



UNA... ON MOTORWAYS

Milan, 24 June 2004. UNA Hotels & Resorts, the newest chain of hotels in Italy, has been awarded a contract by Autostrade per l'Italia (the Italian Motorway network company), presently the country's most important project in the hotel sector. The Advisor Roland Berger Strategy Consultants was responsible for assigning the contract which will run until 2028. This contract provides for the setting up of hotels in 12 motorway service areas in several parts of the Italian motorway network on the A1, A4 and A14 motorways.

This project is part of a process initiated by the Motorways to bring about a change in the way motorway stops have been used so far, by creating new environments. It means constructing new buildings and adapting existing buildings and their subsequent management according to the formula "Build Operate and Transfer".

The whole "Restyling" programme of the service areas on the motorway network will involve an overall investment by Italian Motorways and its partners, of roughly 730 million Euros between 2001 and 2009. The exact aim of this investment is the improvement of existing facilities in these areas and the introduction of new ones on the network.

"Making the current concept of change and development in motorway stops a reality, through the setting up of hotels, is a new and very important challenge for us" says Elena David, CEO of UNA S.p.A "certainly a very demanding operation which, after four years of constant growth, opens up new horizons, giving us a considerable advantage in this field.

UNA Hotels & Resorts will finance the project by budgeting for roughly 80.000 Euros per room. The investment is set to start this year and will continue through to 2009. To this aim, the management of the hotel chain, together with the Fusi Family – principal shareholder – are at present busy completing the financial plan which will be implemented in a variety of ways.

UNA Hotels & Resorts has put forward the idea of a hotel which introduces a wide range of new facilities to be integrated into the traditional ones. This is entirely in keeping with its working philosophy. The idea, in fact, is to create new locations which attract both business travellers and holidaymakers, offering clients the opportunity to use these hotels, not only for overnight stays, but also for arranging business encounters and organizing meetings or even bigger events. This will make for a different use of the usual motorway stop, turning it into a true centre of attraction for an ever larger surrounding area.

Growth in the hotel sector in Italy has been mainly in city centres, but the tendency to move to the outskirts has opened new potential markets in this sector. As the main historic cities are well provided with a wide variety of hotels, a good strategy is to find new locations.

Industrial and commercial areas have moved out of cities, to be closer to the main arterial roads and the network of motorways. These motorways, which are usually only used for long distance travel, will now attract more local traffic.

Finally, it is well worth remembering that special attention will be paid to the project in order to ensure these buildings are efficient, functional and recognizable. With the aim of finding the project which best expresses its concept of hospitality in terms of space, style and design, UNA will shortly invite entries to a competition for architect's ideas.

The new hotel buildings, with a variety of characteristics to be adapted to the available space in different service areas, will have a capacity of 80 to 112 rooms, with a total surface between 3000



and 4000 square metres. From the start of the work, the expected time for the completion of each individual building is between 16 to 18 months. The first hotels will be in operation at the end of 2006 and beginning of 2007, while the whole project will be completed in 2009. It is expected that by that time 250 new jobs will be created.

UNA Hotels & Resorts will use the same logo for these new buildings, adding a specific, an *ad hoc* name which will be carefully chosen according to the chain's ideology.