

BENETTON GROUP

Today Benetton Group is one of the best-known fashion companies in the world, present in the most important markets in the world with a network of over 6,000 stores; a responsible group that plans for the future and lives in the present, with a watchful eye to the environment, to human dignity, and to a society in transformation.

The history of Benetton is built on innovation - seen in its bright colors, the revolution of the retail outlet, unique production and sales networks, and universal communications that have always been social talking points and aroused cultural debate - and now the firm has taken up the challenge of globalisation, with constant investments and a competent, flexible organisation that takes change in its stride. In order to achieve maximum flexibility in handling the changes taking place worldwide, the Group withdrew from the Milan Stock Exchange in 2012 so as to become increasingly international, rapid and competitive, creating value and aiming for growth not as an end in itself, but as a means of contributing to progress.

The Group has a consolidated identity comprised of colour, authentic fashion, quality at democratic prices and passion for its work: these values are reflected in the strong, dynamic personality of the brands *United Colors of Benetton* and *Sisley*.

UNITED COLORS
OF BENETTON.

The development of the United Colors of Benetton sales network, which occupies prime positions in historic town centres and shopping centres, is supported by a significant programme of investments around the world. The new stores exploit highly modular settings to create spaces in which the collections, their colours and design are always at the centre of attention, and are presented in a retail context that is increasingly attractive, dynamic and interactive.

The constant attention for things new is a universal feature of the various sectors of the company's organisation: the systems and equipment of the production structure are completely renewed every five years; and the coordination centre in Castrette (Treviso, Italy), one of the most modern industrial logistics complexes in the clothing sector, works in close contact with the international production sites in Serbia and Tunisia, serving the retail network with great efficiency.

Benetton Group's capacity to actively put down roots in the world and in society is also expressed through Fabrica, the Group's communication research centre. The challenge of Fabrica is one of innovation and internationality: a way to join culture with industry through communication, which no longer takes only the traditional forms, but seeks to become a vehicle for the "intelligence" of an enterprise, through a range of means of expression, including design, music, cinema, photography, publishing, internet and the new media. Of particular note in this regard is the quarterly magazine *COLORS*, which has been casting its curious, eager eye over "the rest of the world" since 1991.

The Unhate Foundation, launched in November 2011 with a worldwide communication campaign, is just part of the new strategy of corporate social responsibility, as well as being a channel for the Group's social engagement. Its objective is to contribute to fighting the *culture of hatred*, in line with Benetton Group's deep-rooted values, through global communication campaigns, and to organise concrete initiatives with a "strong impact" on the international community, and especially on the young generations, involving institutions, international organisation, NGOs and representatives of civil society. The projects set out from the social role of art and self-expression in educating people to be tolerant, and involve young people in "at risk" areas of the world, from Brazil to India, and to New York's Puerto Rican neighbourhoods.

Benetton Group is firmly projected into the international dimension, but it still maintains strong ties with its home area of Treviso and the Veneto region, particularly through the cultural activities of the *Fondazione Benetton Studi e Ricerche*, and a number of sports-centred projects. From its focus on rugby to the historic Formula 1 victories, the Group's sporting ethos proposes not only competitive excellence, but also a social dimension of meeting, sharing and physical well-being, which amongst other things leads thousands of young people to take up sports each year.

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