



PROMETEEON AND THE PARMA CALCIO FOOTBALL CLUB STILL LEADING THE FIELD TOGETHER

- **For the second consecutive season, the Prometeon Tyre Group will be the main sponsor of the celebrated Italian football club.**
- **A winning partnership: over 500 customers enjoyed an extraordinary experience at the Tardini Stadium in the 2022-2023 season.**

Milan (Italy), 10 August 2023. The Prometeon Tyre Group invests in mid- to long-term partnerships which is why it has confirmed its role as a main sponsor of Parma Calcio, one of the most distinguished Italian football clubs which has had the **Prometeon brand** emblazoned on its football shirts since August of last year.

So, Prometeon will be lending its support to the Parma Calcio players (known as *crociati* due to the historic cross motif) in Serie B (second-highest division in the Italian league system) during the 2023-24 season too. The Championship is due to start on the weekend 18-20 August, but an early Italy cup (Coppa Italia) match will be played on **Saturday 12 August** when the team will face Bari for an away game at the San Nicola Stadium in a match that will be valid for the qualifying round.

Sabina Oriani, Chief Marketing Officer of Prometeon Tyre Group: "It has been an extremely worthwhile season, not only for Parma Calcio as a team, but also for our partnership as a whole. From a sporting perspective, the club came agonisingly close to being promoted to Serie A, and this continues to be its objective. As far as our scheduled projects go, we were thrilled with the amazing response we got. Everyone, from employees, to customers and press representatives for the sector, threw themselves wholeheartedly into these exciting rewarding activities. Football is a sport beloved by millions of people and this partnership is an important stepping stone in Prometeon's development strategy".

Luca Martines, Managing Corporate Director of the Parma Calcio football club: "We are truly honoured to have Prometeon behind us for the 23/24 season as well. It is a company and a team with which we have forged a strong bond from all viewpoints, not just from a professional one, because we are on the same wavelength when it comes to the concept of excellence and teamwork."

The Parma club is one of the top award-winning Italian teams. In its history, it has won three Italy Cups (Coppa Italia), an Italian Super Cup (Super Coppa), a Winners' Cup (Coppa delle Coppe), **two UEFA Cups, and a UEFA Super Cup**. After AC Milan, Juventus and Inter, Parma Calcio is ranked fourth among Italian clubs in the UEFA general ranking for number of titles won. So, this partnership is a golden opportunity to reinforce the Prometeon brand across the board because not only football is one of the most popular sports in the world, it also has three core values in common with Prometeon, namely teamwork, passion and results orientation.



Prometeon has launched many different activities over the past season: Kids on the pitch for employees' children, media trips for journalists working in print and television, events for workers and customer-focused experiences.

Then, there was also the first international convention of the Supertruck network which was organised at Parma at the start of the summer with a spotlight on Parma Calcio and a special scheme which drew retailers from nine European countries.

Simone Marsico, Managing Director Italy and Head of Global Fleet Management of the Prometeon Tyre Group: "This sponsorship is a key opportunity because it allows us to cement relationships with our customers and foster business openings. We couldn't have hoped for more from the Parma Calcio club and over the season we have been able to offer numerous customers memorable experiences, and by this we don't just mean watching the match, but also enjoying hospitality, visiting the museum and the changing room and watching the footballers do their warm-up sessions from the sidelines. It has been a full-on immersive experience in the Parma Calcio universe. For the 18 home matches played at the Tardini Stadium alone, we brought in more than 500 guests from the Italy market."

One of the latest pieces of news this season is that Prometeon has become the Official Tyre Partner of the Parma Calcio club, putting tyres on the coach that accompanies the first team wherever it goes.

This is comparable to what happened during the world Superbike Championship when the Group also supplemented the actual sponsorship by providing the paddock vehicles with tyre supplies, including the truck of the Pata Yamaha Prometeon World SBK Official Team.

PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre manufacturer that focuses entirely on the Industrial, namely transport of goods and people, Agro and OTR sectors. Prometeon has a multi-brand offer, with a product portfolio that includes PIRELLI, FORMULA, PHAROS and ANTEO among its main brands. The Group has 4 production plants (2 in Brazil, 1 in Egypt and 1 in Turkey), 3 Research & Development facilities (Italy, Brazil and Turkey) and a Development Centre in Egypt. Approximately 8 thousand people of over 40 nationalities work within the Group, which is present in all 5 continents.

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FORMULA

PHAROS

SESTANTE

ANTEO

TEPRYS

ERACLE

ARGANTIS