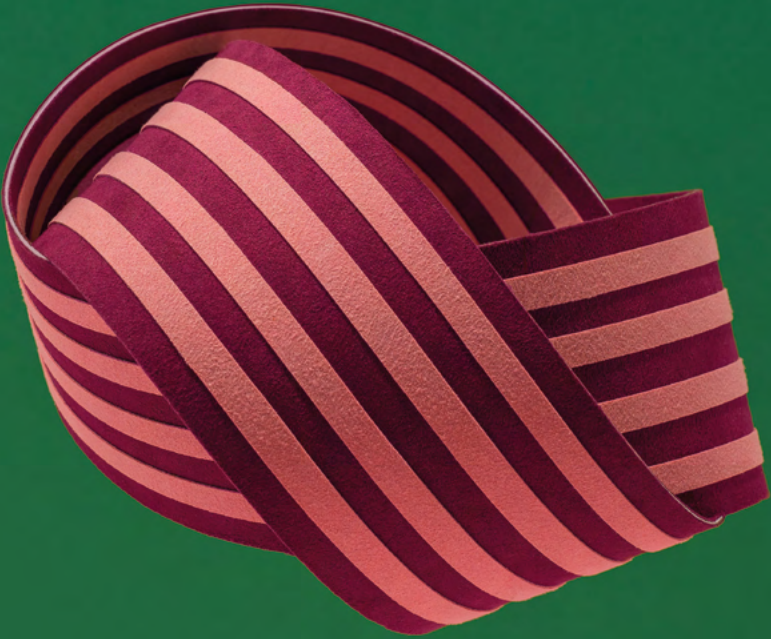


4<sup>TH</sup> COMMITMENT

Social  
*Sustainability*

FOSTER ENGAGEMENT

**We carry on** significant Stakeholder Engagement activities to spread a diligent approach to sustainability and create a shared culture among all our stakeholders.



Social  
Sustainability  
Highlights

13 events &  
co-branding  
initiatives

141  
press releases

16.8 million  
views  
on YouTube

237,505  
followers  
on the main social media  
platforms worldwide

53 projects  
aimed at bringing tangible  
social benefit to the impacted  
territories

€ 114,000  
allocated to local communities

36 scholarships  
awarded

Chapter overview

Management  
of the *Relations with  
the Community*



- Local Community Initiatives
- The Key Reference Communities
- Offsetting Projects

Communication,  
events and *Stakeholder  
Engagement Activities*



- Alcantara Lifestyle
- Brand Awareness Initiatives
- Events and Co-branding Activities
- Media Relations

SOCIAL  
SUSTAINABILITY:  
2022-2025  
TARGETS





# 4.1 Management of the *Relations with the Community*

At Alcantara, dialogue with institutions and support to the local community are essential for the growth of the Company and of the adjacent area.

Our Company represents a valuable source of employment, income, and training and has a great socio-economic impact. That is why we support and finance various charitable

organisations and cultural initiatives that help to improve local well-being, thus creating shared value for the entire community. Specifically, during the course of the Fiscal Year

2023, we have assigned approximately €114,000 to local communities in the form of donations and contributions.



## LOCAL COMMUNITY INITIATIVES

### Participation in the Urban Re-Generation Project:

promoted by Confindustria Umbria with the financial support of the Fondazione Cassa di Risparmio di Terni e Narni, this project involves numerous companies from the Terni region. The goal is to improve the local area through the promotion of sustainable development, urban manufacturing and social regeneration. This will help promote corporate actions to reduce environmental impact, create synergies with local authorities so as to favour sustainability initiatives, attract talent and resources, and obtain the 'industrial district of sustainability' certification.

### Scholarships:

our commitment to education continued with 36 scholarships offered in the Fiscal Year 2023. 15 were awarded to the most deserving students residing in the municipality of Narni and the remaining 21 to sons and daughters of Alcantara employees, in accordance with the procedures defined in the specific tender. This initiative was launched following the 2013-2014 school year and has never been suspended. Thus, we have now reached the 9<sup>th</sup> edition, with an

ever-increasing participation. Students in the municipality of Narni have been awarded 122 scholarships valued at a total of over €36,000, while children of employees have received 207 scholarships totalling more than €48,000.

