



Press Release

Technical Sponsorship Granted for the Restoration of Nine Port Authority Offices Across Italy

Rome, March 19, 2025 – Vivenda Group S.p.A. (“Company” or “Vivenda”), a leader in Out Of Home and Digital Out of Home Advertising (“OOH” and “DOOH”), and the parent company of a group operating under a unique business model that funds restoration projects entirely through OOH advertising revenue (so-called zero-cost sponsored restorations), announces the signing of a contract for a technical sponsorship project with the Ministry of Infrastructure and Transport – General Command of the Port Authority Corps (the “Project”). The agreement involves the conservation restoration of nine prestigious public buildings with historical and architectural significance, ensuring heritage preservation and urban enhancement.

Specifically, Vivenda will fully finance the restoration of these public buildings, generating revenue through the sale of advertising spaces on the scaffolding for the duration of the work. The project will be managed by Vivenda Lavori S.r.l., a subsidiary specializing in the restoration and renovation of historic buildings. The initiative will cover the restoration of nine Port Authority offices located along Italy’s Adriatic, Tyrrhenian, and island coasts, involving multiple Italian regions. Following the company’s sponsored restoration business model, the project will be entirely funded by Vivenda, with no cost to the public administration. The project is expected to last approximately 24 months, including the setup and removal of scaffolding.

Vivenda will also contribute to the project by applying Airlite®, an innovative photocatalytic paint capable of reducing air pollution and improving air quality. This technology will be used on both the restored surfaces, helping protect the buildings and support environmental rehabilitation and on advertising and architectural reproduction banners placed on the scaffolding, which will actively purify the air.

Filippo Cirrincione, CEO of Vivenda, stated:

“With this project, we confirm our commitment to urban regeneration through an innovative model that combines restoration and advertising enhancement, without burdening public funds. By integrating sustainable technologies, we transform OOH advertising into a driving force for building rehabilitation, reinforcing our leadership in the sector.”

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

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

About Vivenda Group S.p.A.

Founded in Rome in 2006, Vivenda Group S.p.A. is a leading OOH and DOOH advertising company specializing in large-scale advertising installations in prestigious, exclusive, and high-visibility public locations.

The Group operates through four main service lines, covering different aspects of its business. Its OOH Advertising division manages permits, production, and sales of advertising spaces, ensuring a seamless integration of outdoor media into urban landscapes.

The Architecture segment, operated by Vivenda Lavori S.r.l., focuses on the restoration, renovation, and consolidation of historic buildings and monuments, preserving cultural heritage while enhancing urban aesthetics. In the Legal & Financial Advertising sector, Vivenda provides legal and financial advertising services with official concessions from the Istituto Poligrafico e Zecca dello Stato.

Additionally, its Real Estate division is dedicated to urban redevelopment projects and high-end building restorations, aligning with the company's commitment to sustainable growth. Through this approach, Vivenda has made "zero-cost sponsored restorations" its core business, financing the restoration of prestigious buildings through advertising revenue. Expanding its vision internationally, the company has successfully exported this model by establishing Vivenda GCC FZE in Dubai in 2023 and Vivenda Adv Es in Barcelona in 2025, further solidifying its presence in global markets and creating new growth opportunities in OOH advertising and sustainable building restoration.

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