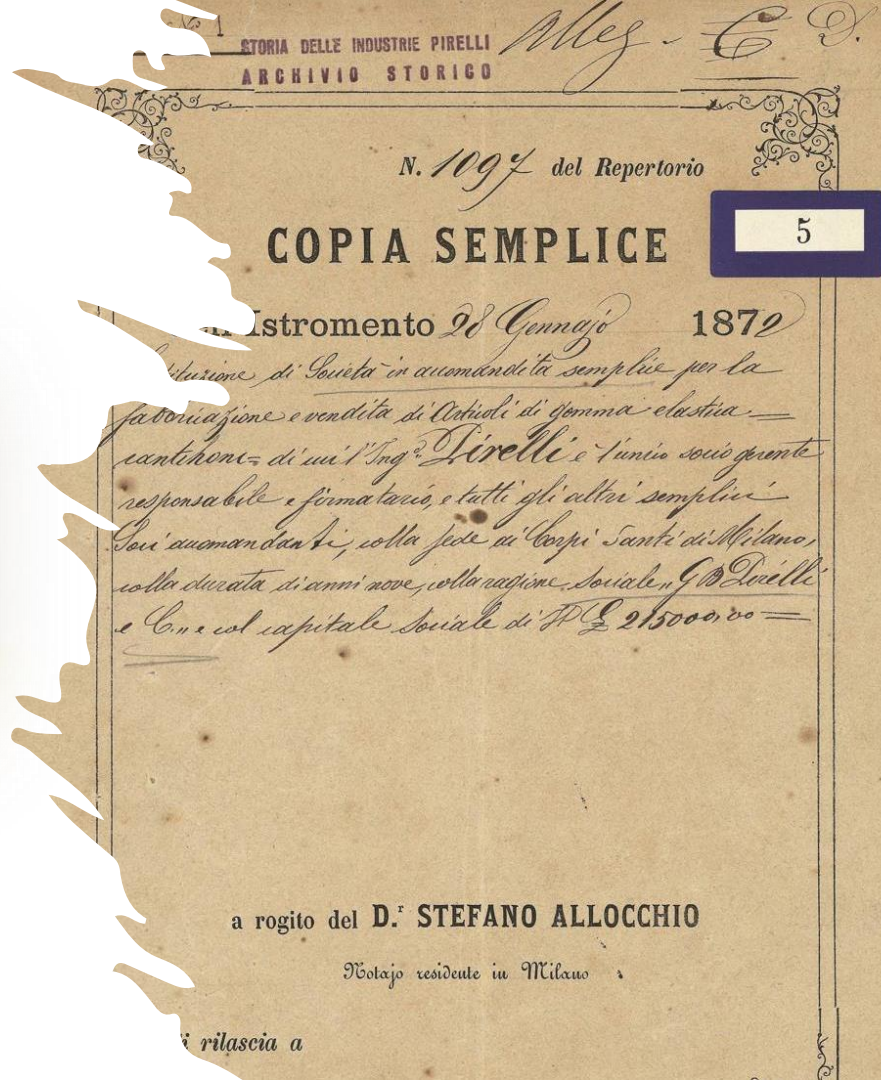


Discovering Pirelli



Milan, Italy | October 2023

Celebrating 150 Years



STORIA DELLE INDUSTRIE PIRELLI
ARCHIVIO STORICO

N. 1097 del Repertorio

COPIA SEMPLICE

5

Instrumento 28 Gennaio 1872

Costituzione di Società in accomandita semplice per la
fabbricazione e vendita di Articoli di gomma elastica
cattoloni di cui l'Ing. Pirelli è l'unico socio gerente
responsabile e firmatario, e tutti gli altri semplici
soci accomandatari, colla sede in Corpi Santi di Milano,
colla durata di anni nove, colla ragione sociale "P. Pirelli
& C. e col capitale sociale di P. L. 215000,00

