VENETO 96

Prime Redevelopment Opportunity in Rome

Investment Teaser
September 2026

JLL

INTRODUCTION

The Last Palazzo Standing on Rome's Most Iconic Street

An opportunity to acquire the last vacant palazzo on Via Veneto, an address that defined an era and continues to command global recognition.

A Corner Where History Meets Opportunity

Commanding corner position with exceptional frontage on Rome's most prestigious boulevard, where Hollywood once flourished and luxury remains the standard.

6 Storeys of Pure Potential

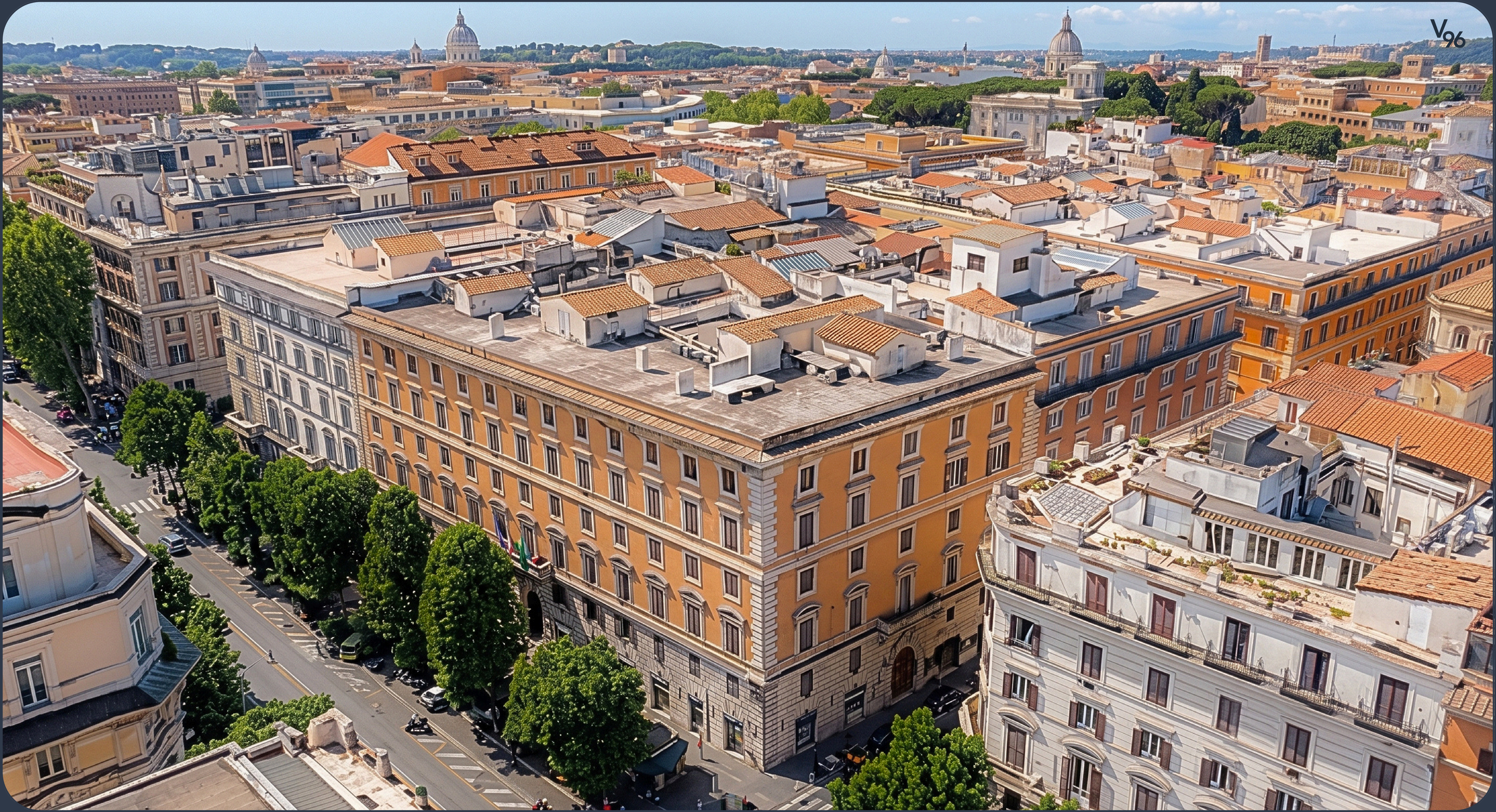
~10,000 sqm across basement to top floor, intelligently configured for mixed-use flexibility. Comprised of retail at street level through to office /residential above—offering a canvas to reimagine.

