

## PRESS RELEASE

### IGD AREA PLUS

Bologna, 23 November 2021 - In line with the Digital Marketing Plan, yesterday IGD launched Area Plus in 26 Shopping Centers in a video interpreted by Cristiano Malgioglio, Adriana Volpe and Gianluca Fubelli. The creation of the reserved area will allow visitors to access an area reserved for them inside websites where they can find products, content, services, special offers and gaming activities.

The launch, which will take place between 22 November/8 December will feature a sweepstake "Area Plus: explore, play, and win": by registering, customers can access the Area Plus and play, with the possibility of winning shopping vouchers and other prizes.

After this first phase, the Shopping Centers will organize new activities inside Area Plus, in order to further strengthen the dialogue with their shoppers: this will allow the Shopping Center to provide increasingly more personalized shopping and leisure time solutions.

This innovation is part of the digital path undertaken by IGD which, in the last year, has led to the definition of tools and strategies to increase shopper loyalty and satisfaction even more thanks to the possibilities that digital tools provide. Toward this end, in the first half of 2021, the Company developed a structured method to maintain contact with visitors in 26 Shopping Centers and developed lead generation initiatives. The opening of Area Plus completes the path undertaken, bringing the Shopping Center and those who visit it even closer together.

dal 22 NOVEMBRE 2021

# AREA **Plus<sup>+</sup>**

ESPLORA, GIOCA e VINCI!



## **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 €2,267.88 million at 30 June 2021, 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 6 other 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](http://www.gruppoigd.it)

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*The press release is available on the website [www.gruppoigd.it](http://www.gruppoigd.it), in the Investor Relations section, and on the website [www.imagebuilding.it](http://www.imagebuilding.it), in the Press Room section.*