

PRESS RELEASE

PRAEMIA REIM ITALY SGR COMPLETES THE ACQUISITION OF A TROPHY ASSET IN THE HEART OF THE FASHION DISTRICT OF MILAN ON BEHALF OF A SEPARATE ACCOUNT THAT IT DIRECTLY MANAGES

Milan, September 26th, 2024 – Praemia REIM Italy SGR S.p.A. has completed the acquisition from Artisa Group of a prestigious real estate asset located in Via Bagutta n. 20 in Milan, Italy. The company acted on behalf of an investment vehicle, funded by third party investors; the vehicle is managed by Praemia REIM Italy SGR acting as a structuring advisor and asset & development manager.

The property is currently vacant and is in a strategic position in the heart of the fashion district of Milan (Quadrilatero della Moda), a few steps from the renowned Via Monte Napoleone, one of the most important high fashion districts in the world, and comprises 7 floors above ground and 2 in the basement, for a total surface area of 3,600 square meters. The building has a front in Via Bagutta and a large internal courtyard with view on the Seminario Arcivescovile of Milan.

The property will be subject to a comprehensive and innovative refurbishment into a mixed-use office and high-end retail building. Studio Asti Architetti acts as design and construction advisor for the project; the renovation aims at achieving the highest standards in terms of efficient use of the space, as well as architectural features, and the achievement of the LEED certification. The development project currently in progress foresees that the ground, -1 and 1st floors will be dedicated to commercial spaces, while from the 2nd to the 6th floors will be to office spaces, and the second basement floor dedicated to the technical area.

The investment initiative is supported by the attractiveness of the micro location as Via Bagutta is fast becoming one of the most iconic streets for luxury in Milan given its immediate proximity to Via Monte Napoleone.

Considering this, the property represents a unique opportunity for luxury retail brands interested in quality spaces to establish their flagship in Milan. The Ultra High Net Worth Team of the Wealth & Large Corporate Department of UniCredit joined the transaction through an ad hoc financing to support the acquisition.

Artisa Group was supported by the Capital Markets Team of Colliers Italia and of the Studio Gatti Pavesi Bianchi Ludovici for the legal profiles, while Praemia REIM Italy SGR and its investors have been assisted by Prelios Integra S.p.A. for the technical due diligence and by the Malcovati Orombelli Magistretti Law Firm for the legal aspects of the transaction. UniCredit was supported by Legance.

Luca Turco, CEO of Praemia REIM Italy SGR commented: *"We are happy to have completed this deal which consolidates our role as a partner of institutional and private investors and allows us to include in our portfolio a new trophy asset of particular relevance for the centrality of the property and its future value enhancement"*.

About Praemia REIM

Praemia REIM brings together 550 employees in France, Germany, Luxembourg, Italy, Spain, Singapore, and the United Kingdom. The company leverages its commitment and engagement values, as well as its European-scale expertise, to design and manage real estate funds for its national and international clients, whether individual or institutional. As of December 31, 2023, Praemia REIM manages assets worth €38 billion. Its conviction allocation is divided into: 48% healthcare/education real estate, 33% office space, 8% residential, 5% retail, 5%



hospitality, and 1% logistics. Its pan-European platform manages 61 funds and serves over 96,000 retail and institutional investor clients. Its real estate portfolio comprises more than 1,600 properties spread across major asset categories in 10 European countries.

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