

Press Release

AMBROSIA: THE AI & DIGITAL TOURISM PROJECT BY DESTINATION ITALIA - APPROVED FOR MIMIT INCENTIVES

Milan (MI), October 28, 2025 – Destination Italia S.p.A. (DIT:IM), the leading “Glocal Travel Tech” company in experiential inbound tourism – listed on Euronext Growth Milan (“**Destination Italia**” or the “**Company**”), announces that the Italian Ministry of Enterprises and Made in Italy (MIMIT) has successfully completed the preliminary assessment of the **Ambrosia** research and development project, admitting it to the benefits of the **STEP Call – Sustainable Growth Fund (FCS)**.

AMBROSIA: ARTIFICIAL INTELLIGENCE AT THE SERVICE OF MADE IN ITALY TOURISM

Ambrosia was conceived to innovate and modernize Italy's still fragmented tourism supply chain through a **cloud-native platform** based on **AI, Machine Learning, Large Language Models and RAG technologies**, capable of:

- automating the management and booking processes of tourism services;
- analyzing in real time demand trends, visitor flows, and territorial impacts;
- suggesting increasingly authentic, personalized, and sustainable experiences;
- improving profitability and competitiveness of destinations and local operators.

It is an **innovation project serving local territories**, combining advanced technology with the quality and authenticity of Made in Italy hospitality. Thanks to its **smart modules**, the project integrates high-tech functionalities with strong operational impact:

1. **Virtual Local Expert**: an AI-based digital guide able to recommend authentic and sustainable itineraries;
2. **AI Travel Factory**: the real-time travel personalization engine;
3. **Smart Product Uploader**: automated digitalization of tourism SMEs' offerings;
4. **DIAM – Data Integration & Analytics Middleware**: integration of data and monitoring of ESG indicators along the tourism value chain.

The project makes a tangible contribution to the **ESG transition in tourism** by:

- optimizing transport and travel routes to reduce emissions;
- distributing visitor flows towards less congested areas;
- monitoring the environmental and social performance of destinations through dedicated KPIs.

This innovation creates not only economic value, but also concrete benefits for local communities and territories. The first experimental laboratory will be Sardinia, a strategic area due to its high tourism potential and the need for smarter flow management.

To confirm its scientific and technological relevance, the project will involve leading partners

specializing in artificial intelligence and data analytics.

DETAILS OF THE INCENTIVE AND PLANNED INVESTMENTS

The project, submitted by the Issuer's subsidiary - Destination 2 Italia S.r.l. - will benefit from a **soft loan of €2.48 million** and a **non-repayable grant of €1.49 million**, for a total amount of €4.95 million, under Action 1.1.4 "Collaborative Research" of the PN RIC 2021/2027 program. The project costs are allocated as follows: **Research Activities** €2.47 million and **Development Activities** €2.48 million.

Dina Ravera, Chairwoman of Destination Italia Group, stated: *"With Ambrosia, we aim to bring innovation where it has the greatest impact: in local territories, businesses, and travelers' experiences. Artificial Intelligence is a strategic tool for a more competitive, sustainable, and well-distributed tourism industry".*

With Ambrosia, Destination Italia accelerates the digitalization of Italian tourism, creating a scalable and sustainable model that enhances technology, local territories, and the quality of Made in Italy hospitality.

This press release is available on the Company's website www.destinationitaliagroup.com, under the section *Investors / Releases / Corporate Releases*, and on www.linio.it.

About Destination Italia S.p.A.

Destination Italia S.p.A. is the parent company of the homonymous group and represents Italy's leading Glocal Travel Tech operator, a leader in high-end inbound tourism. Founded in September 2016, the Company provides experiential and tailor-made travel solutions for both B2B and B2C markets, leveraging the digitalization of the value chain to dynamically meet the sophisticated needs of a global clientele. The proprietary HubCore platform integrates advanced technology and human expertise, efficiently orchestrating the match between supply and demand through the Travel Design Team, which boasts in-depth knowledge of Italian destinations, lifestyle verticals, and the sociocultural preferences of customers from over 100 countries. The Group manages a portfolio of over 10,000 accommodations and has welcomed more than 500,000 tourists since 2016. The brands "SONO Travel Club" and "Destination Italia" target different market segments: the former dedicated to luxury, with tailor-made services and high average spend; the latter serving the mainstream market, offering Italy's most sought-after destinations by combining quality and competitiveness. Since 2023, the Group has expanded its strategic assets with the Portale Sardegna and Charming e-commerce platforms, aimed at high-spending and luxury retail customers, thus strengthening its B2C positioning. The Parent Company holds 50.6% of Il mio viaggio in Sicilia S.r.l. (Empeeria), 100% of Destination 2 Italia S.r.l., a B2B tour operator, and controls Hubcore.AI S.r.l., the software house owning HubCore, as well as Welcomely S.r.l., a property manager specializing in the extra-hotel segment. With its wide portfolio of brands and proprietary software solutions, Destination Italia operates across the entire high-end experiential tourism value chain with an integrated and scalable model.

Destination Italia S.p.A. is listed on Euronext Growth Milan, Ticker: DIT – ISIN Code: IT0005454027

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