

## Press Release

### MORNING CAPITAL AND TECMA SOLUTIONS LAUNCH 'FLAT TOWER PARCO VITTORIA' IN MILAN: AN INNOVATIVE RESIDENTIAL RENTALS FORMAT

*Easy Rent revolution - innovative digital platform for online rent*

**Milan, 21 January 2021**– **Morning Capital** – *Business Strategist and Real Estate Full Service Provider*, that manages over 3000 properties in Italy – and **TECMA Solutions** – *a tech company focused on the Real Estate industry and listed on the Aim Market Italia* - announce the launch of the new residential rental format with their '**Flat Tower Parco Vittoria**' Project in Milan.

This project focuses on the Parco Vittoria (Milan) properties - namely 66 property units, over 7000 sqm in total - owned by **Vittoria Assicurazioni** – an independent insurance company founded in 1921 with headquarters in Milan – which will follow the formula of *build to rent*, a new trend in the Italian Real Estate sector that focuses on the construction or redevelopment of entire buildings that are rented.

Morning Capital, specialised in managing properties, and TECMA Solutions have decided to launch a new business model that perfectly reflects on the new trend already popular in other countries, where the final customer prefers the flexibility of short to medium term property rentals.

'Flat Tower Parco Vittoria' represents the first application of the revolutionary technological solution on the behalf of Morning Capital, that in 2021 expects to extend this model to the whole national territory and more than 400 residential properties.

TECMA and Morning Capital have developed an innovative e-commerce platform that manages the whole online rental process of the building of Parco Vittoria that improves the occupancy rate of real estate asset thanks to the technology based on artificial intelligence. With just one click the customer can choose the furniture and personalise the apartment online, viewing the options such as interior accessories, indoor and outdoor furniture for terraces and balconies in real time.

Through the software applications of TECMA, Morning Capital, the property manager, will be able to organize the phase prior to the tenant's entry, but also access the maintenance services of the apartment and management of the common spaces of the building during the period of lease and post lease.

*'We are particularly proud – commented **Maurizio Monteverdi, CEO of Morning Capital** – to announce the launch of this project that tangibly demonstrates what digital disruption means in the property management process. In the residential rent sector, as well as for other uses, technology is going to completely change the business model used until now, improving all the aspects such as time, value and quality. We are confident that this initiative based on values inherent to digital technology satisfies an ever-growing demand of the market by uniting the*

*velocity provided by the technology, and our competence and professionalism built in many years.'*

*'TECMA has been developing technology, software and tools that along with neuromarketing application, allow the final customer to have a high level of customisation, at the same time adding value to the property project itself. With this platform, once again, we have brought innovation to the sector by introducing the digital technology also to the Build-to-Rent sector contributing to the acceleration of the Real Estate digital transformation, which partially derived from new needs emerged with the Covid-19 pandemics. In the end, the launch of this new Business Unit represents a natural step in our business development plan presented to our investors in the last months, which only confirms the value of the strategy undertaken.'* commented **Pietro Adduci, CEO of TECMA Solutions.**

With the launch of the Flat Tower Parco Vittoria project, TECMA officially establishes a new Business Unit, named 'Built To Rent' that will go along with the core activities of the Company and represents a great innovation in the field, introducing the technology into the renting sector thus responding to the trend of e-commerce growth. The new Business Unit is completely coherent with TECMA's strategy and is a part of the natural evolution of the business development plan presented to the investors in the last months. This confirms the company's ability to anticipate and interpret the needs of the market.

\*\*\*

The Press Release is available at:

- The *Press* section of the website [www.morningcapital.eu](http://www.morningcapital.eu)
- The *Investors / Press Releases* section of the website [www.tecmasolutions.com](http://www.tecmasolutions.com)

\*\*\*

## **Morning Capital**

*Established in 2019 by rebranding Gestimobili, Morning Capital Srl is a subsidiary of Vittoria Assicurazioni S.p.A that manages over 3000 property units in Milan, Rome, Turin, Genoa, Parma and Firenze, in Italy. It is a strategic real estate full service provider specialised in Asset & Investment Management, Deal origination & Transaction, Property & Building management, Facility Management, Project & development management and follows all the stages of an asset, from selling or renting to design and construction operations. The company, leverages digital transformation and competence of real estate finance with traditional administrative and technical activities as well as offers innovative vertical applications in urban regeneration. Morning Capital projects guarantee profitable and lasting investments with continuous improvement of portfolio risk management and performance profile as well as return on invested capital.*

## **TECMA Solutions**

*Tecma Solutions (TCM.MI) listed on the Italian Stock market on the 9th November 2020, is a tech company that focuses on the Real Estate industry, that supervises the entire value chain and develops Go-to-Market strategies, with the objective of enhancing new residential real estate projects, speeding up and encouraging sales operations, through a totally digitalized innovative technological platform. The Company can count on a team of over 70 professionals and about 250 active projects, both national and international. Thanks to the specific know-how extended over the years, Tecma Solutions confirms its ability to anticipate market trends by knowing how to best understand the needs of consumers, with the support of neuromarketing, product development, with proprietary methods and technologies to enhance and amplify the success of real estate investments.*

**For further information:*****Press Office Morning Capital*****SEC Newgate** – 02.624.999.1

Daniele Pinosa – 335 7233872 – pinosa@segrp.com

Fabio Santilio – 339 8446521 – santilio@segrp.com

***Contacts TECMA*****Investor Relation***TECMA Solutions S.p.A.*

Vincenzo Sirna – Investor Relator

Via Medardo Rosso, 5

20159 – Milan

Tel. +39 02 66809409

[ir@tecmasolutions.com](mailto:ir@tecmasolutions.com)**Media Relation***Image Building*

Via Privata Maria Teresa, 11

20123 – Milan

Tel. +39 02 89011300

[tecmasolutions@imagebuilding.it](mailto:tecmasolutions@imagebuilding.it)**Nomad***Alantra*

Via Borgonuovo 16,

20121 – Milan

Tel. +39 02 6367 1601

[alfio.alessi@alantra.com](mailto:alfio.alessi@alantra.com)