



PRESS RELEASE

ADDENDUM TO THE PRESS RELEASE REGARDING THE TECHNICAL SPONSORSHIP CONCESSION FOR NINE PORT AUTHORITY HEADQUARTERS ACROSS ITALY

Rome, March 21, 2025 – With reference to the press release published on March 19, 2025, regarding the signing of a technical sponsorship contract with the Ministry of Infrastructure and Transport – General Command of the Port Authority Corps, Vivenda Group S.p.A. (“Company” or “Vivenda”), a leading player 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 revenues (so-called zero-cost sponsored restorations), announces that the total value of the conservative restoration work for the nine Port Authority headquarters, including the costs for advertising installations on the scaffolding of the buildings, amounts to approximately €4.3 million. This sum will be fully financed by the Company through revenues generated from the sale of advertising spaces, in line with its business model.

For the dissemination of regulated information, Vivenda utilizes 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 concessionaire in the Out of Home (OOH) and Digital Out of Home (DOOH) advertising sector, specializing in large-scale advertising installations in extraordinary, exclusive, and high-visibility public locations. The Group operates through four main service lines: OOH Advertising, managing permits, production, and sales of advertising spaces; Architecture, through its subsidiary Vivenda Lavori S.r.l., specializing in the restoration, redevelopment, and structural reinforcement of buildings and monuments; Legal & Financial Advertising, providing legal and financial advertising services under official concessions from the Istituto Poligrafico e Zecca dello Stato; and Real Estate, focused on high-end urban regeneration projects and the restoration of prestigious private buildings. With this approach, Vivenda has made "zero-cost sponsored restorations" its core business, financing the recovery of significant buildings and works of art through advertising revenues. This innovative model has been successfully exported internationally, with the establishment of Vivenda GCC FZE in Dubai in 2023 and Vivenda Adv Es in Barcelona in 2025, strengthening the Group's presence in global markets and expanding opportunities in OOH advertising and sustainable building restoration.

Investor Relations

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