

**EMMA VILLAS LAUNCHES "EV OWNERS CLUB"  
AN EXCLUSIVE LOYALTY PROGRAMME DEDICATED TO THE COMMUNITY OF THE 600  
OWNERS OF THE TUSCAN OPERATOR. QUALITY PRODUCTS FOR THE VILLAS, GREEN  
SERVICES, PROPERTY PROTECTION, AUTHENTIC EXPERIENCES IN ITALY AND ABROAD**

- *During the customary annual meetings dedicated to owners at the Chiusi headquarters in Tuscany, Emma Villas met with them at a national level and announced the launch of an exclusive loyalty programme aimed at strengthening the collaboration with them even further, supporting and facilitating access for the owners to quality services and products for the villas.*
- *For high-quality products related to guest hospitality, the first partnership is with Pozzi Milano 1876, a historic Milanese brand mainly active in the homeware and tableware market.*
- *As regards services, the selection of partner companies included in the EV Owners Club programme focuses on important brands and market leaders such as AVIS, the second largest car rental company in the world, EuropAssistance for insurance, and E.on, an international player in the energy sector for energy efficiency of the villas.*

Chiusi (SI), 14 May 2024 – **Emma Villas**, a leading Vacation Rental company (short-term rentals of prestigious villas and country houses) with over 600 properties in Italy and listed on the Euronext Growth Milan segment of the Italian Stock Exchange, puts the owners of the residences at the centre of its development model. The focus on owners has dictated the agenda of the annual "Your Property First 2024" meetings, which have been held in recent weeks with great participation at the Chiusi (SI) headquarters. A moment of confrontation that the management of Emma Villas organises annually to meet with the owners of the over 600 structures located throughout Italy to address issues related to hospitality, news and development strategies and updates to increase the quality of collaboration and to tailor the offer to the needs of each individual owner at the start of a new important season.

The launch of the "**EV Owners Club**" confirms the strategy of Emma Villas which represents a "single interlocutor" for the owner; in fact, through a central and local operative structure, it can intervene with a complete agreement on all aspects of interest: immediate rental revenues; annual or seasonal property management; renovations and improvements to the property (interiors, gardens, swimming pool); insurance coverage; bureaucratic fulfilments. The new loyalty programme "EV Owners Club", announced during the recently concluded annual meetings, was formed to increasingly strengthen the loyalty of the owners of villas and residences, whose collaborations last on average about 6 years. A central figure, that of the owner, on whom Emma Villas has decided to invest, in a historical moment in which the stay in prestigious villas is now a consolidated option for Italian and international tourists. For this, the objective of the management of Emma Villas, in synergy with the owners of the villas, is to offer services with which to make the experience of their clients even more exclusive and to construct an integrated offer with the stays.

The "**EV Owners Club**" loyalty programme will cover the area of services, **products and exclusive experiences**. Regarding services and products, the programme will include dedicated proposals on a wide range of services related to the care, furnishing and enrichment of the properties. There is also a section dedicated to **experiences**, an area in great development also in the Emma Villas offer dedicated to guests, of which the owners can be the first users: art, nature, wellness, food experiences are the main areas of the proposals dedicated to them.

Also included is the exclusive possibility for owners to stay as privileged guests in the Emma Villas portfolio of villas in Italy and in those of Chiara Travels, the Group's second brand, located abroad (Greece, Provence,

French Riviera, Balearic Islands, Austrian and French Alps, and

Portugal for a total of over three hundred structures)

At the annual meeting, **the agreement with Pozzi Milano 1876**, a historic brand mainly active in the world of tableware and homeware, was presented. This new collaboration will allow owners to have access to a proposal dedicated to Emma Villas, on all the products in the Pozzi Milano 1876 catalogue, characterised by quality, design and *timeless* elegance.

**Giammarco Bisogno, Founder President and CEO of Emma Villas, says:** *"The balance between the owners' needs and the client's experience of excellence is the key to our success. For this reason, at Emma Villas the constant study and research of how to enrich this union is fundamental. The launch of the EV Owners Club programme goes in the direction of ever-increasing loyalty in the relationship with the owners by making available our network of partnership with leading brands, capable of bringing them added value, beauty and quality. In this sense, I am very happy to have inaugurated the "products" section of the EV Owners Club with the collaboration with Pozzi Milano, a prestigious and historic brand, which confirms the commitment to the excellence and quality of our collaborations".*

**Rinaldo Denti, CEO of Pozzi Brand Diffusion, says:** *"We are extremely pleased with this new collaboration with the Emma Villas Group. The luxury villa rental sector integrates perfectly with our core business and our corporate values. Emma Villas, for almost 20 years now, has been attracting on a global level a select clientele who wish to spend a holiday in Italy in prestigious residences; for us, this collaboration represents a unique showcase that allows one to experience the comprehensive Pozzi Lifestyle."*

#### **About 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 model*

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