### 'Premio senza barriere':

every year, on 3 December, the International Day of Persons with Disabilities, parents of children with disabilities receive the 'Premio senza barriere' award. In the Fiscal Year 2023, 8 awards were disbursed totalling nearly €23,000. Since the launch of the initiative in 2015, a total of 57 families have received the award.

### Training for schools:

internships were activated once Covid-19 restrictions started easing. Five curricular internships were activated at the I.T.S. Umbria (Innovation Technology and Development) and four work to school programmes at the Istituto Tecnico Tecnologico in Terni, totalling nine internships. One internship was activated in the Fiscal Year 2022 and ended in the Fiscal Year 2023. From 2013 to date, 24 people have been hired after serving an internship. In the Fiscal Year 2023, after the pandemic related interruption, we

restarted school-based training activities, hosting 44 students and 5 teachers from the Istituto Tecnico Tecnologico in Amelia following the Chemistry curriculum.

### Sharing events:

having returned to a 'new normal', we celebrated Christmas with our Chairman. 43 employees who have reached 25 years of service in the Fiscal Year 2023 were awarded a loyalty bonus consisting of fuel vouchers worth overall €1,050.

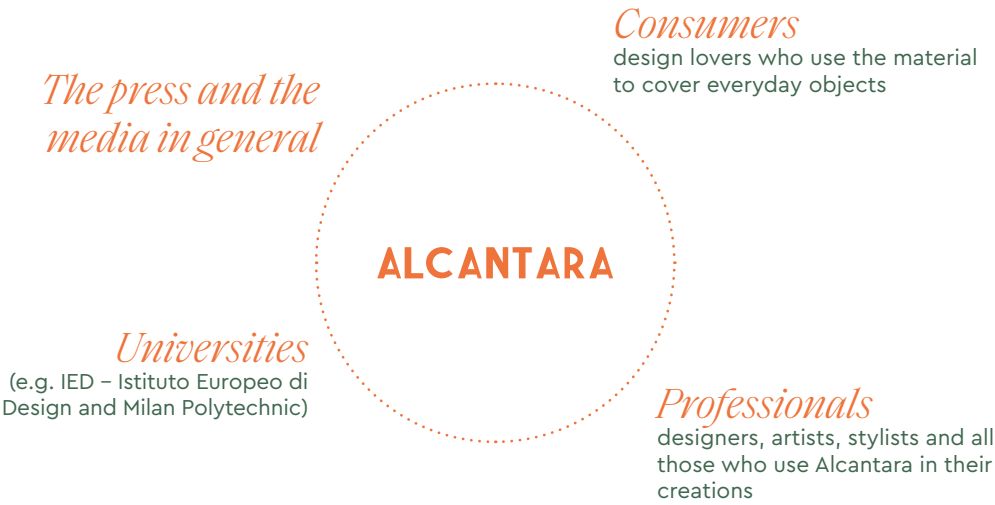
### Corporate nursery:

on 24 November 2012, inter-company nursery CIPI<sup>1</sup> opened its doors to children of employees and the areas surrounding the Alcantara plant. Three children of Alcantara employees used the nursery in the Fiscal Year 2023. Since the opening of the nursery, 35 children of employees have been enrolled, and nearly €30,000 have been devoted for these enrollments.





