

PRESS RELEASE

Media Vision and WPP invest in Urban Vision

Media Vision, a company backed by Naguib Sawiris, and WPP, the communications services group, take minority stakes in the leader in sponsored restorations

De Marchi: "Funding from new strategic investors to drive international expansion"

Rome, September 23, 2017

Urban Vision, the leading Italian based company specialising in channelling private sector finance towards the funding of heritage restoration costs, announces the entry into its capital structure, with minority stakes, of two international companies: Media Vision, a subsidiary of Gemini Holding, a Sawiris group asset management company backed by Naguib Sawiris, and WPP, the world's largest communications services group. The Capital increase will support the international expansion process, which has already seen the company take on sites in the UK.

Urban Vision, founded in 2004, has offices in Rome, Milan and London and works with institutions and partners to identify and carry out restoration projects, entering into strategic marketing partnerships with international brands. Since its foundation, Urban Vision has raised over Euro 100 million, and helped to save over 230 buildings, including churches, monuments and historic sites, in some of Europe's most culturally significant cities. Urban Vision's concern about environmental issues has led the company to adopt The Breath technology - developed by Anemotech - on its Out of Home structures, a cutting edge fabric, which absorbs polluting and toxic molecules, improving local air quality.

With revenues of €32,644,000 in 2016, Urban Vision's success is based on Made in Italy know-how, coupled with the constant innovation pursued by the company, which is engaged in cross-media campaigns of great impact and on initiatives of social responsibility.

"We are extremely pleased and proud of the trust vested in us from such prestigious international players," said Gianluca De Marchi, President of Urban Vision. "With their investment they have shown appreciation for a solid and competitive company that has managed to win a complex market with professionalism, vision and entrepreneurial courage. Our goal, with their support, is to expand overseas, replicating a business model that creates value by putting corporate social responsibility at the core of each project. "

URBAN VISION

About Media Vision:

Media Vision is one of Gemini Holding companies operating in the media industry. A Sawiris group asset management company commissioned by members of the Sawiris Family to manage the portfolio of their various assets and investments under the Marchmont/Gemini group, Gemini Holding's assets under management span across telecom and infrastructure cross boarder operations, to real estate development, to mining, oil & gas, media & entertainment, equity funds and financial services. The portfolio of media assets has included investing in and managing media & entertainment operations in various parts of the globe for the past 15 years. Gemini Holding's most prominent investments in Europe include Euronews and Prima TV.

About Wpp:

WPP is the world's largest communications services group with billings of US\$74 billion and revenues of over US\$19 billion. Through its operating companies, the Group provides a comprehensive range of advertising and marketing services including advertising & media investment management; data investment management; public relations & public affairs; branding & identity; healthcare communications; digital, eCommerce and shopper marketing and specialist communications. The company employs over 200,000 people (including associates and investments) in over 3,000 offices across 112 countries.