

Press Release

UPDATE OF THE KID RELATING TO THE “DESTINATION ITALIA 2024-2027 WARRANTS” NOTIFIED TO CONSOB

Milan (MI), January 14th, 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, as of today, it has notified the competent offices of CONSOB of the update of the KID relating to the “Destination Italia 2024-2027 Warrants” (ISIN: IT0005630220), as provided for by Article 4-decies of the Italian Consolidated Financial Act (TUF) with reference to PRIIPs (Packaged Retail and Insurance-based Investment Products), pursuant to EU Regulation No. 1286/2014.

The KID (Key Information Document) is a concise and standardized disclosure document, prepared with the purpose of presenting the characteristics of financial products in a manner that is easily accessible and understandable for investors, in accordance with the European Regulation on PRIIPs (packaged retail and insurance-based investment products). Its aim is to enable comparability among different products and to enhance the transparency of information relating to such instruments, thereby facilitating the making of informed investment decisions.

The KID of the “Destination Italia 2024-2027 Warrants” and the related regulations are available to the public at the Company’s registered office (Milan (MI), Viale Andrea Doria 44, postal code 20124) and on the Company’s website at www.destinationitaliagroup.com, in the *Investors / Investor Tools / Financial Instruments* section.

The Company reserves the right to supplement and/or amend the published KID also on the basis of any guidelines that may subsequently be issued by the competent Supervisory Authorities.

For the transmission and storage of regulated information, the Group uses the dissemination system lInfo (www.linfo.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.linfo.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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