



Vivenda Group lists on Euronext Growth Milan

- **20th listing of 2024 on Euronext Growth Milan**
- **43th listing on Euronext in 2024**
- **The company raised €1 million**



Milan – 2 December 2024 – Borsa Italiana, part of the Euronext Group, today congratulates Vivenda Group on its listing on Euronext Growth Milan.

Vivenda Group is a leading advertising agency in the field of Out of Home Advertising, in particular in the installation of large-scale advertising in exclusive locations with maximum public visibility. Thanks to the integration with its subsidiary Vivenda Lavori, the Group developed the business of sponsored restorations of historical works and monuments.

Vivenda Group's listing represents the 20th listing this year on Euronext Growth Milan, Borsa Italiana's market for small and medium-sized companies, and it is Euronext's 43th listing of this year.

In the placement phase, Vivenda Group raised €1 million, including the potential exercise of the over-allotment option. Excluding the potential exercise of the over-allotment option, the total amount raised will be €0.9 million.

Luca Giuseppe Maurogiovanni, Founder and President of Vivenda Group, said: *"Today is an important day for Vivenda Group. We are proud and we would like to thank the key people of our success: our employees, collaborators and the entire team that has contributed this result. From today, thanks to the trust of our investors, a new and exciting phase of growth opens, which will allow us to consolidate and accelerate our development in Italy and abroad"*.

Filippo Cirrincione, Founder and CEO of Vivenda Group, said: *"We are very pleased to list Vivenda on Euronext Growth Milan, thanks to the excellent work done by the management team and the entire staff of the Group. This was the best choice for Vivenda and will allow us to further accelerate our development program, maximizing value creation in the medium to long term"*.



Caption: Luca Giuseppe Maurogiovanni, Founder and President of Vivenda Group, Filippo Cirrincione, Founder and CEO of Vivenda Group and Michela Cirrincione, Shareholder of Vivenda Group, rang the bell during the market opening ceremony this morning to celebrate the company's listing.

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About Vivenda Group S.p.A

Vivenda Group S.p.A., founded in Rome in 2006, is a leading advertising agency in the field of Out of Home Advertising and Digital Out Of Home Advertising, in particular in the installation of large-scale advertising in extraordinary, exclusive locations with maximum public visibility. Thanks to the integration of the activities carried out by its wholly owned subsidiary Vivenda Lavori S.r.l., specialized and certified in the restoration, redevelopment and consolidation of the real estate and architectural heritage, the Vivenda Group has developed as its core and business-model that of 'zero cost' sponsored restorations of historical works and monuments and of prestigious public and private buildings scattered throughout Italy. With the aim of exporting this business model to the UAE, Vivenda GCC FZE, a wholly owned subsidiary of the parent company, was established in Dubai at the end of 2023.

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