

120 YEARS OF MICHELIN ITALY

Press Release – National Communications Office:

120 Years of Michelin Italy: A Highly Successful Launch of Celebrations

The inaugural event marking the 120th anniversary of Michelin Italy, held at the Cuneo plant on January 22, was an outstanding success, confirming the strong bond between the Company, institutions, and the local community.

Numerous authorities attended the celebration, including Minister Gilberto Pichetto Fratin, Regional Councillor Andrea Tronzano, Director of the Casa del Made in Italy Vincenzo Zezza, and Vice President of Confindustria Cuneo Marco Costamagna, along with the President and CEO of Michelin Italy, Agostino Mazzocchi, and a delegation of colleagues from Michelin Italy and the Group.

Media coverage was extensive and significant: over 160 mentions across local and national press, web, and television, bringing the key messages of the anniversary to an audience estimated at more than 25 million people.

This result highlights the industrial and social importance of Michelin Italy and the country's strong interest in this important milestone.

In today's news, we are sharing a television feature aired on the program *DRIVE UP* on Italia 1, dedicated to the 120th anniversary—further emphasizing Michelin's role as a leader in innovation, industrial development, and safe and sustainable mobility in Italy.

Television Feature:

A segment dedicated to the 120th anniversary of Michelin Italy was broadcast within the program *DRIVE UP* on Italia 1 and is available on Mediaset Infinity.

Further information:

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