

## Generali Deutschland purchases Momentum from Art-Invest Real Estate and establishes new corporate headquarters in Munich's Werksviertel district

- New corporate headquarters for around 1,500 employees of Generali Deutschland
- The current locations Munich and Augsburg will be merged into Momentum
- Generali Real Estate S.p.A. acted on behalf of Generali Deutschland during the acquisition, and will further develop the new office building

Munich, 18 August 2025

Art-Invest Real Estate is selling the Momentum project to Generali Deutschland, and Generali Real Estate S.p.A. acted on behalf of Generali Deutschland during the acquisition. The new building will be developed by Generali Real Estate into ultra-modern, energy-efficient and climate-friendly office space. Once the building is complete, the insurance company will move its new corporate headquarters there with around 1,500 employees from the Munich and Augsburg locations by the end of 2028.

The existing building on Rosenheimer Straße 139 was acquired by Art-Invest Real Estate in 2019. The office rental space, which currently totals around 11,000 m<sup>2</sup>, will be expanded to around 28,000 m<sup>2</sup> once Momentum is complete. Generali Deutschland will move into the building along with its corporate headquarters. In addition, high-quality office space will be available for other tenants. From the fifth floor upwards, the Momentum will offer unobstructed views of the Alpine panorama and the silhouette of Munich city centre. The architectural concept for the 60-metre-high Momentum was designed by OSA Ochs Schmidhuber Architekten from Munich.

Lukas Jeckel, Head of Region Central Northern Europe Generali Real Estate: "This first-class office property complements our real estate portfolio in Germany and in Munich in particular. The state-of-the-art office space meets our requirements for new and innovative working environments as well as our sustainability standards."

Tobias Wilhelm, Managing Director at Art-Invest Real Estate in Munich: "We are delighted that we were able to attract a high-profile owner-occupier for the Momentum with Generali Deutschland. Our project idea of a future-oriented office building that offers its users more than just a place to work is in line with the vision of Generali Deutschland for its new corporate headquarters. We would like to thank Generali for their trust and wish them every success in the further development of this landmark building and many wonderful years at this location."

The parties involved have agreed not to disclose the purchase price. Art-Invest Real Estate was advised on the transaction by GSK Stockmann. The law firm Poellath advised Generali Deutschland.

## PRESS RELEASE

Page 2 of 4

### About Art-Invest Real Estate

Art-Invest Real Estate (AIRE) is an experienced investor, developer and asset manager operating across key gateway cities in Germany, Austria, the United Kingdom and Scandinavia.

Established in 2010, the business operates as a private partnership with the Zech Group and the managing partners as shareholders. The group invests and manages on behalf of its proprietary capital, regulated institutional funds and select separate accounts and actively pursues a "manage to core" investment strategy across the risk spectrum. Sector focus is principally the office, retail, hotel, residential and education. Since 2012, the company has been licensed to operate as a regulated fund manager in accordance with German investment law (KAGB). During this period Art-Invest Real Estate Funds has successfully launched more than 25 regulated funds for a variety of institutional investors. In total, Art-Invest Real Estate currently manages real estate assets of approx. 12.5 billion euros with more than EUR 6bn invested equity for a range of institutional investors as long-term partners. Art-Invest Real Estate is one of the largest office and hotel developers in Germany.

Art-Invest Real Estate is also an innovation leader through its portfolio of investments across the value chain. These encompass the flexible office space sector; venture capital; the development of micro-living and serviced apartments and the operation of hotel companies. To learn more, please visit [www.art-invest.com](http://www.art-invest.com)

### About Generali Real Estate

Generali Real Estate is one of the world's leading real estate asset managers with around €36.7 billion of assets under management as of Q1 2025. It leverages the expertise of more than 370 professionals, with operating units located in the main European cities. The company's integrated business model covers the full scope of asset management activities and the entire real estate value chain. A series of cross-border investment vehicles, managed by the specialized asset manager Generali Real Estate S.p.A. Società di gestione del risparmio, aims to create long-term value for investors by investing in assets characterized by good locations, high liquidity and strong underlying leasing dynamics. The portfolio under management comprises a unique mix of historical and modern properties, ranging from landmark buildings to new architectural masterpieces, which has enabled the company to develop best-in-class skills in the fields of sustainability, urban development and technological innovation.

