



**WHY  
ITALY  
IS *definitely*  
ALIVE &  
KICKING**

# PREFACE

The project undertaken by the WPP Advisory Board/The European House - Ambrosetti is to showcase each year in its pamphlet (2021 marks the second part of the ninth edition) **ten companies which do business in Italy** and that have distinguished themselves in terms of good economic results, ability to innovate, effective and participatory communication with their stakeholders, commitment to the local areas in which they operate, investments and projects with high social impact. Our intent is to commend the “resilience” and expertise of Italy and its economy by highlighting the array of tangible and intangible features tied to the country’s culture, entrepreneurship and “savoir faire”. Like the rest of the world, for more than a year Italy has been facing a particularly challenging time during which economic and social problems have been exacerbated by the public health emergency connected with the **COVID-19 pandemic**. This two-year period we are experiencing represents the day of reckoning for the resilience of nations and, therefore, the ideal moment to give a decisive push to the

# PREFACE

process of change and development that Italy has struggled to launch in recent years.

The repercussions of the pandemic have hit Italy harder than other European countries, with a drop in Italian GDP of 8.9% in 2020 compared with a European decrease of 6.2%. The reforms that have been discussed for a long time can no longer be put off and public and private investments must regain momentum to support the nation's future. With the Next Generation EU, Italy must seize an unique opportunity for development, investments and reform to modernize the public administration, reinforce its productive system and intensify the efforts to tackle poverty, social exclusion and inequality.

In this sense, businesses and institutions have an increasingly pivotal role in safeguarding our present but, above all, in designing our future – with responsibility, creativity and enhanced attention to the major challenges that our constantly-changing society demands.

The companies featured in the 2021 “Why Italy is Definitely Alive and Kicking” have been selected on the basis of the economic, environmental and social impact of their activity and their contribution to the development and evolution of the local areas and communities in which they operate.

Specifically, they have been divided into two groups of companies:

- A. Major companies and multinational investors:** Successful and established Italian and international companies that have distinguished themselves for their ability to generate positive economic, social and environmental impact, thus guaranteeing local growth.
- B. Companies with high potential:** Smaller Italian and international companies that stand out for the significant social-environmental relevance of their economic activity and/or innovative nature of their business and the projects in which they are involved.

The companies selected are intended to represent that part of Italy capable of making important strategic, investment and communication choices to demonstrate the strength of a country that today, more than ever, is being called upon to make a decisive shift in its path towards change and growth. These ten companies take their place alongside the more than seventy honored in past years. In our view, their stories represent examples from which draw the motivation to continue in the building of a more equitable and successful nation. On this challenge depends the future of generations to come, but also the attractiveness of Italy today.

## BASF

Starting in 1946, the year it entered the Italian market, BASF has grown steadily in the chemical industry. One of the highest levels of technical know-how in the world, an impressive tradition in chemistry, plus major productive capacity have provided fertile ground for the company's development. Its range of products and solutions covers nearly all industrial sectors: chemical products, finishes, catalysts and precious metals for catalysts, farming products, chemical products for the building industry, extruded polystyrene sheets, paints, polyurethanes, specialty chemicals and polymers, additives for plastic and coating materials.

### REASON WHY

BASF is a major international Group with an inestimable patrimony of expertise and profound knowledge of the Italian market. The international and local dimensions merge to create positive synergies that benefit its Italian customers to whom BASF can offer concrete and targeted support, always with total respect for the environment and personal health and well-being. In fact, sustainability and innovation are the two values at the basis of the daily activity of BASF production facilities, offices, labs, testing sites and research centers.

### KEY FACT AND FIGURES

BASF, a Group that operates throughout the globe, is present in Italy with eleven sites, six of which are production facilities, with approximately 1,300 employees. Over the last five years, the Group has invested about €150 million in Italy. Its 2020 turnover was €1.6 billion with especially positive performance (+9.5%) in the Surface Technologies segment.



