

ACQUARIO DI GENOVA PRESS PACK

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ACQUARIO DI GENOVA A SUCCESSFUL FACILITY BOASTING OVER 33 MILLION VISITORS

The Acquario di Genova was built on the occasion of the Expo '92, a celebration of the fifth centenary of the discovery of the New World by Christopher Columbus, with the intention of restructuring and enhancing an area full of history and traditions, located in the heart of Genoa's historic centre, the **Porto Antico** (the old port).

The project for the area and the Acquario is by the **Genoese architect Renzo Piano**, whereas the interior design is by the **American architect Peter Chermayeff**.

The facility, managed by Costa Edutainment, **has been committed for 30 years to the protection of nature and to the dissemination of science in line with Goal 14 of the 2030 Agenda of the United Nations "Life under water - Preserve and use in sustainably the oceans, seas and marine resources for sustainable development"**.

From 1992 since nowadays, **Acquario di Genova has welcomed over 33 million visitors**, bringing them closer to the marine and aquatic world to allow them to get to know it, appreciate its inestimable value, discover the main threats that undermine its existence and, through direct involvement in edutainment experiences, promoting a personal commitment to contribute to its preservation. A commitment that the facility carries out daily through research projects in a controlled environment and in nature, conservation and awareness-raising in line with **its mission "Bringing people closer to Nature and promoting the protection of aquatic environments through education, conservation and research activities"**.

The Acquario di Genova owes its success to different reasons: from the **ongoing innovation** in terms of tanks, hosted species, tourist offers and communication, to the **constant attention to the client**, in order to be able to meet the growing request of a qualitative use of the spare time, from the action of **environmental awareness** on line with the mission of the facility to the **integrated system** which nowadays links the Acquario di Genova to the other facilities managed by Costa Edutainment in Genoa – the Biosfera, the Bigo panoramic lift and The Città dei Bambini e dei Ragazzi and which makes up the AcquarioVillage world.



THE REASONS BEHIND THE SUCCESS: A CLEAR AND STRONG MISSION OF ENVIRONMENTAL AWARENESS

The mission of the Acquario di Genova – **“Bringing people closer to Nature and promoting the protection of aquatic environments through education, conservation and research activities”** – has always driven the actions and the commitment of the whole structure.

Since its opening, numerous efforts to get involved not only the visitors of the Acquario, but also schools, observers and ordinary citizens have been made; every initiative is always aimed at building up a more responsible relationship with the environment and to stimulate activities, particularly to safeguard the aquatic fauna.

The visit: the main spreading tool

The main tool of this mission is the visit to the exhibition path, which through the emotional involvement of the public means to communicate important messages for the environment tutelage and enhancement.

The rigorous representation of the environments and the careful choice of the scientific information to be passed on to the public are the basis on which the activity of the Acquario di Genova is based on since its opening.

On the visit path, the Acquario di Genova has run campaigns to collect funds and signatures for specific themes, on which to raise the general public awareness and also aimed at supporting preservation projects with an international involvement. Among the main campaigns there are the ones promoted by the European Association of Zoos and Aquaria (EAZA), of which the Acquario is a member, on amphibians, Madagascar, turtles and tortoises and the international petition for the corals' safeguard.

The edutainment method.

In order to support this effort, several activities have been devised and developed according to the *edutainment* style, which combine information focused on the aquatic ecosystems with entertainment and play, expanding on the knowledge and stimulating the public proactivity towards the tutelage of the environment, arousing the visitors' curiosity and interest.

This model of activity is based on the concept of a unique and distinctive experience, focused on the thrill of learning while having fun; it is used in every action range of the Acquario di Genova, both internal and external, with the objective of contributing to the awareness of large brackets of public.

The same edutainment format is used in all the facilities managed by Costa Edutainment in Genoa and in Italy. Such format combines the information focused on the theme on hand with entertainment and amusement, making the learning process simpler, and also ensuring that the messages put across are absorbed and assimilated, thanks to the greater involvement of the reference target.

