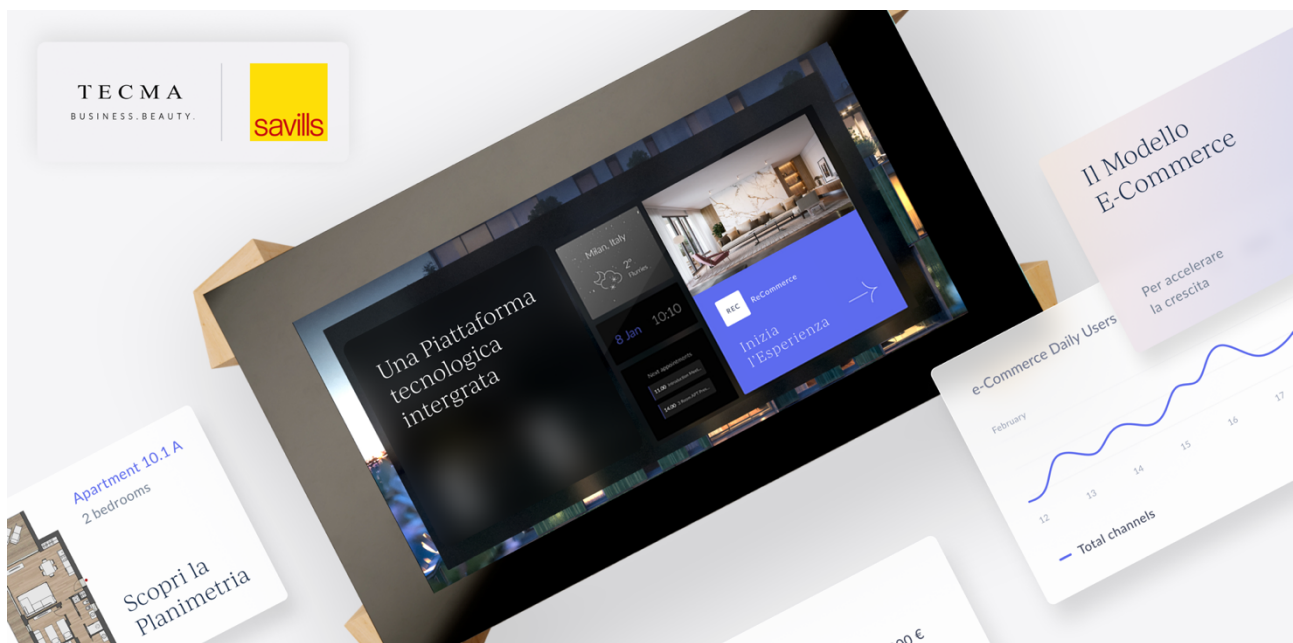


PRESS RELEASE

# Savills focuses on an e-commerce model to accelerate growth in Italy, with a new technology platform developed by TECMA: a strategic partnership for international expansion.

In an increasingly digital market, where over 95% of sales originate online, a partnership is launched to create an end-to-end digital ecosystem dedicated to new residential developments.



MILAN, FEBRUARY 23, 2026

As in all industrial sectors, in Real Estate as well, the process of matching supply and demand for the purchase of a new home is increasingly driven by software technologies. Today, over 95% of sales of new residential developments begin online, following a logic now comparable to an e-commerce model. In this context, the use of data and advanced technologies becomes a key factor in engaging target end customers and managing a purchasing experience that starts online.

However, in the real estate sector, this does not mean that the entire transaction is completed online: the digital environment is where the process of selection, information gathering and customization begins, and then continues in a physical setting, where interaction between the end customer and the sales representative enables completion of the sales process, always supported by digital technologies.

It is within this scenario that Savills' new digital platform takes shape, based on an advanced e-commerce model developed by TECMA and designed to support the entire sales process of new residential developments. End customers are intercepted online through software connected to social media platforms and search engines and are guided to a website built with e-commerce technology, designed to offer an intuitive and user-friendly experience. Visitors can explore the properties in a comprehensive and immersive way, select their unit of interest and generate a quotation, which is stored in a personal account area that is always accessible.

The experience is available on both desktop and mobile and allows users to independently book an appointment by selecting a specific time slot or to arrange a video call with a simple click: a true online store operating 24/7.

During the appointment, whether remote or in person, dedicated sales software enables users to customize and configure their home and finalize a detailed quotation. The purchase proposal and contract are then automatically generated by the software, together with a full summary of the configuration, sent via email and stored in the user's private area.

All configurations, data generated during appointments, and website interface management flow into a management platform with an integrated CRM, specifically designed for the new-build market. This digital ecosystem makes the sales and purchasing process simpler, faster and more transparent, both for the end user and for the brokerage company.

**Danilo Orlando, Head of Residential at Savills, commented:**

*"Savills has always believed in the power of technology as a driver of evolution in the real estate market. Today, we are preparing to redefine the experience of buying and selling new developments by integrating an advanced digital platform with the talent and expertise of our professionals. In 2026, we will be the first in Italy to offer an integrated digital ecosystem combining data, automation and human interaction to make processes faster, decisions more informed, and customer relationships continuous and personalized, both online and offline. This transformation, developed with TECMA, will be the cornerstone of our three-year innovation program, supporting growth in Italy and Europe and setting a new standard for the residential new-build sector."*

*"In this context, the introduction of a workflow based on a fully digital e-commerce model represents a structural shift in how real estate is bought and sold."* **As Pietro Adduci, CEO of TECMA, states:**

*"The introduction of a workflow based on a fully digital e-commerce model, which starts online and is completed in person, will permanently change the way real estate is bought and sold. We are proud to support Savills, one of the world's leading real estate players, in this irreversible transformation with our latest technologies, which will be initially launched in Italy from February 2026 and globally in Q2."*

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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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