We create chemistry

BASF has demonstrated a high potential for growth since its founding. The distinctive characteristics of the company are its experience in the sector and the innovative and entrepreneurial spirit of the Group. Its customers are at the heart of its decision-making processes and activities and represent a key for the development of the Group's strategy. From footwear to wooden furniture, automotive, pharmaceuticals and agrifood, BASF products are leaders in "Made in Italy" supply chains, and the close on-going dialogue with its customers makes it possible to create together the innovation required to remain the leader in strategic sectors. An example are the products obtained from biomass recycling and chemical recycling of plastics that were introduced into the Italian market in 2021 and which will help the sustainable development of Italian industrial partners. In fact, the company is focused on creating chemistry for a sustainable future. This commitment to sustainability was recognized, for example, by the non-profit organization CDP (Carbon Disclosure Project) which, in December 2020, named BASF the global leader in water management and climate protection. In addition, in 2020, the BASF Group invested €20 million in its Pontecchio Marconi plant to produce a new light stabilizer that increases the resistance of plastics exposed to the sun. This new molecule significantly increases the duration and resistance to UV rays of greenhouse covers, macro and small tunnels, nettings and substrate bags to assist in sustainable farming methods and reduce the use of polymeric materials by 60% and assure that the plastic is easily recyclable at the end of its lifecycle.

# DAVINES GROUP

The Davines Group, founded by the Bollati family in Parma in 1983 as a cosmetics research and production laboratory, is now an international company renowned worldwide for the sustainability of its professional haircare products (under the Davines brand) for its salons and skincare products (under the Comfort Zone brand) for its beauty salons and spas.

## REASON WHY

The Davines Group has always distinguished itself for its focus on sustainability and the environmental impact of its products and processes. In 2016, the Davines Group was awarded B-Corp certification and in 2019 it changed its legal status to Benefit Corporation, which yet again confirms the company's commitment not just to consider profit, but also to have a positive impact on all its stakeholders. The macro areas in which the company has excelled are the assignment of sustainability-related objectives to managers, the commitment to achieve 'Net Zero emissions' by 2030, the assessment of the impact of products, sustainable packaging, sustainable commitment throughout the supply chain (starting with the ingredients), the involvement of all stakeholders, and virtuous partnerships to tackle environmental and social regeneration issues.

## KEY FACT AND FIGURES

The Davines Group operates under two brand names in more than 90 countries. In 2019, it sold 28 million units achieving a total turnover of €163 million, up 10% on the previous year. The company had 709 employees in 2019 compared with 517 in 2017. In 2016, the Davines Group joined the B-Corp family with a score of 99. It recertified in 2020, improving its score, which has risen to 117.4 points.



Parma  
Emilia - Romagna - Italy

# DAVINES GROUP

The Davines Group's mission is to encourage people to take good care of themselves, the environment in which they live and work, and those they love. The ideal of sustainable beauty has shaped the Group's identity, generating products and projects inspired by the balance between ethics and aesthetics. In fact, the Group has launched numerous initiatives aimed at making a positive impact on people and on the planet, as well as creating value for all its stakeholders. With regard to the reduction of CO<sub>2</sub>, all of the Group's offices are carbon-neutral. The Parma headquarter in particular has achieved a 47.7% decrease in emissions compared to 2018. Since 2018, Davines has been applying the LCA (Life Cycle Assessment) analysis, a methodology that makes it possible to quantitatively assess the sustainability of products at each stage of their life cycle and, based on the results, to take action to reduce their environmental impact. In order to cultivate the company's values internally as well, in 2005 the Group promoted the drafting of the first Carta Etica (Ethical Charter), designed to improve the quality of life of those who work in the company every day. Davines Village, the Group's new headquarters in Parma, officially opened in 2018, and is a symbol of the values of ethics, beauty, sustainability and well-being that have always inspired the company's work. In keeping with the spirit that motivates all of the Group's activities, Davines Village was designed to convey a message of profound awareness regarding people and the environment and it reflects the highest standards of sustainability in terms of sustainable energy, waste reduction, the optimization of natural resources and the saving of non-renewables.

## E-NOVIA

e-Novia is a technology manufacturer that aims at transforming technologies into products and products into businesses by working together with researchers and managers along their entrepreneurial paths. In fact, it is able to channel innovative projects into specific enterprises, rewarding entrepreneurial behavior by assigning quotas to entrepreneurs based on their involvement in the initiative's development.

This is the first step in transforming intellectual value into corporate value and launching innovative technologies on the market.