The transversality of the themes and the connections created among the themes themselves allow Costa Edutainment offering a new way of doing culture.

The institutional partnerships

Thanks to the know-how acquired through the years and the value of the popular activity carried out among the public, the Acquario di Genova has become in the course of the years a partner of public and private authorities, which acknowledge its educational-popular potential and ask for its cooperation.

In 2008 a memorandum of understanding with the Ministry of University Education and Research was signed; it sees the Acquario di Genova becoming part of the main structures on a national level for the promotion and enhancement of the environmental education within the educational process of the youngsters in the various orders and levels of education, on a national level. In 2012 this memorandum was renewed for all the facilities managed by Costa Edutainment in Genoa.

The Acquario di Genova is a member of important international associations, such as the European Association of Zoos and Aquaria (EAZA) and the corresponding association on a global level (WAZA), which **have the objective of promoting the cooperation in favour of projects of preservation of endangered species, through annual awareness campaigns and funds collection.** It is also part of the European Union of Aquarium Curators (EUAC), of the European Association of Aquatic Mammals (EAAM) and of the World Oceans Network (WON), the international network which gathers more than 600 organizations, specialized in information, education and popular activities regarding themes linked to the sea and the environment.

Very important is also the cooperation with the Universities of numerous Italian cities, with regard to educational activities concerning scientific subjects such as biology, environmental and veterinary sciences, ethology, both inside the facility and in situ.

The scientific research

The scientific research activities in the field are fundamental; they are realized in cooperation with other research Institutions or Authorities, which have contributed to the knowledge of the status of some species, or to develop new non invasive research techniques; the support actions to promote the set up of areas for the safe-



guard of endangered species; the active presence within scientific Companies, international Authorities and supranational Organizations, in order to stimulate the start of management policies aimed at endangered species; the spread of the results of research and monitoring activities in order to promote the diffusion of the knowledge and awareness among the general public; assistance to the preservation international programmes; the implementation of emergency interventions for endangered species.

Within this range there are: the Emys projects for the preservation of the European pond turtle of the Piana di Albenga, the project "Delfini Metropolitani" (metropolitan dolphins), concerning the study of the presence and habits of the coastal dolphins and their relationship with Man's activities, MahRE Center, the scientific activities led together with the University Milano-Bicocca to study and preserve corals in the Maldives both in the islands and in the new center at the Acquario di Genova, the cooperation with the "Servizio Cites" of the Carabinieri Corps for the fostering of endangered protected species.

The Fondazione Acquario di Genova

The "Fondazione Acquario di Genova", a non profit organization which was set up in 2003 in order to strengthen the Acquario's mission. The Foundation has promoted and realized projects within the fields of education, awareness, applied research and preservation, with a particular care to the implications regarding the social aspects, also cooperating with Universities and important international scientific partners.

The certification path

The Acquario di Genova has always been committed to realize its mission through a concrete commitment for an ongoing qualitative improvement within the company itself, and with a positive and tangible outcome on the company, its partners and the environment. The attention to the quality and safety at work has always flanked the commitment on the environmental front.

During 2002, the company decided to formalize these commitments by freely taking on a reorganization process, aimed at adopting management systems to protect these aspects.

This is how BEST 4 RINA got started; it is the most comprehensive certification scheme on a global level, which gathers in only one process an integrated management process which refers to the ISO 14001 environmental certification, obtained in 2003, the ISO 9001 quality, attained in the month of December 2006 and extended to all the facilities managed by Costa Edutainment since July 2010, and the OHSAS 18001 certification for occupational health and safety, achieved in December 2008, renewed in December 2011 and extended to the Acquario di Livorno. The path will be completed with the SA 8000 social accountability certification.

Costa Edutainment is aware of the need to ensure conditions of correctness and transparency in the running of its business and related activities; in order to protect its position and image, it has also adopted since 2010 an organizational model according to the Law Decree 231. Within this new model, the company has subscribed to an ethical code which outlines principles and guidelines devised to inspire the company's activities and to steer the behaviour not only of its employees, but also of all the people who the company deals with while carrying out its activity, with the objective of ensuring that its efficiency and reliability are accompanied by an ethical conduct.

