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Destination Italia S.p.A. lists on AIM Italia

- **Twenty-third listing of 2021 on Borsa Italiana's AIM Italia**
- **Destination Italia S.p.A. brings the total number of companies listed on Borsa Italiana's AIM Italia to 154**
- **Total placement volume of the offering equal to €3.5 million**



Milan – 19 October 2021 – Borsa Italiana, part of the Euronext Group, today congratulates Destination Italia S.p.A. on its listing on Borsa Italiana's AIM Italia.

Destination Italia S.p.A. is the first Italian Travel Tech company specialising in quality inbound tourism in Italy.

Destination Italia S.p.A. represents the twenty-third listing since the beginning of the year on Borsa Italiana's market dedicated to small and medium sized companies and it brings the total number of firms currently listed on AIM Italia to 154.

In the placement phase, Destination Italia S.p.A. raised €3 million, excluding the potential exercise of an over-allotment option. In the case of full exercise of the over-allotment option, the total amount raised will be €3.5 million. The free float at the time of admission was 27.09% and the market capitalisation at IPO was €11.1 million.

Dina Ravera, Chairman and CEO of Destination Italia said: *"We are proud of the listing on Borsa Italiana that will allow us, also through targeted acquisitions, to accelerate our growth to be among the major players of the restart of tourism in Italy. Our goal is to create a national champion of quality experiential tourism and we will begin to do so by riding the wave of the post-pandemic recovery, where digital technology will be one of the main pillars. The Italian national recovery and resilience plan (NRRP) promotes the digital transition and will allocate €2.4 billion specifically for the tourism 4.0 transformation. This is for us a further confirmation of our business model and an incentive to consolidate our leadership in Travel Tech in Italy. To do this we shall exploit the huge tourism potential of our country, particularly in the luxury segment where we are growing, thanks to the SONO Travel Club brand, and on which we focus strongly to satisfy the most demanding customers, who will be the first to return to travel. Besides the historical shareholders Intesa Sanpaolo, at the forefront of enterprise and territory enhancement, and Lastminute.com, leader in digital innovation in the tourism industry, other top partners accompany us in this ambitious project, ranging from Vitaliano Borromeo with the beautiful islands of Lake Maggiore, to Riccardo Illy with Polo del Gusto and Federico Grom and Guido Martinetti with their farm Mura Mura. We would like to thank our team of managers and all the Group's employees, our advisors, who have guided and supported us in this courageous transaction, and the investors who have believed in*

our business model and who, together with us, are investing in the restart of Italian tourism: we are confident that we will be able to achieve important results in the coming years, in order to create value for all our stakeholders.”



Dina Ravera, Chairman and CEO of Destination Italia S.p.A., rang the bell during the market open ceremony this morning to celebrate the Initial Public Offering of the company.

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Destination Italia S.p.A.

Destination Italia is the first Italian Travel Tech specialised in quality inbound tourism in Italy. The Destination Italia Group was founded in September 2016 and is a leader in Italy in incoming tourism and B2B experiential tourism thanks to its innovative plug and play platform that offers international travel agencies and tour operators the possibility to buy, aggregate and organise travel packages and exclusive and selected tourist services for their customers. Since its establishment, the Group has brought over 500,000 tourists from 85 countries worldwide to Italy with an offer comprising more than 10,000 accommodation facilities throughout the country. Destination Italia S.p.A. is the parent company and owns 100% of the operating company Destination 2 Italia S.r.l.. Destination Italia offers to more than 1,000 tour operators and travel agencies worldwide tourist packages and travel experiences in three sales segments: the Luxury segment, through the “SOLO Travel Club” brand, with a highly customised and tailored service and a higher average ticket; the Mainstream segment, through the “Destination Italia” brand, with the most requested destinations by foreign tourists; the XML sales channel developed in 2019 to automate the purchase process in the various international markets.

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