THE KEY REFERENCE COMMUNITIES

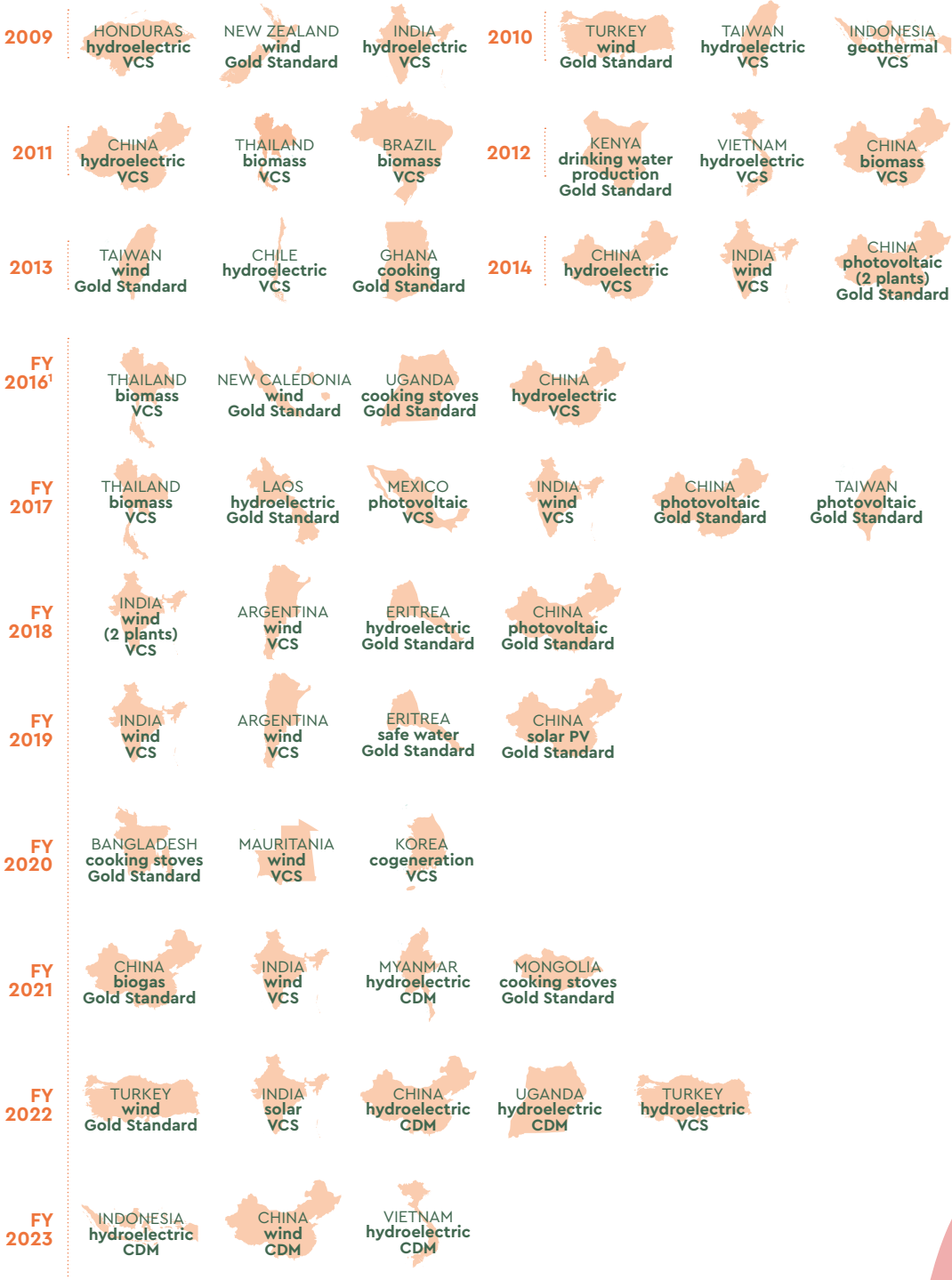


OFFSETTING PROJECTS

Alcantara also plays an important role in communities where the carbon offset projects the Company supports are based. These initiatives are aimed at generating

energy from renewable sources, raising awareness on sustainability and improving social conditions for the communities involved. As in the previous Fiscal Year, we supported three

Certified and Verified Offsetting Projects, based on an independent certification standard (see paragraph 5.3), which are listed in the following pages.



**CDM (Clean Development Mechanism):** defined in Article 12 of the Kyoto Protocol, the CDM allows so-called Annex I countries (industrialised countries) to offset their emissions with projects located in non-Annex I countries (emerging countries and LDCs). The CDM process releases CER (Certified emission reduction).

**Gold Standard:** is a foundation founded in 2003 by the WWF and other international NGOs that manages a certification standard focused on environmental and social

benefits. In particular, project developers are expected to adhere to the Gold Standard 'do no harm' principle, consult local stakeholders and ensure that their projects not only help the climate by contributing to the Sustainable Development Goal (SDG) 13, Action for the climate, but also to benefit local communities by contributing to two additional SDGs. It can also be applied as an additional quality label to CDM businesses. Carbon credits issued under the Gold Standard are called VER (Verified Emission Reduction).