The environmental awareness in figures

The schools and the general public

- **100.000 students a year** visit the Acquario di Genova
- For **90% of the teachers** visiting the Acquario di Genova, the activity is an **incentive to realize new educational projects at school**.

Scientific research

- **Delfini Metropolitani (metropolitan dolphins): over 20 years of research**
- **11 scientific expeditions (2 Antarctica, 6 Madagascar, 3 Mali)**
- **Since 2004, annual participation to the research activity in the Maldives, coordinated by the University of Genoa for the monitoring of the coral reefs.**
- **Coralzoo: 4 years of research, 10 international partners, 9 researchers from the Acquario di Genova involved, 6 experiments on the corals feeding, 2 experiments to test new methods of curing the corals, 2 experiments on the nutrition and interaction between food and light.**
- **From 2020 memorandum of understanding with the University of Milano-Bicocca for research on corals and coral restoration through the new research center at the Aquarium in synergy with the MaRHE Center of the Milanese university in the Maldives**
- **Project *Emys orbicularis ingauna*, a species of Ligurian endemic pond turtle which was considered extinct up to the Nineties and registered in 2004 by the facility's researchers that is part of a research, conservation, reproduction and reinstatement project.**



- **Over 150 specimens of *Caretta caretta* sea turtle**, cared for by the Acquario di Genova and released back in the sea in cooperation with the "Servizio Cites" of the Carabinieri Corps and the Harbour Master's Office. Since 2009, it is the institutional contact for the Regione Liguria for the hospitalization of the *Caretta caretta* (agreement State-Regions).
- **7 new species between reptiles (4 chameleons) and amphibians (3 frogs) discovered and described during the expeditions in Madagascar**



THE REASONS BEHIND THE SUCCESS: THE VISITOR IS AT THE CENTRE

Costa Edutainment is the management company of the Acquario di Genova and of the AcquarioVillage world; it has always paid attention to the needs of its public, maintaining with it a direct relationship through the monitoring of the customer's satisfaction and his/her involvement in the activities and interactive experiences.

The aim is to come up with adequate offers to meet the requests of an ever increasingly more careful, aware and demanding consumer, who is eager to make a qualitative use of his/her spare time in the company of family or friends, living experiences in the name of relaxation, involvement and high added value.

The constant monitoring of the client's satisfaction

Since the year 2000, the company involves its visitors through questionnaires and interviews, in order to have a direct feedback about the experience lived in the Acquario di Genova, both in relation to the expectations before the visit and the satisfaction at the end of it. Through constant "wave" throughout the year all the aspects linked to the visit are monitored, both in terms of exhibition path – including the quantity and diversity of the species, the variety of the reproduced environments, the magnificence of the tanks, the enjoyment of the experience, usefulness of the environmental awareness experience – and in terms of services, such as accessibility, reception, information supplied.

On particular occasions, such as the planning of new tanks and new products, qualitative researches were carried out, from which some important elements have emerged: with a strong distinctive identity the Acquario di Genova evokes dream like images, a meeting with nature, care of the animals, wellbeing, fun, amazement and knowledge.

The visit's experiences

This approach has made Costa Edutainment capable of developing quality products and offers, extended to the whole Costa Edutainment world; they are suitable for all different types of visitor, which go beyond the renewal of the exhibition path and the traditional services, with the aim of drawing up to the world of culture even the most difficult targets, by modernizing the way to use the museum facilities.

Within this perspective, with a particular attention to young people, there are offers such as A night with the sharks, the night time experience for children aged between 7 to 11, which has been fully booked for each monthly date for over eight years.

For the family target, Costa Edutainment offers as well as the simple nursery, dedicated paths such as Croci-erAcquario, which allows to draw close to the world of cetaceans parents and children, getting them involved in a sighting sail in the open sea, within the scientific research project "Delfini Metropolitani" (metropolitan dolphins).

