



PRESS RELEASE

WIIT, TOGETHER WITH LUNA ROSSA PRADA PIRELLI, COMPETES FOR THE 37TH AMERICA'S CUP AS A CLOUD AND CYBER SECURITY PARTNER.

Milan, 16 March 2023 – WIIT S.p.A., one of the leading European players in the market of Cloud Computing services for enterprises focused on the provision of continuous Hybrid Cloud and Hosted Private Cloud services for critical applications, becomes Cloud and Cyber Security Partner of the Luna Rossa Prada Pirelli team in the 37th edition of the America's Cup, scheduled to take place in October 2024 in Barcelona, Spain.

Originating in Great Britain in 1851, the America's Cup is now the oldest sporting trophy and the most prestigious sailing competition in the world, involving the most technologically advanced boats, with a global following of millions of spectators.

WIIT will support the Italian Challenger through the provision of cloud and cyber security services, while benefiting from the visibility and resonance of such a prominent and prestigious international stage as the America's Cup.

The partnership is proof that WIIT and Luna Rossa Prada Pirelli share a highly innovative

approach, aimed at the search for ever more avant-garde solutions.

WIIT provides its technological know-how and services that boast a high standard of safety and quality.



*"We are thrilled to announce our partnership with an Italian excellence such as Luna Rossa Prada Pirelli in a global competition such as the 37th edition of the America's Cup. Commented **Alessandro Cozzi**, Founder and CEO of WIIT. "We will actively participate in the competition by providing our technological support to the Luna Rossa Prada Pirelli team in a true team effort in the spirit of sportsmanship, embodying and spreading the value of Made in Italy that distinguishes both. The partnership represents a unique opportunity for us and a strategic choice that will give us worldwide visibility. Added to this is personal satisfaction, I have always been a big fan of sailing and this initiative makes me particularly proud of what we, as WIIT, are achieving.*

*"The America's Cup is an all-round technological and sporting challenge, where nothing can be left to chance," said Luna Rossa Operations Manager **Gilberto Nobili**. "To achieve our goal, we must*

WIIT

THE PREMIUM CLOUD



make different activities and projects interact and also coordinate them effectively and securely with a continuous exchange of information. By partnering with WIIT, we gain not only state-of-the-art cloud and cyber security, but also strong and innovative IT expertise. Having a major partner in this sector - which is strategic today - is an element of security that allows us to devote time and energy to our work, safe in the knowledge that we have our backs covered...".

LUNA ROSSA CHALLENGE S.R.L.

The Luna Rossa team was created in 1997 from the meeting between the entrepreneur Patrizio Bertelli and the Argentine yacht designer German Frers, who proposed to him to launch a challenge to the 30th America's Cup in 2000. Since then, the team has taken part in five America's Cup editions, winning the Challenger selection races twice - the Louis Vuitton Cup in 2000, and the PRADA Cup in 2021 - and competing in the finals in 2007 and 2013. In the Final Match of the 36th America's Cup presented by PRADA against the Defender Emirates Team New Zealand, Luna Rossa Prada Pirelli recorded the best score by an Italian challenger in the history of the event. Luna Rossa Prada Pirelli will again represent the yacht club Circolo della Vela Sicilia in the challenge for the 37th edition of the America's Cup to be held in Barcelona, Spain, between September and October 2024.

WIIT S.p.A.



WIIT S.p.A., a company listed on the Euronext Star Milan ("STAR") segment, is a leader in the Cloud Computing market. The company has a pan-European footprint and is present in key markets, such as Italy and Germany, positioning itself among the leading players in the provision of innovative Hosted Private and Hybrid Cloud

technology solutions. WIIT operates 19 of its own Data Centres – 3 in Italy, 2 of which are Tier IV-certified by the Uptime Institute, and 16 in Germany – and has 6 SAP certifications at the highest specialisation levels. 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). (www.wiit.cloud)

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