war building, average living space, 90 sqm.	200,000	1,000-2,800
Post-war building, average living space 71 sqm.	127,000	920-2,100
Single-family and two-family houses	414,000	-
New terraced house	240,000	-
Detached house	640,000	-

Sources: Aengevelt Research, City Report Düsseldorf, 2008/2009 edition, The assessor committee for real estate values in the state capital of Düsseldorf.

## Selected energy costs in a comparison of cities

Costs for district heating – mixed prices without taking the ownership circumstances of the connection station into account			
City	Supplier	Mixed price per MWh	Index
Berlin	Vattenfall	65.96 €	100.00 €
<b>Düsseldorf</b>	<b>Stadtwerke</b>	<b>72.39 €</b>	<b>109.75 €</b>
Hamburg	Vattenfall	75.02 €	113.74 €
Frankfurt a. M.	Mainova	75.61 €	114.63 €
Stuttgart	EnBW	77.03 €	116.78 €
Munich	SWM	84.43 €	126.56 €

Source: Verband Berlin-Brandenburgischer Wohnungsunternehmen e.V.. (Association of Berlin-Brandenburg residential companies)

All information is given in gross figures. Price status: 01.01.2007.

Details for Stuttgart and Düsseldorf pursuant to the German Heat and Power Association (AGFW).

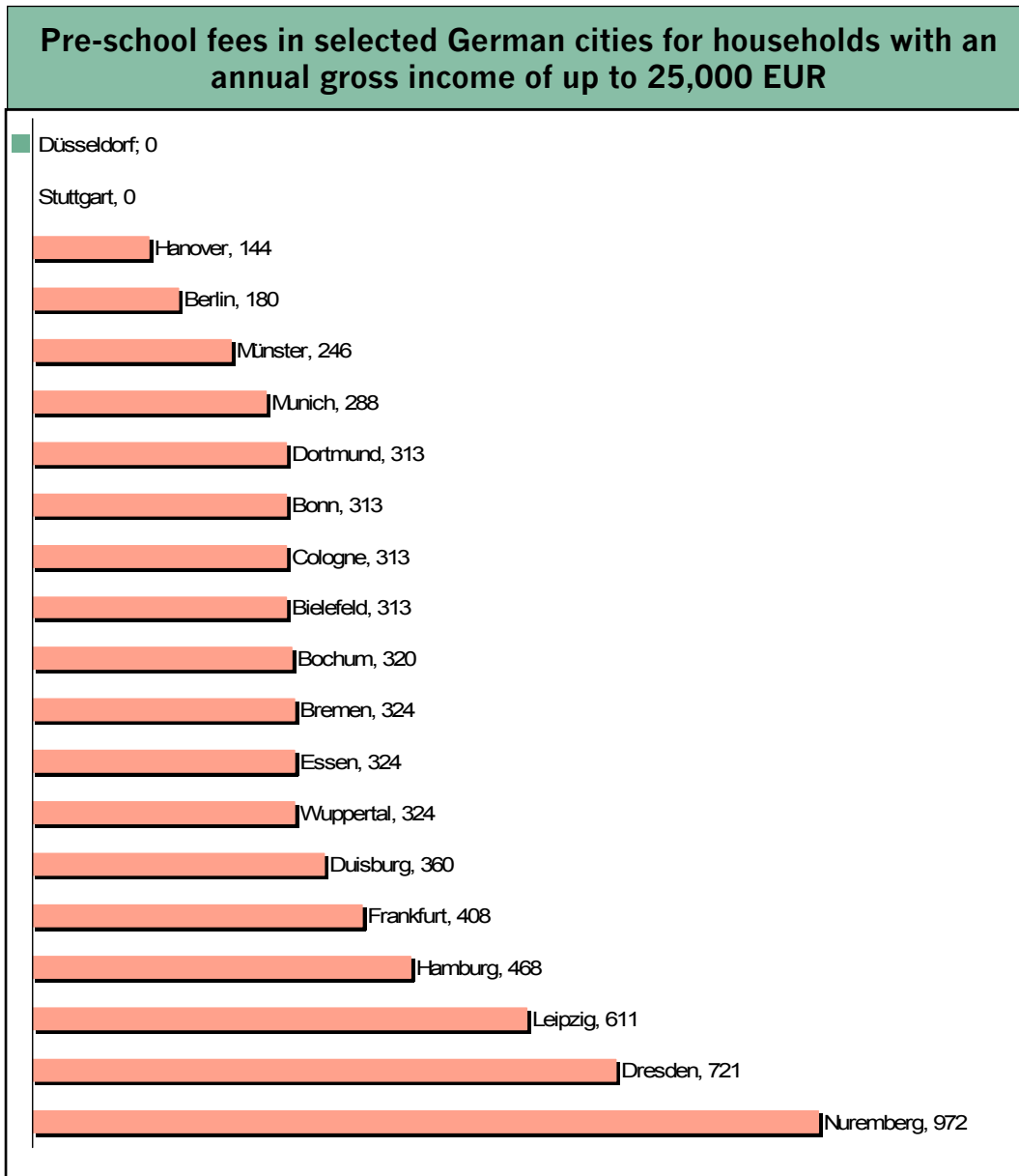
Mixed prices per m <sup>3</sup> consumption for water/wastewater*			
City & supplier & waste management company	Total	Drinking water	Wastewater*
Munich (SWM)	3.21 €	1.46 €	1.76 €
<b>Düsseldorf (Stadtwerke)</b>	<b>3.35 €</b>	<b>1.77 €</b>	<b>1.57 €</b>
Frankfurt a. M. (Mainova)	3.78 €	2.02 €	1.76 €
Stuttgart (EnBW/SES)	3.97 €	2.21 €	1.77 €
Hamburg (Hamburg Wasser)	4.15 €	1.57 €	2.58 €
Berlin (BWB)	5.09 €	2.29 €	2.80 €

Source: Verband Berlin-Brandenburgischer Wohnungsunternehmen e.V..

All information is given in gross figures. Price as of: 01.01.2007.

\* Wastewater including precipitation charge.

## Family-friendly Düsseldorf



Source: ELTERN magazine, INSM Kindergartenmonitor ('Pre-school monitor').

The information is based on parents with one child aged 4 years old that goes to a pre-school establishment for half a day in the morning for between four and five hours. Only selected cities administered as an independent district with more than 250,000 inhabitants are depicted.

The information for Düsseldorf is based on the abolishment of the fees for the household group depicted as of 1.8.2008.