100% Vacant

No legacy tenants: complete creative freedom from closing day to execute a new vision in Rome's most supply-constrained luxury district, just as market fundamentals strengthen.

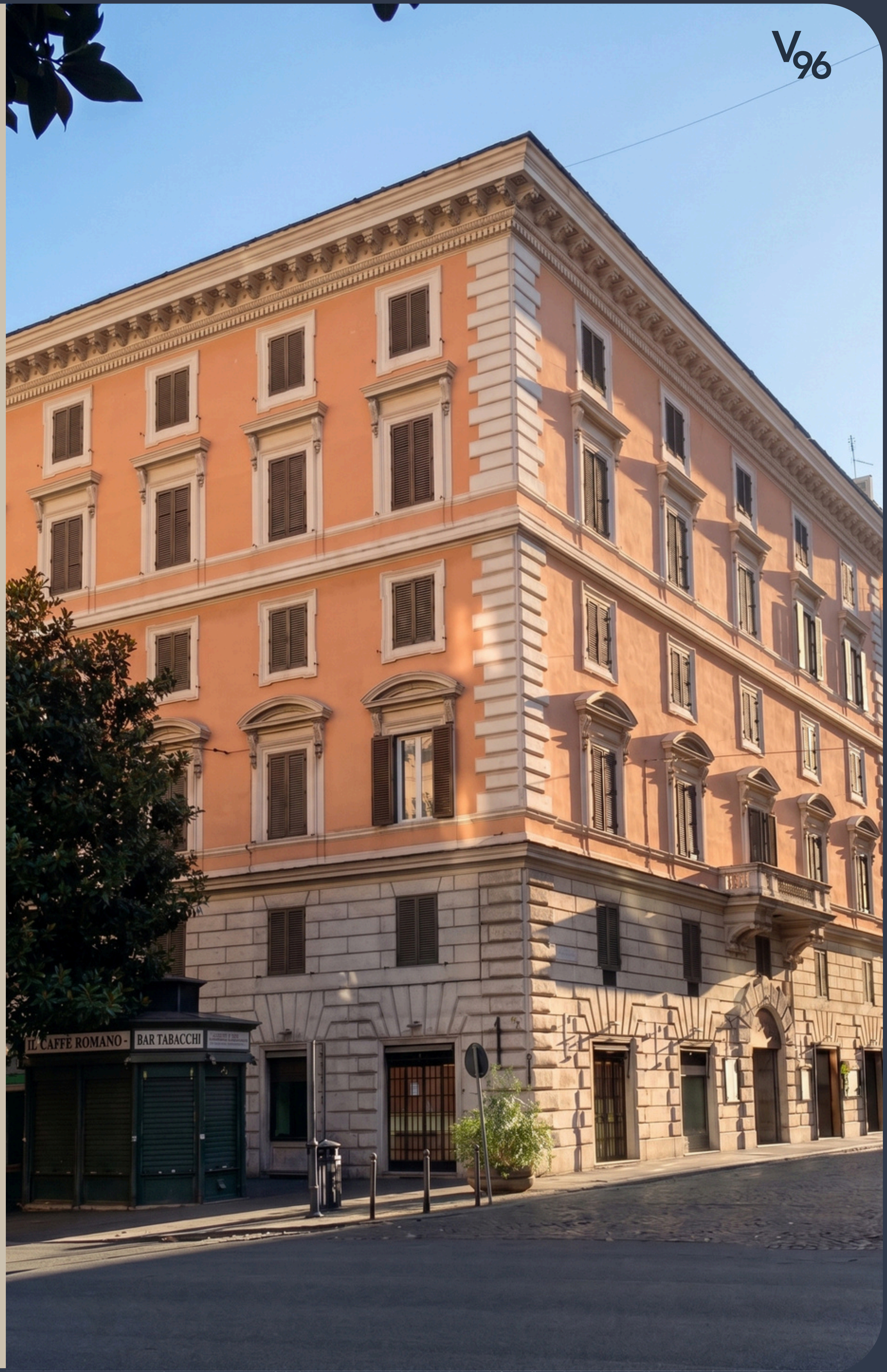
Why This Matters