Acquario Village was created with this perspective; this is the world which combines in one offer the Costa Edutainment facilities in Genoa, which thanks to a ticket valid for a year and usable either in one day or throughout more days, allows families to choose freely, according to the time they have available, the most suitable time to live this experience, guaranteeing the utmost flexibility and contributing to offer Genoa as a high standard tourist destination.

For the school world, Costa Edutainment develops tailor made solutions, which range from ad hoc workshops for every school range at the Acquario di Genova and in the other managed facilities, to educational activities in the schools themselves. The latter offer was conceived as an answer to the increasing difficulty of the schools to organize didactic and educational events outside the classrooms.

The visitor of the Acquario di Genova in figures

- **33.000.000 the total visitors** of the Acquario di Genova since 1992
- **1.200.000 the annual average** of visitors of the Acquario di Genova
- **72% of visitors** is composed of **individuals and families with children**; of these, **56% are families with children and 44% are couples without children**
- **28% from organized tourism**
- **10% from schools**
- **41% of visitors returned to visit the facility over time (repeaters)**; the percentage increases in the summer period up to **62%**
- **58% come for a day visit from their place of residence**



- **42% come to visit from the locality where they are staying on holiday;** in summer this percentage increases up to 50%
- **89% of visitors are Italian mainly from Lombardy, Piedmont and Liguria**
- **11% of visitors are foreigners, especially France, Germany and Russia; in summer foreigners increase up to 20%**



THE REASONS BEHIND THE SUCCESS: THE INNOVATION CONTINUES

One of the keys of the success of the Acquario di Genova is the **continuous renewal philosophy**, which has led the facility to acquire year after year new tanks, new visitors and new offers for the public.

The aims of this approach differ: provide the visitor with new ideas and new reasons to return to visit the facility, expand on the topics on which the environmental awareness is based upon, meet the changing needs and the visitors' constantly evolving requests and also increase the tourist, cultural and scientific offer of the city of Genova.

New tanks and new species

In terms of exhibition tanks and animal species, every year since the opening up to today, the Acquario di Genova has inaugurated **new spaces** and welcomed **new species representing environments to be preserved or habitats subjected to human threats, on which to raise our public's awareness. The animals hosted come from other facilities, reproduction programmes inside the Acquario itself or external ones, or from sustainable natural sources.**

Within this perspective of continuous renewal, there is the new Cetaceans' Pavilion designed by Renzo Piano Building Workshop, which was completed in July 2013, further expanding the exhibition surface of the facility.

Since 2016 the Acquario **has launched a renovation project** based on **two major assets: storytelling**, which leads visitors to discover the Oceans, and the **engagement** of the visitors, which allows them to enjoy an immersive and fascinating experience.

The technological innovation

In the last few years, Costa Edutainment has sustained onerous investments for the **technological innovation**, mainly related to the equipments, with the aim of supporting at its best the management of such a complex structure, reaching a greater efficacy and reliability.

Among the most significant ones, there are new cooling units for the air conditioning, a new computerized control system, remote access to the control room, implementation of maintenance management software. In the near future, a sea water intake pump will also be realized, which will allow a direct supply of sea water.

The tourist and cultural offers

Through the years several **tourist and cultural offers** have been put together using the same innovative approach; they expand on the concept of the visit to the Acquario di Genova to true and proper experiences, which link the whole world managed by Costa Edutainment.

The **AcquarioVillage** world is in fact a new proposal of enthralling, high added value experiences, which come to life from time to time in the Acquario di Genova, La Città dei Bambini e dei Ragazzi, the Biosfera and the Bigo panoramic lift.

Some offers, such as the CrocierAcquario, are devised with the aim of turning the visitors into the protagonists of the scientific activity run by the Acquario di Genova, with high emotional impact experiences. All this is done in conjunction with the mission of tourist development of the city and of the region.

