



Press release

Greenman OPEN launches virtual reality trial

- Pilot project at the Biesdorf Center in Berlin
- Cooperation with German metaverse specialist Mapstar AG
- Test of future viability and potential of extended reality shopping experience in the metaverse

Berlin, 9th of November 2022: Greenman OPEN (OPEN), one of the largest investment funds focused on food retail in Germany with more than one billion euros of assets under management, sets the course for the future. Within the celebration of a Halloween event last weekend the management demonstrated, together with the metaverse infrastructure provider Mapstar AG from Karlsruhe, how digitalisation revolutionises the retail landscape. OPEN believes that the development of retail will be technology driven. With this successful debut Biesdorf Center, recently rated as the best performing shopping centre in Berlin, is taking the first step towards digitalisation.

In this context Greenman and Mapstar are cooperating to bring the Biesdorf Center into the future with an extended reality shopping experience. With its metaverse for the real world Mapstar let the visitors have a glimpse into the future by using their own smartphones and allowing reality and virtuality merge together. Virtual Halloween characters like zombies, ghosts and skeletons were flying through the centre to demonstrate how digital content can be looked at and pinned to a location. In addition, the management presented an augmented reality navigation from the main entrance to the entrance of Kaufland, as well as a real electrified E-Lorean, known from the movie "Back To The Future", as a digital twin.

With the pilot project, the companies want to implement the innovative technology and show how the shopping experience for both visitors and retailers can be amplified: Through using this technology in a retail setting, users can make better purchasing decisions by accessing information about the product, such as its nutritional value or supply chain, virtually through their smartphone.

Johnnie Wilkinson, CEO of Greenman, says: "The topic about ecological transparency and sustainable production of consumer goods is increasingly becoming the focus in our society. Consumers are concerned about the way we use our resources, the people involved in production, transport distances, and energy that was necessary to produce the finished product. Meeting this environmental requirement means, not least of all, a rethinking for many manufacturing companies and their customers. From an availability-driven consumer behavior to a demand-oriented production industry - how to balance demand vs sustainability? We believe that the use of key technologies plays



a crucial role in answering this question, and the fusion of the digital and physical world has the potential to provide us with the necessary tools to do so. In our vision, VR allows nothing less than significantly improved shopping and production decisions for both users and retailers."

Shora Shirzad, co-founder of Mapstar AG, adds: "We are convinced that the internet of the future will be displayed in three-dimensional space, the boundaries between virtuality and reality will merge. Our goal is to offer a metaverse infrastructure for everyone that can be used everywhere, accessible via all end devices. In our trial with Greenman we demonstrated that this is not only possible, but also very simple. Imagine you would not have to search for a specific item in the store anymore because instead you can easily ask a virtual assistant on your smartphone. If required you can access additional information about the product, its origin or the supply chain, visualised in augmented reality. And that is just the beginning, because there are hardly any limits to the possibilities of a virtually assisted reality."

The VR event took place on Friday 28th of October at Biesdorf Center in Berlin and attracted hundreds of visitors who came to try and experience the technology. This reaffirms Greenman's opinion that the future of retail is tech-driven and that virtual wayfinding, information layered via extended reality, and also a fun consumer experience consistently influences the shopping experience in a positive way.

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About Greenman OPEN

Greenman OPEN (OPEN) is one of the largest food retail-focused real estate investment funds in Germany. As of August 2022, OPEN had a gross value of €1.08 billion and generated annual rental income of €51 million with 76 properties and approximately 400 occupants. Approximately 0.5% of all groceries in Germany are sold in a property owned by the fund.

The fund invests exclusively in German retail parks and retail centres. The majority of the investor's income comes from rental payments, with a growing share coming from the provision of data and other services to users.

OPEN is part of a Luxembourg SICAV FIS authorised by the CSSF and managed by the AIFM Greenman.



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