THE IMPACT OF EMERGING TECHNOLOGIES ON EUROPEAN LISTED REAL ESTATE

Office

75% of millennials in the global workforce by 2025

10-47% of jobs automated by early 2030s

Growing demand for new type of spaces

Long-distance collaboration enhanced by VR

Flexible, connected, collaborative & personalised workspaces with short-term leases

Retail

Online retail growing worldwide but remains **≤ 10%**

Physical & online retail increasingly merge

Shift of physical retail functions towards experience, entertainment, display & delivery

Increase use of technology in retail stores (VR & MR headsets, 3D printed products customised on-demand)

80% Delivery cost reduction from last-mile shipping efficiency with AI-based drones

Industrial

44 ZETTABYTES the amount of worldwide data by 2020

10% via Internet of Things

Drone hubs & electrical car charging stations as new types of real estate

Increased demand for sophisticated high-tech industrial space

Production & delivery moving closer to consumer allowing off-shore manufacturers to on-shore

Internet of Things

Blockchain

Artificial Intelligence

3D printing

Virtual, Augmented & Mixed Realities

Harness the power of emerging technologies with this **5-step approach**

1. BEWARE OF THE HYPE
2. CHOOSE YOUR POWER
3. GATHER YOUR ALLIES
4. KNOW YOUR COMPETITORS
5. USE YOUR POWER WISELY

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