

## EMMA VILLAS RISES TO 100% OF EMV INTERNATIONAL LTD

*The Company already held 83% of the share capital of EMV International, the subsidiary with which it manages thirty facilities between Sicily and Apulia. It continues its expansion strategy in Southern Italy.*

Chiusi (SI), November 21, 2023 – **Emma Villas S.p.A. (“Emma Villas” or the “Company”)**, a leading company in Italy in the vacation rental sector (short-term rentals of luxury villas and estates) listed on Euronext Growth Milan (Ticker EAV), announces that it has increased and assumed 100% control of the subsidiary EMV International Ltd, a company incorporated under English law of which it held 83% of the share capital.

The operation is part of a context of expansion for Emma Villas, which reinforces its strategy of further growth and client loyalty in the most desirable and recognised locations in Southern Italy. Through EMV International, in fact, Emma Villas currently manages 30 facilities, 27 in Sicily and 3 in Apulia. This high-quality portfolio, combined with the well-established one of Emma Villas, brings the total number of properties in Sicily to 57 and in Apulia to 39 for the 2024 season. These numbers, which are constantly evolving, make the two regions third and fourth respectively in terms of portfolio consistency, after Tuscany and Umbria.

As also demonstrated by the latest data from the Emma Villas Observatory on October 17, 2023, Sicily, in particular, has been confirmed as one of the most popular destinations of the 2023 summer season, marking a +33.4% in the number of weeks booked for the period June-September compared to 2022.

The region of Sicily, as well as that of Apulia, has become a favourite destination for international tourists, coming mainly from the United States, the United Kingdom and Germany, accounting for about 90% of the total bookings. With their pristine beaches, historical heritage and renowned culinary traditions, the southern regions offer a unique experience, which Emma Villas wishes to transfer to its clients through unforgettable travel experiences in places and properties of great charm and authenticity.

**Giammarco Bisogno, Founder and CEO of Emma Villas, comments:** *“This operation is the natural reinforcement of the integration between Emma Villas and EMV International, which for years in the territory, through the Massimo Villas platform and a dedicated team, has established solid relationships with property owners in Sicily and Apulia, allowing the development of important synergies in geographical areas that are strategic for us and on which we count to grow further. This acquisition is consistent with our expansion plan which continues consistently with what was announced during the listing to investors to increase Emma Villas’ areas of presence in Italy and abroad”.*

---

*Emma Villas: Emma Villas is an Italian Incoming Tour Operator. It operates in the sector of weekly tourist rentals of luxury villas and country houses with private pools. It currently*



EXCLUSIVE VILLAS FOR RENT

*manages, on an exclusive basis, more than 550 properties throughout Italy, welcoming more than 50,000 international guests every year. Property Management, Smart Hospitality, dedicated Concierge 7/7, Guest & Property Protection are among the elements that characterise the Emma Villas model.*

**EMMA VILLAS PRESS OFFICE c/o INC NATIONAL INSTITUTE FOR COMMUNICATION**

**Mariagrazia Martorana**- m.martorana@inc-comunicazione +39 333 576 1268

**Caterina Volodin** - c.volodin@inc-comunicazione.it + 39 345 6377253

**FINANCIAL PRESS OFFICE**

**Spriano Communication & Partners**

Matteo Russo, mrusso@sprianocommunication.com | Mob. +39 347 9834 881

Jacopo Ghirardi, jghirardi@sprianocommunication.com | Mob. +39 3337139257

1 Source Admission document as of 09/29/2023 updated as of 11/20/2023

2 Emma Villas Observatory data dated 10/17/2023 updated on the basis of the new acquisitions of villas formalized as of 11/20/2023