



Antoitalia PRESS RELEASE – 17th November 2010

ANTOITALIA HIGH-STREET RETAIL COMES INTO BEING. A JOINT-VENTURE BETWEEN THE TWO MILAN REAL-ESTATE COMPANIES ANTOITALIA AND SVILUPPO NEGOZI.

A strategic alliance in the commercial property sector, focusing on fashion and luxury.

Milan, November 17, 2010 – After working together for some time, the two companies Antoitalia and Sviluppo Negozi have now set up Antoitalia High-Street Retail, a joint venture that aims to meet the needs of a very specific segment of the property market: fashion and luxury retailing. Antoitalia High-Street Retail brings together the experience, skills and specialist know-how of these two leading real-estate companies. Antoitalia – in its role as an agency for corporate clients – boasts a property portfolio containing extremely attractive commercial properties for top-level stores and showrooms. Taking Milan alone as an example, portfolio addresses include Piazza Duomo (the Cathedral square), as well as top shopping streets such as Corso Vittorio Emanuele, Corso Venezia, Via Manzoni, Via Montenapoleone and Via della Spiga. On the other hand, Sviluppo Negozi – founded by Andrea Lorenzato – specialises in finding locations for strategic company sales points. In particular, sales points are sought for companies operating mainly in the fashion and luxury segments with single-brand stores, operated directly or on a franchise basis. Sviluppo Negozi deals with locations in the key international shopping streets, such as Via Montenapoleone in Milan, Via Condotti in Rome, Rue du Faubourg Saint-Honoré in Paris, Old Bond Street in London, Madison Avenue in New York, and in places such as Capri, Forte dei Marmi, Porto Cervo, Montecarlo, Cannes, Saint-Tropez and St Moritz.

The joint venture aims to boost the synergies between the two companies, focusing on fashion and luxury brand outlets in high streets and luxury streets in Italy and abroad. Co-operation between the two companies has already achieved excellent results, with a number of important contracts being signed for sites in the centre of Milan and Rome. The latest deal was for the “Zara Home” store in Corso Venezia in Milan, on the corner with Piazza San Babila. The well-known Spanish brand’s home furnishing flagship store was inaugurated on 6th October 2010.

For fashion and luxury brands, the right location for sales points in the centre of main shopping destinations such as Milan, London, Paris, is just as vital as the items in their collections. A high-street retail outlet in a top shopping street ensures that a flagship store has maximum visibility and high numbers of customers. For luxury designer labels, the element of “prestige” is crucial, and a location in a luxury street is equally important as the positioning of the brand ... Indeed, it is an integral part of brand positioning strategy.

With the new “High-Street Retail” business unit, the Antoitalia company headed by Fabio Tonello reinforces its mission as a full-service provider in the property sector, strengthening its focus on the top segment of the sector. The Milan-based company’s positioning in this slice of the market is the hallmark of the group’s various business units, from its agency operations, through its property management activities for commercial and residential buildings (the “San Pietro all’Orto 6” project is a prime example), to real estate operations in the tourism and hotel segment, under the banner of Antoitalia Hospitality. Perfectly in line with group strategy, this latter business unit for the hospitality industry operates as advisor and agency for numerous high-end property initiatives: golf resort developments, spa hotels, *hotels de charme* and boutique hotels.



Additional information to the press release.

The SVILUPPO NEGOZI company, headed by Andrea Lorenzato is based in Via Montenapoleone in Milan, and it operates as real-estate advisor and agency for clients seeking or offering store and showroom locations for fashion and luxury brands and designer labels.

Among the many top names in the company's client portfolio, it is worth mentioning: Bulgari, Cartier, Damiani, Omega, Armani, Burberry's, Church's, Corneliani, Gucci, La Perla, Loro Piana, Miu Miu, Prada, Paul&Shark, Santoni, Zegna, Abercrombie & Fitch, Bershka, Calzedonia, Designal, Geox, H&M, Mango, Nike, Tally Weijl, Tezenis, Apple and Wind.

For further information: www.svilupponegozi.com



Profile of ANTOITALIA

ANTOITALIA is the leading Italian company providing real-estate services for corporate clients. Operating in the sector for over thirty years, the management team boasts consolidated experience and outstanding know-how. Thanks to its management team, its group companies, specialised business units and network of professionals, ANTOITALIA provides an integrated, co-ordinated range of services in the real-estate sector, able to respond to clients' every property requirement. With a network of over 1,200 operators in Italy and abroad, the company ensures the broadest market coverage. The company Chairman is Fabio Tonello.

The services provided include brokerage, advisory, valuation, property management, engineering and general contracting, for whole buildings, separate units and building sites, whether for residential, commercial or administrative use.

In addition, a specialist company, Antoitalia Hospitality-TurismoRE, focuses on developments and transactions in the field of tourism and accommodation (hotels, resorts, golf complexes, spas, marinas).

ANTOITALIA is a member of FIMAA (*Federazione Italiana Mediatori Agenti d'Affari* – the Italian federation of agents and brokers), FIABCI (the International Real-Estate Federation), Assoimmobiliare (the Italian real-estate industry's association) and Assolombarda (the Lombardy business association).

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