



**Prometeon launches the new corporate website:
Values at the heart of the new concept to highlight
the corporate's philosophy**

**The new website is already up and running. It was developed by an in-house team of
communication, graphics and programming experts**

Milan, May 20th, 2021 - Prometeon Tyre Group is launching the new corporate website with a very clear goal: to make the Sustainability, People and Innovation concepts - which are the foundation of the company's philosophy - increasingly clear to users. The new platform is already online and has been designed by an in-house team of communication, graphics and programming experts.

The website hosts many new features, starting from the layout: the homepage has been redesigned, also graphically, with the aim of better reflecting the company's philosophy while the new Sections - named *Sustainability, People, Innovation* and *Testimonials* - embody the company's new approach. At the same time, the product pages have been revamped, aiming to make them more appealing, modern and accessible. The Services section features a new dedicated area, linked to that of product, emphasizing Prometeon's synergy as a *Solution Provider for Professionals*, while the Innovation section explores the topics related to simulations, partnerships with universities and digital universe.

On a purely technological level, the website has been redesigned according to accessibility and immediacy of use principles. The *Testimonials* section is very innovative: it can update itself independently, using a tag cloud to automatically highlight the main themes. The search system for products is brand new and it has been developed so that users can filter the different solutions in real time on the pages they are browsing.

Nadia Martin, Head of Institutional Affairs & Operational Communication of the Group, said: *"The new website's launch is a major step forward that allows us to communicate to both Customers and Partners the underlying principles of our business idea, focused on Sustainability, People and Innovation. These three ideas are future development's drivers and, at Prometeon, we enhance them by paying the utmost attention to the aspects related to production, services and human resources management. I would like to express my appreciation to all the in-house experts who have worked with passion and commitment to achieve this major corporate goal".*

To check out the new site please use the following link: www.prometeon.com

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.

For more information:

Community Group

Pasquo Cicchini - cell. +39 345 1462429 – pasquo.cicchini@communitygroup.it

Giovanni Fabbri –cell. +39 346 3255638 – giovanni.fabbri@communitygroup.it

www.prometeon.com