

THE EMMA VILLAS GROUP STRENGTHEN THEIR MANAGEMENT TEAM

INSERTIONS IN SALES AND COMMERCIAL MANAGEMENT AND IN OPERATIONAL AND CONTROL STRUCTURES DEDICATED TO MANAGEMENT OF A STEADILY GROWING PORTFOLIO AND CLIENTELE

A few months after their listing on Euronext Growth Milan, the Siena-based company are strengthening their management through various departments, reinforcing the Sales area, the portfolio operations management, the administration and finance management and the HR management.

Chiusi (SI), January 23, 2024 – Emma Villas S.p.A., a leading company in Italy in the vacation rental sector (short-term rentals of luxury villas and estates), listed on the Euronext Growth Milan segment of the Italian Stock Exchange, are implementing a policy of great strengthening of their senior management through operational and control functions in each area.

The ever more vertical qualification in the roles and skills of Emma Villas, with the listing on the Stock Exchange, has been further accelerated. In order to support CEO Giammarco Bisogno and Group General Manager Giovanni Tordi, highly experienced profiles have been introduced and confirmed in all the main business areas, from Sales to Administration, Planning & Control, from the management of portfolios, both in Italy and abroad, to Communications and Marketing. The management team is completed by: *Monia Lupi*, CFO & Investor Relations; *Gabriele Leprini*, Portfolio Operations Management Italy, *Fabrizio Cinfrignini*, Senior Project Manager Abroad & Portfolio Evaluation; *Irma Biseo*, Group Communications & New Project Development; *Luca Bertolini*, Area Manager Marketing and Product Communications.

Furthermore, starting from January, the addition of Roberto Condito, Head of Group Sales Operations and who joins the front line of Emma Villas management, was made official. Condito will be responsible for the consolidation and development of sales channels, through growth strategies for the Group's internal booking and partnerships with foreign operators. An increasingly managerialised structure to meet the constant growth of the offer: a unique portfolio of destinations in Italy which, in the last few months, has also been expanded by international destinations thanks to the Chiara Travels brand.

To date, in fact, Emma Villas manages 600 exclusive properties in 15 Italian regions and, in 2023, closed the season with over 7,600 weeks booked and a number of over 55,000 international guests*. Important numbers and destined to grow as the upcoming summer season approaches. For this reason, in addition to the apical roles, the strengthening of the structure of Emma Villas also concerns figures inserted in the operational units. In particular, the *Property management, Quality and Concierge Service* activities have seen an increase in staff by 4 figures compared to 2023, both centrally (with the arrival of a **senior resource dedicated to the planning and control function**) and territorially, to meet the challenge of an increasing number of properties under direct management by Emma Villas for property management (+25% compared to 161 in 2023, for a total of 202 villas**).

Giammarco Bisogno, Founder, President and CEO of Emma Villas, says: *“Every stage in the journey of an entrepreneur has a specific meaning. The strengthening of the organisational structure marks the concrete transition from a first phase of our project to that of further organic growth, which the listing has certainly accelerated. We have*

invested in building an organization that can meet the challenges of the market, with a management team of highly experienced professionals, capable of making a difference in every department: commercial purchasing, sales, communications and marketing, property management and quality. The new figures, Roberto Condito first and foremost, whom I thank for accepting our great challenge, are asked to have a great focus on results, in an increasingly competitive scenario, and confidence in the growth of this Group. Emma Villas thus appear ready to consolidate their position on the market and to pursue with determination the goals set for their growth and expansion."

Roberto Condito, Head Group Sales Operations, with ten years of experience in the vacation rental sector, says: *"I am happy to join a leading Italian company in the sector with a team of highly experienced professionals. Emma Villas have already proven to have a winning model capable of competing on the global market; I accepted with great enthusiasm the challenge of this ambitious project of further development that has been presented to me."*

Emma Villas

Emma Villas: Emma Villas is an Italian Incoming Tour Operator. It operates in the sector of weekly tourist rentals of luxury villas and country houses with private pools. It currently manages, on an exclusive basis, more than 550 properties throughout Italy, welcoming more than 50,000 international guests every year. Property Management, Smart Hospitality, dedicated Concierge 7/7, Guest & Property Protection are among the elements that characterise the Emma Villas mod

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