



RAMS Global and ETRO Elevate Luxury to New Heights

RAMS Global has entered into a major partnership with the renowned Italian fashion house ETRO, introducing a fresh vision to the branded real estate industry. This partnership marks ETRO's debut in the luxury residential sector, made possible through its collaboration with RAMS Global.

RAMS Global, a leading real estate and construction brand with a strong foothold in eight diverse sectors, is redefining luxury living spaces in partnership with ETRO, an icon in the fashion world. This strategic alliance not only marks ETRO's first venture into real estate but also unites two industry giants, blending fashion and real estate to offer an international approach to branded properties.

ETRO Breaks New Ground with RAMS Global

With 36 years of global expertise and nearly 100 high-profile projects across six countries and 11 cities, RAMS Global demonstrates its forward-thinking vision with this partnership, marking ETRO's first global move into real estate.

The 20 + 20 year collaboration was launched at ETRO's headquarters in Milan. The inaugural project of this partnership will be "RAMS Beyond Istanbul," a landmark development in Maslak offering award-winning architecture and stunning Bosphorus views. Overlooking three bridges, this project will encapsulate the vibrant spirit of Istanbul with its prime Maslak location and dynamic city energy.

The exclusive residential areas, named "ETRO Residences at RAMS Beyond Istanbul," will feature a range of designs incorporating ETRO's iconic "Paisley" motif. The project will also showcase original Istanbul-themed works created by ETRO's designers, serving as a cultural synthesis. Following Türkiye, the partnership between RAMS Global and ETRO will expand to projects in other countries around the globe.

Devran Bülbül: "Raising the Bar in Branded Real Estate"

Devran Bülbül, Chairman of RAMS Türkiye, expressed his excitement over the collaboration with the prestigious global brand ETRO, stating, "This partnership not only brings a global outlook to the real estate market but also sets a new standard for collaborations with luxury brands. Combining ETRO's exceptional design expertise with RAMS Global's trailblazing projects, the two brands aim to bring cutting-edge innovation to the branded real estate sector. The first project, ETRO Residences at RAMS Beyond Istanbul, promises a



unique living experience by blending RAMS Global's 36 years of industry expertise with ETRO's globally recognized sense of elegance. RAMS Beyond Istanbul will set new benchmarks in Türkiye's branded real estate market, attracting both domestic and international investors with its pioneering vision. We will take our collaboration with ETRO beyond Türkiye and into the global arena."

QUOTE FABRIZIO CARDINALI

"The partnership with the Rams Group marks the beginning of a long-term collaboration aimed at strengthening awareness and equity for a brand renowned for its remarkable heritage and innovative, forward-looking approach", stated Etro CEO Fabrizio Cardinali.

QUOTE MORENO BRAMBILLA

"We are very proud of the partnership established with Etro, an excellence of made in Italy fashion, and RAMS Global, one of the most important and fastest-growing real estate and development group. This represents a new and successful chapter in our branded residences expansion strategy" says Moreno Brambilla, Chairman & CEO of Oniro Group. "When three partners of such caliber meet and work together, you can only expect magic".

RAMS Global Adds Value to Life

With over 36 years of deep-rooted experience and operations across eight different sectors, RAMS Global continues its activities in six countries and 11 cities worldwide, with a strong presence in Kazakhstan and Türkiye.

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Originating in Türkiye and evolving into a global brand, RAMS Global drives investments across media, tourism, healthcare, mining, furniture, food & beverage, and shared office spaces, in addition to construction and real estate. With nearly 100 projects spanning over 4 million square meters worldwide and more than 25,000 employees, the company adds value to cityscapes and people's lives. In addition to Kazakhstan and Türkiye, RAMS Global is creating new living spaces in Magdeburg, Germany, with RAMSBurg—a mega mixed-use project featuring 2,000 apartments—and offering unparalleled holiday experiences in Phuket, Thailand, with La Green Park Hotel & Residence, nestled in the island's breathtaking natural beauty. RAMS Global also continues its construction and real estate endeavors in Dubai and Iraq, while delivering high-quality projects in Gaziantep, Bodrum, Ankara, and Kocaeli, as well as Istanbul.

About ETRO:

Founded in Milan by Gerolamo Etro in 1968, Etro is synonymous with craftsmanship and creativity with a full range of Men's and Women's Ready-to-Wear, Accessories, Home, Fragrances and, starting in 2023, Kids and Eyewear collections.

After a long history under the leadership of the Etro family, creators of a unique iconography and DNA, in July 2021 L Catterton acquired the majority share of the company. Following the acquisition, in June 2022, Marco De Vincenzo was appointed as Creative Director for all of the Maison's lines.

De Vincenzo's vision is a celebration of the essence of individuality with full respect to the brand's roots and the traditions of Made in Italy.

Etro's presence is driven by the brand's retail stores consisting of more than 130 locations in over 20 countries across Europe, North America, Middle East and APAC with a prestigious positioning in the symbolic cities of luxury shopping such as Milan, London, Paris, Dubai, New York, Beijing, and Tokyo.

Etro's distribution network also includes omnichannel, travel retail, and selected global wholesale retailers.

Luxury Redefined at RAMS Beyond Istanbul

Positioned in Maslak, one of Istanbul's prime locations for both lifestyle and investment, RAMS Beyond Istanbul offers panoramic 360-degree views, with a vantage point overlooking the Bosphorus' three iconic bridges. RAMS Beyond Istanbul was designed by Thornton Tomasetti, the firm that pioneered a revolution in steel construction codes in the U.S.



RAMS Beyond Istanbul offers the prestige of branded residences, featuring luxury apartments ranging from 1+1 to 4+1, all within a distinctive architectural masterpiece. The project includes an infinity pool, helipad, co-working spaces, direct metro access, a Michelin-starred restaurant, cultural and artistic venues, and boutique shops with exclusive brands. RAMS Beyond Istanbul has been recognized with the "Mixed Use Architecture" award for 2023-2024 at the European Property Awards.