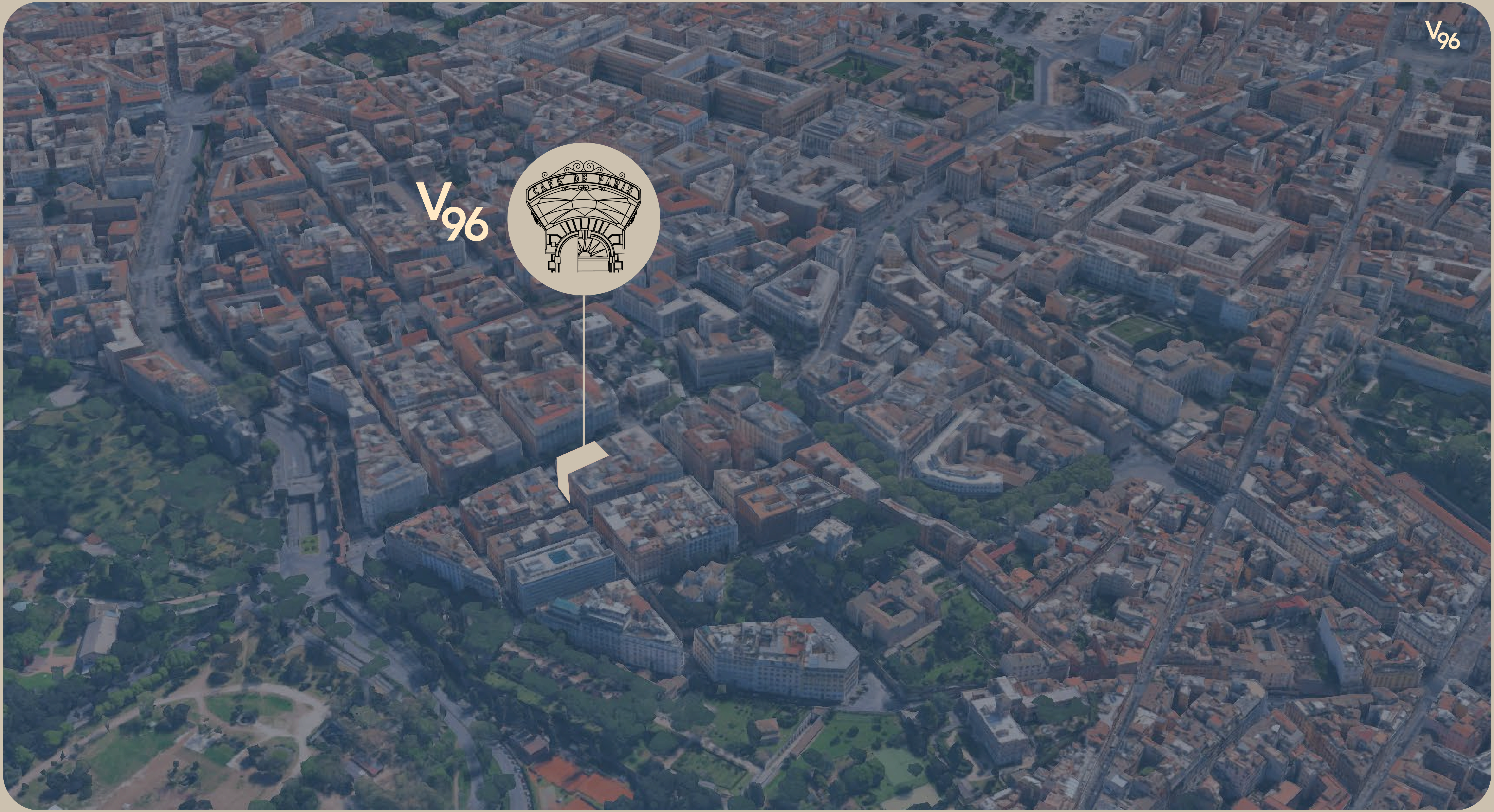
Supply on Via Veneto is limited. This asset offers institutional investors and developers irreplaceable location, relatively flexible zoning and repositioning strategies, and the platform to create Rome's next iconic destination.



