

## Press Release

### DESTINATION ITALIA: SOLID GROWTH PERFORMANCE IN 2025

#### GTV +13.4% YoY AND CONTRIBUTION MARGIN +14.1% YoY

**Milan (MI), January 27<sup>th</sup>, 2026** – The Board of Directors of **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**”), meeting today under the chairmanship of Eng. Secondina Giulia Ravera, examined certain main consolidated KPIs, not subject to statutory audit, relating to the financial year ended 31 December 2025.

Gross Travel Value (**GTV**<sup>1</sup>) amounted to €59.2 million, recording a growth of 13.4% compared to €52.2 million in the previous financial year.

The positive performance reflects broad-based growth across the Group's key strategic markets, with North America, Europe and Asia-Pacific confirming themselves as the main drivers of development.

The **Contribution Margin**<sup>2</sup> reached €6.3 million, up 14.1% compared to €5.5 million in the previous financial year.

Confirming the solidity of the Group's multi-brand and multi-channel business model, all brands and B2B channels recorded growth compared to the same period in 2024, as did the majority of B2C channels.

In detail, the **B2B channel** reported a GTV of €52.3 million (+13.3% compared to €46.2 million in the 2024 financial year), while the **B2C channel** recorded a GTV of €6.9 million, representing an increase of +14.2% compared to the previous financial year.

The performance of the KPIs confirms the Group's ability to effectively address different targets and markets, while at the same time enhancing synergies across channels.

**Dina Ravera, President of Destination Italia**, commented: “*The KPIs examined confirm the solidity of the consolidation and growth path undertaken by the Group, with results outperforming market trends (Source: Statistics Office of the Ministry of Tourism, +3% vs 2024), despite the complex geopolitical situation. The performance of Gross Travel Value and the Contribution Margin reflects the effectiveness of the multi-brand and multi-channel model and the ability to address different markets and target segments. During 2025, we continued to invest in strengthening the Group's industrial and technological foundations, creating the conditions for sustainable growth consistent with the defined strategic objectives.*”.

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<sup>1</sup> **GTV** (Gross Travel Value): indicates the overall gross value of transactions or the order portfolio managed as at the reference date, including the total value of bookings generated through the platform or the network, gross of costs, commissions and any cancellations.

<sup>2</sup> **Contribution Margin**: represents the difference between GTV and the related cost of sales and is indicative of the value retained by the Group in relation to its activities of organisation and management of services. It is specified that the “Contribution Margin” represents a different denomination of the same indicator previously defined as “Intermediation Margin”. This terminological change does not entail any variation in the calculation criteria of the indicator, which therefore remains fully comparable with the historical data previously disclosed by the Company.

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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

For further information, please contact:

#### **Destination Italia S.p.A.**

##### **Andrea Macchione – Investor Relations Manager**

E-mail: [andrea.macchione@destinationitalia.com](mailto:andrea.macchione@destinationitalia.com)

Tel. +39 06 62 28 79 65

#### **Media Relations Advisor**

##### **IR TOP S.r.l.**

Domenico Gentile, Antonio Buozzi

E-mail: [ufficiostampa@irtop.com](mailto:ufficiostampa@irtop.com)

Tel. +39 02 45 47 38 84

#### **Euronext Growth Advisor**

##### **MIT SIM S.p.A.**

Corso Venezia, 16

20121 – Milan (Italy)

E-mail: [francesca.martino@mitsim.it](mailto:francesca.martino@mitsim.it)

Tel. +39 02 30 66 12 70