## REASON WHY

e-Novia is the first company to have found a systemic and scalable solution for transforming scientific expertise into market value by bringing together the best in European technical-scientific training and Italian manufacturing excellence. The Enterprises Factory is a one-of-a-kind business model, comprised of open collaboration with universities, research centers and Italian and international companies. e-Novia enterprises are focused on deep technology and are active in the collaborative mobility, humanized machines and augmented human markets.

## KEY FACT AND FIGURES

Currently, e-Novia has around 35 entrepreneurial projects based on over 50 patents. Its Enterprises Factory is active in North America, Europe, and Asia. 94% of the talent that comprises the human capital of the Factory have a university degree and of these, 16.4% have a doctorate. 86% of those working for the Factory are under forty years old and 40% are women. In 2019, Factory revenues were €10.6 million (+26% on the previous year) and EBITDA €789,000 (+36%).



Milan  
Lombardy - Italy

# e-novia

e-Novia is the Factory in which ideas are transformed into products, researchers develop entrepreneurial projects and startups become companies. Since 2015, e-Novia has been promoting, establishing, and developing innovative companies through building on the intellectual property developed with universities, research centers and international companies. e-Novia is listed among the 1,000 Europe's Fastest Growing Companies 2021 of The Financial Times. In March 2021, NASDAQ recognized the social importance of e-Novia projects and in particular one of its enterprises, Measy, by featuring on NASDAQ Tower in New York the Measy Delivery project, the first high-quality local home delivery service. Included in the e-Novia portfolio are companies bringing major innovations in their specific sectors. For example: Blubrake (first ABS system for e-bikes and e-cargo bikes that is fully-integrated into their frames), e-Shock (specialized in the development of vehicular control technologies), Blimp (a 100% privacy-compliant head-counter device that can measure in real time the audience of out-of-home ad campaigns), Smart Robots (3D perception and Artificial Intelligence to support human operators within Smart Factories), YAPE (self-driving droid for low-contact delivery) and Weart (wearable devices for touch digitalization to allow users to "augment" their augmented and virtual reality experiences and multimedia content).

# INSILICOTRIALS

Launched in 2016, it is the first platform in the world that allows healthcare entities and companies to integrate more advanced numeric models into their R&D processes, making it possible to reduce the times and costs required to develop new medical devices and drugs.

## REASON WHY

InSilicoTrials is revolutionizing the healthcare sector thanks to a cutting-edge technology that makes things simpler and more cost-effective for pharmaceutical companies and manufacturers of medical devices. The company's team has a broad range of expertise in IT and Cloud, scientific data management and pharmaceutical and biomedical research and development.

## KEY FACT AND FIGURES

Internationally, InSilicoTrials is considered a reliable and economically solid strategic company.

The Italian startup InSilicoTrials has taken part in nine Horizon 2020 tenders, winning three of them, significantly surpassing the 5% average success rate. Through its involvement in these three projects, the company has collected a total of €1.8 million over four years and involved 28 partners, including 12 renowned universities in 13 different countries.



InSilicoTrials' goal is to build a commercial Software-as-a-Service (SaaS) Cloud platform to provide healthcare entities and researchers with an integrated, easy-to-use tool to perform computational tests during the development and validation process of new medical devices and drug treatments. Unlike others, this platform has several different functions, such as archiving and sharing of clinical data, virtual patients, simulation results and models, medical imaging and segmentation analysis tools. In 2018, InSilicoTrials Technologies acquired CONSELF, a leading platform in Cloud engineering simulation solutions with over 3,000 users in the last three years, to respond to the growing need for mechanical tests of new medical devices created using 3D printing. Working from a solid base of research collaboration and industrial partnerships, InSilicoTrials Technologies is focused on democratizing the use of numeric and simulation models in the healthcare sector to accelerate and improve their innovation processes. The company makes use of solid strategic synergies with industrial partners that are market leaders and scientific collaborators. In addition, InSilicoTrials Technologies is a member of the Avicenna Alliance (association for predictive medicine), the Pistoia Alliance (non-profit association active in eradicating the barriers to innovation in life sciences and healthcare R&D) and the CompBiomed Center of Excellence.

