



MICROSOFT: THE NEW ADDRESS FOR INNOVATION IN ITALY

Microsoft and COIMA SGR signed an agreement for the new Italian HQ in Porta Volta district, Milan.

The new offices are based around the concept of extensive cooperation and the use of the most innovative technologies, increasingly orientated towards smart working and designed to inspire digital development in country with clients, partners and consumers.

Milan, 6 July 2016 - **Microsoft Italia**, following the agreement reached with **COIMA SGR**, hereby announces that in February 2017 it will inaugurate its new headquarters in the centre of Milan, the first Italian public building designed by Herzog & De Meuron on behalf of the Feltrinelli Group in the redeveloped Porta Volta district, which has recently become a hub for cultural and social innovation.

The Microsoft Italia offices shall be located next to the future headquarters of the Giangiacomo Feltrinelli Foundation, in what is set to be the new urban cultural centre wanted and designed by the **Feltrinelli Group**, which entrusted the management of the property to **COIMA SGR** through the establishment of the Feltrinelli Porta Volta Real Estate Fund.

The project is part of a journey Microsoft Italia embarked on 10 years ago, dedicated to the “New World of Work”, an approach to professional dynamics that envisions greater flexibility of its employees through smart working, the use of functional and technologically innovative spaces to simultaneously maximise productivity and cooperation. In recent years many Italian organisations have drawn inspiration from this new way of working and Microsoft technologies, benefitting both in terms of the competitiveness of their organisation and the wellbeing of their employees.

People and the ecosystem are the stars of this new project: the wellbeing and the reconciliation of personal and professional needs are at the basis of time management and the way of working, where flexibility becomes an important tool for achieving goals. More and more extensive cooperation with clients and partners is the best way to innovate, especially in the business of digital transformation.

The external design of the building makes it immediately recognisable in the Milanese urban landscape and at the same time enables you, thanks to its entirely open and transparent surfaces, to experience the main values of the new Microsoft culture: **openness, visibility, flexibility,**

energy, dynamism and innovation. The open space work areas have no fixed stations, for which each person will work and move around the spaces according to daily needs. Meeting rooms and relaxation areas intend to encourage communication between work teams as well as individual colleagues. Technological equipment within the collaborative spaces guarantee remote connections with both home workers and people connected from other locations, in line with the flexibility that sets the Company's way of working apart.

Another distinctive element of the new headquarters is the strong spirit of opening and involvement of the city, clients, partners and consumers, with dedicated areas including a **digital class**, where teachers and students may encounter new technologies for learning purposes, seizing digital education opportunities and a renewed **Microsoft Technology Center**, which will allow clients and partners to create digital transformation projects with the support of professionals and innovative technologies. In the **area dedicated to the consumer world**, it will be possible to discover and try out the latest technological solutions for entertainment, communication and innovation. Finally, there will be a **lab**, where developers, start-ups and IT professionals may train and increase their knowledge of Microsoft solutions.

The new offices will also feature a live showcase of the latest **SmartBuilding** technologies, where sensors, virtual helpers, multimedia screens and applications will make the interaction between people, spaces and information increasingly dynamic. For example, thanks to the presence of IoT sensors, it will be possible to gather various information on the operation of the new offices, that once analysed using PowerBI tools will develop dashboards to monitor the environmental impact and indicators of the main activities carried out in the building.

*"With this project we want to be even closer to our clients, partners, consumers and the inhabitants of one of the most lively Italian and European cities. The new headquarters are inspired by four key aspects that today are a part of Microsoft's culture, a company that is contributing to the digital evolution of the country: flexibility, cooperation, openness and innovation," explained **Carlo Purassanta**, Chief Executive Officer of Microsoft Italia. "Spaces that encourage productivity, characterised by creativity and Italian design, united with the most advanced technology for experimenting digital potential: all features that will make the future headquarters the new address for innovation in Italy, as well as, I may proudly say, the most beautiful and striking Microsoft headquarters in the world".*

Microsoft

Founded in 1975, Microsoft offers people and organisations around the world the best experiences to obtain the most from their activities. It offers a complete range of solutions, devices and cloud services to enable everyone to improve the results of their professional and personal activities.

Microsoft

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COIMA SGR, authorised by the Bank of Italy in 2007, is a leading independent manager of real estate investment funds on behalf of Italian and international institutional investors. COIMA SGR currently manages 17 real estate investment funds, with over 5 billion euros in investments, including third parts mandates.

COIMA, established in 1974 by the Catella family together with Domo Media, specialises in developing and managing real estate assets on behalf of institutional investors. COIMA works with leading Italian and international institutional investors, including sovereign funds, pension funds, banks, insurance companies, property developers, real estate funds, and private equity funds. In over 40 years of experience, COIMA has developed and managed over 5 million square metres in real estate assets – including Milan's Porta Nuova, one of the largest urban renewal projects in Europe.

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Feltrinelli Group

The Feltrinelli Group is an affirmed leader in the area of research and critical entertainment culture, with an innovative, multi-dimensional and accessible offer that promotes independence and freethinking. It operates across the entire book chain, from publishing with Giangiacomo Feltrinelli Editore and other names, to intermediate distribution and retail. Feltrinelli Bookstores, present throughout Italy, are local cultural spaces brought to life by a rich program of literary and musical encounters with celebrities. Laeffe TV is broadcast on channel 139 of the SKY platform, the Feltrinelli station featuring unique and original programming. Online, the Group operates through its e-commerce website www.lafeltrinelli.it and multiple social media accounts. The Giangiacomo Feltrinelli Foundation is one of the main European centres for documentation and research in the field of historical, political, economic and social sciences. The Group is also active in the real estate and restoration sector.

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