



STOREBOOK[®]

house of brand

What is one of the aspects that slows down the development of retail brands?

The search for the right location. A key piece, for brands, especially for those that aspire to grow throughout Italy, from big cities to provinces, from street to shopping centre. Masema, a 100% Italian company that operates in the development, management and creation of commercial assets such as high streets, retail parks, malls and stand alone, launches a new digital tool that promises to revolutionise the property scouting services market. It is called Storebook. Masema aims to streamline all current traditional approaches with an A.I. able to provide immediate solutions to brands engaged in retail searches in every merchandise market thanks to highly advanced machine learning and deep learning tools. This is explained in this interview by Riccardo Gianino, Founder&Ceo of Masema.

What is Storebook, in short?

It is an A.I. serving primarily brands engaged in retail development, but also landlords. We have been testing its capabilities since 2019 in a beta version, but it will become fully-fledged in Q3 2024.

What is the value proposition?

It will not be a simple collector of advertisements of vacant shops. By means of cadastral archives, we have mapped practically all Italian stores, whether in the main shopping streets, shopping centres, retail parks or outlets. The software, by means of artificial intelligence, allows us to indicate the most suitable shops to brands based on the search keys entered by the brand itself, such as surface area, location and many other parameters. The system returns a compatibility index and a complete information set such as dwg plans, a virtual tour, complete documentation on the property and above all the

possibility of contacting the owner even if it is rented out in order, for example, to replace the tenant. Storebook also allows access to a panel of potential affiliates as it is able to access sector entrepreneurs according to Ateco code; a very important indication for franchise networks.

What role do agencies or professional real estate brokers play?

We do not intend to bypass agencies; on the contrary, they should become our best allies.

And from an economic point of view, what is the revenue for Masema?

Our business model is quite varied: from simple commissions for services rendered to co-marketing activities with brands as well as the design and management of small and large retail facilities. I would point out, however, that in some cases we could also become investors and acquire a shop ourselves. In that case, we would normally enjoy the rental flow.

What will be the launch phases?

In a first step, it will function as a b2b service. Once it is broken in, we would like to turn it into a b2c portal, where the private, commercial property owner can go directly to the portal and search for the right tenant. Basically, we take owners where the demand is. Furthermore, we plan to operate in Italy until 2025. But the business plan foresees, from 2026, to explore abroad as well, starting with Great Britain.

Masema: supporting brands for 13 years.

Masema is a real estate company with over 13 years of experience, based in Sassari and operating throughout Italy in the management and marketing of commercial properties. Among the latest assignments received, there is the one currently carried out at "I Portali", in S.Giovanni La Punta (CT). Masema's activities range from North to South, mainly in urban areas but also in malls, such as the consultancy role carried out in the past at the Sesto San Giovanni "Vulcano". In Sardinia it is the General Contractor of Shardana, an impressive Retail Park soon to be built in Cagliari, while it has just completed the first phase of the construction and marketing of the Retail Park in Olbia. Masema is also the direct owner of some properties in the commercial area in front of the Castel Romano Outlet.











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Storebook is the best solution for finding the right commercial location at the right time.

Storebook is the reference point for Brands of all product categories wishing to make retail development of fixed shops: it is an evolved platform of artificial intelligence for commercial brokerage, capable of providing Brands and Landlords with extremely innovative real estate solutions than those provided by other marketing companies or real estate agencies.

Storebook is more than what BRANDS are used to

-  It is **faster** because the Brand will have complete information, filters and documents for each individual property allowing a rapid retail evaluation in all Italian provinces.
-  It is **more effective** because the Brand, by uploading its list of openings, will be able to quickly start identifying compatible properties: the dedicated, friendly and intuitive dashboard will allow the control of each individual property in a confidential way.
-  It is **more complete** because for the most interesting compatible properties, all the useful information and documents will be available in order to reduce the evaluation, choice and contractualization time.
-  It is **more advanced** because Storebook's artificial intelligence, capable of increasing its efficiency thanks to the most advanced machine learning and deep learning algorithms, will be able to offer the Brand the right property that responds to the individual peculiarities of each standard and product sector.
-  It is **more useful** because you will also be able to provide the names of potential licensees capable of affiliating with your brand.
-  It is **more far-sighted** because it will soon accompany the Brand also in its development strategies abroad.

Our goal is to simplify the daily work of the Brands' real estate developers, reducing the time dedicated to repetitive and routine activities, and to help the Brands improve their opening and repositioning strategies.

In our vision, in fact, the Brands represent, as well as examples of far-sighted entrepreneurship, also extraordinary partners and stakeholders of territorial innovation and urban redevelopment: for this reason we would like to be able to contribute to a future of dialogue, networking and growth of the sector.

This is why Storebook is "the home of Brand" and we at Masema will always be on the side of Brand.