

COMPANY PROFILE

Svicom
REAL ESTATE MANAGERS

Our Passion. Your Real Estate.



Fabio Porreca
Chairman, Partner

Experience. Competence. Passion.

Svicom, first of all, has **passion**, that we put into practice every day to enhance the assets we manage and maintain high standards, at all levels.

Svicom's **founding**, more than 25 years ago, laid the foundations for what would become one of the most dynamic companies in Italian Commercial Real Estate.

Intuition has always led us to look outside the box and focus on innovation, in infinite ways, to increase the effectiveness of our work as property managers.

In the **pragmatic, decisive and goal-oriented** nature of the more than over 120 professionals working at Svicom, I see our distinctive way and the strength of our approach.

This is also envisaged by many young professionals who, with the same enthusiasm and tenacity as those who started this journey with me, are always on the front line, alongside our clients and tenants, managing the complexities and opportunities of today and transforming them into valuable paths for tomorrow.



Fabio Porreca Chairman, Partner

Fabio Porreca was born in Fabriano on the 24th December 1969. After graduation with honours in Business Economics from “L.Bocconi” University in Milan, he founded Sviluppo Commerciale Srl in 1996, today Svicom, of which he is still President and a Partner. From 2013 to 2019 he was President of the Foggia Chamber of Commerce and from 2015 to 2019 he was Vice President of UnionCamere Nazionale.



Letizia Cantini General Manager, Partner

Letizia Cantini, born in Pistoia (Tuscany) on March 24th, 1981, lives in Milan. Graduated summa cum laude at Florence’s University - Faculty of Letters and Philosophy, she pursued her studies with a PhD, eventually starting her career in Real Estate in 2008, joining the staff of Unicoop Firenze’s MD as Business Analyst. From 2013 to 2018 she held the position of Real Estate Director and Technical Director in Unicoop Firenze, thus becoming the youngest manager of Coop System. Joining Svicom in November 2018 as COO, since 2020 she is Partner and General Manager of the Group.



Corrado Di Paolo Chairman & General Manager Svicom Agency, Partner

Corrado Di Paolo, born in Foggia (Puglia) on May 8th 1973, lives in Molfetta (Bari province). After the graduation in Industrial Sciences with a Specialisation in Marketing, he starts his career in 1996 in McDonald’s Italia, until 2004 to join Castorama Italia, where he’ll become in few months Head of Home Decoration Department. In 2005 he joins Sviluppo Commerciale ltd as Shopping Centre Manager of Mongolfiera Japigia Shopping Centre in Bari; in 2009 he holds the position of Sales Director and in 2016 becomes Partner of Svicom Sviluppo Commerciale Srl. He currently holds the position of Chairman and General Manager of Svicom Agency, controlled by Svicom Group.

Simone Roati Chief Financial Officer

Simone Roati was born in Milan on 09 November 1976. In 2000 he graduated in Economics and Business at the Catholic University of Milan. He began his professional career in prestigious consulting companies such as EY S.p.A., gaining experience in the role of Financial Services Manager in leading companies operating in the financial sector. He then continued his career in SGR real estate companies, joining Blue SGR S.p.A in 2015 where he became CFO. In 2021 he joined Svicom as Chief Financial Officer.



Paolo Mutti Business Development Director

Paolo Mutti was born in Bergamo on January 9, 1964, and lives in Segrate, in the province of Milan. He began his professional career in 1992, first as Store Manager for the first Foot Locker in Milan, then as District Manager for the central-southern area, where he opened and managed about 20 shops. In 1996 he began a new challenge as Sales Director of Champion Italia of the Sara Lee Group, which he left to take on the role of Sales Director of Infiores Store first, then Head of Retail Investment at Grosvenor Fund Management CE. From February 2013 he joins Arcotecnica Group, Agire Srl Gruppo Ipi as Retail & Management Division Director, later becoming Retail Business Development Director and ad interim Retail Leasing Director of the same Company. From February 2020 he joins Svicom as Business Development Director.



Our Business Lines



**PROPERTY
MANAGEMENT**



**ASSET
MANAGEMENT**



**MALL
MANAGEMENT**



**TECHNICAL
SERVICES**



**LEGAL
CONSULTANCY**



**ADVISORY AND
FEASIBILITY STUDIES**



**CONDOMINIUM
MANAGEMENT**
(Svicom Gestioni Condominiali)



LEASING
(Svicom Agency)



**MARKETING AND DIGITAL
STRATEGIES**



**BUSINESS
DEVELOPMENT**

Property and Asset services

62

SHOPPING
CENTRES

12

RETAIL
PARKS

6

OFFICES

7

HIGH
STREETS

The main **services**
include:

PROPERTY MANAGEMENT:

- Property Accounting
- Property Tax Management
- Rent collection
- Managing contracts and relations with tenants

MALL MANAGEMENT:

- Governance, Set-up of services and Administrative Management of supplier contracts
- Economic, Administrative and Fiscal Management of Real Estate Assets
- Management of Temporary Lettings
- Strategic development of Communication and Marketing Plans

ASSET MANAGEMENT:

- Asset/portfolio analysis, identification and implementation of enhancement strategies;
- Enhancement of the property portfolio by establishing a strategic approach, as well as coordinating and selecting service partners;
- Strategic planning, budgeting and regular reports;
- Contract and negotiation consultancy;
- Profit maximisation: analysis of costs and revenues to optimise them.