VENETO 96 AT A GLANCE

Address	**Via Vittorio Veneto, 96, 00187, Roma**
Submarket	CBD
Current Use	Retail / Office / Residential
Zoning Use	*Città Storica* - Tessuto T4 (*Tessuti di Espansione Otto-Novecentesca ad Isolato*)
Occupancy	100% Vacant
Gross Building Area	9,011 sqm
External Area	1,200 sqm
Floor below ground	1
Floors above ground	6
Construction Date	early 1900s

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THE CORNER THAT SAW IT ALL

Via Veneto 96

Building Overview
Six-storey building plus basement with prominent positioning.
13 windows facing Via Veneto, and 5 windows facing Via Lombardia.

Ground Floor
Fully vacant retail spaces in shell condition. Limited mezzanine areas in select locations. Complete redevelopment opportunity to drive new demand and traffic to the asset.

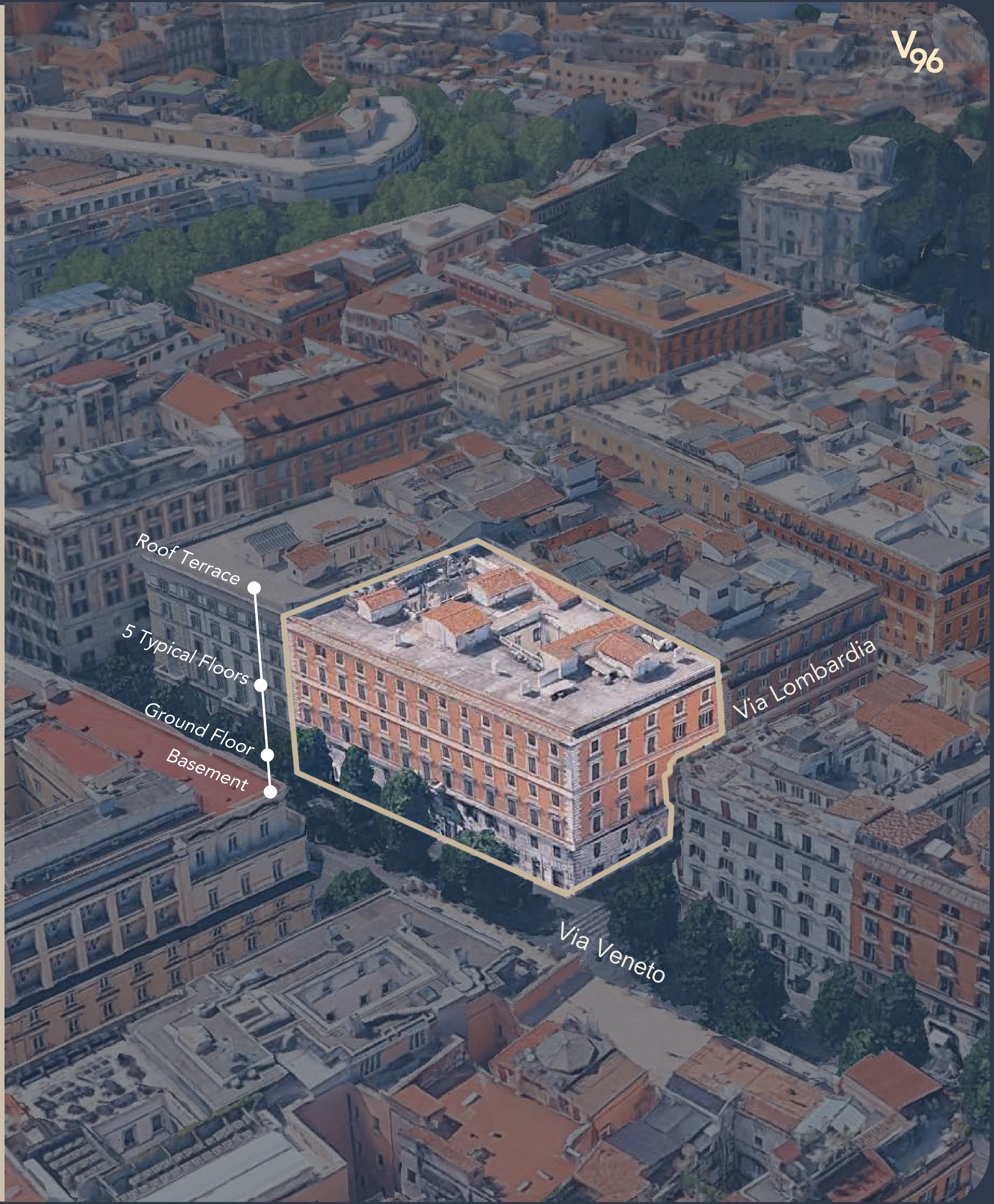
Upper Floors
Mixed office and residential use. There are only five residential units, remaining spaces are office spaces*.

Vertical Access
Three stairwells (A, B, C): Staircases A and B offer representative quality; Staircase C is more utilitarian.

Lightwells
Three internal courtyards provide natural light and ventilation. Two generous wells extend ground to roof; the third is smaller and borders adjacent property.

Rooftop
Fully accessible with excellent views. Currently houses technical rooms and stair/elevator access. Strong redevelopment potential for amenity space or addition of new uses.

*As per current town planning assesment.



