



PRESS RELEASE

PIRELLI REINFORCES COMMERCIAL AGREEMENT WITH ROSNEFT IN RUSSIA OPENING OF RETAIL OUTLETS FORESEEN IN NINE REGIONS OF THE COUNTRY

Milan, Moscow, 3 September 2013 – Igor Sechin, chairman of Rosneft and Marco Tronchetti Provera, chairman and CEO of Pirelli, met today to discuss that progress of the protocol of understanding signed in April, 2013. In line with that agreement, the first flagship Pirelli “P Zero Platinum” store will be opened in the Rosneft filling station in Sochi in the fourth quarter of 2013. Its completion is expected by the end of the third quarter of 2013.

The two companies will continue to work to open other Pirelli retail outlets in Rosneft filling stations which, according to a preliminary plan, will be located in nine Russian regions: Moscow city, Moscow region, Saint Petersburg, Saratov, the Rostov region, the Krasnodar region, Volgograd, Samara and Voronezh.

The two companies also discussed the implementation of the Pirelli “Safe & Go” service for the checking of tyres which will allow the country’s drivers to travel safely. The service will provide Rosneft customers with a mini tyre check-up and discounts on new Pirelli tyres in selected stations. The “Safe & Go” service will be launched in October 2013 in Moscow.

During the meeting, the two companies discussed further possible collaborations. Next autumn, a Pirelli delegation will visit the Nairit rubber production plant in Yerevan, in Armenia, to evaluate eventual investment opportunities.

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