

## Press Release

### Morning Capital's Home Easy Rent® arrives in Turin with the "Maria Vittoria 18" project

*After the launch in Milan with the "Flat Tower Parco Vittoria" project, the first true fully-digital management system in residential renting that Morning Capital has chosen to apply to over 500 residential units also lands in Piedmont's capital*

**Turin, March 2, 2022 – Home Easy Rent®**, the first true fully-digital management system in residential renting created by **Morning Capital**—*Business Strategist and Full Service Real Estate Provider*, that manages over 3,000 residential units in Italy—lands in Turin with the project **"Maria Vittoria 18"**.

After having been **the first firm in Italy** to anticipate the needs of future renters—tangibly experimenting in late-2020 in Milan with an innovative residential rent format that utilizes a digital platform for **"Flat Tower Parco Vittoria"**—Morning Capital has decided to develop a revolutionary and fully-digital systematic "easy renting" project which will be extended to over 500 residential units on a national level.

The Turin project is specifically designed for the market of the city and, in particular, focuses on the building in via Maria Vittoria 18, consisting of 31 mainly residential units on an area of over 5,100 square meters owned by **Vittoria Assicurazioni**, an independent company established in 1921 with headquarters in Milan. This original initiative has the *build-to-rent* formula, a new trend in the Real Estate sector in Italy that focuses on the construction and/or redevelopment of self-contained ground-to-roof properties, which are made available to produce income also in the short-medium term.

With **"Maria Vittoria 18"**, Morning Capital makes available to Turin residents, and to potential tenants from Italy and abroad, **Home Easy Rent®**, which combines complex management processes with a high-tech core and optimizes the human factor and results by using an **innovative digital platform** created in 2020 in collaboration with TECMA Solutions.

The platform, which represents a unique element in the panorama of easy rent in Italy, allows configuring all the elements of the apartment easily and remotely, furnishing and personalizing it, viewing the choices made in real time, from interior accessories to outdoor furnishings for terraces and loggias, to the choice of optional packages, and to the immediate formulation of the cost of the "all-in" rent, all with just one click. It is also possible to sign online the reservation as well as the proposal and the rental agreement, downloading and uploading the necessary documents. Morning Capital also provides clients and renters with exclusive pre-rent, advisory and post-rent services, including My Living, the 24/7 concierge service for everyone, no longer

just for the luxury sector. The offer, addressed to tenants of rental properties, includes services focusing on the asset, starting from the amenities, and on the individual, through an innovative management model, also supported by an integrated digital system. Furthermore, as the property manager, Morning Capital is responsible for organizing the phase preceding the tenant's entry, but also for accessing the maintenance services of the apartment, as well as managing the common areas of the building, including the amenities, during the rental and post-rental period.

After being the first company in Italy to launch this new form of residential care in Milan with the project “**Flat Tower Parco Vittoria**” (66 housing units on an area of over 7,000 square meters), Morning Capital, which has been managing buildings for years, has decided to replicate this new business model in the capital of Piedmont, which responds perfectly to the new trend that has long been widespread internationally and is growing in Italy, in which end-users are oriented towards flexible, short/medium-term property rental solutions. A solution which, also in the wake of the recent public health emergency, has taken hold in Italy.

With **Home Easy Rent**<sup>®</sup>, which makes Morning Capital the **only fully-digital rental firm** in Italy, the entire business process for short/medium-term rentals in Italy can be engineered by managing the entire building rental process on-line to accelerate income generation of the service's property units and improve both the rental value and occupation rate, thanks to the use of artificial intelligence-based technologies.

*“Digital disruption applied to real estate management processes – commented **Maurizio Monteverdi, CEO of Morning Capital** – is now a reality in Italy and thanks to this new project launched in Turin, combined with the experience gained in Milan, we can undoubtedly define ourselves as the pioneers of easy renting in the country. The home is increasingly becoming a commodity, by definition beautiful and of quality; what matters now in order to make a difference is being able to offer a range of services which allows the home to be conceived as a place of speed, lightness, freshness and novelty, and not as an articulated bureaucratic complexity, tainted by heavy activities to be carried out: the works needed, the coordination of the appointed professionals, the alignment of one's agenda with the many related commitments, the choice of furnishings, their purchase, the assembly and moving phases. We believe that technology applied to new forms of renting, both in the residential field, and, shortly, also for other intended uses, will increasingly revolutionize the business model adopted up to now. And this will have a positive impact on the quality of life of future tenants, who will be able to independently and remotely choose all the elements to 'build' and customize their apartment, signing the contract papers online, with consequent advantages in terms of time, value and quality. We have chosen to focus on the potential of digital instruments as we are firmly convinced we are responding to a rapidly increasing market demand, certain of being able to combine our professionalism, the result of over thirty years of experience, with the speed of technology”.*

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The press release is available:

- in the *Press* section of the website [www.morningcapital.eu](http://www.morningcapital.eu)
- in the *Investors/pressreleases* [*comunicati stampa*] section of the website [www.tecmasolutions.com](http://www.tecmasolutions.com)

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## Morning Capital

*Founded in 2019 from the rebranding of Gestimmobili, Morning Capital Srl is an investee company of Vittoria Assicurazioni S.p.A. 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 transformation, 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 and service provision.*

*Morning Capital projects guarantee advantageous, long-term investment with constant improvement not only in portfolio risk management but also in the yield and return profile of the capital invested according to the most up-to-date ESG criteria.*

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