The edutainment format

The innovation and the contemporary development of a specific know how have led Costa Edutainment to develop a model of activity, i.e. format edutainment, unique and distinctive, which combines information focused on the theme on hand with fun and play.

This way makes the learning process more flexible and ensures that the messages put across are assimilated thanks to a greater involvement of the reference target.

An integrating part of this format is made of animations, thematic elaborations, play activities, one to one meetings with specialized staff, paper craftworks both for adults and children, to be used at home to carry on with the experience.

The social media world

The Genoa Aquarium is present on social channels through Facebook, Twitter, Instagram and YouTube.

The goal of the presence on social channels is to create a virtual space that provides a world of information to read and photographic material to watch and download, "where learning becomes fun", in full harmony with the



edutainment philosophy of learning while having fun that has always distinguishes the Acquario di Genova and the Costa Edutainment world.

A rich and complex world such as the facility finds in the social channels a privileged communication tool with the public designed to intensify the dialogue with visitors, providing them with the opportunity to share their visit to the structures managed in Genoa and in Italy. Creating an open and borderless space for dialogue, which allows you to build a network between people who have been moved, intrigued and enriched by the experience offered within the structure and who can thus stay in touch with each other and with the world of 'Aquarium itself.

- Facebook Acquario di Genova: www.facebook.com/acquariodigenova
- AcquarioGenova Twitter: <http://twitter.com/acquariogenova>
- Instagram Acquario di Genova: www.instagram.com/acquariodigenova
- YouTube AcquarioVillage: www.youtube.com/acquariodigenova

The innovation in figures

- **62 million Euros** the initial investment for the **construction of the Acquario di Genova**
- **70 are the current exhibition tanks besides the new 4 tanks of the Cetaceans' Pavilion**; the number has nearly doubled compared to the initial tanks.
- **Over 10.000 animals hosted** in the tanks of the Acquario di Genova
- over **400 animal species**



COMMITMENT TO SUSTAINABILITY

In about thirty years of activity, the Costa Edutainment Group has consolidated its commitment in the field of sustainability through corporate management aimed at creating value, not only economic, but also social and environmental, capable of generating positive impacts in the territories in which Opera.

The mission of Acquario di Genova - **To bring people closer to Nature and to promote the protection of aquatic environments through education activities, conservation and research** - has guided the action and commitment of the structure since its opening in involving only visitors, but also school groups, observers and ordinary citizens, to build a more responsible relationship with the natural environment and stimulate initiatives for the active protection of aquatic fauna in particular.

Preserving the environment is a goal that the facility tries to achieve through research and conservation projects, in the constant commitment to animal welfare, through the proposal of emotional experiences and always aimed at respecting the environment and biodiversity, in company decisions aimed at protecting of natural resources. The choice, starting from 2020, to use electricity coming exclusively from renewable sources fits into this goal.

The Integrated Report, which Costa Edutainment has been publishing since 2014, also intends to report on the non-financial aspects of the company's business, valuing economic, social and environmental aspects in a balanced way, with the conviction that the value of a company can grow more when it integrates ESG (environmental, social, governance) criteria within corporate processes.



A NIGHT WITH THE SHARKS

The activity offered by the Acquario di Genova allows kids, once a month, to experience an incredible adventure and to learn to love and respect the sea.

The Acquario di Genova's activity specially made for kids, to allow them to learn about Genoa's fascinating marine world in an unusual and enthralling context: the night.

Kids aged 7 to 11 are invited to participate in this extraordinary and mysterious night voyage to discover the animals of the aquarium.

The adventure begins at 9 PM at the Acquario di Genova's office entry. The kids, who need to bring a sleeping bag, pyjamas, toothbrush and whatever else they may need to spend the night, will be met there by Aquarium members of staff.

The schedule begins with a get-to-know-each-other activity and a small snack, then proceeds with a visit to the tanks. Here the children will learn many interesting facts and discover all the little-known and fascinating things that happen in the sea at night time. After sunset, when the structure closes and the lighting system is turned off, the tanks undergo incredible transformations, revealing new creatures and colours as well as typical nocturnal movements and behaviours.

