

PRESS RELEASE

IGD SIIQ SPA: CELEBRATION OF THE RESTYLED LE FONTI DEL CORALLO SHOPPING CENTER IN LIVORNO HELD OVER THE WEEKEND

Bologna, 19 November 2019. Over the past weekend IGD - Immobiliare Grande Distribuzione SIIQ S.p.A. celebrated the restyling of the mall in the Le Fonti del Corallo Shopping Center in Livorno. Footfalls recorded during the two days of festivities were 14.6% higher than in the same period of 2018, testimony to the success of center's relaunch.

The goal of the restyling was to render the shopping center – a historic mall managed by IGD and opened in 2003 with a total GLA of around 22,000 square meters – more appealing, welcoming and comfortable for visitors by infusing it with a new vitality.

The first step in the work begun in 2018 was to decrease the size of the hypermarket from 15,300 square meters to 9,300 (resulting in a new Coop format "Mercato di Livorno") and create, consequently, 5 new retail spaces in the mall. At the same time, restyling of the mall's exterior and interior, including the parking area, continued for a total investment of around €3.7 million.

The architectural restyling project, conceived by L22 Retail which is a brand of Gruppo Lombardini22 whose mission is to generate and maintain value for retail spaces, was inspired by the floral decoration of the Terme del Corallo which is rendered part of a geometric design in a modern reinterpretation of the Liberty style. The stylized orchid becomes the common thread that you find in the exterior windows, the inside walls, from the flooring to the ceilings, along with the shopping center logo. Sustainable choices were made for the entire project, from LED lighting to the use of natural materials like wood (specifically in the food court and the furnishings) and the installation of sound absorbing panels used to control the acoustics inside the shopping center.

All of this is expressed in the new logo that was inspired, as was the name of the shopping center, by the nearby "Terme del Corallo" in Livorno, famous for the magnificent architecture of the baths and the healthy properties of the thermal water.

At the same time, work was done on the retail offering to make it more varied and appealing, with a compelling merchandising mix thanks also to the new retail spaces that took shape on the ground floor. In the last year 12 brands have been added or have found a new location inside the mall:

- Euronics (opened on 16 November);
- Camomilla, Conbipel, Design Boutique, Nucleo, Nuna Lie, Timberland (clothing);
- La Piadineria and Le Maree (restaurants)
- Nau (personal health care)
- Baby Star and Chiosco (services)

The events organized and held over last weekend to celebrate the new center with the public, were kicked off on Saturday, 16 November with the inauguration of the 1,100 square meter Euronics store with music, circus performers and a lot of surprises.

The next day, Sunday the 17th, Cristina D'Avena gave a live performance which took fans on an emotional walk down memory lane with classic TV theme songs. At the end of the show, the birthday cake was cut with free drinks for all, along with photos and autographs.

Next weekend (22 through 24 November) will feature the sweepstakes *Vieni e Vinci* during which 300 euros in prizes will be offered every hour during each of the three days from 11:00 a.m. to 10 p.m..

"The festivities held to celebrate a shopping center that is so important to the city of Livorno was the source of great satisfaction for our Group—Daniele Cabuli, IGD's Chief Operating Officer stated – and marks another step consistent with the guidelines in our Business Plan focused on the requalification and modernization of our portfolio".



IGD - Immobiliare Grande Distribuzione SIIQ S.p.A.

Immobiliare Grande Distribuzione SIIQ S.p.A. is one of the main players in Italy's retail real estate market: it develops and manages shopping centers throughout the country and has a significant presence in Romanian retail distribution. Listed on the Star Segment of the Italian Stock Exchange, IGD was the first SIIQ (Società di Investimento Immobiliare Quotata or real estate investment trust) in Italy. IGD has a real estate portfolio valued at circa €2,388.3 million at 30 June 2019, comprised of, in Italy, 25 hypermarkets and supermarkets, 27 shopping malls and retail parks, 1 plot of land for development, 1 property held for trading and an additional 5 real estate properties. Following the acquisition of the company Winmark Magazine SA in 2008 14 shopping centers and an office building, found in 13 different Romanian cities, were added to the portfolio. An extensive domestic presence, a solid financial structure, the ability to plan, monitor and manage all phases of a center's life cycle, leadership in the retail real estate sector: these qualities summarize IGD's strong points. www.gruppoigd.it

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