**VCS (Verra's Verified Carbon Standard):** Verra is a non-profit organisation founded in 2005 by environmental and business leaders, serving as a secretariat for various standards. Most important is the Verified Carbon Standard, which is, in terms of volume, the largest voluntary standard in the world. Carbon credits issued with VCS are also called VCU (Verified Emission Unit). VCS is the most widely used voluntary Carbon Standard in the world.

<sup>1</sup> The FY 2016 indication refers to the 12-months period between 1 April 2015 and 31 March 2016 and corresponds to the new Fiscal Year of Alcantara.



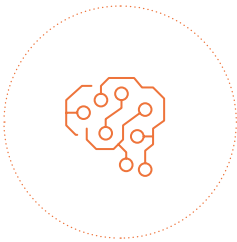
# 4.2 Communication, Events and Stakeholder Engagement Activities

## ALCANTARA® LIFESTYLE

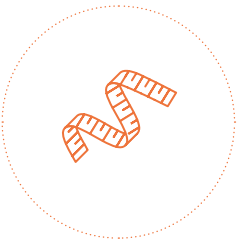
Thanks to our versatility, we are a lifestyle partner for leading global luxury brands in various sectors: from automotive to fashion and accessories, from interiors to consumer electronics, and from marine to aviation.

Our material often acts as a source of inspiration for important artists and designers, becoming the centrepiece of creations exhibited at prestigious museums and international institutions.

Alcantara is a cutting-edge material that offers a unique combination of technical, aesthetic and sensory qualities and represents values such as:



Intersection between technology, functionality and emotions



Extreme customisation



Made in Italy



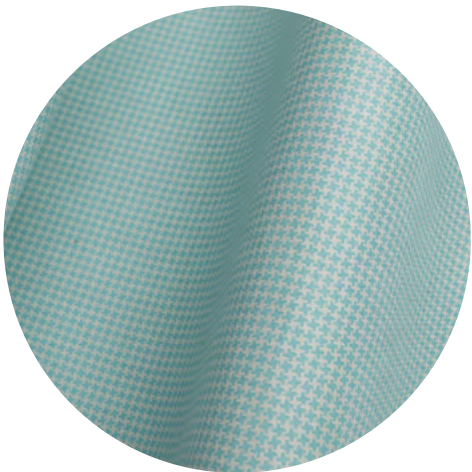
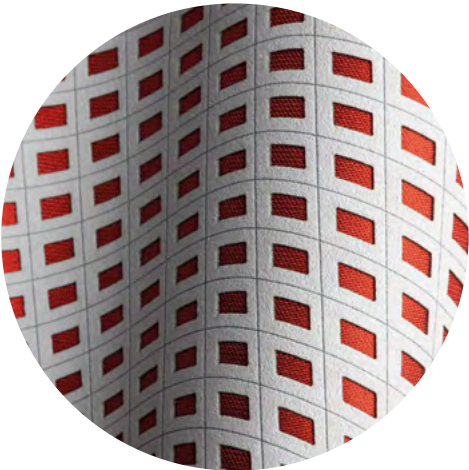
Commitment to sustainability



BRAND AWARENESS INITIATIVES

AUTOMOTIVE

In the Automotive segment, we continued our joint communication initiatives with well-known brands such as Maserati, BMW, Czinger and Alfa Romeo, just to name a few.



FASHION

The idea behind the Spring/Summer 2024 NINFEA collection was to return to the past and bring back elements representing the brand's heritage in an innovative way. The result is a timeless collection, retrieving styles from the past and creating novelty.

EVENTS AND  
CO-BRANDING  
ACTIVITIES

In line with our positioning as a global lifestyle brand, every year we organise events aimed at spreading and reinforcing our key messages and values in all our main markets. In the Fiscal Year 2023, we continued to intensify our use of digital communication as a channel for dialogue with clients and stakeholders, as well as with the design community and the end consumer. We continued to update and promote our content on Alcantara's website and social media channels, both in the West and in Asia, through advertising campaigns.