The evening will come to a close in front of the shark tank, where the children will enjoy the amazing experience of falling asleep while admiring these fascinating predators.

On Sunday morning, the kids will take another stroll along the tanks to witness their "awakening" and to see how the structure starts up every day.

The fantastic adventure ends at 9:00 AM, after a healthy breakfast.

A night with the sharks can be purchased and booked in advance by phoning C-Way, Edutainment's tour operator, on telephone number +39 010 2345666.

In accordance with the Aquarium's mission, this initiative offers the opportunity to **sensitize and educate** children in the **conservation, management and responsible use of aquatic environments**, through an exciting and interesting activity which offers them an in depth look at the animal species and their habitats.



“CROCIERACQUARIO” - BOAT TRIPS ON THE PATHS OF THE CETACEANS

CrocierAcquario is the special proposal which links the visit to the Acquario di Genova to the boat excursion on the path of the Cetaceans, within the research project “**Delfini Metropolitan**” (metropolitan dolphins).

Visitors of the Acquario di Genova can take this opportunity to extend their knowledge of the marine environment acquired along the exhibition path, with a direct experience in the open sea: a half day excursion on the paths of the sea mammals between Genoa and Portofino, in the heart of the Sanctuary of the Cetaceans.

The public will be accompanied during every excursion by a marine biologist who will reveal all secrets of the animals that you will come across and will illustrate the correct code of conduct for the Cetaceans' sighting, without disturbing them.

In the months between April and June, the departure takes place twice a week from the pier under the Acquario every Wednesday and Saturday (subject to weather conditions) at 1 p.m. and return at about 6.30 p.m.; in July and August departures are also on Sundays with the same timings. The cetaceans sighting excursion is only available for schools or groups, subject to reservation.

The CrocierAcquario participants are involved in the activities of the project “Delfini Metropolitan” (Metropolitan Dolphins), a research by the Acquario di Genova and also promoted by the Fondazione Acquario di Genova, which since 2001 has been studying the presence of dolphins along the coasts of the Pelagos Sanctuary. Visitors will be able to learn to recognize the Cetaceans and, more importantly, to respect them and their environment.

CrocierAcquario is an example of the experiences offered by Costa Edutainment to its public, about themes of the sea, nature, science and culture. These experiences come to life each time in the different amenities of the world of the AcquarioVillage.

The core of these experiences is the edutainment format, unique and distinctive, which combines information focused on the theme on hand with entertainment and amusement, making the learning process simpler and also ensuring that the messages put across are absorbed and assimilated, thanks to the greater involvement of the reference target.

The Acquario di Genova has drawn up a Cetaceans sighting “Code” for the use of all sea users, for a correct sighting activity which does not harm them:

- Do not hinder the usual movement of the Cetaceans, nor modify their behaviour, or act in a way which can potentially provoke a reaction or a physical contact
- Do not chase the Cetaceans, nor head the boat directly towards them. Let them be the ones to come close to the boat.
- In case of sighting of a still school, get close very slowly, with the utmost care, giving them the time to get used to the presence of the boat, until you get close enough to be able to document the sighting, without getting closer than 50 metres.
- In case of a sighting of a moving school, with a route different from the one of the boat, steer in such a way to sail in parallel with the animals, or with a slightly convergent route (never head towards them perpendicularly).
- Do not react to the presence of Cetaceans with sudden route or speed changes, which could confuse them or disorientate them.
- Avoid getting close to Cetaceans with their young.

The path CrocierAcquario (Acquario di Genova + boat excursion of the paths of the Cetaceans) can be purchased by contacting C-Way, phone n. +39 010/2345.666, or on the website www.c-way.it.



COSTA EDUTAINMENT A BRIEF PROFILE

Costa Edutainment S.p.A, with almost thirty years of pioneering experience in the sector of *edutainment*, is the leader in Italy in the management of sites and large public and private structures dedicated to recreational, cultural and didactic activities and scientific research.

