



CARLO PESENTI PRESENTS AT EICMA THE VISION OF SIDI SPORT WITH THE NEW CEO DAVIDE ROSSETTI AND DAVIDE CASSANI

After the acquisition, Italmobiliare aims to enhance the brand globally, preserving the craftsmanship tradition and quality that have always characterised Sidi products

Milan, 9 November 2022. A step into the future for Sidi Sport: the iconic Italian brand specialising in the production and sale of footwear for cycling and motorcycling returns to Eicma and takes advantage of the extraordinary showcase of the exhibition to outline the first objectives following the acquisition of the company by Italmobiliare. During a well-attended press conference moderated by Vera Spadini, a well-known face in motorcycling commentary, Davide Rossetti, Sidi's new CEO, and Davide Cassani, former professional cyclist and former head coach pmof the Italian national cycling team, who was called to bring his experience to the company's board of directors, were presented.

Carlo Pesenti, CEO of Italmobiliare, a holding company listed on the Milan Stock Exchange that invests in important and innovative Made in Italy brands, to accompany them on a path of development, wanted to tell in first person, as a great fan of the world of two wheels, the development objectives for Sidi, a brand that Italmobiliare aspires to enhance globally while preserving the tradition of craftsmanship and quality that has always distinguished the products of the Maser-based company. "Italmobiliare's mission is to bring Italy to the world," emphasised Carlo Pesenti, "which is why we invest in the best Made in Italy brands with the aim of enhancing their value on a global level, through sustainable growth based on the creation of value over time. As an enthusiast and an investor, when the opportunity of this acquisition arose - for which I thank the Signori family - I was thrilled. We are investors, but we always invest with a somewhat special vision, because we are first and foremost entrepreneurs. It is with this spirit that we approached Sidi and that we are here today to present our vision. The first step was undoubtedly to try to build a team, and today is the right occasion to present Davide Rossetti, as the new CEO, and Davide Cassani, who will officially join us as a member of the Board of Directors'.

The new CEO Davide Rossetti has more than 25 years of experience in the world of sporting goods in multinational excellencies in Italy and abroad, both at wholesale and retail level. "I have been working in the Montebelluna area for years and for me to take over the leadership of Sidi is an extraordinary privilege," he commented. Sidi is a brand of absolute value, one of the few that still manufactures its products in-house. The goal for the future is to further strengthen research and development, continuing to work daily with athletes and riders, both motorcycling and cycling, who are one of our main assets. Companies like Sidi live for and with the product, and we will certainly continue in this direction to expand the range, bring new products to the market, and give an increasingly international dimension to the brand, while preserving the enormous value of being Italian, which is also in the very name of Ital-mobiliare".

Completing the team was former national team coach Davide Cassani, a new member of the Sidi Board of Directors. "In the world of two wheels you need competence, investment and passion, and it's great to find all that in the top management of Italmobiliare. I am absolutely thrilled to be part of this new challenge for Sidi. I've known this company all my life, I remember when Sidi made the first cleat, removing the nails and offering something modular, with Moser as the first user. Carapaz won the Olympics with Sidi on his feet, and Colbrelli both a European Championship and Paris-Roubaix. Personally in 1985 I was in the Tour de France and I was using other shoes, I didn't feel comfortable and on my day off I went and bought a pair of Sidi. So my role is exactly this: to ensure and try to increase that union of competence, professionalism and passion that are the distinguishing elements of Itamobiliare, Sidi and my path'.

The emotion for the value of Made in Italy was also underlined by Michele Pirro - a Ducati rider who has always worn Sidi shoes on his feet "I congratulate the new owners because as a bike and motorbike enthusiast I have this brand in my heart. I have been using Sidi products for many years and I remember how many times the boots have protected me throughout my career. Now I have just celebrated Italy's return to victory, which is testimony to how much value there is in our country'.

Sidi Sport is based in Maser (TV), in the heart of the sports footwear industrial district of Montebelluna, employs over 250 people and distributes its products in over 60 countries worldwide. Founded in 1960 by Dino Signori, it has established itself



among the leaders in the sector by combining tradition and innovation, performance and design, moving the frontier of sports footwear development forward and creating cult models such as the Shot 2 for cycling and the Crossfire boots for motorcycling. In over sixty years of history, Sidi shoes and boots have trod the podiums of major international sporting events. From Joel Robert, through Giacomo Agostini, Stefan Everts, Loris Capirossi, to nine-time world champion Tony Cairoli, the Maser-based company has written indelible pages in motorcycling. There are also numerous cycling champions from the Sidi stable, among them Italian legends Francesco Moser and Paolo Bettini, Tokyo 2020 Olympic gold medallist Richard Carapaz and Pauline Ferrand-Prévot, who went down in history as the winner of the first women's World Gravel Championship in 2022 and four gold medals in four different specialities.

Sidi Sport - Founded in 1960, Sidi specialises in the manufacture and sale of cycling and motorcycling footwear. Its products, used by leading professional athletes and enthusiasts around the world, are synonymous with excellence, quality, tradition of expert craftsmanship and design.

Italmobiliare - Founded in 1946 and listed in the Euronext STAR segment of the Milan Stock Exchange, Italmobiliare is one of Italy's leading investment holding companies and a recognised strategic partner for entrepreneurs committed to developing realities of excellence. It manages a diversified portfolio of investments with a Net Asset Value of approximately EUR 2 billion and, since 2017, has consolidated its investment strategy in companies characterised by important and innovative Made in Italy brands, supporting - through its know-how and its development and governance models - significant growth rates.

Marketing | Sidi

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