

PRESS RELEASE

WIIT launches new advertising campaign: European Premium Cloud to be broadcast on SKY starting in November

Milan, November 10, 2025 – WIIT S.p.A. (“WIIT” or the “**Company**”; ISIN IT0005440893; WIIT.MI), one of the leading European players in the enterprise Cloud Computing market, focused on providing continuous private and hybrid cloud services for critical applications, launches its new institutional advertising campaign, which will be broadcast on SKY starting on November 9.

The aim of the commercial is to clearly communicate WIIT's positioning as a European Premium Cloud, presenting itself as a strategic solution for continental digital sovereignty. In an international political and economic context that requires ever greater attention to data security, transactions and intellectual property, WIIT confirms its commitment in safeguarding the reputation and image of its customers by offering secure, certified and customised cloud solutions.

In this new campaign, WIIT adopts a pop, accessible and cinematic language, playing on the ironic contrast between American and European stereotypes. The protagonist of the commercial undergoes a stylistic and cultural transformation that symbolises the conscious choice of the WIIT Cloud: the European alternative for the most critical applications, synonymous with security, strategy and lasting value.

The video campaign addresses the European public directly and becomes its spokesperson, expressing with irony and pride that *‘we know how to do it better’*. The ‘we’ represents the entire European community, of which WIIT is an intrinsic part: a shared vision that values the European approach to the cloud, focusing on quality, attention to detail and the ability to offer tailor-made, high-level solutions.

The commercial will be broadcast both in the classic 30-second format on linear channels and in the new 15-second format on on-demand channels, thus expanding its coverage and ability to reach an ever-wider audience, including digitally.

Conceived and produced by Agenzia Brief, a Florentine content agency founded in 2014 and directed by Matteo Gazzarri and Niccolò Di Vito, the spot stands out for its ironic tone, which not only captures attention but also exploits memorability to create a lasting relationship between the brand and its audience. *“For us, every project stems from the desire to create authentic bonds between brands and people, with a recognisable and consistent tone of voice. When we can be ironic, we are happy to be so: it is the most direct way to leave a mark. The WIIT advert starts with a simple idea – “Europeans do it better” – and transforms it into a statement of identity: even the cloud, made in Europe, can be a stylish experience,”* comments **Matteo Gazzarri, Creative**

Director & Founder at Agenzia Brief. The campaign will run in both Italy and Germany, strengthening WIIT's pan-European presence.

"With this new advertising campaign, we want to reaffirm WIIT's role as a benchmark for the Cloud in Europe and give voice to a vision based on quality, security and tailor-made service. We value the European model in the face of technological challenges: rigour, innovation and a greater ability to listen to customer needs, focused on trust and personalisation. Choosing WIIT means focusing on a premium cloud that accompanies businesses towards solid and sustainable digital growth," comments **Alessandro Cozzi, CEO of WIIT.**

WIIT S.p.A., a company listed on the Euronext Star Milan ("STAR") segment, is a European leader in the Cloud Computing market. It operates in key markets such as Italy, Germany, and Switzerland, positioning itself among the main players in providing innovative technological solutions for Private and Hybrid Cloud. WIIT operates through managed processes, specialised resources and technology assets including proprietary data centres spread across 7 regions: 4 in Germany, 1 in Switzerland and 2 in Italy, 3 of which are Premium Zone enabled i.e. with guaranteed high availability, maximum levels of resilience and security by design; two of these host data centres certified Tier IV by the Uptime Institute. WIIT has 6 SAP certifications at the highest level of specialisation. Its end-to-end approach enables the company to provide its partner companies with customised, high value-added services with the highest security and quality standards for the management of critical applications and business continuity, while guaranteeing maximum reliability in the management of the main international application platforms (SAP, Oracle and Microsoft). Since 2022, the WIIT Group has joined the UN Global Compact. (www.wiit.cloud)

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