



PRESS RELEASE

VIVENDA: THE GROUP'S INTERNATIONAL EXPANSION CONTINUES

VIVENDA ADV ES ESTABLISHED IN BARCELONA

Rome, 26 February 2025 – **Vivenda Group S.p.A. ("Company" or "Vivenda")**, active in Out-of-Home and Digital Out-of-Home Advertising ("**OOH**" and "**DOOH**") and leading the Group of the same name, which operates through a unique business model involving the implementation of restoration projects fully financed by proceeds from OOH advertising (so-called zero-cost sponsored restorations), announces the establishment of **Vivenda Adv Es**, based in **Barcelona**, marking another step in the Group's international expansion.

The new company, **70%** owned by **Vivenda**, **10%** by **Vivenda Lavori S.r.l.**, and the remaining **20%** by a third partner, will facilitate the introduction and development of **the zero-cost sponsored restoration** model in **Spain** a market where no entity currently offers such a business model. Vivenda Adv Es, leveraging the collaboration of a local professional with over 15 years of experience in the sector, will focus on urban redevelopment projects and the enhancement of advertising spaces through large-format billboards.

The newly established company, with a share capital of €3,000, will be managed directly by Filippo Cirrincione and the third partner, serving as Managing directors.

The operation aligns with the growth strategy outlined by the Group and stated during the IPO, which aims to export its know-how and internationalize its activities, further strengthening its position as a leading player in OOH advertising on a European scale.

Filippo Cirrincione, CEO of Vivenda, stated: "*The establishment of Vivenda Adv Es represents a strategic first step for our Group and an opportunity to export a business model that has already proven its effectiveness in Italy. We believe that Spain is a high-potential market for Out-of-Home Advertising, and we are confident that our innovative approach will be well received.*"

Luca Maurogiovanni, President of Vivenda, commented: "*Entering the Spanish market reaffirms our commitment to the growth and internationalization strategy announced during the IPO. The establishment of Vivenda Adv Es is just the first step in a broader European expansion plan, with the goal of positioning Vivenda among the leading players in the industry on an international level.*"

For the dissemination of regulated information, Vivenda utilizes the 1info dissemination system (www.1info.it), managed by Computershare S.p.A., based in Milan, via Lorenzo Mascheroni 19, and authorized by CONSOB.

This press release is available in the Investor Relations/Financial Press Releases section of the website www.vivenda.it and on www.1info.it.

About Vivenda Group S.p.A.

Vivenda Group S.p.A., established in Rome in 2006, is a leading advertising concessionaire in the Out-of-Home Advertising (OOH) and Digital Out-of-Home Advertising (DOOH) sectors, specializing in the installation of large-scale advertising in extraordinary, exclusive, and highly visible public spaces. The Group operates through four main service lines: OOH Advertising, for integrated management of permits, production, and sale of advertising spaces; Architecture, through the subsidiary Vivenda Lavori S.r.l., specializing in the restoration, redevelopment, and consolidation of buildings and monuments; Legal & Financial Advertising, which includes legal and financial advertising with official concessions from the Istituto Poligrafico e Zecca dello Stato; and Real Estate, focused on high-level urban redevelopment and restoration projects for private buildings. Thanks to this approach, Vivenda has developed a core business around sponsored restorations "at zero cost," funding the recovery of valuable works and buildings through advertising revenues. In 2023, Vivenda GCC FZE was established in Dubai, wholly owned by the parent company, to export this business model to the United Arab Emirates, expanding the Group's international growth opportunities.

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