# PARMACOTTO

Parmacotto is a 100% Italian company that produces and sells high-quality cured meats to major supermarket chains and traditional retail channels. In addition to its "Prosciutto Cotto" cooked ham, which is the company's core business, Parmacotto also offers a wide range of products, from traditional cured meats to ready-to-serve meat products.

## REASON WHY

Since its founding in 1978, Parmacotto has been a symbol of a "Made in Italy" quality product. Key features of this company are its meticulous attention to the quality of its products, its commitment to issues involving sustainability and safeguarding and respect for the environment, and the well-being of all its stakeholders. Following a period of crisis, in 2020 the company was able to emerge from a company voluntary arrangement two years early, thanks to excellent business results and the outstanding ability of its management team.

## KEY FACT AND FIGURES

In 2020, Parmacotto's turnover was €100 million, compared with €55 million in 2015. The company grew substantially in 2019 thanks to the acquisition of Cibo Italia, a company that sells Italian cured meats in the US market, and Salumi Boschi, a well-established Parma cured meats brand. In 2019 the company had 140 employees and a sales network of 100 agents in Italy.



Parma  
Emilia - Romagna - Italy



Founded in 1978, Parmacotto operates in the agrifood sector, specifically in the production of cooked ham and poultry. It has always been attentive to the quality of its products and was one of the first companies to eliminate the use of polyphosphates in its preparations. Parmacotto has grown over the years also thanks to its strong commitment to innovation and development of a range of products. In recent years, in fact, it has launched product lines such as "AZZURRO", high-quality cooked ham with 25% less salt compared with the market average, and "ZERO", the product line that focuses on the well-being of animals by selecting meats from farms that, from birth, do not use antibiotics. Together with a special R&D team, the company is also working on an Eco Pack project—100% recyclable packaging to reduce the use of non-recyclable plastic with mono-material PET to make the packaging totally eco-friendly. Parmacotto has also played a major role in sponsorships alongside other leading partners in both sports and cultural initiatives, thus sharing goals and values that the company has promoted as part of its growth. Over the coming years, Parmacotto's goal is to bring the quality of its "Made in Italy" products to the global market through an international relaunch project focused on the United States.

## PRYSMIAN GROUP

The company is a world leader in the cable systems sector. It produces and installs land and submarine cables for the transmission and distribution of electricity, as well as special cables for use in a range of industries, and medium- and low-tension cables for building construction and infrastructure.

### REASON WHY

Since its creation in 2005, Prysmian Group has invested in the development of sustainable power grids and in research for a low carbon emissions future. The Group's goal is to become a leader in the energy transition which involves the demanding activities of decarbonization and the development of a range of renewable energy sources. The Group's business model is based on the concept of shared value which involves listening to and satisfying the needs of all stakeholders. The Group is also part of the FTSE4Good Global Index which includes companies that adopt governance policies that are ethical and transparent, in line with the concept of sustainability.

### KEY FACT AND FIGURES

In 2020, net profits of the parent company were €178 million and revenues were €10 billion. Thanks to the acquisition of General Cable in 2017, the company currently operates in over 50 countries with 104 factories and over 28,000 employees.



Milano  
Lombardia - Italia

# Prysmian Group

## Linking the Future

The Prysmian Group has been a leader in the cable sector and in energy and telecommunications systems for over 140 years. This leadership is the result of high-level executive skills, the Group's productive capacity and its major investment in innovation. The heart and soul of this sustainable growth is production. To make it as efficient as possible, the company has a "Manufacturing Efficiency Team", comprised of factory experts and college graduates, who analyze the efficiency of the workforce and equipment to identify the opportunities for improvement, share the methodology and monitor its implementation. The company's investments contribute to this growth: in 2019, the company invested approximately €106 million in R&D and had about 5,900 patents in its portfolio. The Group aims at having a sustainable strategy with the goal of increasing the amount of recycled waste and reducing emissions. The company plans to invest €100 million over the next ten years in a number of projects designed to reduce emissions by 46% generated by its own activities. This investment will contribute to the creation of the Group's climate strategy which adopts science-based targets in line with the Paris Agreement guidelines. The Group's strategy sets the goal of reducing net emissions to zero between 2035 and 2040 for emissions generated by its own activities (Scope 1 and 2) and by 2050 for emissions generated by its value chain (Scope 3). In addition to the goals set by the climate strategy, the Group has broadened its commitment to sustainability with "Social Ambition" which sets new targets in key areas: diversity, equality and inclusion, digital inclusion, support to local communities and impact monitoring, employee engagement and upskilling.

