

EMMA VILLAS PARTICIPATED IN THE WEBSIM BY INTERMONTE ROADSHOW DEDICATED TO PRIVATE BANKERS, FINANCIAL ADVISORS AND PROFESSIONAL INVESTORS

The event took place today in Florence at the startup studio Nana Bianca and involved private bankers, financial advisors and professional investors, who had the opportunity to examine in depth the potential of some investment instruments

Chiusi, 28 May 2024 – **Emma Villas S.p.A.**, leading company in Italy in the **vacation rental sector (short-term rentals of prestigious villas and estates)** listed on Euronext Growth Milan, a multilateral trading system organised and managed by Borsa Italiana, participated today in the second stage of the Roadshow organised by Websim by Intermonte which took place today in Florence.

The event, aimed at private bankers, financial consultants, professional investors, represented a day of professional enrichment and discussion during which, through the interventions of the speakers, it was possible to examine in depth topics such as the correlation between the different asset classes and the diversification of portfolio.

On this occasion, Emma Villas S.p.A. was present through the involvement of the President and CEO Giammarco Bisogno who during his speech on "The luxury vacation rental on the stock exchange (EGM): the history and the entrepreneurial project" described the company's development path and the challenges of the sector as confirmed by the data of the Emma Villas Observatory, which records for the 2024 season a +6.4% in bookings of villas and country houses compared to last year on the same date for the 2023 season, holiday-home rentals have become a structural element of the international tourist-accommodation offer. In this scenario, Emma Villas have expanded their business to the experience market by opening stores in the tourist centres of Siena, Orbetello and Porto Cervo, where clients can purchase services, request information about local attractions and learn about the company's offer, and have expanded their offer abroad with the "Chiara Travels" portal, continuing to constantly improve in making hospitality a source of pride "Made in Italy".

*"The vacation rental sector is constantly evolving and we operators are called upon to remain dynamic and flexible in order to be ready to respond to new requirements of our clients, anticipating them where possible," explained **Giammarco Bisogno, President and CEO of Emma Villas.** "The listing on the stock exchange has allowed us to invest in building an organisation that is up to the challenges of the market with a management team of highly experienced professionals and to offer a high level of service that meets the expectations of guests and owners. What Emma Villas has developed, in fact, is a unique business model, in an integrated host-guest approach: for owners, the possibility of having an immediate and guaranteed income and qualified property management, redevelopment and the improvement of structures through the project Re Home and exclusive insurance protections; for guests, the flexibility of stays with the possibility of booking starting from 3 nights and check-in and check-out every day of the week, a team of villa specialists and a dedicated concierge 7 days a week to meet their individual needs and preferences.. Without neglecting sustainability, for which we offer green, sustainable and environmentally-friendly travel experiences. Our strategy is aimed at acquiring and increasing the number of villas, while maintaining the highest attention to their quality, to make our clients' experiences even more unique, to diversify our sales channels and to consolidate the newly-launched foreign channel through the Chiara Travels" portal" - concluded President Bisogno.*

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 600 properties throughout Italy, welcoming more than 55,000 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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