a rogito del D.^r STEFANO ALLOCCHIO

Notajo residente in Milano

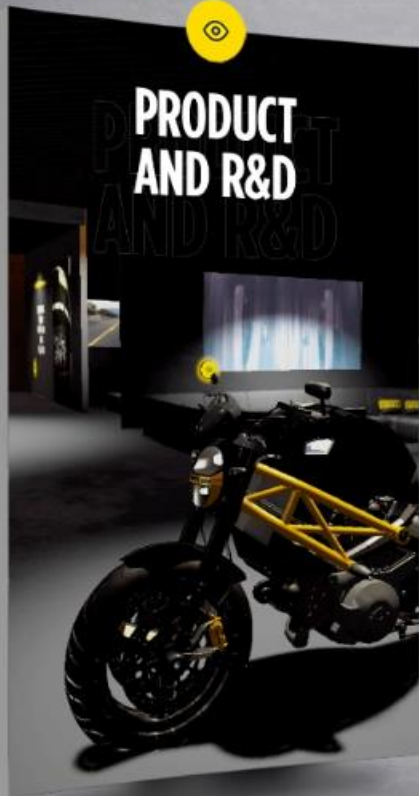
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PIRELLI

150
YEARS



PRODUCT AND R&D



SUSTAINABILITY



SPORT



ART & CULTURE

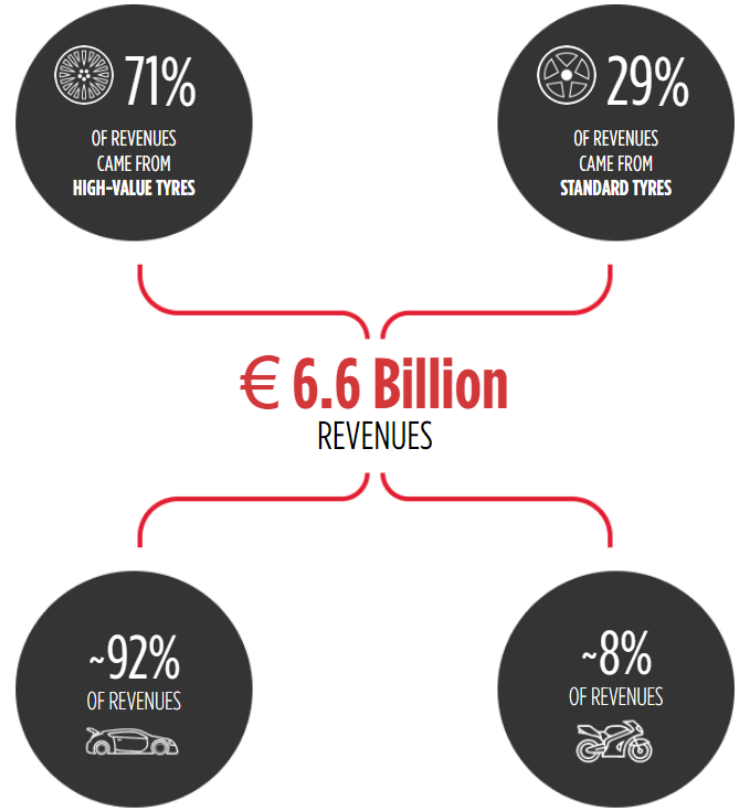


Pirelli in Brief

100%
CONSUMER COMPANY

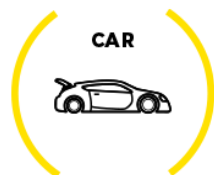
Pirelli was founded in Milan in 1872 and today stands as a global brand known for its cutting-edge technology, **high-end production excellence** and passion for innovation that draws heavily on its Italian roots.

With 18 production plants in 12 countries and a commercial presence in over 160, Pirelli has around 31,300 employees and had a turnover of about **6.6 billion euro in 2022**. It is among the world's major producers of tyres and associated services and the only one focused solely on the Consumer tyre market, which includes tyres for **cars, motorcycles and bicycles**.