# SANPELLEGRINO GROUP

The Sanpellegrino Group, part of the Nestlé Group since 1998, is considered an Italian excellence in the beverage sector thanks to its rich portfolio of mineral waters, non-alcoholic aperitifs and soft drinks such as 'Chinotto' and the iconic 'Aranciata'. Its products are sold in more than 150 countries worldwide.



## REASON WHY

Right from the outset, the Sanpellegrino Group has always been committed to adopting corporate policies and strategies aimed at creating shared economic, social and environmental value for all its stakeholders. A commitment that can be divided into three macro-areas: people and families (support for the health and well-being of people and families); communities (care for the water sources and communities in which the group operates); planet (guaranteed access to resources for future generations, safeguarding the environment and combating climate change). The company's mission is driven through its brands. Each brand has its own 'purpose', i.e. its own way of formulating common goals in order to bring value to individuals, families and society.

## KEY FACT AND FIGURES

In 2020, the Sanpellegrino Group achieved a turnover of €893 million. The turnover generated on the foreign market, attributable to more than 150 countries, accounted for 64% of the total turnover. The Sanpellegrino Group has a total of 1,500 employees.



Assago  
Lombardia - Italia

The Sanpellegrino Group has a diversified, top - quality product portfolio, so that it can offer consumers the product (water and soft drinks) and the packaging (type and format) most appropriate to their needs. The Group has long since embarked on a carefully-charted journey towards sustainability which - encompassing the central themes of the Creating Shared Value (CSV) business model - is set out in concrete objectives and actions. Relying on such a vital commodity as water, Sanpellegrino has been working for years to safeguard water resources, through projects and activities designed to raise awareness of the value of this precious and vital asset and promote an authentic "water culture". The company has joined the Alliance for Water Stewardship - a globally-applicable standard to promote the sustainable and shared management of water resources, which involves pooling knowledge and working with the local territory and communities - and it aims to certify all its plants by 2025. Other actions to protect the planet include reducing the impact of activities throughout the entire product life cycle: in its production plants, the company has been using 100% electricity from renewable sources since 2011; in its distribution approach, it opts for green transportation both on land and at sea. With regard to packaging, the Group has always been at the vanguard, launching the first recycled PET bottle in Italy as soon as it was permitted by law (beginning in 2011 by recycling 25% and rising to 100% RPET by 2021). It has also set itself the goal of using at least 50% recycled PET in all its plastic bottles by 2025. Sharing the great global challenges, in line with SDG 11, the company has publicly committed itself to tackling climate change by eliminating - by 2022 - the CO<sub>2</sub> emissions of its international brands S.Pellegrino, Acqua Panna and Sanpellegrino soft drinks, and of its Italian brand, Levissima, through a holistic approach to supply chain sustainability in Italy and worldwide.

# SAVE THE DUCK

Forset is a clothing company founded in 1914. In 2012, Nicolas Bargi, a member of the third generation, launched the Save the Duck brand as part of his own personal ethical beliefs. Goal: to create a product that respects animals, the environment and people. The company manufactures 100% animal-free quilted jackets and outerwear and its mission is to save the planet and promote policies that protect animals.

## REASON WHY

Since its founding, the goal of Save The Duck has been to create a product that does not just respect the environment, but is also "100% animal-free".

## KEY FACT AND FIGURES

In terms of geographical coverage, Save the Duck is present in 38 countries around the world. Export represents more than 60% of its sales thanks to a selected network of wholesale stores. Among its major markets, in addition to Italy, are the United States, Germany, Austria, Switzerland, the Benelux countries, Scandinavia and Southeast Asia. Between 2018 and 2019, the company opened its first mono-brand stores in Milan, Venice and Hong Kong, built using innovative and sustainable materials. In 2020, the company's turnover was €35.5 million with approximately 50 employees, up 30% from 2019. Turnover in 2021 will be €48 million with an EBITDA of 17%.



