

Fiorano Modenese, 20 April 2020

Dear reader,

I am pleased to announce that as further tangible proof of its commitment to its stakeholders and the environment Florim has become a "Società Benefit" - or benefit corporation - and consequently changed its name to **FLORIM CERAMICHE - SOCIETÀ PER AZIONI SOCIETÀ BENEFIT** (which can be abbreviated to **FLORIM S.P.A. SB**).

In line with the business model of Società Benefit (SB), **Florim has therefore modified its Articles of Association**, outlining in the company purpose its intention to operate:

- with a constant commitment to continuous innovation as regards the sustainability of the processes and environmental impacts of all company activities;
- according to criteria designed to prevent pollution and reduce environmental impacts and risks, through recovery activities rather than disposal, and the implementation of energy efficiency and saving measures;
- promoting an informed and sustainable business approach, through collaborative dialogue with stakeholders, and the organisation of training and cultural events, also in association with third parties, to integrate and spread correct and sustainable lifestyles for the environment;
- promoting a positive and inclusive workplace for its employees, safeguarding their rights and duties, safety, training, growth and the development of their potential, including the adoption of concrete company welfare measures.

Aware of how business methods will have to change very quickly, today our company is happy and proud to make its contribution to creating a sustainable future for us and the future generations.

Finally, I would kindly ask you to use the new company name FLORIM CERAMICHE - SOCIETÀ PER AZIONI SOCIETÀ BENEFIT (which can be abbreviated to FLORIM S.P.A. SB) when referring to our company in any kind of formal documentation (including, but not limited to: contracts, letters of credit, certification, administrative documentation, invoices, etc.).

Thank you for your attention

Best regards

Claudio Lucchese

Chairman of Florim S.p.A. SB

