



Press Release

VIVENDA ACQUIRES 40% STAKE IN SELFIRSTREET S.R.L.

Rome, April 30, 2025 – Vivenda Group S.p.A. (“Company” or “Vivenda”), active in the Out Of Home and Digital Out Of Home Advertising (“OOH” and “DOOH”) sectors and head of the namesake Group operating through a unique business model based on restoration projects entirely funded by OOH revenues (so-called “zero-cost sponsored restorations”), announces it has acquired a 40% stake in the share capital of Selfiestreet S.r.l. (“Selfiestreet”), a start-up operating in the development of innovative technological and IT services for the distribution of videos and images across all types of digital platforms.

The transaction, in line with the IPO communications, strengthens Vivenda’s growth strategy focused on diversifying sales channels and innovating the use of advertising displays, expanding access to OOH space beyond companies to the general public.

Through this acquisition, Vivenda consolidates its collaboration with Selfiestreet—previously initiated on a purely commercial basis with tests on large screens in Rome and Milan—by expanding its operations in the OOH sector, integrating experiential and digital components, shifting from a traditional advertising operator to a social interaction platform, and reinforcing its position as an innovative and cross-cutting player in the media landscape.

Luca Maurogiovanni, President of Vivenda, stated:

"With our entry into Selfiestreet, we strengthen our commitment to innovation by investing in a start-up that can redefine the very concept of urban advertising space, transforming it into a tool for personal expression accessible to everyone."

Michele Cascavilla, Sole Administrator of Selfiestreet, commented:

"Vivenda’s entry represents a strategic opportunity to accelerate our growth. Thanks to its experience in the OOH sector and access to iconic advertising spaces, we will be able to offer our users unprecedented visibility and establish our position as a unique urban social platform."

Business Overview of Selfiestreet

Founded in 2024 in Milan by Michele Cascavilla, current shareholder and Sole Administrator, Selfiestreet is an innovative start-up in the urban digital communication sector.

Through its commercial offering, Selfiestreet transforms urban advertising space into a tool for personal expression, opening the OOH market to consumer audiences for the first time. Its goal is to create a new participatory media channel that combines physical presence with digital sharing.

The company’s business model is based on creating immersive and interactive experiences designed to allow anyone to showcase themselves and gain visibility, turning every piece of content into a potential viral hit. The initiative aims to “bring people out of their phones,” encouraging authentic moments in public spaces that can be shared online. Revenue is

generated through paid entries, professional photo/video services, brand collaborations, events, and merchandising.

It should be noted that as of December 31, 2024, Selfiestreet had not prepared or filed any financial statements, as it is a newly established company.

Objectives of the Acquisition, Potential Synergies, and Impact on the Company

Vivenda's minority acquisition in Selfiestreet aligns with the Company's growth and diversification strategy, with the goal of strengthening its position in the OOH Advertising sector, specifically through:

- Expansion of sales channels: With its stake in Selfiestreet, Vivenda can introduce a new monetization channel for its LED screens, complementing traditional B2B sales with a dynamic, continuous flow of requests generated directly by app users. As of today, one installation is active in Rome and two in Milan, with rotation planned based on the duration of each permit cycle. At the end of each cycle, the installations will be replaced with new ones, ensuring operational continuity and maximum asset utilization.
- Diversification of the customer portfolio: Through collaboration with Selfiestreet, Vivenda enters a new **consumer**-facing commercial dimension. This shift to B2C represents a disruption in the OOH market and introduces an inclusive communication model capable of generating new revenue streams and reinforcing Vivenda's positioning as an innovative, flexible player attentive to evolving social and digital behaviors.

Terms and Conditions of the Transaction

- Vivenda has signed an agreement to acquire 40% of Selfiestreet's share capital from selling shareholders Michele Cascavilla and Peruzzo Multimedia Company S.r.l. The total purchase price, amounting to €4,000, was paid using internal funds.
- The transaction includes, in addition to the corporate shares, any credit rights held by the shareholders, trademarks, SIAE registrations, equipment, and company furnishings.
- Based on current conditions, the transaction is not considered significant under Article 12 of the Euronext Growth Milan Issuers Regulation.

For the dissemination of regulated information, Vivenda uses the 1info system (www.1info.it), managed by **Computershare S.p.A.**, located 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 large-format advertising installations in extraordinary, exclusive locations with maximum public visibility. The Group operates through four main service lines: OOH Advertising, for the integrated management of authorizations, production, and sale of advertising spaces; Architecture, through its subsidiary Vivenda Lavori S.r.l., specialized 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 “zero-cost sponsored restorations” as its core business—a model that funds the restoration of valuable artworks and buildings through advertising revenues. Vivenda has also exported its zero-cost sponsored restoration model abroad, with the establishment of Vivenda GCC FZE in Dubai in 2023 and Vivenda Adv Es in Barcelona in 2025, consolidating its presence in international markets and expanding the Group’s growth opportunities in the OOH and sustainable building redevelopment sectors.

Investor Relations

Vivenda Group S.p.A.
Filippo Cirrincione
Investor Relations Manager
Email: investor.relator@vivenda.it
Tel: +39 06 4544 1005

Euronext Growth Advisor

Integrae SIM S.p.A.
Piazza Castello, 24
20121 – Milano
e-mail: info@integraesim.it
Tel. +39 02 8050 6160

Media Relations

Integrae SIM S.p.A.
Piazza Castello, 24
20121 – Milano
e-mail: dmm@integraesim.it
Tel. +39 02 8050 6160