



MAIN SPONSOR OF PARMA CALCIO PROMETEON TAKES TO THE FIELD

- **A multi-year partnership between Prometeon and the successful Italian club. Logos will appear at the Tardini stadium and on the first team's jerseys.**
- **International visibility thanks to projects involving the club's Legends and Academy.**
- **The official announcement is due tomorrow, on day one of the Championship.**

Milan, 11th August 2022. The starting whistle will blow tomorrow evening, Friday 12th August, when captain Gigi Buffon and his team-mates will kick-off the 2022/2023 season of the Serie B Football Championship at the Ennio Tardini Stadium in Parma. **Their jerseys will bear the logo of the Prometeon Tyre Group, which debuts in the football arena as the main sponsor to Parma Calcio.** The official announcement will be made during a press conference scheduled before the kick-off.

The agreement between PTG and the football club will last **several years** and provides an opportunity to further enhance the visibility of the Prometeon brand, while also supporting one of Italy's most successful football clubs, which has won three Coppa Italia titles, one Italian Super Cup, one UEFA Cup Winners' Cup, **two UEFA Cups and one UEFA Super Cup** over the years. After AC Milan, Juventus and Inter, Parma Calcio is ranked fourth among Italian clubs in the UEFA general ranking for number of titles won.

During the 2022/2023 season, Parma will play in the second-division Serie B championship.

Roberto Righi, General Manager of Prometeon Tyre Group: "With this agreement we get involved with a sport that arouses the passions of millions of people worldwide, alongside a prestigious football club that has clear ambitions for the future. We will support Parma Calcio in a growth project that looks to the future and shares our values. The project is also consistent with the development path that Prometeon Tyre Group is currently undertaking. We firmly believe in this partnership and we are sure that it will help us to establish an even closer bond with our suppliers and customers, and also with our 8,000 and more employees worldwide".

The project led by Kyle Krause, an American entrepreneur and chairman of Parma Calcio since September 2020, will revolve around a **team engaged in building its own distinct identity and is unique among its kind, with investments that look to the future.** The strategy is in line with the one adopted by Prometeon Tyre Group, which has therefore decided to help the club in its growth path. The project will also rely on the presence of a highly experienced and popular footballer, **captain Gigi Buffon** (world champion in 2006 and winner of 10 league titles, who debuted in the first division with Parma back in 1995), and on the insight of the new coach, Fabio Pecchia, who already boasts two promotions to Serie A in his career.



FORMULA



PHAROS

TEGRYS

ERACLE



The partnership has several strong points.

STRENGTHENING OF THE BRAND

First of all, it is an opportunity to further strengthen the Prometeon brand. It is not by chance that the initiative takes place in an important year for the Group, during which the new-generation Serie 02 PIRELLI-branded tyres were presented.

Serie 02 represents the most important product launch in Prometeon's history. To underline the design and production effort and technological innovation involved in the manufacture of these tyres, for the very first time the "**Prometeon Engineered**" logo appears on the side of the tyres, because Serie 02 is the first generation of tyres developed entirely in the Group's R&D centres.

Before the Parma Calcio sponsorship, Prometeon Tyre Group also became the Official Sponsor of the **Superbike World Championship**, with a multi-year agreement (the Prometeon logo will line the edges of the race tracks in all 12 rounds of the season, which will take place in 10 different countries and have worldwide television coverage). The Group also sponsors a few riders, including the current Superbike world champion, Toprak Razgatlioglu, and young talent Axel Bassani.

CUSTOMER EXPERIENCE

As already occurs with the Superbike, the group will initiate these activities with Parma Calcio along with its partners and customers and with the fleets. The aim is to offer a major football arena from a privileged point of view, revealing the values and shared ideals of the two brands involved, Prometeon and Parma Calcio 1913: guided tours, visits to the museum, meets-and-greets with champions, challenges with footballers and the spectacle offered by the Ennio Tardini Stadium experienced from the main grandstand.

INTERNATIONAL PROJECTS

The initiatives involving Parma Calcio Legends and the Parma Calcio Academy are aimed at the international markets, to support Prometeon's global presence.

Parma boasts a long line of **champions who have contributed to its honours**. Their engaging stories will arouse the interest of Prometeon collaborators, customers and partners, through events held in the various countries, even face-to-face.

With regard to the **Parma Calcio Academy**, both the club and Prometeon will be able to explore new markets in the search for young and talented footballers, as well as **new business opportunities**.

PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre company solely focused on the Industrial sector (transport of goods and people), the Agro and OTR segments. Prometeon's is a multi-level offering with a product portfolio that includes the PIRELLI, FORMULA, PHAROS, ANTEO, ERACLE, TEGRYS brands. The Group has four factories (two in Brazil, one in Egypt, and one in Turkey), three Research and Development Centers (Italy, Brazil, and Turkey) and one Development Centre in Egypt. There are around 8,000 people from more than 40 nations working in the Group, across all 5 continents. Since 2019 Prometeon has joined the United Nations Global Compact, which today has 15,500 companies in 165 countries, and in 2020 it was among the founding members of the United Nations Global Compact Network Italy. The PIRELLI, FORMULA and PHAROS brands are used under license.

For further information

LUCA DELLI CARRI

Communication and Media Relations

luca.dellicarri.lc@prometeon.com

Tel. +39 3807805324



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