Press Release

VIVENDA GROUP: ISSUANCE BY BANCA FINNAT EURAMERICA S.P.A. OF THE STATEMENTS FOR TAKING OVER AS EURONEXT GROWTH ADVISOR

Rome, 5 December 2025 – Vivenda Group S.p.A. ("Vivenda" or the "Company"), active in Out Of Home and Digital Out Of Home Advertising ("OOH" and "DOOH") and heading the Group of the same name, operating through a unique business model based on restoration projects fully financed by OOH revenues (the so-called *zero-cost sponsored restorations*), announces—following the press release dated 27 November 2025—that today Banca Finnat Euramerica S.p.A. has issued to Borsa Italiana S.p.A. the declarations required under Sheet 2, Section C of the Euronext Growth Advisor Regulation.

Pursuant to Article 17 of the Euronext Growth Milan Issuers' Regulation, Banca Finnat Euramerica S.p.A. will take over from Integrae SIM S.p.A., which will serve as Euronext Growth Advisor until today.

The appointment of Banca Finnat Euramerica S.p.A. as Euronext Growth Advisor will commence on 6 December 2025.

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

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About Vivenda Group S.p.A.

Vivenda Group S.p.A., founded in Rome in 2006, is a leading advertising agency in Out of Home (OOH) and Digital Out of Home (DOOH) advertising, specializing in large-scale advertising installations in extraordinary, exclusive locations with high public visibility. The Group operates through four main service lines: OOH Advertising, for the integrated management of permits, production, and sales of advertising space; Architecture, through its 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 Italian State Printing Office and Mint; and Real Estate, focused on urban redevelopment and high-end restoration projects for private buildings. Thanks to this approach, Vivenda has developed zero-cost sponsored restorations as its core business, a model that finances the recovery of valuable works 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.

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