Generali Real Estate is part of Generali Investments, a platform of asset management firms, delivering a portfolio of specialist capabilities with €645 bn and more than 2,200 investment specialists (source: Generali Investments Holding S.p.A. data as at end of Q4 2024 gross of double counting).

[www.generalirealestate.com](http://www.generalirealestate.com)



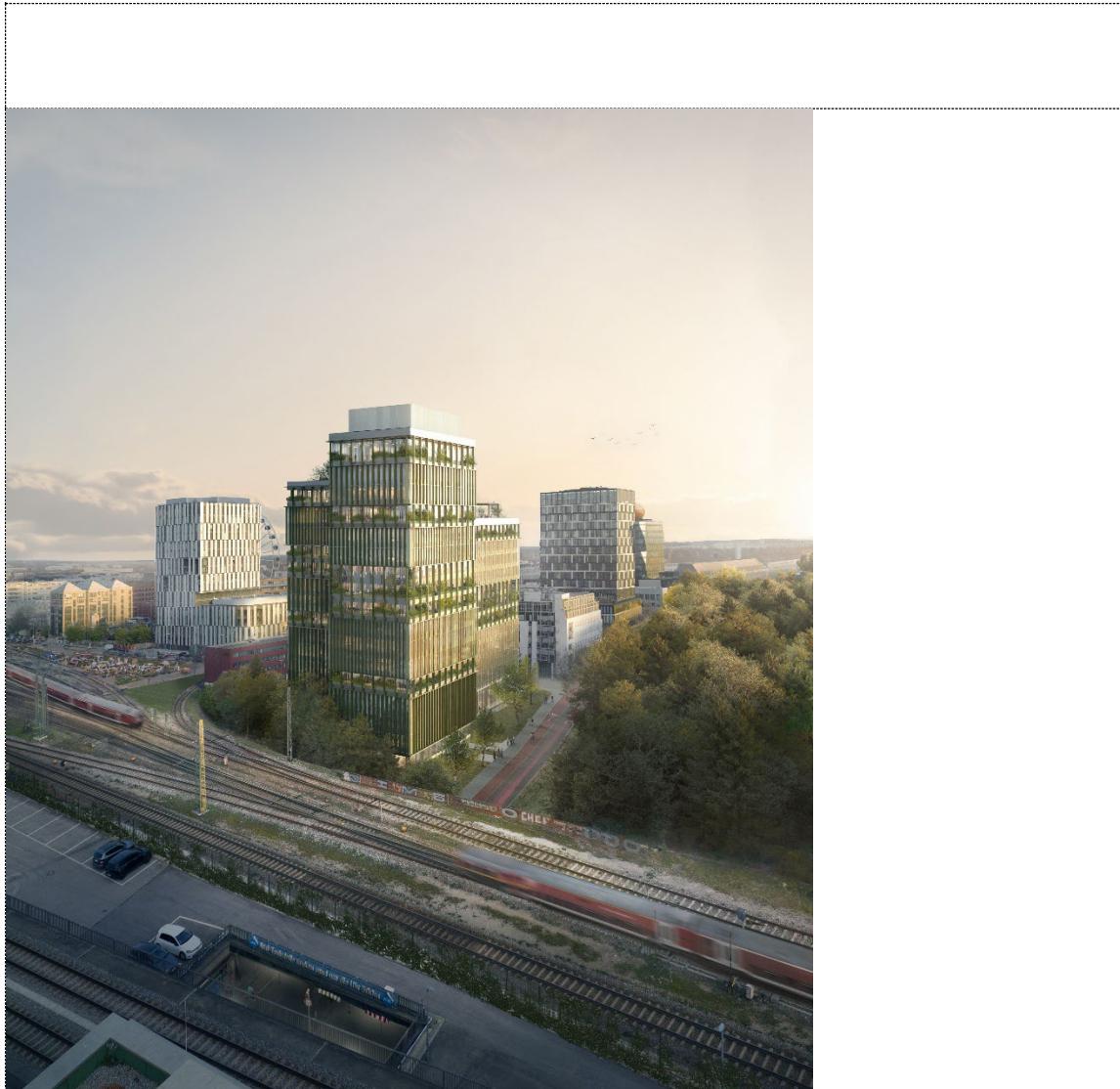
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Page 3 of 4

**Image material (also attached):**



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PRESS RELEASE

Page 4 of 4

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