



Prometeon Tyre Group confirms its commitment to innovation and sustainability, two strategic pillars for its future success

INNOVATION: PROMETEON TYRE GROUP OPENS A NEW R&D CENTRE IN TURKEY WITH A 15 MILLION DOLLARS INVESTMENT

The new facility is the company's largest R&D Center worldwide and is based at Prometeon Tyre Group's plant located in Kocaeli, Turkey

Milan, 9 September 2021 – Prometeon Tyre Group, the only company in the tyre sector fully focused on the Industrial sector, for the transport of goods, people, and the AGRO and OTR (Off The Road) segments, today has inaugurated its newest R&D Centre, built in Turkey (Kocaeli) with an investment of \$15 million. It is the largest Group's facility dedicated to Research & Development worldwide.

The opening ceremony was held in the presence of Mustafa Varank, Minister of Industry and Technology of Turkey. Representing Prometeon were Roberto Righi, Deputy General Manager of Prometeon Tyre Group, Alexandre Bregantim, Global CTO (Chief Technical Officer) of Prometeon Tyre Group, Lale Cander, Chairwoman of Prometeon Turkey, and the entire management team of Prometeon Turkey. The event was held with a limited number of guests, in line with the ongoing pandemic measures.

The new R&D Center is a key milestone in the Prometeon Tyre Group global strategy, in which the R&D activities, innovations, and technology investments play an important role. Indeed, the R&D investment in corresponds to nearly 3% of the Group's revenues. The new R&D Center will contribute to develop new tyre technologies able to reduce fuel consumption and CO2 emissions. Achieving the same production levels with lower energy costs through leaner processes and reducing fuel consumption by decreasing the rolling resistance of products are also part of new facility's goals.

Alexandre Bregantim, Global CTO of Prometeon Tyre Group, commented: *“Today, we inaugurated yet another remarkable milestone in the Prometeon Tyre Group's successful path. Over last three years, we implemented several strategic initiatives that made Prometeon healthier, stronger and more resilient in an unprecedented scenario. Strategic interventions at every stage of the company's value chain, a very strong focus on sustainability and human resources have allowed our company to promptly and effectively tackle the pandemic, both financially and commercially. The new R&D Center fits into this strategy and will allow us to achieve our goals, improving our offering of both*



products and customer services, consolidating our partnerships with OEMs and further raising our quality and efficiency standards”.

Prometeon’s R&D Centre is located at the Kocaeli plant, which was built in 1960 as the first tyre factory in Turkey. With this investment, the R&D team in Turkey will grow to 30 engineers, while the number of prototypes and patents developed at the R&D Centre will also increase.

Prometeon Tyre Group owns three R&D Centres worldwide: in addition to the Turkish one, there are also those located in Italy and Brazil. The Group also boasts a Development Centre in Egypt.

Since its foundation, Prometeon has adopted an integrated multi-brand approach, with a product portfolio that includes several brands. Among them: Pirelli as a Tier 1 brand; Formula, Sestante, and Pharos in Tier 2; Anteo, Eracle, and Tegrys in Tier 3.

About Prometeon Tyre Group

Prometeon Tyre Group is the only tyre company solely focused on the Industrial sector, for the transport of goods and people, and the Agro and OTR segments. Prometeon’s is a multi-level offering with a product portfolio that includes the PIRELLI and FORMULA brands, under license, as well as the ANTEO, TEGRYS and ERACLE brands. The Group has four factories (two in Brazil, one in Egypt, one in Turkey) and three Research and Development Centers (Italy, Brazil, Turkey) and one Development Centre in Egypt which represent the heart of product innovation. The Prometeon Group has over 7,000 employees located across all five continents.