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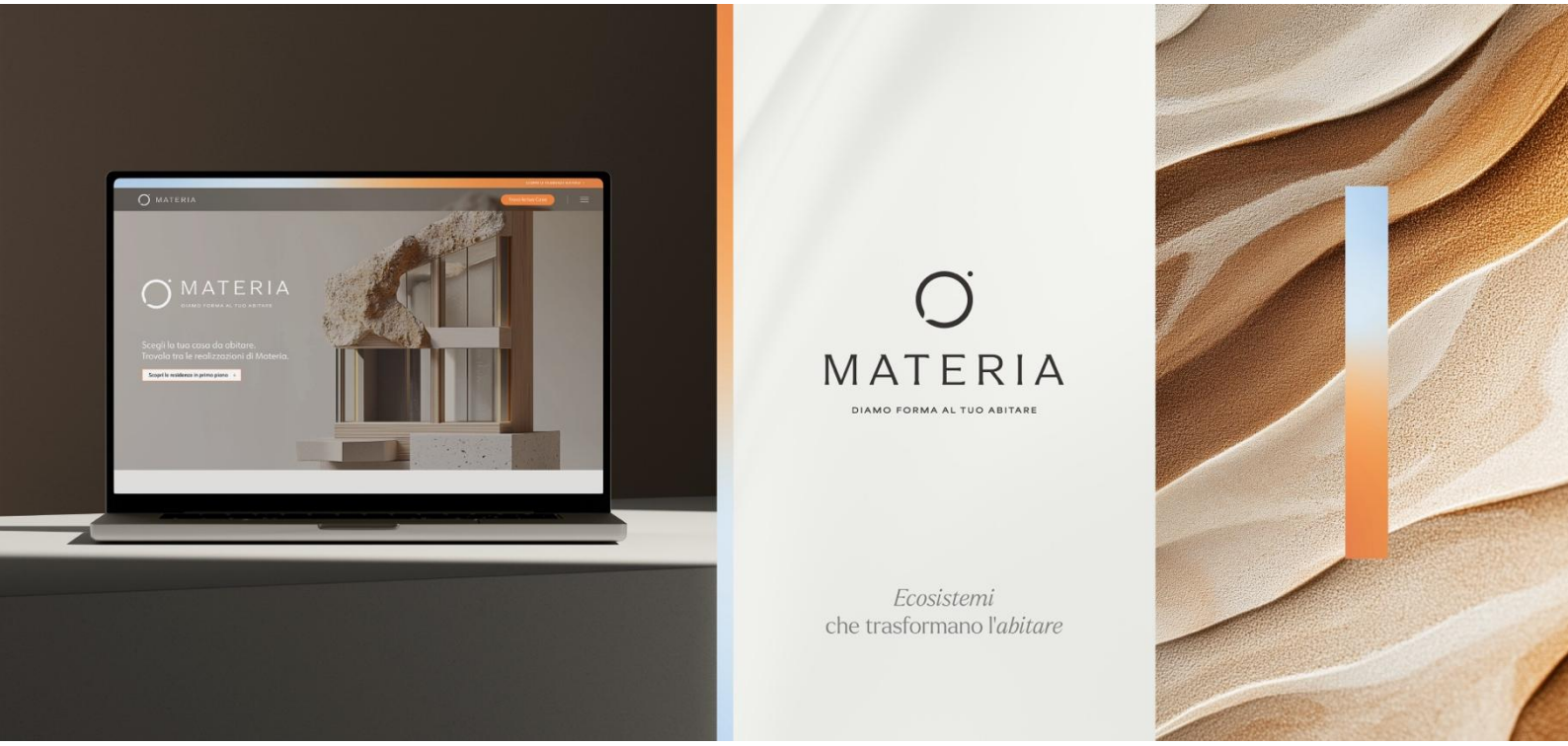
MATERIA
DIAMO FORMA AL TUO ABITARE

PRESS RELEASE

Carlo Maresca Real Estate presents MATERIA: the new brand and digital platform dedicated to residential Real Estate.

A project that leverages decades of expertise in the real estate sector and translates it into a distinctive, digital identity, designed to address the needs of contemporary living.



MILAN, 19 JUNE 2025

Carlo Maresca Real Estate announces the official launch of **MATERIA**, the Group's new brand fully dedicated to **residential development**. Every project under the **MATERIA** label is designed to **meet the needs of people and cities**, offering **long-lasting residential solutions** that create value over time. At its core is a vision that combines **architectural quality, environmental sustainability, everyday well-being, and technological innovation**.

Through the integration of **advanced digital systems** - developed in collaboration with **TECMA** - technology becomes an **integral part of the living experience**, enhancing space usability and simplifying the management of everyday life

"With Materia, we aim to establish a new standard of living, where architectural value meets sustainability and quality of life. It is a natural and consistent step with our history, yet firmly focused on the future," said **Simone Di Gennaro, CEO of CMRE**.

TECMA, a tech company specialized in **Digital Transformation and Branding Art Direction for Real Estate,** has been selected as the **digital partner** for the technological platform and **brand strategy** of the new Materia initiative.

The official website is available at: www.materiarealestate.com

"The launch of MATERIA, CMRE's new brand dedicated to residential real estate, highlights the Group's innovative capacity. Today, it adopts a fully digital approach, integrating TECMA's proven expertise in digital transformation through its software with a joint artistic direction specialized in creating real estate brands. The digital platform developed for MATERIA will strategically support the Maresca Group's ambitious expansion goals, enhancing residential initiatives that will bring further innovation and value to the Italian real estate market," commented **Pietro Adduci, CEO of TECMA**.

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Carlo Maresca Real Estate (CMRE) is the business unit of the Carlo Maresca Group specialized in the development, execution, and valorization of residential, commercial, office, and hospitality real estate projects. With over 60 years of experience and a solid national track record, CMRE stands out for its integrated approach, combining technical expertise, design vision, and a strong focus on sustainability.The company operates with the aim of actively contributing to urban regeneration and creating long-term value for territories, people, and investors.
For more information:www.carlomaresca.it

For further information:

Media Relation
Carlo Maresca Real Estate
Ufficio Stampa
Tel. +39 085 388801
press@materiarealestate.com

The press release is available on the 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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For further information:

Investor Relation
TECMA Solutions S.p.A.

Giorgio Vago
CFO & Investor Relator

Via Bracco 6 | 20159 – Milan
Phone +39 02 66809409
ir@tecmasolutions.com

Media Relation
Twister Communications Group

Via Valparaiso, 3
20144 – Milan
Phone +39 02 4381 14200
tecma@twistergroup.it

Euronext Growth Advisor
Alantra

Via Borgonuovo, 16
20121 – Milan
Phone +39 02 6367 1601
ega@alantra.com