

# URBAN VISION

## LONDON: PICCADILLY CIRCUS AND LEICESTER SQUARE STAGE OF URBAN VISION OUT OF HOME

The leading Italian company in sponsored restoration has consolidated its presence in the dynamic UK market with a giant LED in the heart of the teeming English capital.

*London, July 18, 2016* - It lies at one of the busiest and most fashionable crossroads in London, full of life and light, a must-see for all of those who love this bustling, beautiful city from across the Channel. The Stage of the Maxi Urban Vision LED is the Nickelodeon Building, in Leicester Square, prominently visible to the throngs who pass every day through the Soho district, Trafalgar Square, Piccadilly Circus and Covent Garden.

With the second site in London, on air from July 2016 to January 2017, Urban Vision sets its presence in the UK market, showcasing and strengthening its business abroad. Outdoor Advertising in the UK is growing fast. According to Advertising Associates and WARC data, the OOH sector was worth £1 billion already in 2014, with a +4.8% forecast for the year.

"We are very proud of the results obtained so far in London," says Gianluca De Marchi, president of Urban Vision. "The success of this prestigious new site confirms that our strategy of consolidation is going in the right direction. We meet the diverse needs of this market--exporting a creative business model and a made-in-Italy expertise--in a way that is functional for Out Of Home yet eminently protective of artistic heritage and English culture."

Armed with a highly positive 2015 budget, filed last June and certified by Deloitte & Touche SpA, including an increase of 81% in turnover and a profit of nearly 1 million euro, Urban Vision, as an ambitious and innovative enterprise, is on the march. It aims to enhance its strategic presence the UK market at every level, exceeding 30 million euro turnover by the end of this year.

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Urban Vision is a leading fundraising company aimed at restoration of the most prestigious buildings and monuments of the World Artistic Heritage.

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