

PRESS RELEASE

# Fo.Ro Living: Rome's iconic urban forest, blending sustainability and digital innovation, achieves outstanding sales results.

Designed by star architect Mario Cucinella, the residential project by Impreme SpA - marketed by Savills - has already achieved over 80% pre-sales, thanks to an innovative approach and TECMA technology platforms.



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**Rome continues its growth trend**, showing strong performance driven by recent residential market initiatives.

**TECMA**, a tech company specialized in **Digital Transformation for Real Estate**, and **Savills**, a global leader in real estate services, were selected as the **digital partner** and **exclusive agent** respectively, overseeing the **valorization and go-to-market art direction** of the innovative **Fo.Ro Living** project.

The development, now an **architectural icon** and a symbol of **urban regeneration**, was delivered by **Impreme SpA**, a key player in the Roman market specializing in **residential real estate development**.

Located between the **Ardeatino** and **Garbatella** districts, **Fo.Ro Living** is a development that actively contributes to the **revitalization of the surrounding urban fabric**.

*"Fo.Ro Living is innovative in many respects, with a shared goal: to enhance the well-being and quality of life of its residents. From architectural design to the vertical integration of greenery, which expands the planted surface; from the use of advanced construction technologies to the creation of communal areas fostering a true urban community. This is an emblematic project that marks a real turning point, setting new standards for construction in Italy. It is destined to become a model for future urban regeneration projects, inspiring new visions and perspectives,"* commented **Danilo Orlando - Head of Residential - Savills**.

The architectural project, designed by **Mario Cucinella** in collaboration with landscape architect **Laura Gatti**, rises as an **urban forest in the heart of Rome**, structured like a tree: **commercial roots at the base, a residential trunk, and green loggia branches reaching skyward**. The terracotta-colored façade evokes tree bark, blending architecture and landscape in a harmonious dialogue.

**Fo.Ro Living**, with sales launched in 2023 via an **online booking system**, now integrates a **fully digital approach** into every phase of the residential purchase process: from the **virtual presentation of the project**, to **cost estimation**, and to the **configuration and personalization of spaces, finishes, and materials** from selected partner brands - all enabled through **dedicated TECMA technologies**.

*"Fo.Ro Living is a brilliant example of how technological innovation can be seamlessly integrated with sustainability and architecture. The fully digital approach has played a decisive role in enhancing the project, providing distinctive market advantages and accelerating the sales process. It demonstrates how technology can amplify opportunities in the sector. We are proud to contribute to the digital transformation of Rome's real estate market, leveraging TECMA technologies in collaboration with visionary partners like Impreme and a global leader like Savills,"* commented **Maria Grazia La Rocca - Market Area Manager Rome -TECMA**.

With **over 80% of units sold**, the **Roman Forest** has redefined exclusivity in the capital's market. This result highlights the growing demand for **high-end residences** in Rome, offering a **unique buying experience** for home seekers. The digitalization of the entire sales process has enriched the **end-user experience** while optimizing the **sales force efficiency**, ensuring a **smoother and more dynamic management**.

**Giovanni Magnotta, CEO of Impreme Group**, added:

*"Design, innovation, sustainability, and people's well-being are increasingly central to the new approach to living. The great commercial success of Fo.Ro Living, with over 80% of units pre-sold, demonstrates how the market rewards high-quality residential solutions integrated with advanced, personalized digital services. Our collaboration with TECMA was key to revolutionizing the buying experience: thanks to the digitalization of the entire process, it is now possible to choose and customize one's home through an immersive, interactive experience, setting a new standard in real estate sales.*

*This extraordinary achievement was also made possible by the visionary design of Mario Cucinella and Laura Gatti, who transformed Fo.Ro Living into a symbol of urban regeneration, and by Savills' expertise in the commercial valorization of the project. Fo.Ro Living is far more than a real estate development: it is a model of future living, combining aesthetics, functionality, and sustainability in a single, cohesive vision."*

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The press release is available on the [www.tecmasolutions.com](http://www.tecmasolutions.com) website, "Investors/Press Releases"

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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.

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Impreme Group is a well-established player in the Rome real estate market since 1945. Since December 2020, the Group has been controlled by its current main shareholder. Over the past three years, the Group has developed and sold over 400 residential units across four projects located in the Talenti and Grottaperfetta districts, with a total value exceeding €160 million. During the same period, the Group relaunched and subsequently sold the "Happio" shopping center and, following the closure of the urban planning procedure, sold a developable plot on Via di Bravetta in Rome to a leading institutional investor, where over 400 residential units are planned. Impreme Group is currently led by President Roberto Cappelli, CEO Giovanni Magnotta, and Board Members Luca Malighetti, Mirko Tironi, and Gabriele Braguglia.

Savills, founded in the United Kingdom in 1855, is one of the world's leading real estate advisory firms, listed on the London Stock Exchange (LSE: SVS). Globally, it operates through a network of over 600 offices across America, Europe, Asia & Oceania, Africa, and the Middle East, with more than 40,000 professionals in 70 countries. In Italy, Savills has been active for over 30 years, offering a comprehensive range of real estate services across multiple sectors. Its activities include advisory, valuations, capital markets, property management, leasing, and technical consulting for

*shopping centers, high streets, and office properties. Today, with a team of 200 professionals, Savills Italy positions itself as a reference real estate advisor in selected markets.*

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