Press Release

DESTINATION ITALIA: THE SHAREHOLDERS' MEETING APPROVES THE NEW "PERFORMANCE PLAN DESTINATION ITALIA 2025-2030" AND THE CAPITAL INCREASE IN SUPPORT OF THE PLAN

Milan (MI), October 31, 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 ordinary and extraordinary Shareholders' Meeting of the Company ("**Shareholders' Meeting**"), convened today in first call under the chairmanship of Eng. Secondina Giulia Ravera, adopted the following resolutions.

ORDINARY SESSION

Approval of the "Performance Plan Destination Italia 2025-2030"

The ordinary Shareholders' Meeting approved the establishment of a stock option plan, named "Performance Plan Destination Italia 2025–2030" ("**Incentive Plan**" or "**Plan**"), which provides for the granting, in favor of directors, managers, employees and collaborators of the Company and of the companies controlled by it ("**Group**"), of a maximum of no. 4,059,109 options ("**Options**") which, once vested pursuant to the regulation of the Plan that will be defined and approved by the Board of Directors and consequently exercised, will give the holders the right to subscribe one (1) ordinary share for each vested Option, at a price of Euro 0.78 per share ("**Subscription Price**").

The Plan provides for the allocation of the Options in a single tranche and their progressive vesting, subject to the achievement of specific performance objectives that will be established by the Board of Directors, with the possibility of exercising the vested options by 31 December 2030, which is the end date of the Plan.

The Board of Directors has been delegated to prepare and approve the implementing Regulation of the Plan and, in general, to take all actions necessary and appropriate for its implementation.

EXTRAORDINARY SESSION

Capital increase in support of the Performance Plan Destination Italia 2025–2030

The extraordinary Shareholders' Meeting approved the paid, divisible capital increase to be reserved exclusively for the Beneficiaries of the Plan, with a final subscription date of 31 December 2030 and with exclusion of the pre-emptive right pursuant to Article 2441, paragraph five of the Italian Civil Code ("**Capital Increase**"), for a maximum total amount of Euro 3,166,105.02, including share premium, through the issue of a maximum of no. 4,059,109 new ordinary shares of the Company, without indication of nominal value and with regular dividend entitlement, at a price per share of Euro 0.78, of which Euro 0.61 allocated to share capital and the remaining portion to share premium.

The new shares will have the same characteristics as those already in circulation and will be issued in several tranches under the terms and conditions provided for by the Plan.

FILING OF DOCUMENTATION

The Company announces that the minutes of the Shareholders' Meeting will be made available to the public, within the terms prescribed by current legislation, at the registered office of the Company (Milan (MI), Viale Andrea Doria 44, ZIP 20124) and on the website www.destinationitaliagroup.com, section *Investors / Shareholders' Meeting*, as well as on the website of Borsa Italiana S.p.A. at www.borsaitaliana.it, section *Shares / Documents*.

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For the transmission and storage of regulated information, the Group uses the dissemination system 1Info (www.1info.it), managed by Computershare S.p.A., based in Milan, Via Lorenzo Mascheroni 19, authorized by CONSOB.

This press release is available on the Company's website www.destinationitaliagroup.com, under the section *Investors / Releases / Financial Releases*, and on www.1info.it

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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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