CONNECTED TO EVERYTHING THAT MATTERS

Accessibility and transport

Termini Train Station Connectivity

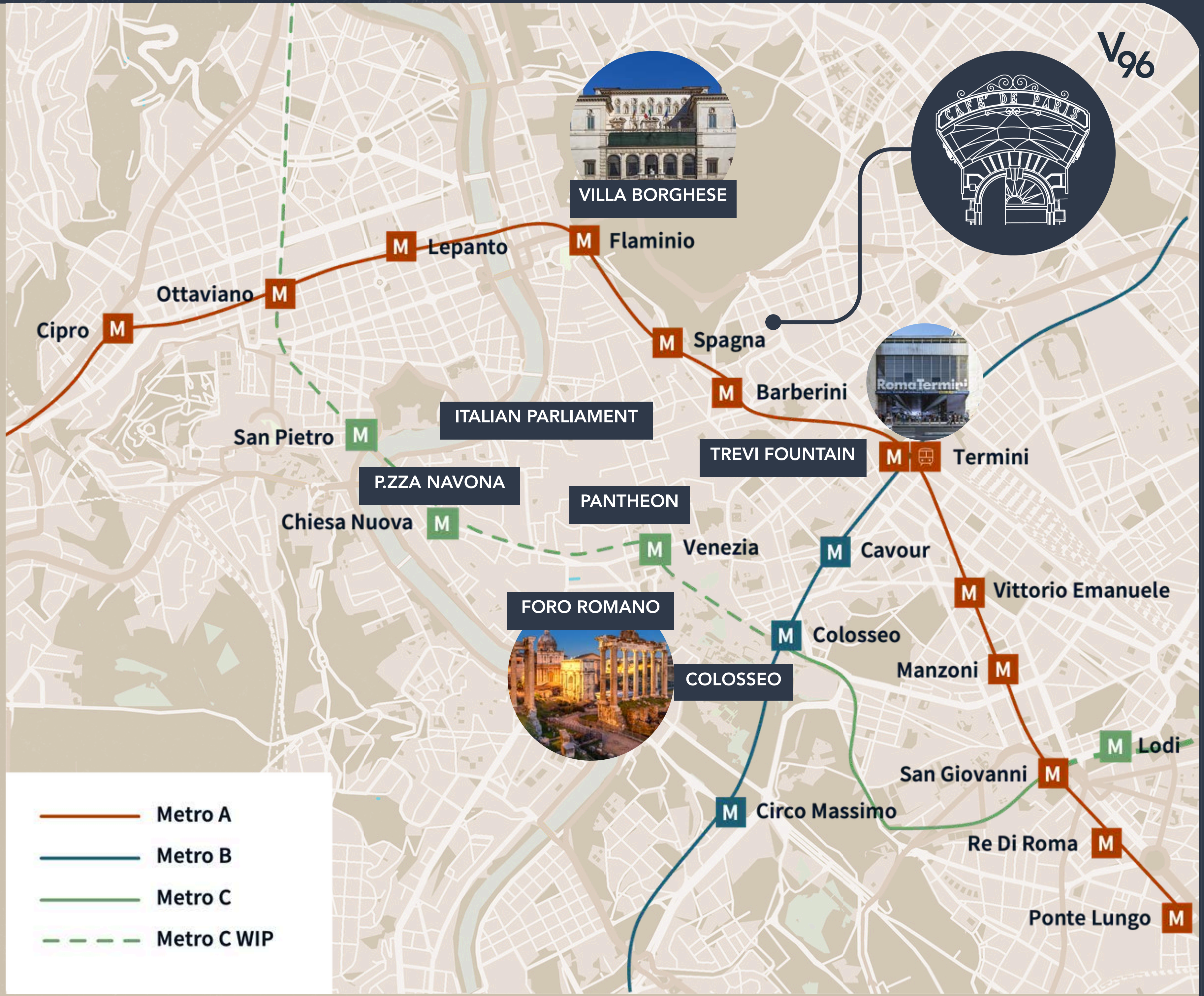
Fiumicimo Airport	🚗	32m
Napels	🚆	1h 10m
Florence	🚆	1h 30m
Milan	🚆	3h 00m
Venice	🚆	4h 00m

Public Transport

Metro Spagna	🚶	7m	500m
Metro Barberini	🚶	10m	900m
Termini Station	M	15m	1.3km
Metro Colosseo	M	20m	2.3km
San Pietro Station	🚗	13m	4.4 m

Point of Interest

Villa Borghese	🚶	5m	300m
Spanish Steps	🚶	11m	800 m
Trevi Fountain	🚶	15m	1.2km
Pantheon	🚶	20m	2kn
Parioli	🚗	10m	2.5km



Via Veneto's prime location provides easy pedestrian access to Rome's iconic destinations. Strategically positioned outside Rome's restricted traffic zone (ZTL) for convenient car access, with Metro Station Barberini just 500 meters away.
Located adjacent to Termini Train Station, the Asset benefits from excellent connectivity to the rest of the city and to other main Italian cities.

Thank You

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