

NEW GOVERNANCE AND GUIDELINES FOR THE FORTHCOMING 2020-2022 PRESIDENCY

Milan, 13 December 2019 - The Shareholders' Meeting of Fondazione Altagamma, which since 1992 has gathered Italy's high end cultural and creative companies, has officially approved the new Board of Directors for the three-year period 2020-2022. **Matteo Lunelli** (President and CEO, Cantine Ferrari), Vice President for the last two three-year terms, has been appointed President of Fondazione Altagamma, taking over from **Andrea Illy** (President, illycaffè) who, during his term of office, increased membership from 76 to 110 companies.

Presidency

The following positions were confirmed: **Claudio Luti** (President, Kartell) as Vice President of Design, **Lamberto Tacoli** (President and CEO, Perini Navi) as Vice President for Yacht-building and **Paolo Zegna** (President, Ermenegildo Zegna) as Vice President for Fashion, along with new appointments: **Sabina Belli** (CEO, Pomellato) Vice President for Jewellery, **Stefano Domenicali** (President and CEO, Lamborghini) Vice President for Automotive, **Giovanni Geddes da Filicaja** (CEO, Frescobaldi Group) Vice President for Food, and **Aldo Melpignano** (Managing Director, San Domenico Hotels) Vice President for Hospitality. Two new, transversal Vice President roles have also been created: for Internationalization, **Dario Rinero** (CEO, Poltrona Frau Group) and for Talents and Human Capital, **Laudomia Pucci** (Vice President and Image Director, Emilio Pucci).

Alongside the latter, the Founding President **Santo Versace**, the Honorary President **Leonardo Ferragamo**, and Past President **Andrea Illy** have been invited to continue as permanent members of the Board of Directors.

Board Members

Nerio Alessandri (President and CEO, Technogym), **Marco Bizzari** (President and CEO, Gucci), **Serge Brunschwig** (President and CEO, Fendi), **Edoardo Caovilla** (Co-Owner and Creative Director, René Caovilla), **Fabio d'Angelantonio** (CEO, Loro Piana), **Carlotta de Bevilacqua** (Vice President and CEO, Artemide and President, Danese Milano), **Claudio Domenicali** (CEO, Ducati), **Giuseppe Fontana** (President, Villa d'Este), **Roberto Gavazzi** (CEO, Boffi), **Bob Kunze-Concewitz** (CEO, Campari Group), **Carlo Mazzi** (President, Prada SpA), **Carmen Moretti** (CEO, L'Albereta and L'Andana), **Maria Porro** (Head of Marketing and Communication, Porro), **Giuseppe Prezioso** (CEO, Imax - Max Mara Fashion Group), **Aurelio Regina** (Executive Vice President, Manifatture Sigaro Toscano), **Riccardo Sciutto** (CEO, Sergio Rossi), **Giovanni Tamburi** (President and CEO, Tamburi Investment Partners), **Giovanna Vitelli** (Vice President, Azimut Benetti Group), and **Maurizio Zanella** (President, Ca' del Bosco).

Auditors: **Maurizio Dallochio** (SDA Bocconi), **Ezio Simonelli** (Studio Simonelli) and **Stefano Alessi** (Alessi).

On the occasion of the Shareholders' Meeting, **Matteo Lunelli** confirmed that the Mission of Fondazione Altagamma remains that of "contributing to the growth and competitiveness of the Italian creative and cultural industry and, indirectly, to that of the Italian economy".

Yet the market scenario has changed profoundly, and there are new challenges that must be met in all the sectors Altagamma companies operate in (fashion, design, food, hospitality, automotive, jewellery, yacht-building). By 2023 one out of two luxury consumers will be Asian* and growth will be almost entirely driven

by Millennials and Generation Z, who are reshaping the industry with their focus on authenticity, sustainability and cultural inclusion. It will therefore be necessary to adapt the way we do business, and innovate both products and communication.

Matteo Lunelli, President of Altagamma, commented, "*Italian products continue to maintain their unique evocative appeal, connected to the beauty of the country, our renowned know how and our lifestyle. Yet the macroeconomic scenario calls for Altagamma companies to engage with a new breed of consumers. The consumer of the future will increasingly be Asian, young, a digital native with a key awareness of the values that brands represent. Our work over the next three years is therefore inspired by three strategic concepts: **internationality, sustainability, and a contemporary spirit.***

Internationality: to support its partners' international strategies, Altagamma will be consolidating and extending its network of relationships in the main markets. After the Netherlands and China, the Altagamma Club project will continue, bringing together the managers of member companies in different countries with the aim of identifying joint initiatives and new opportunities to convey the Italian lifestyle, in collaboration with our Embassies and Consulates. We will also be working to expand the network of Altagamma International Honorary Members, companies and institutions engaged in promoting Italian style, taste and quality in various ways internationally. Lastly, to attract high-end tourism and encourage visitors to fall in love with the Italian way of life, the Altagamma Italian Experiences project will continue, offering itineraries and experiences that include exclusive visits to member companies.

Sustainability: in line with the Sustainable Development Goals (SDG) identified by the UN, for Altagamma Corporate Social Responsibility is an essential element for outstanding companies, the impact of which is economic as well as reputational. Altagamma will offer opportunities to exchange best practices and will support its partners with initiatives to convert to business models that are sustainable in social, environmental and governance terms.

