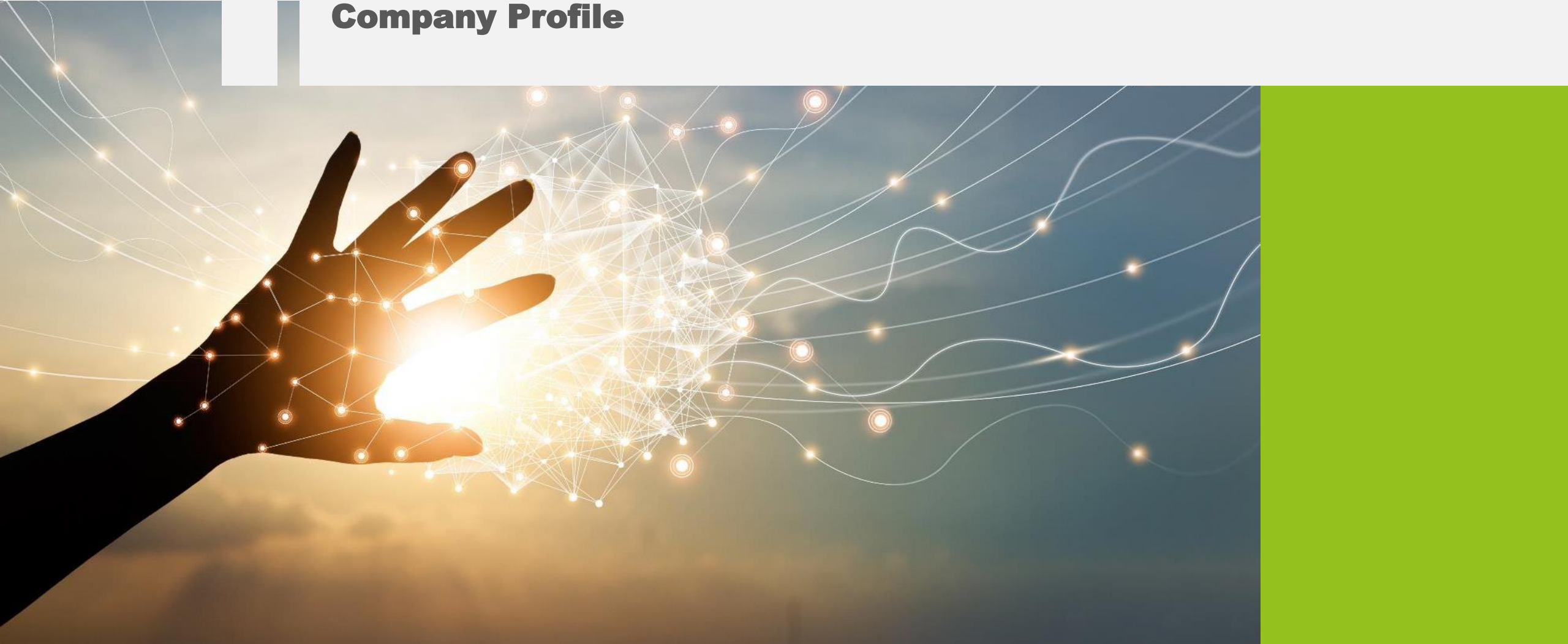


Company Profile



CONTENTS

| | |
|----------------------|---------------|
| Who we are | Page 3 |
| Our products | Page 5 |
| Our strengths | Page 7 |
| Our numbers | Page 8 |
| Our clients | Page 9 |

REV00 of 31/01/2022

Who we are

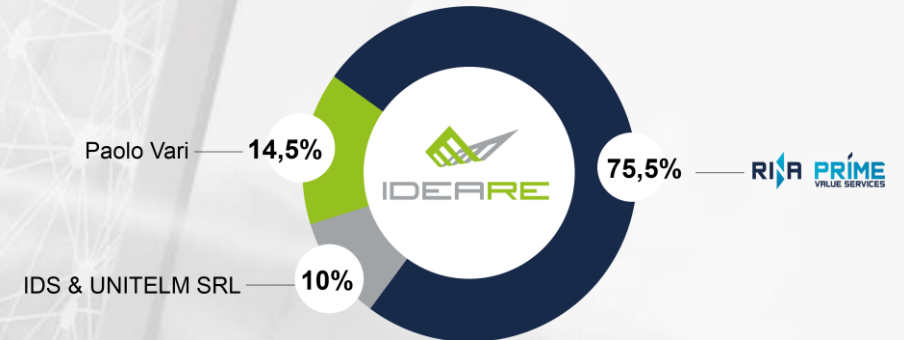
Idea Real Estate S.p.A. (IdeaRE) is a company born out of decades' long expertise in the field of complex information systems built to manage real estate assets, gathering the more significant experiences to develop applications for **Asset, Property, Facility, and Energy Management**, as well as **Agency services and any additional service for the integrated management of assets.**

Our deep knowledge of the industry's processes and the applicable legislation, along with a comprehensive technological skill set allow us to offer the market consulting services and IT solutions fit for every aspect of real estate asset management.