“

**Maximum management and organisational efficiency ,
integrated services tailored for each property,
focussing on the local area and communities.
This is the basis for our approach.
Places full of people, designed for people.**

”

Letizia Cantini

General Manager, Partner

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Technical Services

The main **services** include:

96
MANAGED
ASSETS*
(EXTRAORDINARY AND
ORDINARY MAINTENANCE)

1.3 sqm
TOTAL MANAGED
GLA*

100
PILOTAGE
ATCTIVATED

- Ordinary maintenance management
- Extraordinary maintenance management
- Technical management (ordinary and extraordinary maintenance) with Software Facility
- Technical Project management
- Preliminary location suitability checks
- Interior design
- Watchdog
- Pilotage
- Energy Management
- Health and Safety Management



“

Facility Management, Building Management, Project Management and Retail Design. These are the four areas that make up our technical services. The aim remains clear: to always guarantee economically sustainable and energy efficient solutions.

”

Chiara Mattei

Head of Technical Department

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Marketing & Digital Strategies

58

MANAGED
ASSETS *

6 million
euros

BUDGET MARKETING
TOTAL MANAGED *

34

ACTIVE DIGITAL
INNOVATION PROJECTS *

860.000
euros

TURNOVER
FOR CREATIVE SERVICES
AND DIGITAL ADVERTISING*

The main **services**
include:

- Corporate Communication;
- Creative & Marketing Strategy;
- App Design and Development;
- Website Design and Management;
- Digital Advertising;
- Social Media Strategy & Social Media Marketing;
- Search Engine Marketing;
- Special Visibility Projects;
- Performance Marketing;
- Innovation Projects.



“

We strongly believe that digital strategies and technological innovations applied to retail, can increase the value of the final consumer experience and bring it to a new dimension of visiting and enjoying commercial properties.

”

Francesca Pinzone

Head of Marketing Department

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*data 2021

Legal Consultancy

The main **services** include:

- Legal assistance on lease contracts for retail real estate and other properties
- Assistance and legal advice on real estate activities
- Legal due diligence for real estate
- Legal assistance and consultancy for management of administrative authorisations for shopping centres
- Legal assistance and advice for litigation, both judicial and extra-judicial
- Temporary Letting



“

We offer assistance and legal advice to Investors and Owners, through an integrated approach between legal and management professionalism, to make the most of the properties and look after the assets over time.

”

Flavio Scoccola

Law firm Scoccola & Partners

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Advisory and Feasibility Studies

The main **services** include:

- Regular performance analysis reports on the projects we manage
- Internal benchmarks on KPI such as: turnover, footfall, fees, management expenses, etc
- Comparison analysis with external data providers such as CNCC, Urbistat, etc
- Support for the development of feasibility studies with specific analysis of catchment areas, competitors, macroeconomic data analysis of the area, etc
- Supporting the management of real estate market data and reporting
- Monthly reporting to clients of managed properties: analysis of rents, analysis of turnover, analysis of age turnout



“

We are a snapshot on the main trends of the Italian Commercial Real Estate market. We observe, analyse and monitor the main data and trends to measure the properties we manage and always have the measure of the sector.

”

Marianna De Luca

Head of Advisory Department

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Leasing

1 million sqm

MANAGED GLA*

35.000 sqm

RE-LET GLA*

200

STORES LEASED*

The main **services** include:

- Establishing leasing strategy and planning the merchandising mix in the development phase
- Renovation and upgrade of retail properties and high street
- Restyling and refit of layout asset

*data 2021



“

We offer specialized and targeted strategic consultancy: from choosing layout and location, to new concepts for converting spaces, through analysis and evaluation of Retailers' approaches, in order to identify solutions most consistent with new consumer demands.

”

Corrado Di Paolo

Chairman & General Manager - Svicom Agency, Partner

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Portfolio

140 million
total footfall

130
assets

more than
2.800
tenants

1.7 million
sqm of GLA



Our Clients

In over 25 years since Svicom was founded, many companies, landlords, organisations, and institutions have chosen us as their preferred partner for managing and developing their assets.

- Aedes Siiq
Axa
Banco BPM
Banco Popolare
Bennet
Benson Elliot
Blue Sgr
Boldrin Costruzioni
BNP Paribas Sgr
Carrefour
Castello Sgr
CBRE Investors
Coima
Coimpredil
Conad Sgr
Coop Alleanza 3.0
Coopsette

Degi Intership
Despar
Elmas
Eurocommercial Properties
Eurofund Group
Finsud
Foruminvest
Grigoli Distribuzione Srl
Gruppo Basso
Gruppo Cualbu
Gruppo Industriale Maccaferri
Gruppo Lombardini
Gruppo Zamparini Henderson
Global Investors Investire
Immobiliare Sgr
Jamestown Europe GmbH
Kryalos SGR

LFPI Reim Italia
Lio Capital
Mediocredito Italiano
M&G Investments
Namira Sgr
Neprix
Novacoop Soc.coop
Orion Capital Managers
Pradera
Prelios
RE.GE.IM Spa
Savills Investments Managers Sgr
Schroders
Serenissima Sgr
Unicoop Firenze
Unicredit Leasing
Union Investment

Svicom

REAL ESTATE MANAGERS

MILAN
GALLERIA DEL CORSO, 1

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