**Luxury meets performance:  
the extreme customisation of  
Alcantara meets Maserati MC20**

*With the 'Luxury meets performance' event, which featured Alcantara's extreme customisation on the Maserati MC20, Alcantara and Maserati celebrated the bond that unites the two brands, which have always been spokesmen for craftsmanship and Made in Italy.*

Set in the centre of the prestigious courtyard of 'Frame', the first Condé Nast Experience Store in Milan, the MC20 super sports car welcomed guests, allowing them to see and feel Alcantara's extreme customisation concept in its seats and door panels.

The car's interiors inspired the event set design. The location was transformed into an Alcantara canvas: on its surface, illustrator Pietro Mazza created a storytelling made of sinuous lines and odometers.

@Milan, Italy  
April 7, 2022



**'Someone is lying...'**

@Milan, Italy  
June 6, 2022

*During the Milan Design Week 2022, a surprising installation was unveiled in the Piazza degli Eventi at Superstudio Più: a contemporary interpretation of Pinocchio and a symbol against greenwashing, a practice that is growing and needs to be eliminated to implement the ecological transition.*

The installation was inspired by the famous character from the fairy tale of the same name and aimed to raise awareness among companies, consumers, policymakers and stakeholders on the importance of the issue. Pinocchio is as much a symbol of liars as greenwashing is a symbol of mystification. SOMEONE IS LYING... is a payoff meant to prompt reflection and real answers, a call for serious and concrete engagement. The project, sponsored by the National Chamber for Italian Fashion, was carried out in collaboration with Connect4Climate, a World Bank coalition of institutions, private sector actors, nongovernmental organisations, universities, research centres and trade associations. The alliance is concrete proof that Italian experiences of excellence can be an inspiration to the whole world.





**'The Infinite Languages  
Of Style' by Alcantara  
at ADI Museum**

*Again, in the context of  
the Milan Design Week  
2022, Alcantara presented  
an installation in Piazza  
Compasso d'Oro, in the  
beautiful setting  
of the ADI Museum.*

@Milan, Italy  
June 10, 2022

The installation shows the infinite possibilities of customisation of the material, with a special look on the automotive world. Press attendance and the international automotive design community gathered at ADI, in the shadow of Alcantara's impressive installation. In attendance were Car Design Award winners and finalists including Ferrari, winner for the "Production Cars" category, Toyota, winner for the "Concept Cars" category, and Stellantis, all brands that have long used Alcantara for their creations.

**Alcantara & Czinger at  
Goodwood Festival of Speed**

@Goodwood, UK  
June 23-26, 2022

*The exclusive collaboration  
between Alcantara and  
Czinger Vehicles was a  
highlight at the famous  
Goodwood Festival  
of Speed, where the  
Czinger 21C hybrid  
hypercar with a custom  
Alcantara interior had its  
debut in UK.*

During Day 1 of the Festival, it was the pioneering 21C, parked inside the Czinger's booth, that provided the backdrop for a day of meetings and interviews with Chairman and CEO of Alcantara Andrea Boragno and Kevin Czinger, Founder and CEO of the Los Angeles-based automaker, focused on the distinctive values that the two brands share: style, innovation and sustainability.

Seats, door panels, steering wheel, control panel: once again Alcantara stands out for its extreme customisation capabilities and versatility.





**Space Popular and Alcantara  
present 'The Portal Galleries'**

*'The Portal Galleries'  
exhibition, presented  
at Soane's Museum in  
London, aimed to celebrate  
the second collaboration  
between the creative  
duo Space Popular and  
Alcantara (started with  
the 2019 exhibition  
'DECODING' at Palazzo  
Reale in Milan).*

@London, UK  
June 29-September 25, 2022

Visitors were taken on a journey through space and time to learn about the evolution of this world in a fully interactive and immersive way. The combined use of virtual reality and Alcantara, with its renowned soft touch and endless possibilities in terms of colours and workmanship, allowed guests to enter a parallel world.



