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Following the acquisition of the asset by Lighthouse Properties p.l.c

FORUM MONTIJO IS BACK, WITH REBRANDING LED BY NHOOD

- **· Change of name marks a new stage, based on active listening to its customers and respect for the space's historical identity, with eyes turned to the future.**

Montijo, June 17, 2025 – Nhood, the entity responsible for managing and commercializing Alegro Montijo shopping center, announces the name change to Forum Montijo. This change follows the acquisition of the asset by Lighthouse Properties p.l.c. and reflects a concerted strategic decision between the involved parties. Nhood, which has managed the asset since 2019, will continue to ensure its management and commercialization, now leading the rebranding process in a 360º vision—from brand development to strategic management—guaranteeing uniformity across all communication touchpoints with customers and retailers, encompassing both the physical experience and the digital ecosystem.

With an ambitious commercial mix strategy, the center has been strengthening its offering with new stores and concepts such as Primark, Noori, Gleba, A-100, and soon Normal. In addition to these novelties, visitors will continue to enjoy the complete experience they already know, with services like workspots, solar-powered electric vehicle chargers, bicycle lockers, playground, comfort areas, in a dog-friendly environment—all designed to

ensure a practical, comfortable, and welcoming visit. This phase also marks the start of a new cycle, with continuous focus on evolving the space as a commercial and social destination in constant transformation.

"This rebranding represents much more than a name or image change; it is a strategic statement about the role the center plays in the community's life and the region's commercial ecosystem. Forum Montijo returns with a renewed identity, aligned with local roots and the ambition to reinforce its positioning as a space for encounter, sharing, and experience. With this new stage, the focus on elevating the experience remains: for visitors, who find here a close, current, and inspiring center; for retailers, who benefit from a strong brand connected to the territory; and for our partners, who see in this process the realization of a long-term vision," states Maura Teixeira, Marketing & Innovation Iberian Director at Nhood.

The rebranding was developed in partnership with Labdesign studio, and the new visual identity will be gradually implemented in the center by the end of August, with the official relaunch scheduled for early September.

"At Nhood, we believe in the power of brands to transform spaces into destinations with soul. Leading this process, in which we aligned strategic vision, brand identity, and consumer experience, is for us an opportunity to reinforce our commitment to innovation, proximity, and the sustainable development of the communities where we operate," she concludes.

With the new identity, Forum Montijo positions itself as "the heart of Montijo," a space that belongs to the city and those who visit it. Inspired by local tradition, the new logo reinterprets the windmill, with elements that also evoke flowers, the river, the sun, and salt. Community, innovation, and authenticity are some of the values that reinforce the space's close and future-oriented positioning.

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