

## PRESS RELEASE

### IGD INAUGURATES THE RESTYLED PORTOGRANDE SHOPPING CENTER

*An important property in a key region: more than 20 thousand square meters where, in addition to Ipercoop, there is a well-balanced mix of domestic and global brands, as well as examples of local excellence.*

San Benedetto del Tronto, 23 November 2023 – Today the mayor of San Benedetto del Tronto, **Antonio Spazzafumo**, **Claudio Albertini**, IGD's Chief Executive Officer, **Roberto Zoia**, Director of Asset Management, Development and Network Management at IGD and **Laura Poggi**, IGD's Director of Commercial Department, Marketing and CSR inaugurated the restyling of the **Portogrande** Shopping Center in San Benedetto del Tronto.

The Shopping Center, opened in 2001, underwent a structural requalification which began in 2017 and included enhanced earthquake proofing.

The reduction of the space occupied by Ipercoop, begun in 2019, made it possible to add three medium-sized stores between 2021 and 2022, which helped to increase the range of products offered. A new piazza was also added to the mall, again between 2021 and 2022, and a new floor was laid. In 2023, lastly, the restyling of the mall and the facades was completed.

The restyling also provided an opportunity to work on enhancing energy efficiency which resulted in the complete relamping of the center using LED technology and the installation of new air treatment systems.

The total investment for the entire six-year period during which the work was done, both structural, as well as on the commercial remodeling and architectural restyling, came to around **€6 million**.

The architectural project was conceived and managed by Studio **LOMBARDINI22**.

The concept that inspired the restyling involved mainly two, intertwined elements: on the one hand, the commitment to sustainability (represented by the color green), on the other hand, attention to the local area with a focus on palm trees which are typical of San Benedetto del Tronto.

Similarly, a new logo was designed in which the defining element is the palm tree. The external "Portogrande" insignia was, consequently, redesigned using graphics consistent with the new image.

Reducing the space used by the hypermarket made it possible to introduce new tenants in the medium-sized stores created, which completed the range of products offered at the mall.

More in detail the following brands were added:

- **Calliope**, clothing and fashion
- **Portobello**, home goods
- **Unieuro**, consumer electronics

In order to celebrate the event with the shopping center's clientele, a 4-day program of entertainment was organized from 23 to 26 November.

**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 €2,005.1 million at 30 June 2023, 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.

[www.gruppoigd.it](http://www.gruppoigd.it)

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