

Milan, November 27, 2023

DeA Capital Real Estate SGR & PAREF have leased 98% of their flagship asset “The Medelan” to prestigious tenants



DeA Capital Real Estate SGR, as fund management company of the Broggi Fund and PAREF acting as advisor for asset management and development management activities, are delighted to welcome new retail tenants to its flagship asset “The Medelan”, located in Piazza Cordusio in Milan.

“The Medelan” highlights both asset managers’ expertise in managing complex building restructuring and renovation projects.

From Palazzo Broggi to “The Medelan”

Through this large-scale project, DeA Capital Real Estate SGR and PAREF have succeeded in renovating the former “Palazzo Broggi”, while preserving its historical architectural hallmarks to provide users with state-of-the-art features.

“The Medelan” covers almost 55,000 sqm and boasts the highest sustainability standards; eco-compatibility is key to its strategy, thus ensuring unparalleled sustainability levels for a historical building. It was certified LEED Platinum and WELL Silver. This restructuring was awarded a “Prix d'Excellence” at the 73rd FIABCI World in the “Heritage and Mixed-Use Development” categories, a first for an Italian project.

Located at the heart of Milan’s business district, the building is around the corner from the Duomo, the Galleria Vittorio Emanuele II and the Teatro alla Scala. Following its redevelopment, “The Medelan” has become a full-time living space with office and retail spaces, green areas, unique rooftops with incredible views, a Michelin-star restaurant and a cocktail lounge.

Prestigious brands

Now leased up to 98%, “The Medelan” has welcome new tenants within its retail spaces. Tailored to their needs, these areas will be visible and easy to access.

Among its tenants are:

- COIN, an historical brand founded in Italy in 1916, dedicated to the world of clothing, beauty and home decoration, could not miss the appointment with one of Italy's most important places for retail and shopping, with the opening of one of the largest COIN Excelsior flagship stores in the heart of Milan.
- ARKET has thus identified “The Medelan” as the ideal location for the launch of a lifestyle brand (part of the H&M group) that is well known in the rest of Europe and not yet physically present in Italy.

- Kave Home, a well-known Spanish furniture brand, has also chosen “The Medelan” for the long-awaited opening of its first physical store in the Italian design capital.

“We are delighted to welcome these prestigious brands to “The Medelan”. Their mission, willingness to innovate and attention to environmental and social issues fit perfectly with our vision. “The Medelan” project is in line with what we had imagined at the outset of the project: a contemporary urban masterpiece that - while respecting the architectural and historical elements of the building - is an avant-garde, cutting-edge real estate complex. We are proud of the accomplished work, which has demonstrated the team’s expertise in creating value across the entire real estate value chain,” said **Emanuele Caniggia**, CEO of DeA Capital Real Estate SGR, and **Andrea Duma**, Managing Director - Country Head of PAREF Investment Management Italy.

About DeA Capital Real Estate

DeA Capital Real Estate SGR S.p.A. is the Asset Management Company leader in Italy, specialized in real estate Alternative Investment Funds. It manages Euro 12,9 billion assets through 54 real estate funds and one SICAF, with assets consisting of 700 properties, 70% of which are located in Rome and Milan. DeA Capital Real Estate SGR is part of the pan-European alternative asset management platform of the DeA Capital Group with investment activities in private equity and real estate. DeA Capital pan-European platform manages Euro 27.3 billion AUM, over 450 Investors, 90 Funds, with companies in France, Iberia Peninsula, Poland and Germany through Group subsidiaries and investees of local senior management teams.

About PAREF Group

PAREF is a leading European player in real estate management, with over 30 years of experience and the aim of being one of the market leaders in real estate management based on its proven expertise. Today, the Group operates in France, Germany, Italy, and Switzerland and provides services across the entire value chain of real estate investment: investment, fund management, renovation and development project management, asset management, and property management. This 360° approach enables it to offer integrated and tailor-made services to institutional and retail investors. The Group is committed to creating more value and sustainable growth and has put CSR concerns at the heart of its strategy.

As at June 30, 2023, PAREF Group manages over €3bn assets under management.

PAREF is a company listed on Euronext Paris, Compartment C, under ISIN FR0010263202 – Ticker PAR.

More information on www.paref.com

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