The word Edutainment, acronym for Educational and Entertainment, is the best definition of our company's **mission: meet the growing request for a qualitative way to spend leisure time, combining culture, education, entertainment, emotion and fun in unique and meaningful experiences.**

Costa Edutainment counts today over **13 millions visitors a year, managed directly or through its partners.**

Costa Edutainment, **manages 11 structures in Italy:** in Liguria the **Aquarium of Genoa**, one of the largest aquariums in Europe, the **Biosphere**, the **Bigo panoramic lift**, **La Città dei Bambini e dei Ragazzi**, reopened to the public in December 2022 in its revamped guise as an experience museum dedicated to the five senses, the **Caravelle water park and the Caravelle Village tourist village** in Ceriale; on the Romagna Riviera the **Cattolica Aquarium**, the **Oltremare**, **Aquafan and Italia in Miniatura parks**, and in Tuscany the **Livorno Aquarium**.

Costa Edutainment records about **3 million visitors per year** managed directly and more than 13 million visitors per year through investees, **about 750 employees and a turnover of 70 million euros in 2022.**

Costa Edutainment supervised the transformation of the old Zoological Garden of Rome into "Bioparco" (biopark) from 1998 to July 2004, when Bioparco S.p.A. was turned into "**Fondazione Bioparco di Roma**" (foundation Biopark of Rome).

Since 2004, Costa Edutainment is a member of the "Associazione Festival della Scienza" (Science Festival association); it is the organizer of the scientific exhibition which takes place every year in Genoa and in the Liguria Region at the end of October.

Since 2008, Costa Edutainment is a partner of "Genova Palazzo Ducale Fondazione per la Cultura" (Genova Palazzo Ducale Culture Foundation), an institution instructed to enhance the heritage of the initiatives and of the cultural networks, within a strategy which aims at guaranteeing a strong bond between the urban requalification and the quality of culture, for the city's benefit.

The entrepreneurial spirit, the strong educational mission and the close relation with the territory, make Costa Edutainment a unique group in Italy, capable of ensuring a high level of local involvement as well as a strong economic impact on the areas where it operates.

Part of the Costa Edutainment Group's share capital with an 18 percent stake is the DeA Capital Group, which entered between 2022 and 2023 through two transactions involving IDeA Corporate Credit Recovery II ("IDeA CCR II") and the Flexible Capital Fund, both managed by DeA Capital.

Since 2014 Costa Edutainment has also chosen to report annually on the non-financial aspects of its business through the Integrated Report; in 2019 the company received the important recognition of the Special Award in the Integrated Reporting category of the Oscar di Bilancio for the Best Italian Integrated Report from Ferpi, Borsa Italiana and Bocconi University.

Costa Edutainment is also involved in Italian Entertainment Network (IEN), an Italian operator in the management of large events and services for cultural activities, of which Beppe Costa, Costa Edutainment Group Chairman, is currently a director.

In September 2023, Beppe Costa through Poggio 13, a company headed by Costa himself, repurchased the bonds and minority shares of Opera20, of which he is currently chairman, held by U.S. investor Pricoa Private Capital, thus acquiring 100 percent ownership. Through its subsidiary Opera Laboratori, Opera20 now manages all the "additional services" of more than 60 Italian cultural societies, including the Uffizi, the Galleria dell'Accademia in Florence, the Bargello Museums, the Archaeological Park of Pompeii and Herculaneum the Royal Palace of Caserta, the Cathedral Complex of Siena, Villa Giulia in Rome, the Pina-coteca di Brera, the Gallerie dell'Accademia in Venice, the Synagogues and Jewish Museums in Florence and Siena ol-tre the Ghetto, the



Jewish Museum and the five synagogues in Venice. The Opera Group has 800 employees and a turnover of about 60 million euros, and also owns the publishing house Sillabe.

The transaction aims to develop the industrial integration between the Costa Edutainment and Opera Laboratori groups aimed at consolidating the leadership in Italy in the edutainment sector and in the management and valorisation of Italian cultural heritage.