

Press release

MORNING CAPITAL PROVIDES SUPPORT TO FONDAZIONE FIERA MILANO IN THE CREATION OF A HOSPITAL IN PORTELLO

Milan, March 30, 2020 – **Morning Capital** – the strategic real estate full-service provider – has chosen to support **Fondazione Fiera Milano** in its funding-raising drive to create a hospital at Fieramilanocity, in the Portello district of Milan, in response to the current health crisis, with a donation of €20,000.

The company, which has always been attentive to events affecting the city and, in particular, the Portello district, has decided to aid one of the entities that is working on the frontlines against the spread of the virus. Morning Capital has also activated initiatives to raise awareness among its stakeholders, suppliers, employees and collaborators in support of the fundraising project launched by Fondazione Fiera Milano.

*“We have chosen to respond to this project that is fundamental for the city of Milan,” comments **Maurizio Monteverdi**, CEO of Morning Capital, “because we are convinced that a new structure could provide a major contribution in the fight against the spread of the Coronavirus. Being also physically close to the Fiera, we acted immediately to support it in this ambitious project and, also thanks to the generosity of Milan’s residents, we are certain it will soon see the light. It is incredible how our mentality is loathe to accept that life—the ultimate sense of everything we do—so infinite and never fully recognized by anything, can be seen, found and perceived in everyday “circumstances”, but it is immersed in circumstances that we live, that transmit a sense of history and our fundamental role in it. In the conviction that a small donation added to many others can make a difference, we hope that this emergency will soon come under control and that the city can come alive once again, its streets, buildings, squares and public parks filled with a new sense of awareness.”*

Founded in 2019 from the rebranding of Gestimmobili, Morning Capital Srl is an investee company of Vittoria Assicurazioni SpA and manages over 3,000 properties throughout Italy, in Milan, Rome, Turin, Genoa, Parma and Florence. As a strategic real estate full-service provider, it specializes in Asset & Investment Management, Deal Origination & Transaction, Property & Building Management, Facility Management, and Project & Development Management services, and follows the entire life-cycle of an asset, from identification to sale or leasing, from engineering to work on-site. Through digital disruption, the company combines state-of-the-art expertise in real estate finance with traditional technical/administrative activities, while also offering innovative vertical management solutions in the area of urban redevelopment.

Morning Capital projects guarantee advantageous, long-term investments with constant improvement not only in portfolio risk management but also in the yield and return profile of the capital invested.

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