The focus on sustainability is part of Save The Duck's DNA. With a production of over 650,000 garments in 2020, it has established itself as a premium brand on a global level. The brand is known primarily for its vast selection of garments that do not use any type of animal-derived material. One statistic tells it all: to-date, over 20 million geese have been saved. The company's long-term goal is "living in a totally animal-cruelty-free world". The key to their success is scrupulous selection of materials together with an eye to style and aesthetics. The quality and durability of materials have been tested under the most extreme conditions (such as expeditions on Everest and K2).

Save The Duck was the first fashion company in Italy to obtain B Corp certification, reserved to the best performers on a social and environmental level, with a score of 95. The company, which is also a Benefit Corporation, works with a number of associations in favor of global well-being, including Save the Children. In 2019, Save The Duck was named "Company of the Year" by the non-profit animal rights organization PETA (People for the Ethical Treatment of Animals). In 2020, the company signed the United Nations Global Compact (UNGC), committing itself, starting the following year, to publish an annual report entitled "Communication on Progress" reporting the progress made in ten guiding principles of the UNGC and WEP (Women's Empowerment Principles) for the promotion of gender equality throughout the value chain. Save The Duck will become carbon neutral by 2030.

# TECHNOPROBE

Technoprobe specializes in the design, development and manufacturing of probe cards for chip function testing. It is the second largest manufacturer of probe cards in the world in terms of sales volumes and turnover.

## REASON WHY

In a few short years, from being a simple SME based in the heart of Brianza, Technoprobe became an Italian multinational company, a world leader in the semiconductor and microelectronics sector. Headquartered in Cernusco Lombardone, a municipality in the province of Lecco just outside Milan, Technoprobe has 11 offices worldwide, in Europe, Asia and the United States. Its customers are global giants in the microelectronics, IT and digital fields.

## KEY FACT AND FIGURES

Set up in a garage in 1995, fruit of a business insight of its founder Giuseppe Crippa, Technoprobe now has over 1,700 employees (1,080 of whom are in Italy). Its consolidated turnover is constantly on the rise and in 2020 it totaled €320 million.



Cernusco Lombardone  
Lombardy - Italy



The company, which in the space of only 25 years since its incorporation has become a market leader in Italy and the second largest in the world in the microelectronics sector, owes part of its success to the invention of the Probe Card: an electronic card used as an interface for the testing of microchips that will subsequently be fitted into smartphones, tablets or devices produced by the world's high-tech giants. Technoprobe's probe cards are state-of-the-art, high-tech devices specifically tailored to customers' products, which enable the latter to test chip function during the construction process while the chip is still on the silicon wafer. Therefore these are technological designs and solutions that guarantee the correct functioning and reliability of devices that are at the core of the world of computers, smartphones, 5G, the Internet of Things, domotics and the automotive industry. The company is also nursing an ambitious project: to create a technological hub of excellence in Italy in the semiconductor industry. To achieve this goal, in addition to increasing its personnel (in Italy) by 500 units in 2020, the company plans to create a further 1,500 jobs in Italy over the next four years. Two new factories are set to be opened in 2021 (one located in Agrate Brianza and the other in Cernusco Lombardone) and at the end of the year works will commence for the construction of a new 25,000 sq. m. mega-factory in Agrate.

## TEDDY GROUP

The Teddy Group is a mass market leader in the Italian clothing sector. The Group operates through retail distribution in nearly 40 countries and it reaches 90 countries via wholesale distribution. The Group has five brands: Terranova, Rinascimento, Calliope, Kitana and QB24.

### REASON WHY

Since its foundation, the Teddy Group has been particularly devoted to the issues of sustainability and corporate social responsibility, in particular regarding the economic and social aspects. Specifically, in addition to working on a long-term sustainability plan that capitalizes on and consolidates the environmental and social performance already in place for years, in February 2021 the Group completed the construction of a 79,000 m<sup>2</sup> logistics hub, investing €70 million to improve service to customers and have a more sustainable business.

