



PRESS RELEASE

WIIT, THE PREMIUM CLOUD.

On Air on SKY the new WIIT advertising campaign

Milan, 22 June 2023 – WIIT S.p.A. ("WIIT" or the "**Company**"; ISIN: IT0005440893; WIIT.MI), one of the main European players in the Cloud Computing services market for companies focused on the provision of continuous Hybrid Cloud and Hosted Private Cloud services for critical applications, a company listed on the Euronext STAR Milan segment of the Euronext Milan market, organised and managed by Borsa Italiana S.p.A., launches the new institutional advertising campaign on SKY starting from June 11.

The 2023 campaign captures in 15 seconds the distinctive elements of WIIT and the company's ability to support and meet the needs of its customers. After the three commercials on air in 2021 that showed company's commitment to ESG, WIIT's new campaign aims to consolidate the brand's awareness among the general public, emphasising the concept of the Italian character and premium quality of WIIT's offer as a cloud partner.

The protagonists of the commercial are WIIT's customers, leaders in strategic and complex sectors such as fashion, finance and healthcare. Companies with significant continuity, flexibility and security needs, operating in highly competitive markets that make it increasingly difficult for end customers to attract the necessary expertise to manage facilities and applications in house. WIIT's Cloud offering and infrastructure guarantee concrete, state-of-the-art support capable of meeting the challenges, including international ones, of an ever-changing context. Challenges that, in the commercial, are represented through the Ferrari 488 Challenge racing on the Autodromo Nazionale di Monza track. The setting, as well as the opening scene showing the Duomo, symbol of Milan, emphasise the company's Italian roots, where today different realities confront each other and grow within an increasingly international Group.

At the wheel is Manuela Gostner, a Ferrari Challenge driver, twice in the top ten at the 24 Hours of Le Mans and winner in the Shell category in the 2023 edition celebrating the centenary of the 24 Hours, third place in the European Ferrari Challenge 2023 championship and in the world final, and Ferrari Challenge 2018, underlining the importance of the female component in WIIT.

The commercial also evokes the path of sports marketing sustained by WIIT in recent years: it began with the "*WIIT Lane Racing Experience*" format, which allows customers to try their hand at driving on the track and was enriched this year by the partnership forged with Luna Rossa, of which WIIT is Cloud & Cyber Security Partner in view of the 37th America's Cup. This path has allowed WIIT to enhance the experience associated with its brand and to associate with mostly Italian companies that share the values of quality, performance, security and innovation that WIIT intends to convey.

The new TIER IV certified MIL2 Data Center by Uptime Institute, where the second scene is set, highlights the assets by which WIIT ensures maximum resilience and performance for its Customers' systems.

The commercial, produced by Mediahouse sas - with creative development and direction by Lorenzo Concari - was filmed in 3 different locations with exterior and interior shots, rapid scene changes characterising the dynamism of today's competitive markets. Elena Miranda, as in previous commercials, gives voice to the message, which this time is also in English to emphasise WIIT's international vocation.



For Germany, a country where WIIT has a strong presence with over 350 employees and more than 50% of its annual turnover, WIIT prepared a variation of the commercial, setting the filming on one of the world's most famous racetracks, the Hockenheimring, already the setting for the "WIIT Lane Racing Experience".

Alessandro Cozzi, CEO of WIIT, commented: "In this new advertising campaign, after focusing in the previous one, on our 'whys' and our philosophy, we have chosen to address directly the customers we work for and to whom we aim to offer services of excellence. Our mission towards these key stakeholders is to coordinate a team effort to ensure outstanding performance and to spread the value of Made in Italy in the international context."

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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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