Products Portfolio

A HIGH VALUE RANGE OF CONSUMER TYRES



SOLID
PARTNERSHIPS
TO BETTER SERVE
OUR CUSTOMERS



HONDA



KTM



MASERATI



McLaren



TRIUMPH



Kawasaki



OPERATIONS

**GLOBAL PRODUCTION
AND SALES STRUCTURE
FOCUSED ON HIGH VALUE**



**HEADQUARTERS & WORLDWIDE R&D CENTER
OF EXCELLENCE IN MILAN, ITALY**
PRESENCE IN **5** REGIONS



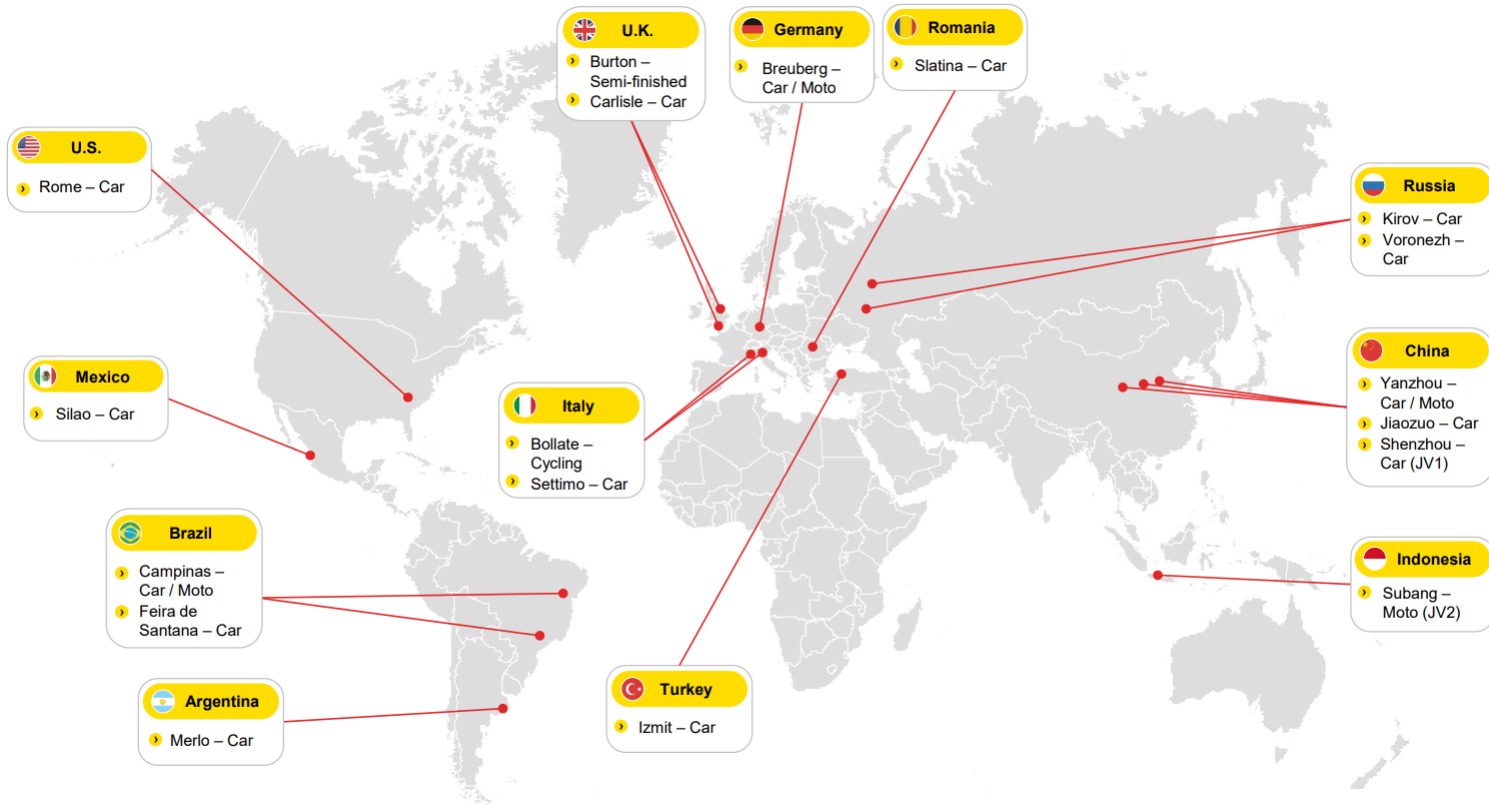
18
FACTORIES in **12**
COUNTRIES



20,000
POINT OF SALES in **+160**
COUNTRIES



Pirelli Manufacturing Footprint



1. 49% Joint Venture with the Hixih Group 2. 63% Joint Venture with PT Astra Otoparts

Car Tyres



P ZERO™



SELF-SEALING TECHNOLOGY

SCORPION



PNCS™ TYRES

Cinturato



SELF-SUPPORTING TECHNOLOGY

CARS

Pirelli offers five automotive product families: **P Zero™**, **Cinturato™**, **Scorpion™**, **Carrier™**, **Winter Sottozero™** and **Ice™** with the relative *Specialties* variants.

Moto Tyres



ANGEL™ GT II



DIABLO
ROSSO CORSA



ROAD



ADVENTURE



OFF ROAD



RACING



TOURING

