PRESS RELEASE

PIRELLI AND UNICORN MOBILITY TOGETHER TO EXPAND THE ELECTRIC MOBILITY SERVICE FOR PRIVATE COMMUNITIES

Milan, 13 March 2025 **– Pirelli**, one of the world leaders in tyre production, and **UM Technologies BV ("UMT"),** an innovative company in the sustainable mobility sector and owner of the Unicorn Mobility commercial brand, join forces to inaugurate a new phase of Cycl-e Around, the Corporate eBike Sharing project launched by Pirelli in 2021. From this collaboration will be born a service offered by UTM, even broader both geographically and in terms of offer (which will include connected vehicles, from e-bikes to microcars) to satisfy the needs of companies, accommodation facilities, residential complexes and student residences and to respond to the growing demand for solutions related to green mobility.

Pirelli will provide UMT with the strength of its brand and its knowledge of the over 160 markets where it currently operates globally, while UMT, having acquired the activities of Cycl-e Around, will exploit its expertise in the field of new mobility and its network of international partners to offer an even more efficient and widespread service.

"This collaboration represents a further step towards alternative forms of mobility to traditional means. Thanks to the synergy between the strength of our brand, known throughout the world, and UMT's specialization in light electric mobility, users will have access to an advanced and accessible service, simultaneously promoting environmental sensitivity and active living." – declared **Giovanni Tronchetti Provera, Executive Vice President Sustainability, New Mobility and Motorsport Pirelli.**

The **Co-founders of UM Technologies BV added**: "*This collaboration allows us to further expand our presence on the business market, building on the success achieved in the world of Hospitality, and to strengthen our commitment to the decarbonisation of companies and private communities. Our goal is to make sustainable mobility the norm in micro communities, offering cutting-edge solutions that combine technology, efficiency and sustainability."*

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Pirelli, founded in 1872, is today one of the world's biggest tyre manufacturers, and the only one to be entirely focused on the Consumer market, with products and services for cars, motorcycles and bicycles. With a distinctive positioning at the top and very high end - the "High Value" segment - Pirelli is a global brand with strong Italian roots, known for its cutting-edge technologies, manufacturing excellence and passion for innovation. To achieve the highest level of performance, safety and reduction of environmental impact, Pirelli has always been committed to research and development, in which it invested 5.3% of High Value revenues in 2024. Pirelli is also constantly engaged in sustainability initiatives that have earned it top positions in the major world rankings for years and inclusion in the most relevant indices, such as the Dow Jones Sustainability World and Europe. Present in the world of motorsports since 1907, it is now active in over 350 competitions and since 2011 has been the Global Tyre Partner of the Formula 1® World Championship, for which it has renewed the exclusive relationship until at least 2027.

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Founded in 2022 by **Ludovico Tessari, Gianluca Iorio and Guy delle Piane**, UM Technologies BV offers integrated solutions that combine electric vehicles with charging infrastructure and other energy efficiency technologies. UMT boasts a network of **250 partners** in Italy, Greece, Spain and Portugal, as well as the United Arab Emirates and Saudi Arabia. The UMT fleet includes over **2,000 light electric vehicles** which have traveled **over 200,000 km,** contributing to a saving of **37,000 kg of CO2**. The company aims to decarbonise private communities, starting from sustainable mobility and expanding its offer with new integrated solutions, including charging infrastructure for electric vehicles and green technologies for energy efficiency.