Contemporary spirit: A contemporary spirit must become an intrinsic element of Italian products, as much as tradition and cultural identity are. The challenge of the future will therefore lie in the ability to innovate and intercept the new generations, in particular by exploiting digital communication channels. Altagamma will be analysing these phenomena with dedicated studies and initiatives such as a new version of the Digital Day. To explore future trends in creativity and the opportunities arising from the changes under way, the NEXT DESIGN PERSPECTIVES project will continue, with its third edition.

Lastly, the Foundation will continue with its structural activities related to European Studies and Research and Institutional Relations via the *European Cultural and Creative Industries Alliance* (ECCIA). We will also remain committed to developing the Human Capital area, with the project *I Talenti del Fare*, which promotes craftsmanship jobs in manufacturing, and the *Young Business Awards*.

FONDAZIONE ALTAGAMMA BOARD OF DIRECTORS 2020-2022

| | | |
|-----------------------------|---------------------------|-----------------------------|
| Matteo Bruno Lunelli | <i>President</i> | Cantine Ferrari |
| Andrea Illy | <i>Past President</i> | illycaffè |
| Santo Versace | <i>Founding President</i> | Gianni Versace |
| Leonardo Ferragamo | <i>Honorary President</i> | Salvatore Ferragamo |
| Sabina Belli | <i>Vice-President</i> | Pomellato |
| Stefano Domenicali | <i>Vice-President</i> | Lamborghini |
| Giovanni Geddes da Filicaja | <i>Vice-President</i> | Frescobaldi |
| Claudio Luti | <i>Vice-President</i> | Kartell |
| Aldo Melpignano | <i>Vice-President</i> | Masseria San Domenico |
| Laudomia Pucci | <i>Vice-President</i> | Emilio Pucci |
| Dario Rinero | <i>Vice-President</i> | Poltrona Frau |
| Lamberto Tacoli | <i>Vice-President</i> | Perini Navi |
| Paolo Zegna | <i>Vice-President</i> | Ermenegildo Zegna |
| Nerio Alessandri | <i>Board member</i> | Technogym |
| Marco Bizzarri | <i>Board member</i> | Gucci |
| Serge Brunschwig | <i>Board member</i> | Fendi |
| Edoardo Caovilla | <i>Board member</i> | René Caovilla |
| Fabio d'Angelantonio | <i>Board member</i> | Loro Piana |
| Carlotta de Bevilacqua | <i>Board member</i> | Artemide and Danese |
| Claudio Domenicali | <i>Board member</i> | Ducati |
| Giuseppe Fontana | <i>Board member</i> | Villa d'Este |
| Roberto Gavazzi | <i>Board member</i> | Boffi |
| Bob Kunze-Concewitz | <i>Board member</i> | Campari |
| Carlo Mazzi | <i>Board member</i> | Prada |
| Carmen Moretti | <i>Board member</i> | L'Albereta - L'Andana |
| Maria Porro | <i>Board member</i> | Porro |
| Giuseppe Prezioso | <i>Board member</i> | Max Mara |
| Aurelio Regina | <i>Board member</i> | Manifatture Sigaro Toscano |
| Riccardo Sciatto | <i>Board member</i> | Sergio Rossi |
| Giovanni Tamburi | <i>Board member</i> | Tamburi Investment Partners |
| Giovanna Vitelli | <i>Board member</i> | Benetti |
| Maurizio Zanella | <i>Board member</i> | Ca' del Bosco |
| Stefano Alessi | <i>Auditor</i> | Alessi |
| Maurizio Dallochio | <i>Auditor</i> | SDA Bocconi |
| Ezio Simonelli | <i>Auditor</i> | Studio Simonelli |

MATTEO LUNELLI

Matteo Bruno Lunelli, 45, is President and CEO of Cantine Ferrari, which was founded in 1902 and is market leader in Italy for *metodo classico* sparkling wines. He is also Managing Director of the Lunelli Group which includes, in addition to Cantine Ferrari, Surgiva mineral water, the Segnana distillery, Tenute Lunelli, which produces still wines in Trentino, Tuscany and Umbria, and Bisol, the leading brand of Prosecco Superiore di Valdobbiadene. A graduate of Bocconi University, formerly employed at Goldman Sachs, Matteo was President of the Young Industrialists of Trentino-Alto Adige from 2011 to 2013 and Vice President of MART, the Museum of Modern and Contemporary Art of Trento and Rovereto, from 2014 to 2019. Over the years he has received many important awards, including the 2015 E&Y Entrepreneur of the Year award in the Family Business category.

FONDAZIONE ALTAGAMMA

Founded in 1992, Altagamma gathers Italy's top cultural and creative companies, global ambassadors of Italian quality, savoir faire and lifestyle. Standing out for its transversal approach, Altagamma represents 110 brands from seven different industries - fashion, design, jewellery, food, hospitality, automotive and yacht-building - and has 23 partners. Altagamma's mission is to contribute to the growth and competitiveness of Italy's cultural and creative firms, thus also contributing to the growth of the country's economy. In a worldwide market worth almost €1,300 billion, the high-end sector in Italy accounts for € 115 billion, 6.85% of the country's GDP. Export accounts for 53%. The sector employs 402,000 people, directly and indirectly. www.altagamma.it

Altagamma Press Office

Edoardo Carloni 339 1618463 | carloni@altagamma.it

Giorgio Bocchieri 334 6853078 | bocchieri@altagamma.it

Edelman Press Office

Emidio Piccione 366 6283807 emidio.piccione@edelman.com

Lunelli Group Press Office

Anna Bertolini, Veronica Salvi 0461 972423 - 340 2753986