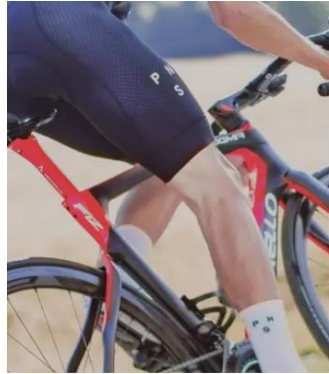
MOTORCYCLE

Pirelli manufactures two premium brands of motorcycle tyres, **Pirelli** and **Metzeler**, that compete selectively in different product segments. Pirelli portfolio includes iconic product families such as **Diablo™**, **Angel™** and **Scorpion™**.

Bicycle Tyres



P ZERO™ VELO



ROAD

A high-performance road cycling range from our vast experience with Formula 1 and Superbike

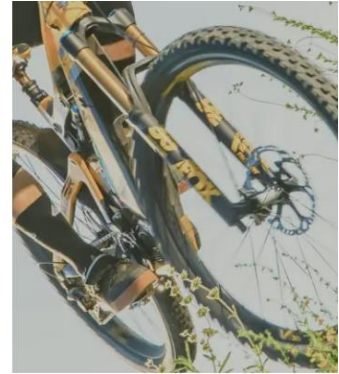
Cinturato™ GRAVEL M



GRAVEL

Rally WRC technology to handle any terrain

**SCORPION™ MTB H
HARD TERRAIN LITE**



MTB

Motocross DNA in our mountain bike tyres

BICYCLES

Pirelli has returned to the world of cycling, with the launch of dedicated new lines of tyres: **P Zero Velo™**, **Scorpion™ MTB**, **Cinturato™ Gravel** and **Cycl-e**.

ALL THE MOTORSPORT TECHNOLOGY IN CONSUMER PRODUCTS

PARTNERSHIPS WITH SOME OF
THE TOP **UCI WORLD TOUR**
CYCLING TEAMS AND TWO AMONG
THE MOST FAMOUS **INTERNATIONAL**
MTB CROSS COUNTRY TEAMS