A team of professionals comprising highly qualified staff members who specialise in diverse asset management fields, with highly refined specialties, able to offer processes with a high added value to banks, investment funds, and firms operating in the public, residential, and retail property market.

Born in 2002 out of an idea of Paolo Vari, IdeaRE has since followed a path of continuing growth. Having consolidated its position as one of the main players in the IT systems market, in 2021 IdeaRE found in RINA Prime Value Services its ideal partner to begin a new phase of growth and expansion of its scope of operations, both in terms of services and products and in terms of geographic reach.

To date, Paolo Vari still holds the position of Chief Executive Officer as well as company shareholder.



The evolution of IdeaRE

inno
is established

2002

2003
First release of REF Building
+ 10 active clients

The company converts to Idea Real Estate



2009

2010
The platform is enriched with new management modules.
The new space and layout plan management module is added

IdeaRE gains the experience of **iu ids.Unirelm**

2016
2018

REFTREE is born, with a new real estate inventory and documental management system. It now integrates the facility management modules

IdeaRE joins the RINA Prime Group



2020
2021

The company enjoys a strong expansion and exceeds € 5 MIL in revenue
+ 70 active clients

Our products

Our mission to provide quick responses to the changing requirements of the real estate market has led us to adopt flexible tools and technologies which allow our Clients to **operate directly in our Data Base**, without the need for specific IT skills. Hence the development of the **REF (Real Estate Framework) platform** and, soon after, **REF – building**, the management system intended to integrate **Asset, Property, Facility and Agency management functionalities**.

The **REF platform** was created to allow the set-up of management applications directly by our Clients, and it currently allows for the programming and **rapid development of customised applications**.



REFTREE is the platform designed and developed by IdeaRE to monitor and act in a cohesive manner in all aspects of real property management.

REFTREE's objective is to: increase the assets' profitability through a constant monitoring and evaluation activity of the management processes.

REFTREE is a web application formed by a series of modules which allow the user to:

- ✓ Make an inventory of all the management assets
- ✓ Manage processes linked to fiscal and regulatory requirements pertaining to real estate management
- ✓ Manage and monitor all the operating and administrative processes pertaining to a real estate asset
- ✓ Archive, manage, and monitor the documental records linked to the real estate assets through a virtual DATA ROOM
- ✓ Manage property layout plans in .DWG format, with all the elements these contain
- ✓ Simulate different scenarios of allocation of assets, resources, and spaces
- ✓ Integrate BIM

REFTREE

Development opportunities

Growth rate estimate for investments in the construction sector in 2021

+8.6%

The European Commission's Renovation Wave Strategy is set to soon adopt **financial, technical, and legislative tools** to **reduce the energy consumption of buildings** over the next ten years.

It is in this context that IdeaRE's REFTREE platform operates, born out of the objective to create new management applications for the world of Real Estate, contributing to increase property asset profitability through the sharing of information necessary to identify new opportunities for growth.



DIGITISATION AND INNOVATION

Managing the property portfolio's potential for development through a technological monitoring platform.



TRANSITION TO A GREEN ECONOMY

Potential to identify properties suited for energy and environmental recovery.



TERRITORIAL COHESION

Potential to identify properties suited for reconditioning and enhancement also according to the respective geographic location.



SOCIAL COHESION

Potential to identify properties eligible for conversions for social service functions.

Our strengths

IdeaRE offers solutions and services developed according to the needs of each of our Clients.

The IdeaRE **staff** has excellent functional skills in the field of Real Estate with a high degree of loyalty (just 10% turnover over 10 years).

IdeaRE continually invests in **technological research**, bringing to light two product evolutions as well as additional product offerings to respond to market requests over the course of just 6 years.

Since the outset, **our clients** have contributed to our growth and to the realisation of **new best practices for real estate management**.

