



REGIONE PUGLIA

PRESS RELEASE

PIRELLI STRENGTHENS DIGITAL SOLUTIONS CENTRE IN BARI, IN 2025 THE NUMBER OF EMPLOYEES WILL RISE TO 80 FROM THE 50 INITIALLY EXPECTED

ADDITIONAL GROWTH ANNOUNCED DURING CEREMONY MARKING THE FIRST ANNIVERSARY OF THE CENTRE'S ACTIVITY

TODAY 30 YOUNG PEOPLE MAINLY FROM THE REGION EMPLOYED, THANKS TO THE EXCELLENCE OF THE BARI UNIVERSITY HUB

FOR THE ANNIVERSARY MARCO TRONCHETTI PROVERA DONATED A FORMULA 1 SHOW TYRE TO THE REGION'S PRESIDENT EMILIANO

Bari, 13 November 2023 – The Digital Solutions Center in Bari celebrates one year of activity with the announcement of further growth in the Apulia region, where from 2025 the number of employees will rise to 80 compared with THE 50 originally expected. Today, Pirelli's digital center, born of the cooperation and commitment of the public sector, private industry and the academic world already counts 30 employees mainly from the Apulia region. To build the Digital Solutions Center, Pirelli has so far invested about 4.5 million euro of the 9 million euro originally earmarked through 2024, part of which will be financed by the Apulia region based on projects already completed.

A very special occasion, Pirelli celebrated its center in Apulia with a ceremony that saw the group's executive vice chairman, **Marco Tronchetti Provera**, donate to the President of the Apulia region, **Michele Emiliano**, a Pirelli show tyre used in the Formula 1 championship. The celebrations also saw the participation of **Gianna Elisa Berlingiero**, Director of the Regional Department for Economic Development, **Antonio De Vito**, Director General of Develop Apulia, **Pier Paolo Tamma**, Senior Vice President and Chief Digital Officer of Pirelli, and **Aimone di Savoia Aosta**, Senior Vice President Institutional Affairs of Pirelli.

With an average age of 30, most of the young people in Pirelli's Bari team come from the area thanks to the excellence of the local university hub. The link between Pirelli, Bari University and the Bari Polytechnic has been fundamental for the growth achieved over the year. The company has in fact launched ever more active collaboration with both institutions aimed at the development of innovative projects. The goal is to optimize production processes at the factories by developing smart manufacturing systems through the application of digitalization and artificial intelligence to the various phases of tyre design.

Fully integrated into Pirelli's international digital team, coordinated by Chief Digital Officer Pier Paolo Tamma, who guides the Digital Solutions Center, the team in Bari is involved in projects to develop software and algorithms that are already used in the group's most advanced tyre design, production, and marketing processes throughout the world, contributing to the achievement of significant reductions in terms of costs and time to enhance sustainability.

In particular, the Digital Solutions Center is developing algorithms to accelerate product develop times, further improve quality, maximize machinery efficiency, optimize marketing effectiveness and support the creation of new digital services. In addition, the team has created a Virtual Tyre Design solution able to simulate the performance of innovative materials in new tyres. Further, thanks to the Industrial Internet of Things and a digital platform under development it will be possible to optimize the supply chain through predictive demand models and improve production processes, as well as providing an overview of factory saturation in real time.

"The teamwork between the Regional Government and Pirelli, together with the Bari Polytechnic, has generated opportunities for growth and development in Apulia and particularly for the young, to whom it has given the occasion to work and increase their skills. One year ago, Pirelli put its faith in Apulia and began to make significant investments. And our region has not disappointed expectations, as can be

seen in today's important announcement from the Executive Vice Chairman Tronchetti Provera, who I wish to thank and to whom I confirm our openness to new and visionary projects", **said the President of the Apulia Region, Michele Emiliano.**

"We are believers in Bari, Apulia and its ability to attract investment able to stimulate growth for the region and the country's economy. After just one year of activity, we have achieved ambitious goals which has led us to further invest in the Pirelli Digital Solutions Center, a place where we produce intelligence by drawing on the region's talented young people. We wish to thank President Michele Emiliano and all the institutions that have cooperated with and contributed to the creation of this important development driver for a great company like Pirelli", **said Marco Tronchetti Provera, Executive Vice Chairman of Pirelli.**

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