CAR, MOTO AND CYCLING
COMPETITIONS DRIVE
INNOVATION IN **DESIGN,**
MODELING, MATERIALS,
PROCESSES AND TESTING

MORE THAN
115
YEARS FROM RACE TO ROAD
YEARS PRESENCE
IN MOTORSPORT

SBK
UNIQUE SUPPLIER
SINCE 2004

+350
COMPETITIONS A YEAR

WRC
UNIQUE SUPPLIER
FROM 2021

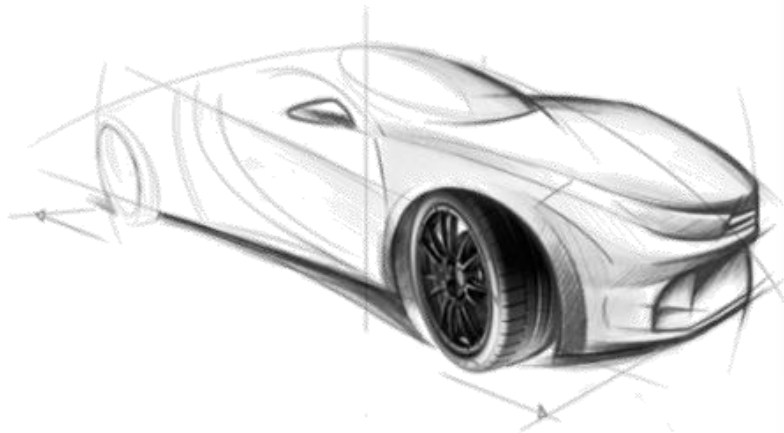
F1
GLOBAL TYRE PARTNER
FROM 2011

FIVE COMPOUNDS
C1 - C5 FROM THE HARDEST
TO THE SOFTEST

THREE COLOURS
WHITE - YELLOW - RED

FOR WET CONDITIONS
CINTURATO GREEN INTERMEDIATE
BLUE FULL WET





CAPACITY FOR CONTINUAL TECHNOLOGICAL INNOVATION



2,000

PEOPLE INVOLVED IN R&D
IN 11 COUNTRIES



5,900
PATENTS



ABOUT **5%** OF HIGH
VALUE REVENUES DEVOTED ON
AVERAGE TO R&D IN THE LAST YEARS



COOPERATIONS WITH
PREMIUM OEM PROJECTS

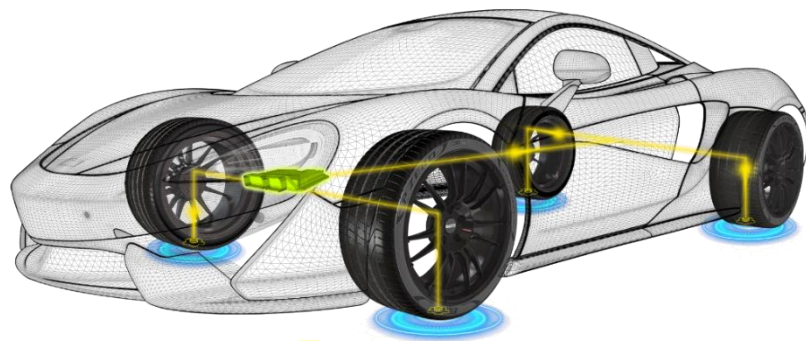
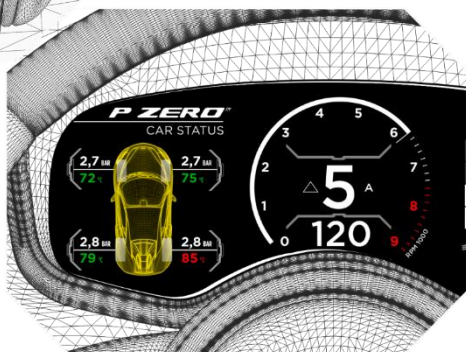
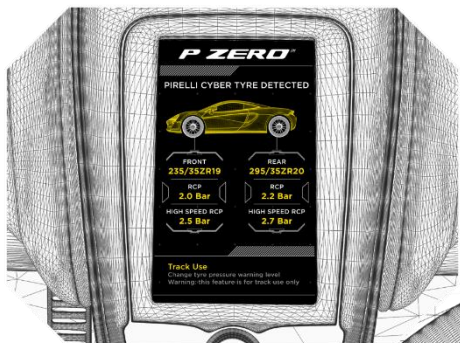


65 COOPERATIONS WITH
UNIVERSITIES



OUTSOURCED PROJECTS IN
MATERIALS, PROCESSES, SOFTWARE
AND ELECTRONICS

Cybertire



A silhouette of a child holding a toy airplane against a sunset sky. The child is seen from behind, holding the wings of a blue toy airplane. The sky is a mix of orange, yellow, and blue, with some clouds. The overall mood is hopeful and aspirational.

