

## Press Release

## Morning Capital becomes a Benefit Company

*Morning Capital announces its transformation into a Benefit Company:  
a new perspective for the future.*

Milan, December 19, 2023 – Morning Capital Srl, a real estate full-service provider, has completed the process of transformation into a Benefit Company— a major step toward even more responsible corporate management and focused on the common good.

Founded in 2019 from the rebranding of Gestimmobili, Morning Capital—100% owned by Maurizio Monteverdi, Filippo Peschiera and Katia Marino, following the acquisition this past June of the remaining 20% from Vittoria Assicurazioni—currently operates throughout Italy and is directly involved in projects in Milan, Rome, Turin, Genoa, Parma and Florence. A real estate full-service provider, the company specializes in Asset & Investment Management, Deal Origination & Transaction, Evolutionary Property & Building Management, Facility Management, and Project & Development Management and follows the entire life-cycle of an asset, from identification to sale or leasing, engineering and work on-site.

The evolution of Morning Capital into a Benefit Company reflects, on one hand, its on-going commitment to pursuing goals that go beyond mere profit by positioning the company at the center of sustainable and socially-responsible initiatives. On the other, it will allow the company to express in its very name its nature and positioning, with the goal of increasingly aligning “social awareness” (which is awareness of man’s deepest needs) with the way it does business.

Transformation into a Benefit Company will make it possible for Morning Capital to efficaciously balance the interests of its shareholders with a commitment toward the environment, the community and stakeholders.

The company has an on-going commitment to offering high-quality innovative services, while at the same time maintaining a long-term perspective that benefits all.

Maurizio Monteverdi, CEO of Morning Capital said: *“We are proud to be able to announce the transformation into a Benefit Company, an initiative that reflects our history and our commitment to all that surrounds us. We believe deeply that the forces which change history are the same as those that change*

*the heart of man, as Irish poet Patrick Kavanagh said, who by heart meant that natural factor no man has chosen to give himself, but by which, if he is honest, he must admit defines him.*

*This is the basis of responsibility toward society, the environment and work with the real estate sector. It is this heart which impels man to desire great things, to seek the truth, that allows him to be amazed by reality and gives him a proclivity for wonder. But wonder, amazement and hope, as Kavanagh says, are achieved through toil and hard work.*

*In our fast-paced, constantly-evolving world, we believe that companies must play an increasingly active role in contributing to the common good and sustainability. Slogans or consensus are not enough to do good and do better, we must offer experiences. This is why we are introducing this new realm in our corporate structure.”*

For additional information and updates, please visit the official Morning Capital website [www.morningcapital.eu](http://www.morningcapital.eu)

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#### Morning Capital

*Morning Capital Srl manages over 3,000 properties throughout Italy, in Milan, Rome, Turin, Genoa, Parma and Florence, divided into various asset classes. As a real estate full-service provider, it specializes in Asset & Investment Management, Deal Origination & Transaction, Evolutionary Property & Building Management, Green Development & Project Management, Advisory and Parking Management services, and follows the entire life-cycle of an asset, from identification to sale or leasing, engineering and work on-site. With its Advanced Business Services, the company offers a line of innovative digital services in the areas of Build-to-Rent and Digital Conciergerie that span the various business lines.*

*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 guarantees its investment management with constant attention to portfolio risk management and the yield and return profile of the capital invested according to the most up-to-date ESG criteria. As a Benefit Company, it is committed to maintaining the highest standards of corporate ethics, and social and environmental responsibility.*

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