

UniCredit presents a brand new partnership with Ferrari "Bound by Passion. United in Excellence"

Milan, 22nd January 2025 – In a press conference held at UniCredit's headquarters in Milan, featuring Andrea Orcel, UniCredit Group CEO, and Ferrari CEO, Benedetto Vigna, further details of the multi-year premium partnership, that was first announced in September 2024, have been revealed. This collaboration brings together two major Italian companies in an exciting collaboration focused on innovation and delivering new services and experiences for UniCredit customers and Scuderia Ferrari HP fans, under the name of 'Bound by Passion. United in Excellence'.

To celebrate the partnership, UniCredit is planning together with Scuderia Ferrari HP a **joint event to take place in March 2025** in Milan, the home city of UniCredit, providing an exciting launchpad for the partnership that the city and sporting community can enjoy.

Andrea Orcel, CEO of UniCredit Group, said: *"UniCredit is extremely proud to launch this landmark partnership with a fellow Italian brand that respects its proud heritage, while looking globally and towards the future. Our multi-year partnership with Ferrari marks a new phase of collaboration, building a bridge between the worlds of finance and racing based on a strongly held, shared commitment: towards delivering our best for people in the right way. Working together, we will provide high-performance financial solutions that empower our clients and communities to progress and ensure that Ferrari's fans can get as close to the action as possible."*

Benedetto Vigna, CEO Ferrari said: *"We are thrilled to embark on this exciting partnership with UniCredit, a bank that embodies the same spirit of innovation and excellence that defines our brand. Together with them, we will celebrate our heritage and continue to redefine the limits of possible in racing and financial worlds. This collaboration represents a further commitment to our clients, fans, and communities, ensuring they are at the heart of every initiative. United, we look forward to a future filled with passion and performance."*

This new partnership kicks off just as seven-time World Champion Lewis Hamilton joins Scuderia Ferrari HP to team up with Charles Leclerc, a graduate of the Scuderia Ferrari Driver Academy and one of the sport's most impressive talents. Together, they form a driver line-up poised to deliver thrilling performances on the track. With UniCredit's support, unique opportunities will be created to connect with the global community, such as exclusive events, shared storytelling, and initiatives that showcase the synergy between these two iconic Italian brands. UniCredit will bring added value to its customer base and stakeholders, offering them the chance to experience the excitement and precision of Formula 1 in memorable ways.

Sharing a commitment to high-performance - for Scuderia Ferrari HP, on the track, while UniCredit is driven by delivering financial solutions that empower clients and communities to progress - the partners will also collaborate to develop new banking opportunities for Ferrari fans and clients of the pan-European bank.

UniCredit and Ferrari are equally committed to sustainability and inclusivity within their institutions and across the world. Ferrari is on a journey to reach carbon neutrality by 2030 and is committed to giving back to the communities it reaches with a focus on education. Similarly, UniCredit is advancing ESG (Environmental, Social, and Governance) goals through impactful initiatives and has a track record of strong partnerships with its clients in helping them achieving



their ESG agenda. On the social side with the UniCredit Foundation's Edu-Fund Platform, which has allocated €14 million to combat educational poverty. These shared values underline a partnership dedicated to fostering a sustainable and equitable future through tangible actions.

About UniCredit

UniCredit is a pan-European Commercial Bank with a unique service offering in Italy, Germany, Central and Eastern Europe. Our purpose is to empower communities to progress, delivering the best-in-class for all stakeholders, unlocking the potential of our clients and our people across Europe.

We serve over 15 million customers worldwide. They are at the heart of what we do in all our markets. UniCredit is organized in four core regions and three product factories, Corporate, Individual and Group Payments Solutions. This allows us to be close to our clients and use the scale of the entire Group for developing and offering the best products across all our markets.

Digitalization and our commitment to ESG principles are key enablers for our service. They help us deliver excellence to our stakeholders and creating a sustainable future for our clients, our communities, and our people.