OUR VISION

**WE BELIEVE IN MOVING EVERYONE FORWARD
THROUGH TECHNOLOGICAL
AND SOCIAL PROGRESS**

Sustainability

The responsible management at Pirelli flows through the entire value chain. The adopted approach makes it possible to create sustainable value over time, from which the company benefits from a tangible and intangible return on value.



Leading the Sector in the Major Sustainability Rankings & Initiatives

PIRELLI & C S.p.A.
ATX Auto Components

Top 1%
S&P Global ESG Score 2022

As of February 7, 2023.
Position and Score are industry specific and reflect exclusion screening criteria. Learn more at [spglobal.com/esg/yearbook](https://www.spglobal.com/esg/yearbook)

S&P Global

Sustainable1

WE HAVE TO DO
MORE



Play video

REDUCING CLIMATE IMPACT

DISCOVER MORE

-41% in 2022

Co2 emissions from manufacturing
(-42% by 2025 vs 2015)

Picture: Pirelli Silao Factory - Mexico



RESPECT AND CONSERVATION OF NATURE

DISCOVER MORE

-36% in 2022

Water specific withdrawal
(-43% by 2025)

CREATING SUSTAINABLE PRODUCTS

DISCOVER MORE

38% in 2022

Bio-based and Recycled materials
(48% by 2025 and 72% by 2030)

