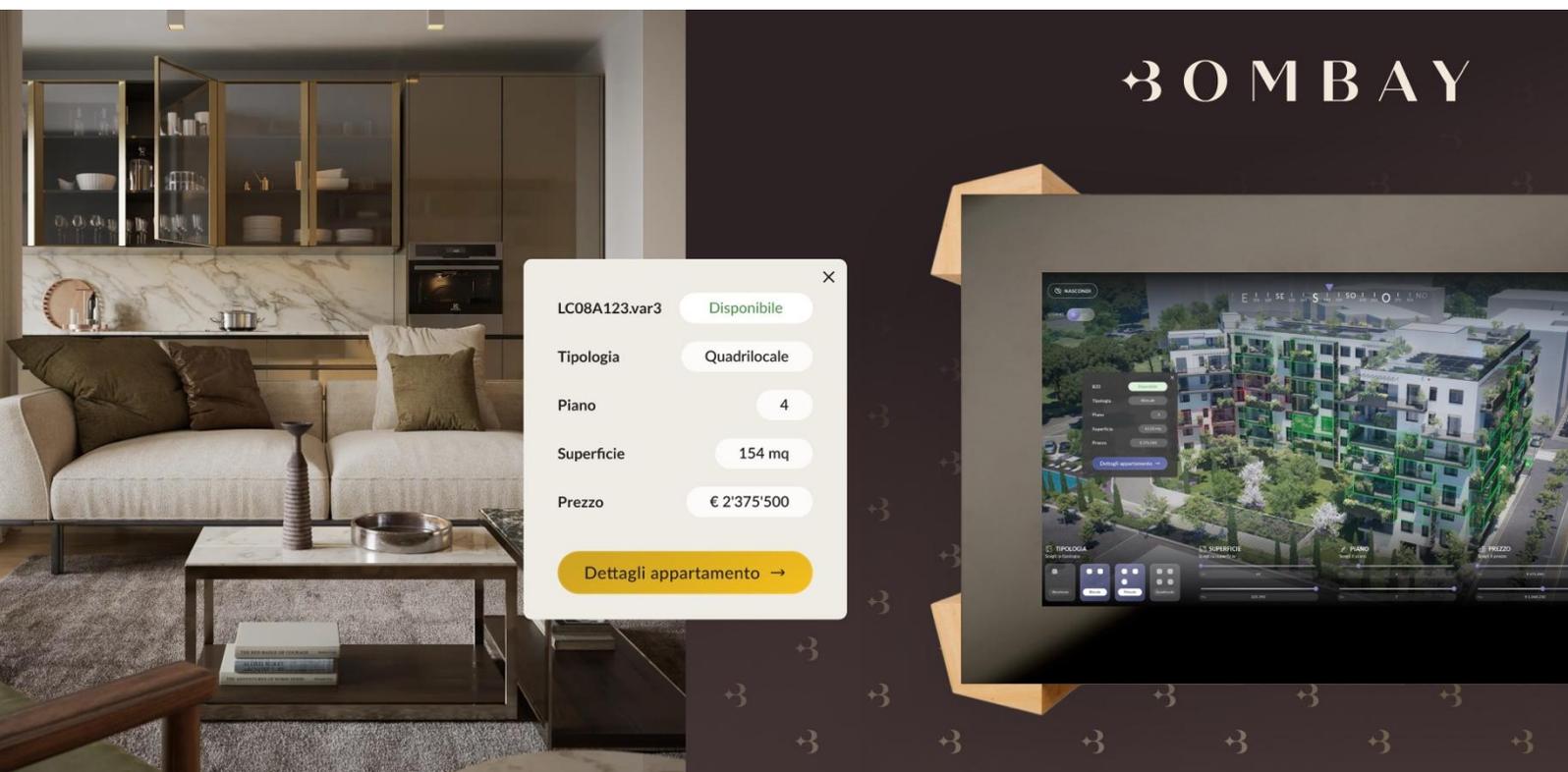


PRESS RELEASE

## Bombay New Living: in Rome's EUR district, innovation in residential living wins through cutting-edge 3D technologies that redefine the purchasing experience for newly built homes.

The project, promoted by Techbau S.p.A., brings the evolution of digital real estate to the Italian capital through the TECMA platform.



ROME, 27 NOVEMBER 2025

In an increasingly digitalized real estate market, **technology remains a key driver** of competitiveness and value creation.

According to a recent **McKinsey & Company analysis** ("PropTech Connect – McKinsey provides real estate players with six new imperatives for success," 2024), the top-performing players are those who integrate **digital solutions and advanced analytics** across all aspects of their operations, moving beyond sporadic adoption to develop fully **integrated, data-driven models**.

This trend is also reflected in recent **TECMA data**, which show that the adoption of digital technologies in new real estate developments grew by **+26% in the first half of 2025, confirming the sector's shift toward more connected, efficient, and sustainable management.**

This acceleration underscores the importance of models that combine **design, sustainable construction, efficiency, and digitalization.** It is within this context that **Bombay New Living**, a new residential development, concretely interprets this evolution.

Situated in the heart of EUR, the project is an **urban regeneration** initiative that transforms an existing office building into a contemporary residential complex, promoted by **Techbau S.p.A.** and marketed by **Gabetti Home Value.** The development combines sustainability, architectural quality, and digital innovation, offering **83 residential units** designed to ensure comfort, efficiency, and a superior living experience.

As part of the project, an **Open Day** was held at the **Bombay New Living info point**, a digital experiential space designed to present the initiative to the public, including prospective buyers. The **Showroom** is a **"Glass Store"**, conceived as a meeting point between architecture and technology, allowing visitors to explore the project's identity and experience its main digital features firsthand, demonstrating how innovation translates into a **direct and immersive customer experience.**

**TECMA**, a tech company specialized in **Digital Transformation for Real Estate**, was selected as the initiative's **digital partner**, leading a new approach to integrating design and sales experience. **The evaluation of each apartment's features is supported by advanced software and 3D functionalities, a first in Rome, enabling future buyers to make clear, informed, and immersive decisions,** while digital pathways enhance the understanding of spaces and residential solutions.

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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.*

**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](mailto:ir@tecmasolutions.com)

**Media Relation**

Twister Communications Group

Via Valparaiso, 3

20144 – Milan

Phone +39 02 4381 14200

[tecma@twistergroup.it](mailto:tecma@twistergroup.it)

**Euronext Growth Advisor**

Alantra

Via Borgonuovo, 16

20121 – Milan

Phone +39 02 6367 1601

[ega@alantra.com](mailto:ega@alantra.com)