PRESS RELEASE

PIRELLI SUPPLIER DAY 2026: TOP SUPPLIERS AWARDED FOR INNOVATION, DIGITAL TRANSFORMATION, RESPONSIBLE SOURCING, QUALITY, EXCELLENCE AND SERVICE LEVEL

Of the approximately 13,000 suppliers worldwide, the following partners have made the greatest contribution to Pirelli's growth and innovation:

SYNTHOS (Quality), THE COX GROUP (Service Level), SIEMENS AG (Process Innovation), XINGDA (Material Innovation), SAP ITALIA (Digital Transformation), THAI EASTERN (Sustainability) and HUBEI JIANGHAN (Excellence)

Milan, 16 November 2026. Innovation, quality, traceability and circularity of materials, along with competitiveness and strong relationships throughout the supply chain were the key themes at the heart of Pirelli Supplier Day 2026, the annual event Pirelli dedicates to its global supplier network.

This year's event brought together 90 "strategic suppliers" - a select group of Pirelli partners from 22 countries who contributed in a significant manner to the company achieving its targets. Among them, seven suppliers that stood out over the past year were presented with a Supplier Award.

The event took place at Pirelli's Headquarters in Milan, with the participation of Pirelli Executive Chairman Marco Tronchetti Provera, CEO Andrea Casaluci and Head of Value Chain Luca Galantina. Max Sirena, CEO of Luna Rossa, spoke about the importance of innovation and teamwork in building competitiveness at the highest level.

Pirelli Executive Chairman Marco Tronchetti Provera commented: *"Innovation and excellence are the result of efforts involving the entire value chain. This is why our suppliers are important partners with whom we share objectives and develop expertise and solutions capable of supporting Pirelli's technological transformation. In a rapidly evolving market, having a solid, innovative and quality-driven supply chain is essential to continuing to grow and strengthening our competitiveness."*

COLLABORATION, DIGITALISATION AND AI TO ACCELERATE INNOVATION

Among the key criteria considered in selecting the award winners were the ability to contribute to **value creation** by strengthening collaboration between supply chain partners and **developing innovative materials and solutions.** Innovation, supported by digitalization, is transforming the entire tyre development process. **Digital twins** and **simulators** make it possible to transfer an increasing proportion of activities into the virtual environment, while the **Virtual Compounder**, powered by **Generative AI** and **Physics AI**, accelerates the search for new material combinations for tyre compounds. This process is complemented by **CYBER Tyre technology**, which uses sensors integrated into the tyre to collect data relevant to the vehicle, as well as information on road conditions. This helps improve performance and safety while also supporting infrastructure monitoring and the development of connected mobility.

ENVIRONMENT, CIRCULARITY AND TRACEABILITY THROUGHOUT THE VALUE CHAIN

This approach also encompasses Pirelli's commitment to a **responsible and traceable natural rubber** supply chain, including the use of **FSC®**[1] certified natural rubber, as well as the development of new circularity models. These include the **Tyre-to-Tyre project**, which aims to recover materials from end-of-life tyres and production waste for use in the manufacture of new tyres, with the objective of reducing reliance on virgin raw materials.

THE RATIONALE BEHIND THE PIRELLI SUPPLIER AWARD 2026

The winners in the seven categories were as follows:

- **The Quality Award** was presented to **SYNTHOS**, in recognition of its ability to consistently ensure high material quality and excellence standards in support of Pirelli's performance.
- **The Service Level Award** went to **THE COX GROUP**, for its contribution to operational efficiency and the maintenance of high service levels in distribution across the United States, in terms of reliability and customer focus.
- **The Process Innovation Award** was presented to **SIEMENS AG**, for its support of Pirelli's industrial transformation through a long-standing global partnership built on technological leadership in automation and digitalization.
- **The Material Innovation Award** was presented to **XINGDA**, for its proactive contribution to the development of metal reinforcements in collaboration with Pirelli, through consistently innovative solutions.
- **The Digital Transformation Award** went to **SAP ITALIA**, in recognition of its long-standing partnership and strategic contribution to Pirelli's digital transformation, driving innovation through artificial intelligence, the simplification of business processes and greater operational continuity.
- **The Sustainability Award** was presented to **THAI EASTERN**, for its contribution to the responsible and traceable sourcing of natural rubber and in particular to Pirelli's strategy for the use of **FSC®** certified natural rubber, as well as for ensuring continuity and reliability of supply.
- **The Excellence Award** was presented to **HUBEI JIANGHAN**, for its support of Pirelli's activities and strategic initiatives through a partnership focused on value creation and the pursuit of excellence across the various areas of collaboration.

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[1] FSC® is an independent, non-governmental and not-for-profit international organisation established in 1993 to promote the responsible management of forests. Licence number: FSC® N003618, www.fsc.org Natural rubber accounts for approximately 25% of the total weight of the tyre (35837, size 285/45R22 XL P-ZERO(LR) ncs).