



PRESS RELEASE

PIRELLI: AWARDED IN CHINA FOR EMPLOYER BRANDING, TALENT DEVELOPMENT AND RECRUITING

Recognized among “2026 Top Graduate Employer Brands” by 51job, a leading human resources company

Milan, 23 July 2026 - Pirelli won “2026 Top Graduate Employer Brands” recognition in China from 51job – a leading Chinese human resources company – for the excellent results achieved in the attraction and selection of talented university students, skills’ development and employer branding enhancement.

Launched by 51job in 2018, the “Top Graduate Employer Brands” award employs a rigorous dual-track evaluation mechanism that combines input from both employers and talented young candidates to ensure its credibility. The 2026 edition – named “Without Boundaries” - assessed participants from various perspectives, including employer brand influence on campuses, graduate training programs, culture of young talent development, depth of university-industry collaboration, and compensation & benefits competitiveness.

Pirelli's award is a powerful testament to the company's brand appeal among talented young people as well as further recognition of the company's long-term campus talent strategy, aimed at developing upcoming generations and consolidating relationships with universities.

Year-round Campus Recruitment and In-depth University Partnerships

Pirelli has built a year-round, deeply integrated talent strategy for its university collaborations. The company has campus recruitment drives in both spring and autumn, with targeted outreach to Science and Engineering, Chemical Engineering, Mechanical Engineering, Business, and Design Institutes through structured interviews, assessment centers, and real-life business case challenges.

For the class of 2027, Pirelli offers opportunities across multiple functions: motorsports, R&D, quality, data analytics, production management, lean manufacturing, supply chain, electrical engineering, and HSE.

Structured Onboarding and Development System for Recent Graduates

For recent graduates and young new hires, Pirelli offers a two-year **Warming Up @Pirelli** onboarding program. The program consists of four main steps: an official welcome to understand Pirelli culture and strategy; a journey through the company functions to gain a deeper grasp of its processes; a chance to acquire effective tools and ways of working; and a final moment of self-reflection to put their initial experience in Pirelli into perspective and consider their future within the company.

Key features of the program include internationality and cross-functionality, top management speeches and interviews, exercises and simulations for on-the-job practice, and a 24/7 online digital library. For longer-term development, Pirelli has established a global training system built on four pillars: Professional Academies, School of Management, Global Activities, and Local Education. The Professional Academies deliver continuous professional training across multiple disciplines, including R&D, manufacturing, commercial, quality, supply chain, purchasing, finance, human resources, digital, and HSE.

The company also collaborates with world-class universities and business schools to continuously advance innovation-driven talent development, which includes launching localized talent programs and offering market-specific training aligned to local business needs and employee growth paths, supporting employees' skill enhancement and career progression.

Inclusive and Diverse Corporate Culture and Employee Care

Pirelli is committed to fostering an open, fair, and inclusive international working environment. The company upholds the key values of "Inclusion, Enhancement and Equal Opportunities," valuing each employee's uniqueness and skills. In terms of people care, Pirelli has launched the global **"MORE"** welfare program, built on three pillars **"FOR YOU"**, **"FOR YOUR FAMILY"** and **"FOR YOUR COMMUNITY"**, providing comprehensive health support, family care, and community volunteering opportunities.

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