

PRESS RELEASE

IGD ENTRUSTS THE MARKETING OF ITS 31 SHOPPING CENTERS TO THE MOST IMPORTANT ITALIAN AGENCIES, WITH A VIEW TO OMNICHANNELISM: EACH AGENCY WILL ADDRESS BOTH THE ONLINE AND OFFLINE ASPECTS OF THE INDIVIDUAL CENTERS

Bologna, 11 April 2022

IGD SIIQ, consistent with the objectives in the 2022-2024 Business Plan "Mission Possible", has selected the marketing agencies that will provide strategic and creative consulting for the Group's Italian shopping centers for the next twelve months.

In order to adapt and diversify its offering based on the single catchment areas and ensure that its structures are increasingly more a part of the region in which they operate, for the first time this year IGD is adopting an omnichannel approach, selecting an agency for each shopping center which will look at both online and offline aspects when managing content and digital tools with a view to their gradual integration.

In February IGD launched the tender for the agencies on a total of 31 shopping centers, both freehold and leasehold properties.

The tender involved the most important marketing agencies in the shopping center sector. Their work was analyzed carefully by Gruppo IGD's management.

*"We asked the agencies to develop specific strategic and operational solutions for each shopping center. We are convinced that each structure has its own story, positioning and potential", **Roberto Zoia, Gruppo IGD's Director of Asset Management, Development and Network Management** stated. "For this reason we appreciated the quality of the proposals we received which provided us with ideas and specific proposals based on a solid analysis of the context in question. The path we are undertaking now is important for our shopping centers; embarking on it with partners we know are trustworthy and proactive gives us hope for the activities that will see us as protagonists in the future".*

*"We are satisfied with the selection process that we completed", **Laura Poggi, Gruppo IGD's Director of Commercial Department, Marketing and CSR** affirmed. "It allowed us to open ourselves up to the outside and gather stimulating feedback that is very important to our work, especially in this post-pandemic relaunch phase. In the last year we have equipped ourselves with a Digital Plan full of new instruments that will increase the loyalty of our shoppers, with a view to even greater personalization. The challenge that we now face, together with the agencies we*

selected, is to use the instruments we have as effectively as possible and to make our malls even more attractive”.

The names of the agencies selected by IGD are listed below:

- Centroluna, Sarzana(SP): Jets
- Mondovicino, Mondovì(CN): Spada Media Group
- CentroSarca, Milan: Canali & Partners
- GranRondò, Crema(CR): NetworkPropaganda
- La Favorita, Mantua: Jets
- Millenium, Rovereto(TN): Itinerys
- Clodì, Chioggia(VE): Jets
- CentroPiave, San Donà di Piave(VE): Jets
- Conè, Conegliano(TV): NetworkPropaganda
- CentroBorgo, Bologna: Spada Media Group
- CentroLame, Bologna: Ideasfera
- CentroNova, Bologna: NetworkPropaganda
- Centro Leonardo, Imola(BO): Altavia.Disko
- Le Maioliche, Faenza(Ra): Jets
- Esp, Ravenna: Different
- LungoSavio, Cesena(FC): Ideasfera
- Puntadiferro, Forlì: NetworkPropaganda
- Malatesta, Rimini: Audio Tre
- Perlaverde, Riccione(FC): Audio Tre
- PortoGrande, San Benedetto del Tronto(AP): Jets
- Città delle Stelle, Ascoli Piceno: Alla Vigna Group
- Centro d’Abruzzo, San Giovanni Teatino(CH): Different
- Fonti del Corallo, Livorno: Stile libero
- Maremà, Grosseto: Different
- Casilino, Rome: Canali & Partners
- Tiburtino Shopping Center, Guidonia(RM): Proxima
- Le Porte di Napoli, Afragola(Na): Privilege Marketing
- Le Bolle, Eboli(SA): Publievent
- Katanè, Catania: Jets
- La Torre, Palermo: Canali & Partners
- Poseidon, Carini(PA): Stile libero

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 €2,140.5 million at 31 December 2021, comprised of, in Italy, 19 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.

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