



# DRIVEN BY UNTIRING EXCELLENCE AND UNENDING INNOVATION



18 factories in 12 countries, 14,600 point of sales in 160 countries, and over 30,000 employees worldwide. The Pirelli brand is known around the world as an icon of technology and excellence. Represented by the "capital P" logo for more than a century, the Pirelli name stands for a premium, high-end style with an Italian heritage all underlined by its distinctive position as a supplier to luxury car manufacturers. The reputation and strength of the brand are continually reinforced by Pirelli's involvement in motorsport projects and competitions, design and lifestyle projects and initiatives for the community, art and culture.

Pirelli was founded in Milan in 1872 and today stands as a global brand known for its cutting edge technology, high-end production excellence and passion for innovation that draws heavily on its Italian roots. With a turnover of more than 5.3 billion € in 2017, Pirelli is a major player in the tyre industry and the only global player focused solely on the Consumer tyre market, which includes tyres for cars, motorcycles and bicycles. Very recently the company has shifted its entire focus on consumer tyres, concentrating on High Value

tyre markets, delivering innovative tyres and developing Specialties and Super Specialties for its comprehensive product portfolio.

The company's consumer focus starts at the tyre development stage. For High Value products this takes place within a longstanding set of solid partnerships with the most prestigious car and motorcycle manufacturers. These collaborations allow Pirelli to develop tyres tailored to the different types of vehicles, in order to meet the specific needs of the most sophisticated consumers. Pirelli is dedicated to making a wide range of high quality and technologically advanced tyres best suited to meeting the needs of the final consumer. The company's product range consists of innovative tyres all high-end two and four wheelers and includes a growing portfolio of customized products. These product innovations harness the latest technology and research to offer greater performance and safety for all Pirelli's customers. All of this has grown from a strong commitment to research and development with an open and collaborative approach.

In 2017, Pirelli's investment in R&D was 6.5%

of its revenues - one of the highest levels among the world's major tyre producers. Pirelli has 1,800 people engaged in R&D located at its Milan headquarters and 12 local technology centres and a portfolio of 6,100 patents.

Supported by a board of directors of the highest international standing, Pirelli's management is led by its Executive Vice President and CEO, Dr Marco Tronchetti Provera, who has directed the company's development and strategy for more than 25 years. Just like all other responsible and committed brands around the globe, Pirelli too envisions a growth story driven by a sustainable development. The Pirelli Sustainability Model is inspired by the United Nations Global Compact, of which Pirelli has been an active member since 2004. Pirelli's Responsible management runs through the entire value chain. Every operating unit integrates economic, social and environmental responsibility in its own activity, while cooperating constantly with other units and with stakeholders; this allows the Group to effectively manage risks and opportunities related to its processes, products and services, with a constant focus on innovation and with the awareness of the role of a multinational group in a global context.

POWER METER	
<b>LEGACY</b>	Founded in Milan in 1872, today it stands firm and lofty as a global brand known for its cutting edge technology, high-end production excellence and passion for innovation that draws heavily from its Italian roots.
<b>RECALL</b>	The company's product range consists of innovative tyres for all high-end two and four wheelers and includes a growing portfolio of customized products, harnessing the latest technology and research to offer greater performance and safety.
<b>IMPACT</b>	Aggressive presence all across the world with 18 factories in 12 countries, 14600 point of sales and over 30,000 employees and a turnover of more than € 5.3 billion in 2017.
<b>POWER FACTOR</b>	the company invests 6.5% of its revenues in R&D - one of the highest levels in this sector and has 1,800 of the best of tech brains engaged in R&D worldwide and a portfolio of 6,100 patents - and counting.

