

PRESS RELEASE

IGD INCREASES DIGITALIZATION IN ITS SHOPPING CENTERS AND CHOOSES EMPLATE TO DEVELOP THE NEW LOYALTY APPS

Bologna, 15 May 2024 – IGD - Immobiliare Grande Distribuzione SIIQ S.p.A. (“IGD” or the “Company”), leader in the Italian retail real estate sector, in the context of the digital plan defined in 2020 (which also resulted in the implementation of a Customer Relationship Management system), chooses the solution developed by Emplate to increase digitalization and the loyalty of users in part of its shopping centers.

The solution selected will allow IGD, on the one hand, to group mobile incentives and user specific personalized offers in a single mobile app and, on the other, continue with the work undertaken focused on mall-tenant collaborations, providing the latter with ways to channel store initiatives through marketing tools.

Emplate, a Danish company active in 15 countries, was selected as partner after a tender in which 6 other specialized companies participated. The tender was launched in order to find the best way to improve the customer’s experience of the digital ecosystem in IGD’s shopping malls.

The initial implementation phase, which will be launched over the summer, will involve seven key assets: ESP in Ravenna, Tiburtino in Rome, Porta a Mare in Livorno, Punta di Ferro in Forlì, Leonardo in Imola (Bo), Katanè in Catania and Maremà in Grosseto.

Laura Poggi, IGD’s Director of Commercial Department, Marketing and CSR, emphasized: *“The new platform will allow us to continue with the work we have been investing in for several years which aims to provide shoppers with more ways to visit our centers through digital technologies. A strength of the project, which we will focus on even more going forward, is the partnership with the tenants, enhanced by the opportunities that this tool makes available to us.”*



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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 €1.7 billion (proforma as at 31 December 2023, after the disposal of a real estate portfolio finalized on 23 April 2024) comprised of, in Italy, 8 hypermarkets and supermarkets, 25 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

Emplate

Emplate is a pioneering digital partner specialized in retail loyalty and engagement solutions. With a global presence in 15 countries, Emplate makes it possible for retailers to increase customer loyalty, increase traffic and access useful information through its innovative platform and customized services.

The press release is available on the website www.gruppoigd.it, in the Investor Relations section, and on the website www.imagebuilding.it, in the Press Room section.