### KEY FACT AND FIGURES

In 2019, the company turnover was €621 million. For 2021, the company plans to open 93 stores in many countries around the world. In Italy, which represents 56.4% of its turnover, new stores will be opened in Pistoia, Ravenna, Rome, Palermo and Taranto. Other openings are planned in Austria, Malta, Greece, Bulgaria, Belarus, Romania, Ukraine, Morocco, Jordan, Egypt, Russia and the Philippines.



Rimini  
Emilia - Romagna - Italy



The Teddy Group, Italian leader in the clothing sector, is a point-of-reference for the entire retail sector. The Group's winning strategy is to have both mono-brand stores it manages directly and stores in franchising. The franchising formula—which manages about 70% of their stores—is of key importance because the Group is very focused on the professionalism and know-how of its franchisees and their knowledge of the local market. Ten years ago, as part of its geographical expansion and continued opening of new stores, it launched its first e-commerce with the Terranova brand, and with the other brands in the following years.

The Teddy Group is investing in a more sustainable business by creating a long-term sustainability plan that capitalizes on and consolidates the environmental and social performance that has been in place for years. It has joined the ZDHC international program which aims to drastically reduce hazardous chemical products throughout the supply chain, and it has a detailed supplier vetting program to guarantee that contractual conditions are equitable and respect civil rights. Added to this is the investment in the new, 79,000 m<sup>2</sup> logistics hub near Rimini, the goal of which is to have more productive distribution and more efficient purchasing management for the collections, reducing the environmental impact of the supply chain. The new distribution center was created according to environmental sustainability criteria and will have a Leed Gold certification.

# LIST OF COMPANIES FROM PREVIOUS EDITIONS

## 2020

- ANGELINI PHARMA
- NESTLÉ
- GSK VACCINES
- SKY ITALIA
- EOLO
- A2A
- VITTORIA
- CELLI GROUP
- AMADORI
- DANONE COMPANY ITALIA

## 2019

- AB INBEV
- DIRECTA PLUS
- D-ORBIT
- EUROPEA MICROFUSIONI AEROSPAZIALI
- ILLYCAFFÈ
- IREN
- MONDELEZ INTERNATIONAL
- NOVAMONT
- OLEIFICIO ZUCCHI
- PHILIP MORRIS ITALIA

## 2018

- CONAD
- ELICA
- ENEL X
- IMA
- INTERPUMP GROUP
- ISA
- KITON
- SCAVOLINI
- STMicroelectronics
- TOTAL ITALIA

## 2017

- ATLANTIA
- BIESSEGROUP
- CISCO SYSTEMS
- DIASORIN
- DOW CHEMICAL
- FINCANTIERI
- GRUPPO CALZEDONIA
- GRUPPO ERG
- HITACHI
- LA MOLISANA

## 2016

- BAULI GROUP
- BREMBO
- COESIA
- DALLARA AUTOMOBILI
- DE MATTEIS AGROALIMENTARI
- ELI LILLY ITALIA
- FINECO BANK
- LUNGAROTTI
- THE NICE GROUP
- TECHNOGYM

## 2015

- ARGO TRACTORS
- AUTOMOBILI LAMBORGHINI
- AZIMUT-BENETTI GROUP
- BLACKSHAPE AIRCRAFT
- BOLTON ALIMENTARI
- FIAMM
- GRUPPO CAMPARI
- LOCCIONI GROUP
- LAVAZZA
- NANNINI

## 2014

- ARTEMIDE
- CANALI
- COMER INDUSTRIES
- FALCK RENEWABLES
- FELETTI
- GUALA CLOSURES GROUP
- LAMINAZIONE SOTTILE
- NONINO
- VALAGRO
- YOOX

## 2013

- AMPLIFON
- ARDUINO
- BRUNELLO CUCINELLI
- EATALY
- FLOS
- GROM
- LAGO
- LUNELLI
- MOLESKINE
- MONCLER

### DISCLAIMER

The information in this document is not provided for commercial purposes, nor can it be reproduced or used for anything other than informational purposes. All the basic information included here is based on public sources that The European House - Ambrosetti can provide on request. The names of the companies and brands mentioned in this document for informational and research purposes are the exclusive intellectual property of the companies mentioned above. The descriptions and attributes associated with each company express the thinking and opinion of the working group of The European House - Ambrosetti and in no way that of the companies themselves.