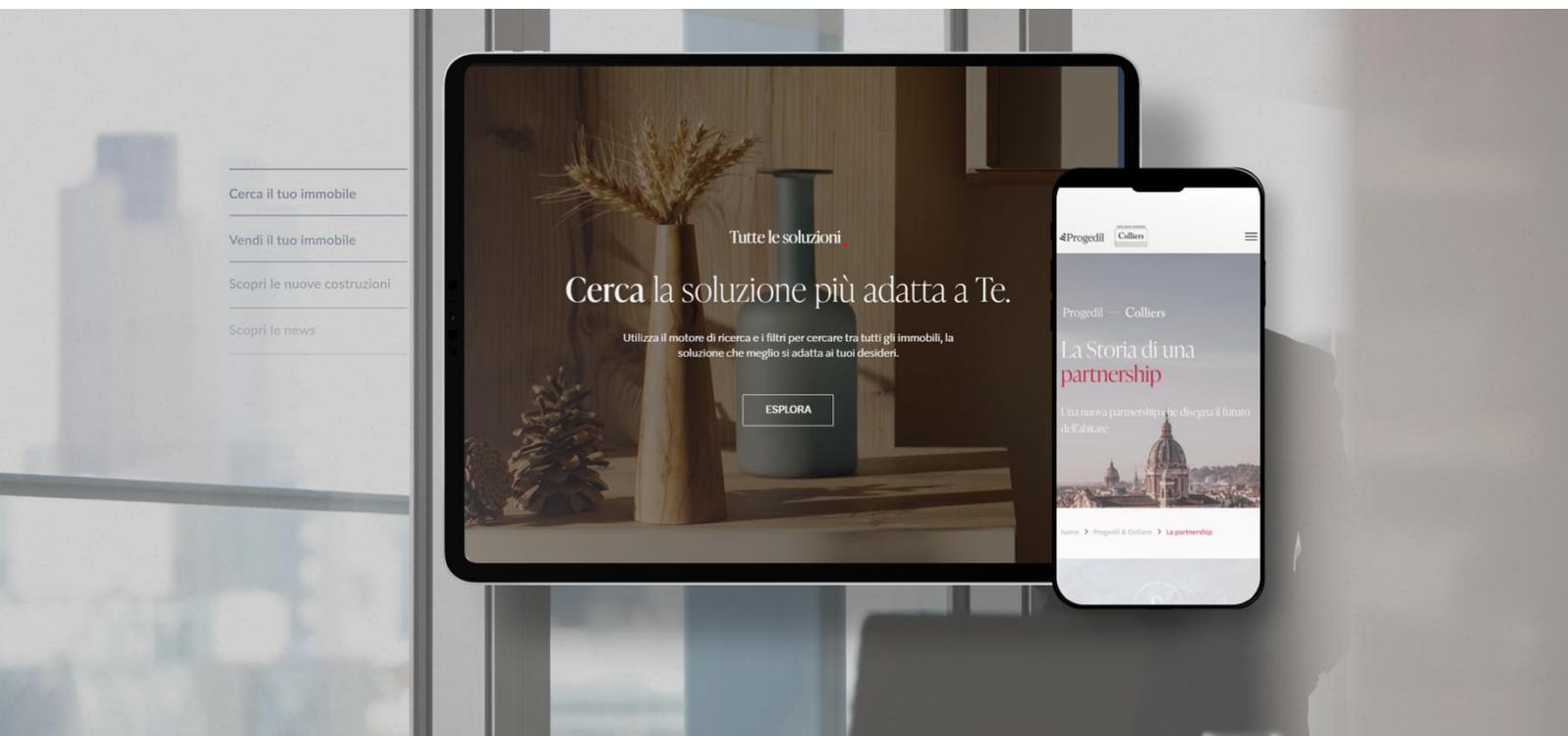


PRESS RELEASE

Progedil announces the official launch of its new brand and an advanced technological platform developed by TECMA to support the entire lifecycle of residential developments, from new construction to management on the private market.

A fully digital workflow designed to enhance the integration between sales and management in the Roman market.



ROME, 21 JULY 2025

Progedil, a leading agency in the **Rome real estate market** with extensive experience in residential sales and the **exclusive partner of Colliers**, announces the launch of its **new brand** and related

technological platform, developed by **TECMA** - a tech company specialized in **Digital Transformation for Real Estate**.

The project represents an **evolution of the Group's identity** (<https://www.progedil.it/>): a **new visual language**, a **clear and recognizable narrative**, and a **digital ecosystem** designed to showcase, enhance, and commercialize each real estate development - from **new construction** to the **private market**.

The **restyled brand** was created to reflect Progedil's **core values**: design care, commitment to quality, and a people-centered approach. The **art direction** builds an **elegant, contemporary visual identity** capable of engaging diverse audiences - from institutional investors and family offices to end clients - while ensuring **consistency across all touchpoints**, online and offline.

Within this **visual and strategic framework**, the **digital platform** plays a central role, simplifying the management of commercial operations and enhancing the **user experience**. The technology - developed by **TECMA** - acts as an **enabling tool**, supporting **sales, marketing, customer care, and CRM processes** in an integrated way, while keeping the **relationship with clients at the core**.

"We are thrilled to present our new digital home, incorporating the restyled brand, elegantly redefined while preserving its history, positioning our Group in a new dimension. This marks another important step forward in our growth and innovation journey. The TECMA technology further streamlines our commercial process, creating an emotional environment for a unique buying experience and integrating the private market and new developments into a single CRM, exponentially increasing the value of managed data" said **Francesco Procopio, General Manager of Progedil**.

"The launch of Progedil's new brand and digital ecosystem represents a tangible evolution for Rome's real estate sector: a project that combines aesthetics, functionality, and a conscious vision of living. The platform integrates technology, data, and advisory services with an art direction capable of generating recognizable and enduring identities. It is a prime example of how digitalization can create new value for the real estate market" commented **Pietro Adduci, CEO of TECMA**.

The press release is available on the www.tecmasolutions.com website, "Investors/Press Releases"

TECMA Solutions [EGM: TCM], listed on Euronext Growth Milan since 9 November 2020, is a Tech Company specializing in Digital Transformation for the Real Estate sector. Through an innovative, fully digitized platform, the Company offers technological solutions for the real estate projects enhancement, speeding up and simplifying sales transactions as well as rental management. TECMA enjoys a team of about 150 professionals featuring over 400 projects in Italy and abroad, having managed transactions worth over 12 billion euros. Thanks to the first-mover advantage and the specific know-how acquired over the years, the Company can anticipate market trends by knowing how to best interpret the needs of real estate investors as well as those of individual consumers, leveraging a mix of art, neuromarketing, and proprietary technologies to develop and create new products aimed at the success of real estate investment.

For further information:

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