

CASELLE OPEN MALL REVEALS ITS "ESSENCE" AT MAPIC

A preview of the new exclusive brand identity of COM - CASELLE OPEN MALL

An EXPERIENTIAL SPACE for an immersive shopping experience that involves all the senses

Cannes, 14 November 2018 - Big developments for COM Caselle Open Mall, a project in Caselle Torinese, 100% owned by Aedes SiiQ, that will combine shopping, entertainment, culture, education, food & beverage and much more within a single shopping centre. An innovative space reminiscent of urban settings, enriched with a contemporary design and a green, eco-sustainable spirit featuring extensive green spaces for a shopping experience that is also *natural*.

During the showcase at Mapic Cannes, a key event in the retail world, COM will present an innovative experiential journey featuring the involvement of Antonella Bondi, one of the most famous scent designers in the sector. This master in the art of creating fragrances and essential oils has created an olfactory brand identity for Caselle Open Mall, "COM ESSENCE", a blend of the single aromas chosen to describe the main values that distinguish the new mall: SHOPPING, FOOD, GREEN, EDUTAINMENT. Four dimensions that the user can experience individually or combined, places to be enjoyed even without needing to buy anything.

COM Essence is a registered fragrance, the result of the harmonious assembly of four scents obtained via steam distillation: a process that preserves the natural character of the final product while also maintaining intact and recognisable the notes of the original raw material.

- For the Shopping area a **sweet orange** fragrance was chosen: energetic, positive, dynamic
- The Food area is distinguished by the inviting, sweet note of **clary sage**
- For the Green mood the scent chosen is **white fir**, which conveys cleanliness, freshness, stability
- The Edutainment space is defined by the energizing, elegant and discreet scent of **bergamot**

Moreover, in an "**experiential space**" specially prepared for the occasion, visitors to Mapic will have the chance to travel into the future, experiencing the COM "essence". Inside, in fact, there will be an array of devices installed to stimulate the senses of touch, smell, sight and hearing, as well as the perception of a change in the environment. A virtual reality experience of the latest generation, made possible by a Wi-Fi helmet that will fully stimulate the senses.

COM is preparing to unveil its innovative identity in Italy, for an unprecedented shopping experience in perfect harmony with nature. During Mapic it will therefore be possible to see the future and experience COM - Caselle Open Mall through a surprisingly evocative, immersive experience that will reveal the green and contemporary spirit of the new project to the real estate community.

EXPERIENCE THE ESSENCE OF COM!

CASELLE OPEN MALL - will be developed over 114,000 square metres of GLA. It will include: traditional shopping, with over 220 stores; 9,200 square metres dedicated to food & beverage, with a mix of innovation, gourmet excellence and tradition; 18,700 square metres dedicated to leisure; 8,000 parking spaces. The location is situated near the Sandro Pertini Airport of Caselle Torinese, with a road network well connected to the main arteries.

The architectural concept of the new shopping centre is innovative and avant-garde, designed to offer a rational response to the changes taking place in the dynamics of consumption. It will consist of independent blocks, overlooking pedestrian walkways and arranged around a central nucleus inspired by the large urban commercial galleries of European cities. Furthermore, as announced on 15 November 2017, a Family Edutainment Centre will be created within COM, the first in Europe, which will feature the prestigious National Geographic brand in order to offer activities inspired by nature and the scientific world.

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Aedes SIIQ S.p.A.

Founded in 1905, Aedes was the first real estate company to be listed on the Milan Stock Exchange, in 1924 (MTA: AE.MI). Aedes SIIQ's strategy is to create and expand its commercial portfolio focused on latest generation retail assets and offices with returns above the industry average that generate recurrent cash flows in line with the SIIQ/REIT model. After the financial restructuring completed successfully at the end of 2014 and the merger in the second half of 2015 with Praga Holding Real Estate S.p.A. – a group known for its development in Serravalle Scrivia and the creation of the first Designer Outlet in Italy – the company offers the market a competitive industrial project managed by professionals with consolidated experience in the real estate sector. Furthermore, following the exercise of the option to join the civil and tax regime of listed real estate investment companies (the so-called SIIQ real estate investment trust regime), Aedes became a SIIQ from 1 January 2016. As at 30 June 2018 its consolidated real estate portfolio stood at a market value of € 447 million (Consolidated GAV). Consolidated shareholders' equity amounts to € 311.3 million and LTV is equal to 44%. The NNNAV at 30 June 2018 is equal to € 315 million with a NNNAV per share equal to € 0.99. On 8 August 2018 the company's demerger plan was approved, aimed at separating the typical activities of a SIIQ from those of real estate trading and investment. At the end of the demerger there will be two companies, both listed on the MTA.

For more information: www.aedes-siiq.com

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