



**PRESTIGE RESIDENCES REPORT  
MILAN: SALES MAIN INDICATORS TRENDS 2013-2017**

|                                     | <b>2nd Half 2017</b> | (%)    | <b>1st Half 2017</b> | (%)    | <b>2nd Half 2016</b> | (%)    | <b>1st Half 2016</b> | (%)    | <b>2nd Half 2015</b> | (%)    | <b>1st Half 2015</b> | (%)   | <b>2nd Half 2014</b> | (%)    | <b>1st Half 2014</b> | (%)   | <b>2nd Half 2013</b> |
|-------------------------------------|----------------------|--------|----------------------|--------|----------------------|--------|----------------------|--------|----------------------|--------|----------------------|-------|----------------------|--------|----------------------|-------|----------------------|
| <b>Demand</b>                       | ↑                    |        | ↔/↑                  |        | ↔/↑                  |        | ↔/↑                  |        | ↔/↑                  |        | ↔/↑                  |       | ↔                    |        | ↔                    |       | ↔/↓                  |
| <b>Supply</b>                       | ↔                    |        | ↔                    |        | ↔                    |        | ↔                    |        | ↔                    |        | ↔                    |       | ↔                    |        | ↔/↑                  |       | ↔/↑                  |
| <b>Transactions</b>                 | ↔                    |        | ↔/↑                  |        | ↔/↑                  |        | ↔/↑                  |        | ↔                    |        | ↔/↑                  |       | ↔/↑                  |        | ↑                    |       | ↓                    |
| <b>Sales times (months)</b>         | <b>15,8</b>          | -12,7% | <b>18,1</b>          | -11,3% | <b>20,4</b>          | -36,6% | <b>32,2</b>          | -1,2%  | <b>32,6</b>          | 10,5%  | <b>29,5</b>          | 24,5% | <b>23,7</b>          | 22,8%  | <b>19,3</b>          | 2,7%  | <b>18,8</b>          |
| <b>Absorption index (%)</b>         | <b>15,1</b>          | -0,7%  | <b>15,2</b>          | 5,6%   | <b>14,4</b>          | 12,5%  | <b>12,8</b>          | 23,1%  | <b>10,4</b>          | -3,7%  | <b>10,8</b>          | 66,2% | <b>6,5</b>           | -14,5% | <b>7,6</b>           | 31,0% | <b>5,8</b>           |
| <b>Average discount (%)</b>         | <b>8,1</b>           | -8,0%  | <b>8,8</b>           | -6,4%  | <b>9,4</b>           | -4,1%  | <b>9,8</b>           | -14,8% | <b>11,5</b>          | -22,8% | <b>14,9</b>          | -2,0% | <b>15,2</b>          | 6,3%   | <b>14,3</b>          | 25,4% | <b>11,4</b>          |
| <b>Minimum average price (€/mq)</b> | <b>6.588</b>         | -2,5%  | <b>6.757</b>         | -1,2%  | <b>6.841</b>         | 0,6%   | <b>6.802</b>         | 0,8%   | <b>6.748</b>         | 0,4%   | <b>6.724</b>         | -1,3% | <b>6.814</b>         | -0,2%  | <b>6.830</b>         | 0,1%  | <b>6.822</b>         |
| <b>Maximum average price (€/mq)</b> | <b>10.580</b>        | 1,4%   | <b>10.433</b>        | 0,5%   | <b>10.377</b>        | 2,8%   | <b>10.094</b>        | -0,6%  | <b>10.152</b>        | 1,8%   | <b>9.975</b>         | 0,2%  | <b>9.958</b>         | -0,4%  | <b>9.998</b>         | -0,2% | <b>10.016</b>        |
| <b>Average price (€/mq)</b>         | <b>8.414</b>         | -1,0%  | <b>8.495</b>         | -0,4%  | <b>8.532</b>         | 1,6%   | <b>8.399</b>         | 0,3%   | <b>8.374</b>         | 0,9%   | <b>8.297</b>         | -0,8% | <b>8.361</b>         | -0,4%  | <b>8.395</b>         | -0,2% | <b>8.415</b>         |
| <b>Average overall price (€)</b>    | <b>1.814.255</b>     | -0,8%  | <b>1.829.389</b>     | 5,5%   | <b>1.734.591</b>     | 3,2%   | <b>1.680.999</b>     | 2,9%   | <b>1.633.780</b>     | 1,4%   | <b>1.611.613</b>     | 0,9%  | <b>1.596.631</b>     | -0,9%  | <b>1.610.824</b>     | 0,0%  | <b>1.610.397</b>     |
| <b>Top prices (€/mq)</b>            | <b>16.611</b>        | -0,4%  | <b>16.672</b>        | 5,3%   | <b>15.830</b>        | 5,2%   | <b>15.050</b>        | -4,1%  | <b>15.689</b>        | 6,6%   | <b>14.714</b>        | 1,5%  | <b>14.494</b>        | -0,2%  | <b>14.527</b>        | 2,5%  | <b>14.177</b>        |
| <b>Maximum overall price (€)</b>    | <b>7.989.000</b>     | -4,2%  | <b>8.337.500</b>     | 2,7%   | <b>8.121.480</b>     | 4,8%   | <b>7.747.473</b>     | -2,8%  | <b>7.971.055</b>     | 10,6%  | <b>7.210.123</b>     | 1,3%  | <b>7.115.635</b>     | -5,9%  | <b>7.565.588</b>     | 2,9%  | <b>7.349.927</b>     |

(\*) Average prices trends are calculated ruling out "Zona Residuale"