

**PRESS RELEASE****WITH BALDUCCIODODICI, 4 ABITAREIN PROJECTS NOW ON THE MARKET
LAUNCH CAMPAIGN CLOSED IN LESS THAN A WEEK, 15 FLATS SOLD FOR 13.5 MLN EURO**

After the great success of Milano City Village, AbitareIn returns to the Olympic Village area with the BalduccioDodici project, alongside Fondazione Prada.

Excellent results for the twelfth initiative of the leading Group in Milan. The second marketing kicks off in the coming days, with an increase in the sales price.

Milan, 31 May 2022 - The launch campaign of the BalduccioDodici Project - a property of around 70 flats located in Milan in Via Balduccio da Pisa, the twelfth project to be marketed by AbitareIn - started a few days ago and closed in less than a week with the exceeded sales target: the first 15 flats were sold for a total value of over 13 million euro.

Given the more than positive market response to the project, a second 'micro-campaign' will be launched in the coming days, which will see a significant increase in the sale price.

Located in a strategic and buzzing area of Milan, the project absorbs all the artistic and creative vibrations of the neighbourhood. BalduccioDodici, in fact, is located near the Scalo Porta Romana, very close to the Fondazione Prada cultural centre and the future Olympic Village that will host thousands of athletes in 2026.

It is, therefore, an area that has been experiencing a period of strong growth in recent years, in which recently marketed projects have reached values in excess of 6 thousand euros per square metre, and which, while not forgetting Milanese tradition, looks towards change.

BalduccioDodici thus joins three other projects currently on the market: The Units, Lambrate Twin Palace and Palazzo Sintesy. Four simultaneous operations that tangibly demonstrate the level of maturity and organisational efficiency achieved by AbitareIn, which, thanks to the development of innovative technological tools and the skills it has acquired, is able to manage simultaneous pluricampagne without the need to increase the resources required for the activity.

BalduccioDodici is characterised by its modern and strongly identifiable design which, with its continuous alternation of solids and voids, fits perfectly into its surroundings without weighing it down. The architectural elements rising upwards create vertical tensions, giving surprising effects and breathing space to the structure.

From the first to the top floor, thanks to the large outdoor loggias - true private outdoor living rooms - and the large windows that perimeter the flats and overlook the Milanese skyline, BalduccioDodici inverts the concept of inside and outside by creating bright spaces in continuum with the outdoor environment to allow future tenants to live a daily experience in contact with the open air.

The greenery is the first real guest of the residence and surrounds the flats with a 2,000 square metre park, where people can relax surrounded by greenery but in the heart of the city, accompanying them to their front door. The project responds to the different needs of young professionals, couples and families, offering spaces with different sizes and layouts.

Abitare In S.p.A.



*"BalduccioDodici is the synthesis that reflects our philosophy of living," explains **Marco Grillo, CEO of AbitareIn**. "A reserved house that does not renounce wide spaces in connection with nature and services that meet people's new needs. In fact, the project also includes a bike lab to promote sustainable mobility, a multifunctional room for meetings and co-working, and a delivery room to handle parcels and correspondence."*

*"Like all our projects, BalduccioDodici is also designed in line with the highest standards of sustainability and energy efficiency in order to propose an innovative residential complex in the city that is able not only to improve the lives of future tenants, but also to contribute to change in Milan by promoting virtuous lifestyles," commented **Luigi Gozzini, Chairman of AbitareIn**.*

AbitareIn S.p.A. represents innovation and a paradigm shift in the residential development sector, driven by its democratic vision of living that combines urban regeneration, affordability and the needs of today's families. Efficiency, industrialisation and the creation of an identity brand are the foundations of a continuous and sustainable growth of the business model that focuses on the person and the home as an "aspirational" consumer product. AbitareIn is thus committed to renovating the city's disused building stock and reviving its urban fabric, investing in projects of great aesthetic, environmental and social value and dedicating itself to responsible, far-sighted action; aware first and foremost of the essential nature of its new role as #stilistiurbani. The company has been listed on the Euronext Growth Milan of Borsa Italiana since April 2016. From 1 March 2021 it has been listed on the Euronext STAR Milan (ticker: ABT.MI).

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