



DEEPMI ANNOUNCES THE APPOINTMENT OF CLAUDIA SCARCELLA AS COUNTRY MANAGER IN ITALY

Milan, 13th December 2021

Deepki, the only company in the world offering a fully populated ESG data intelligence platform to help commercial real estate investors, owners and managers improve the ESG performance of their real estate assets, and in the process enhance their value, announces the arrival of Claudia Scarcella as Country Manager of its Italian subsidiary. With thirty years' experience in strategy, consulting, and management, specializing in real estate management, Claudia will drive Deepki Italy's expansion at a local level, with the aim of increasing awareness around ESG issues and helping its clients to achieve their environmental transition goals.

Thanks to its SaaS platform, in-house data collection capabilities and deep expertise in both real estate and ESG, Deepki mobilizes all stakeholders, supporting them from data collection and analysis, through to the implementation of comprehensive ESG strategies and Carbon Pathways, with the aim of accelerating the real estate sector's environmental transition to net zero and sustainability.

Deepki offers a unique combination of technology and expertise, which it leverages to create and implement a full catalogue of ESG strategies to deliver positive impact at scale. These range from energy, water and waste consumption, to social issues.

Vincent Bryant, co-founder and CEO of Deepki, comments:

"We are very proud to welcome Claudia Scarcella to the Deepki team. Her real estate and international experience will be key to the development and consolidation of the Italian branch. Our goal is to make Italian real estate more virtuous and to actively contribute to the reduction of CO₂ emissions in the sector."

Claudia Scarcella, Italian Country Manager, adds:

"I am honored and delighted to join the Deepki team as Head of Italy. I fully share the company's ambition to make Real Estate more sustainable. Deepki's values are perfectly aligned with my own, and I am proud to be a part of the fight against global warming."



About Claudia Scarcella



With a degree in Business Management from the University of California - San Diego, Claudia has accumulated more than 30 years of professional experience, including managerial roles in large multinational companies, spanning different sectors and markets in Italy, Europe, North Africa and the United States. Before joining Deepki, she held the role of Country Manager Italy for RICS, a major global organization that is synonymous with the highest level of professionalism in the real estate industry.

About Deepki

Founded in 2014, Deepki has developed a SaaS solution that uses data intelligence to guide real estate players in their net-zero transition. The solution leverages customer data to improve assets' ESG (Environmental, Social and Governance) performance and maximize asset value. Deepki operates in 38 countries, with 150 team members across offices in Paris, London, Berlin, Milan and Madrid. The company serves clients including Generali Real Estate, Allianz Real Estate, Swiss Life Asset Managers and the French government, helping to make their real estate assets more sustainable at scale.