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THE ANTOITALIA COMPANY HAS BEEN ENTRUSTED WITH SELLING THE APARTMENTS IN THE HOUSEHOTEL RAMADA PLAZA MILANO.

This innovative "condo-hotel" is made up of two blocks of 96 serviced apartments to be sold fully furnished and with all hotel facilities.

MILAN – HouseHotel®: "Questa casa È un albergo" ("This House is a Hotel") is the tagline of HouseHotel®, (www.house-hotel.it), the brand name registered by a group of entrepreneurs from Brescia led by the Concentra real estate company. Their aim is to promote the concept of the condo-hotel in Italy, the formula that brings together ownership of an apartment and the services of a hotel. Even if such a format is widely known abroad, from London to Miami, from New York to Las Vegas, it is a relatively new concept for Italy.

Antoitalia has been entrusted with the sale of the Milan HouseHotel® apartments with the aim of increasing market penetration on the local market, unused to such a formula, as well as on the international market. This Milan development is the second venture of the HouseHotel® brand, the first being located at Moniga del Garda, on Lake Garda in partnership with the internationally-renowned Ramada® hotels. Following the success of the Lake Garda development, the Milan condo-hotel, again in partnership with Ramada®, has been conceived as an "urban resort" within Milan, Italy's most important business destination.

The residential and hotel complex lies in the Turro district of Milan, an ideal area for such a city condo-hotel. The Turro metro stop is just a few minutes away and connections to the airport and the city centre are excellent. Close by are the Bicocca University, the Polytechnic University, the San Raffaele Hospital complex and the Arcimboldi Theatre. This residential district has recently been upgraded, ensuring that customers/buyers enjoy an excellent price-quality ratio.

The main distinguishing feature of the HouseHotel® is the very "product" that is offered for sale: a fully-furnished apartment within a hotel complex with all the services and amenities generally associated with a four-star hotel. The services include 24-hour reception, security, restaurant, wellness centre, golf driving range, as well as housekeeping, room service, bookings and much more. In short, buyers not only purchase a residential unit, but they also acquire a "lifestyle". And the HouseHotel® formula is also an excellent investment opportunity: purchasers can decide to have their apartments let out, enjoying a guaranteed average pre-tax annual yield of between 3 and 3.5%.

The hotel services and the rental management are in the very capable hands of Ramada®, the international hotel brand that is part of the American Wyndham group. Listed on the New York Stock Exchange, the Wyndham group is the world's largest hotel group in terms of number of hotels managed – 7200 in 65 countries – having over 50 brands in the hospitality sector and great expertise in running condo-hotels.

The two HouseHotel® blocks in Milan have a total of 94 apartments including studio, two-roomed and three-roomed units, all with balconies, as well as two penthouses on the top floor, covering 315 sq m (3391 sq ft) and 265 sq m (2853 sq ft), each with a terrace with views across the city. The apartments have been designed and furnished with an eye on contemporary design, natural materials, bio-architecture, attention to energy efficiency and advanced home-automation solutions. Alongside stand the three blocks of the four-star Ramada® Plaza Milano hotel, with 146 rooms, 21 suites, 2 restaurants, a piano bar, as well as a 550 sq m (5920 sq ft) SPA Suisse wellness centre. The 3000 sq m (32293 sq ft) park surrounding the complex has a driving range with a 9-hole putting green designed by Jack Nicklaus. Naturally these facilities are available to guests of the hotel as well as residents of the HouseHotel® apartments.

The hotel was inaugurated in October 2010, while the apartments were completed in early 2011. So far 20% of the total floor area has been sold. Various categories of buyers have proved to be interested in the Milan HouseHotel® format: private individuals looking for a safe property investment with a guaranteed yield, non-resident professional people intending to use the apartments for 4-5 days a week, Italian and foreign companies with managers staying in Milan, and families of students studying away from home who are also looking for a good investment once their children have finished their studies.

Note: HouseHotel® and Ramada® are registered trademarks.



Antoitalia

Antoitalia (www.antoitalia.it) is a leading Italian group operating in the real estate services sector for corporate clients. Antoitalia headquarters are in Milan and the company can rely on a network of over 1200 professionals in Italy and abroad. The core business hinges on agency and advisory services for entire buildings, focusing on trophy assets.

The group is subdivided into specialised companies and business units offering an integrated range of services to the real estate industry, for entire buildings, sub-divisions and construction sites, for residential, office or retail purposes. The main business areas are: agency services, advisory, valuation, property management, engineering & construction, hospitality, high-street retail. Antoitalia's chairman is Fabio Tonello.

Contacts:

ANTOITALIA - Via Fatebenefratelli, 19 - 20121 Milano - Italy - T +39 02 2901 3497

www.antoitalia.it

www.facebook.com/antoitalia

Twitter @lantello

livio.lanteri@antoitalia.it Marketing & Communications