- ✓ + 30 years experience in Real Estate
- ✓ + 200 projects independently implemented
- ✓ + 100 projects under active maintenance



A COMPREHENSIVE SYSTEM FOR REAL ESTATE MANAGEMENT



INFORMATION SYSTEM BOTH WEB-BASED AND VIA APP



OUR JUST-IN-TIME TECHNICIANS READY TO ACT ON THE CLIENTS' NEEDS

Our numbers



+ 70
clients



+ 40
employees



+ € 5 MIL
In revenue

OPERATING HQs

- ✓ Rome
- ✓ Milan

CERTIFICATIONS

- ✓ UNI EN ISO 9001
- ✓ UNI EN ISO 27001



+ 1,500,000
BUILDING UNITS UNDER MANAGEMENT



+ 40,000,000 SQM
UNDER MANAGEMENT



+ 5,000
IDEARE PRODUCT USERS

The companies who use our platform

Over the years, IdeaRE acquired noteworthy references both in the public sector, through the development of projects in collaboration with the Italian State Property Office, Public Housing Bodies (among which, the Lombard Housing Company - ALER Milano, Roma Capitale, the Territorial Company for Public Housing – ATER of Rome, the Territorial Housing Company for centre Piedmont, the Housing Institute of Trentino – ITEA in Trento, and the Territorial Company for Public Housing – ATER for the Region of Umbria), the Deposits and Loans Fund – Cassa Depositi e Prestiti, Poste Italiane, Invimit, the Province of Rome, the Region of Friuli Venezia Giulia, the University of Genoa, La Sapienza University in Rome, etc.; and in the private sector: from real estate asset managers and operators e.g. CBRE Espansione Commerciale, Edipower, Centostazioni, Larry Smith, to banking and financial clients with operators such as: Unicredit, Dea Capital, Torre SGR, Beni Stabili, BNP Paribas Real Estate – BNL FI SGR, Banca Popolare di Milano, Credito Emiliano, Credito Valtellinese, Sidief (a company controlled by the Bank of Italy), etc.

- Acqua&Sapone
- AGIRE S.p.A.
- Aler Milano
- AMCO - Asset Management Company
- Antirion SGR S.p.A.
- ANVIR
- Arsial - Lait
- ASP City of Bologna
- Ater Roma
- AXA Italia Servizi ScpA
- Bayview Italia S.r.l.
- BNP Paribas Real Estate
- CAR - Centro Agroalimentare Romano
- Casa ATC Servizi S.r.l. – in-house territorial housing company for centre Piedmont
- Cassa Nazionale del Notariato – National Council of Notaries
- Castello SGR S.p.A.
- CBRE
- CDP Immobiliare S.r.l.
- CDPI Sgr
- CEI
- CNPADC – National Social Security Fund for Chartered Accountants
- COLLIERS REMS
- Compagnia Gestioni Immobiliari S.r.l.
- Credem
- Creval
- D.L. Engineering S.r.l.
- Dea CAPITAL RE SGR S.p.A.
- Domus Real Estate
- DoveVivo
- EGI - Europa Gestioni Immobiliari S.p.A.
- ENPAM Real Estate S.r.l.
- Eur S.p.A.
- F.I.EN.A.COM.
- Fineco
- Fondazione Sviluppo Ca' Granda
- Pensioni Cariplo Fund
- GI one
- Immit S.r.l.
- Immobilgest R.E. S.R.L.
- Immobiliare La Scala
- Immobiliare San Carlo Trieste S.p.A.
- INAIL – National Institute for the Prevention of Accidents at Work
- INSIEL S.p.A. – in-house ICT company for the Region of Friuli Venezia Giulia
- INTRUM
- INVESTIRE SGR S.p.A.
- Invimit SGR S.p.A.
- Italia Turismo – a company of the INVITALIA Group
- ITEA S.p.A. – the Housing Institute of Trentino
- Manpower S.r.l.
- NOVARE SiiQ
- Pontorme S.r.l.
- Poste Italiane
- Pradera
- Reset S.r.l.
- REV Gestione Crediti S.p.A.
- Revalo S.p.A.
- RINA
- Roma Capitale
- Sace – Financial and insurance services for businesses
- Sapienza University in Rome
- Savills Larry Smith S.r.l.
- Sidief S.p.A. – Italian Company for Building and Land Development Initiatives
- SMOM – Sovereign Military Order of Malta
- SORGENTE SGR S.p.A.
- Svicom Sviluppo Commerciale S.r.l.
- Torre SGR S.p.A.
- TSC Real Estate S.r.l.
- UBIS - UniCredit Business Integrated Solutions
- UniGe – University of Genoa
- Yard Reas S.p.A.

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A subsidiary of RINA Prime Value Services



IDEARE

IT works for REal