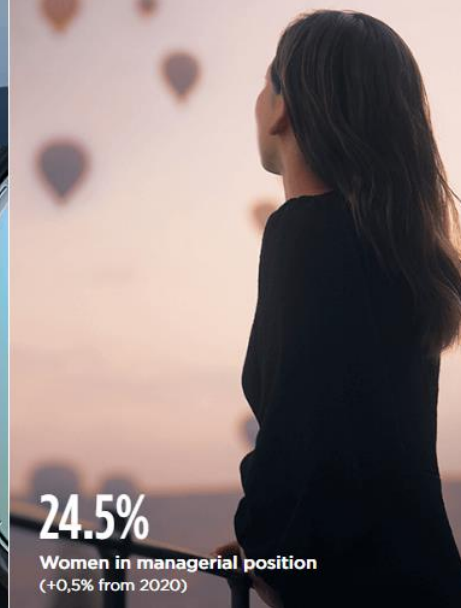


PEOPLE AT THE HEART OF GROWTH

DISCOVER MORE

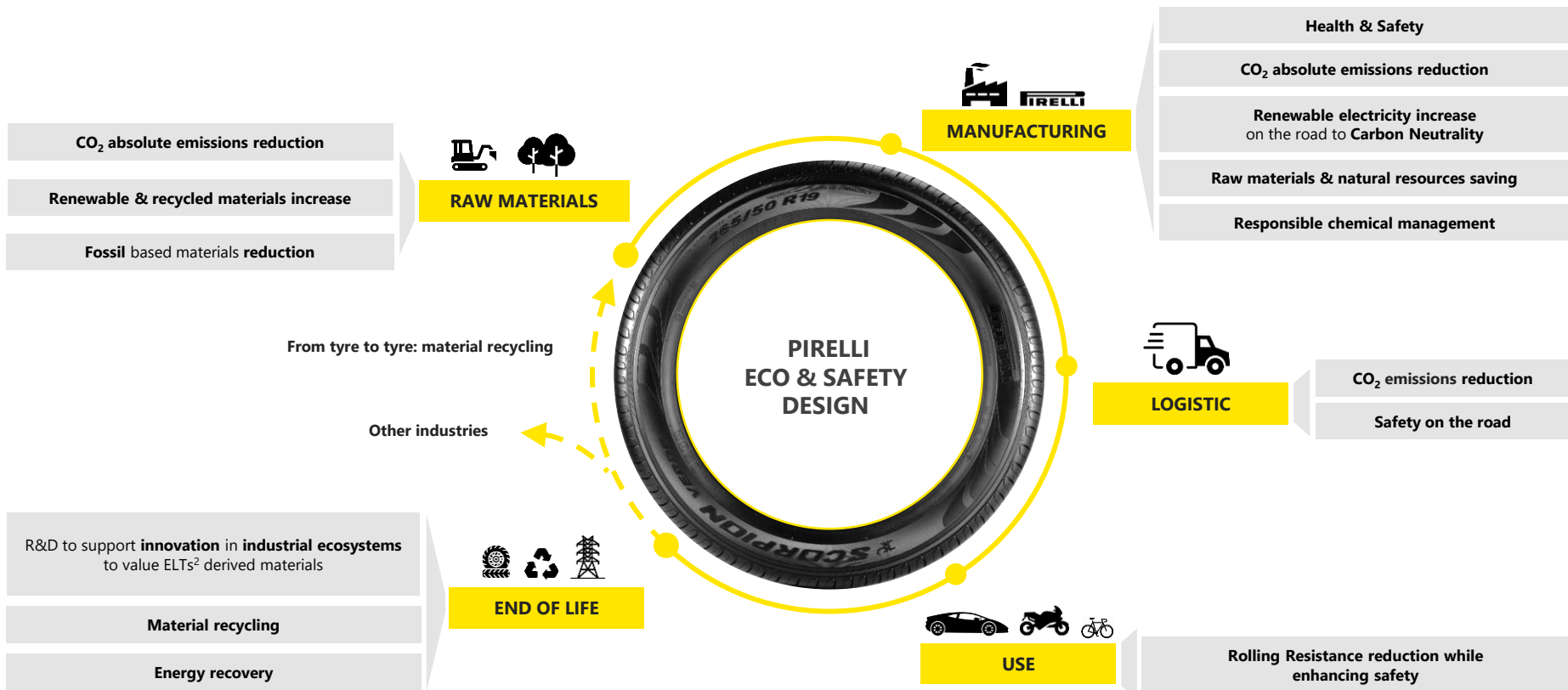
24.5%

Women in managerial position
(+0,5% from 2020)



Our Life-Cycle Strategy: Eco & Safety Design

To minimize impacts on people and planet while maximizing performance



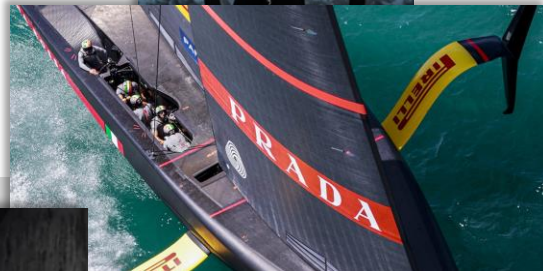
A Powerful Brand, beyond Tyres...



2023 PIRELLI CALENDAR
LOVE LETTERS
TO THE MUSE



Mario Merz's igloos: a city to be explored (LIFE)



Puma, the sneaker with the Pirelli footprint (LIFE)



Our Way of Working



Learning & Development

Warming up



- a **diversified internal professional academy** offer to **support** the **continuous learning** and evolution of specific roles and professionalities
- a selected community of **internal trainers** committed to share critical know how
- **tailored initiatives** to support the growth of current and future leaders

- **custom programs** to support digital transformation processes and satisfy strategic business needs
- **partnerships with world class universities and business schools** to remain at the forefront of innovation



- a **dedicated learning platform and a 24/7 digital library** to support people upskilling and self-development needs



**PEOPLE ARE
OUR PRIORITY**



**THE EARTH: OUR MOST
DEMANDING STAKEHOLDER**



**MOVING FAST
TOWARD CHANGE**