

To: Financial Supervisory Authority - Financial Instruments and Investments Sector
Bucharest Stock Exchange
Regulated Market

From: *IMPACT DEVELOPER & CONTRACTOR S.A.*

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CURRENT REPORT

according to the provisions of Law No. 24/2017 on issuers of financial instruments and market operations and FSA Regulation No. 5/2018 on issuers of financial instruments and market operations

Important events to be reported: Iulia IANA Joins the IMPACT Group as CEO of IMPACT Finance & Sales

IMPACT Developer & Contractor, one of Romania's leading real estate developers and a company listed on the Bucharest Stock Exchange, announces the appointment of Iulia IANA as CEO of IMPACT Finance & Sales, a company within the IMPACT Group specializing in sales, marketing, brokerage, commercial leasing, and IT services for projects developed by IMPACT.

The appointment is part of the IMPACT Group's strategy to strengthen its integrated business model and accelerate commercial performance, in the context of a new phase of development focused on growth and operational efficiency.

In her new role, Iulia IANA will oversee the company's commercial activities, with responsibility for sales, marketing, IT, and the development of commercial processes across the IMPACT Group's portfolio of projects. Her mandate includes developing marketing and sales strategies, optimizing conversion and customer retention processes, enhancing commercial performance, and facilitating customers' access to financing solutions for home purchases. In this position, she will contribute to the commercial strategy for projects within the IMPACT Group portfolio, including GREENFIELD Băneasa, ARIA Verdi, GREENFIELD Copou, and BOREAL Plus.

Iulia IANA brings more than 14 years of experience in marketing, strategy, and management across industries including real estate, automotive, and retail. Prior to joining IMPACT Finance & Sales, she served as Marketing Director at another real estate development company, where she led the marketing and communications strategy for the company's portfolio and contributed to the development and positioning of both the corporate brand and its residential projects. Her expertise includes designing and implementing integrated marketing, digital, communications, and branding strategies, leading multidisciplinary teams, and managing marketing budgets, with a strong focus on linking marketing investments to lead generation, commercial opportunities, and sales performance.

In the coming period, IMPACT Finance & Sales will play a central role in supporting the IMPACT Group's development plans by integrating marketing, sales, and financing functions into a unified commercial model. Strengthening this structure will help improve commercial efficiency, enhance the customer experience, and support the company's growth objectives for both the residential projects currently in its portfolio and those under development.

IMPACT DEVELOPER & CONTRACTOR S.A.
General Manager
Câmpeanu-Richard Dan-Sebastian