



PRESS RELEASE

WIIT:

New logo presented

Group's first institutional campaign goes On Air on Sky

Milan, April 19, 2021 - WIIT S.p.A. ("WIIT" or the "Company"; ISIN IT0004922826; WIIT.MI), a leading European player in the Cloud Computing market for enterprises demanding uninterrupted Hybrid Cloud and Hosted Private Cloud services for critical applications, presents its new logo and the new pay-off. The launch coincides with the airing on SKY from today of its first institutional campaign, consisting of 3 commercials.

In the 25 years since its foundation, WIIT has reflected its consistent development through keeping the same coordinated image, demonstrating its key values such as elegance, professionalism and reliability.

This change arises from a wish to acknowledge and celebrate the growth the Group has experienced over the past three years. In 2019, WIIT transferred from the AIM Italia market to the prestigious STAR segment of the MTA, organised and managed by Borsa Italiana. On the business front, WIIT has grown steadily and significantly both organically and through a series of successful M&A's, three in Italy and the fourth, in September 2020, in Germany. This latest acquisition, the first internationally, gave life to the CLOUD4EUROPE project, which aims to create the European leader in the Cloud of Critical Applications. WIIT, which today has more than 300 employees distributed across 12 locations, has achieved solid growth in 2020 for all operating and financial indicators and the excellent prospects for 2021 confirm the validity of the strategy undertaken.

The **new logo**, designed by Caleidos - the communication agency that created the first and historic WIIT logo - perfectly reflects the new positioning of the Group. The lines, essential and decisive, tell of a solid, ambitious company, aware of its strength. The fonts of the past give way to a new capital lettering that conveys the company's distinctive features - without sacrificing elegance. The colours, which have remained unchanged, guarantee continuity with the past.

WIIT's blue "W" is poised to become a true premium quality trademark in the Cloud industry.



In addition to the restyling of the logo, WIIT has also designed the **new pay-off**, which well represents the vision and the desire to operate as a Cloud Provider of excellence for the leading enterprises in Italy and internationally. WIIT's philosophy has always been to manage systems in "Private" mode at its own Data Centers certified Tier 4 by the Uptime Institute, but this vocation is now reinforced by a horizontal management model that allows applications to be governed regardless of where they are located, through a Hybrid and multicloud approach. This is how the "The Private Cloud" pay-off was



transformed into "The Premium Cloud", placing the emphasis on excellence and service levels that by definition, at WIIT, are "Premium".

The new logo and the new pay-off are therefore intended to symbolise the Group's ambition and the set of values that WIIT offers its Customers through its services.

The launch of the new logo is accompanied by the airing on SKY of **a series of 3 commercials** of 15 seconds each. The new institutional campaign focuses on raising awareness of the WIIT brand among the general public. Despite the fact that the target market is purely B2B, the size achieved and the prospects for the future have resulted in an increased awareness of the importance of greater brand recognition, also in support of "Employer Branding" initiatives, which are increasingly essential to attract new talents.

The 3 institutional commercials, which will alternate on the SKY schedule, tell the story of one of WIIT's key topics, namely its commitment to ESG.

This journey, which began in 2019 with the drafting of the first Sustainability Report, was strengthened in 2020 by a number of important steps: the setting of the Group ESG Policy and a Risk Management system; the assignment of the ESG Risk Rating, a fundamental tool for Sustainable Finance and finally, together with the main stakeholders, the definition of 2030 sustainability targets through which the Group intends to concretely contribute to delivering upon the United Nations 2030 Agenda.

The commercials, produced by "Bottega Cinema" - with creative development and direction by Enrico Lanari and music by Giovanni Spinelli, a composer for cinema, TV, theatre and dance based in New York City - feature a calm tone of voice where the accent is on the sound rather than on the image: a female voice that underlines the importance of the role entrusted to women at WIIT, with accompanying images that are simple but at the same time powerful as highlighting, in a historical moment such as we are currently experiencing, to the serenity to which we aspire and to which WIIT seeks to contribute.

Alessandro Cozzi, CEO of WIIT stated: *"In this first advertising campaign, we have chosen to focus on our "why" and our philosophy, rather than communicating what we do or how we do it. Increasingly, we want to be enablers of the sustainable transition, offering digital services that help revolutionise the way we live and work and have a positive effect on people, society and the environment. All this is in line with the new logo and the new "The Premium Cloud" pay-off which expresses WIIT's desire to offer excellent services to our customers.*

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WIIT S.p.A.

WIIT S.p.A., listed on the STAR segment of the Italian Stock Exchange organised and managed by Borsa Italiana S.p.A (WIIT.MI), is a leading European Cloud Computing market player, focused particularly on the Hybrid Cloud and Hosted Private Cloud for enterprises market. This company specialises in Hosted Private and Hybrid Cloud services for enterprises requiring critical application and business continuity management, with all the main international application platforms managed (SAP, Oracle and Microsoft) using an end-to-end approach. WIIT manages proprietary data centers, with the main center Tier IV level certified by the Uptime Institute LLC of Seattle (USA). This is the highest possible level of reliability, while the company is also among the world's most certified SAP partners. For further details, reference should be made to the Company website (wiit.cloud).



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