**Alcantara Night at  
'German Car Of The Year'**

@Alsfeld, Germany  
July 5, 2022

*An event organised by  
Alcantara at German  
Car Of The Year 2022  
(GCOTY) with a unique  
and immersive set-up  
to present the material's  
features through key  
collaborations.*

On this occasion, guests had the opportunity to experience firsthand all the endless applications of Alcantara, feeling how the soft-touch material transforms, always maintaining its incredible technological, aesthetic and innovative qualities. The event also served to celebrate the first partnership between Alcantara and GCOTY at Summer Fest, the initial stage of the competition that ended with the election of the best German car in autumn 2022.







**'Touch the Skyline' BMW Italy and Alcantara present one-off BMW M4 Competition**

@Milan, Italy  
November 23, 2022

*For the 50<sup>th</sup> anniversary of BMW M, BMW Italy and Alcantara have designed a BMW M4 Competition, an exclusive one-off with unique Alcantara interiors, the result of joint work between the two brands.*

Alcantara enriches the seats, headliner, pillars and door panels, alternating black and yellow livery colour, specifically chosen to celebrate the historic collaboration and enhance the extreme customisation capabilities of the soft-touch material. The city of Milan represented a common thread in the project. Indeed, the various customisations of the car included an accurate reproduction of the Milanese skyline on the door panels. Milan was chosen as the symbolic city of lifestyle and fashion where both brands operate. It also hosted the 'Touch the Skyline' project, an unveiling event held in the exclusive location of the House of BMW.

**Alcantara partners with 'The Bridge VI'**

*Alcantara was featured at The Bridge VI event, one of the most exclusive occasions on the American automotive schedule in the prestigious green setting of the former Bridgehampton Race Circuit in the Hamptons.*

@ Bridgehampton (NY), USA  
September 17, 2022

'The Architects Studio', the installation by American artist Rebecca Moses, was pretty much an open-air gallery, showcasing the latest Alcantara collections and the material's versatility, revealed by unique interior design pieces, it-bags, iconic fashion items and hi-tech accessories, such as RØDE headphones and the Microsoft Surface. An exhibition that maps all the extensions and endless applications of the material, the essence of the most contemporary lifestyle *par excellence*.





**Space Popular: Search History.  
Alcantara Project  
MAXXI 2022 / Studio Visit**

*The partnership between Alcantara and MAXXI National Museum of XXI Century Arts continued with the fifth edition of Studio Visit, a programme curated by Domitilla Dardi, that invites contemporary designers to give a personal interpretation of the work of the masters included in the MAXXI Architettura Collections.*

For this special occasion, Lara Lesmes and Fredrik Hellberg, founders of the architecture and art studio Space Popular, have explored and interpreted the work of Aldo Rossi, one of the most influential 20<sup>th</sup> century Italian architects, with Search History. The aim of their project is to reflect on Rossi's notions of 'The Urban Fact' and 'Analogous City', as a reference for the collective realisation of the contemporary virtual city.

Visitors were surrounded by the fluid motion of soft and changing architecture. Numerous layers of Alcantara constantly moved to create new landscapes, going beyond the physical limit of the material and giving glimpses of new perspectives. Alcantara enhanced this aspect by crossing boundaries, lending itself to bold cuts, unique prints and complex textures.

@Rome, Italy  
December 7, 2022-January 15, 2023



**'Alcantara the Material Of Art'**

*Published by Skira editore and edited by Luca Masia, 'Alcantara the Material of Art' recounts the genesis and evolution of the special relationship between Alcantara and the world of art and creativity.*

@Milan, Italy  
December 14, 2022

The book was presented in Milan during an exclusive event held at PAC, Padiglione d'Arte Contemporanea. Moving through real-life installations and playful prints, guests were able to follow Alcantara in its extraordinary journey into the world of the arts. Since the beginning of its history, Alcantara has established a positive collaborative relationship with designers and creatives from all over the world, in the most diverse areas of design, taking a proactive role in relations with authors, sensing the potential to develop a dialogue in search of possible expressions and ways of application. Alcantara becomes a medium that, like an alphabet, encloses combinations of letters that form phrases or entire languages to communicate emotions: in the world of design, fashion and art, an area in which the relationship intensifies year after year, developing profitable collaborations with prestigious museum, institutions and artists from the most diverse cultures.





## Alcantara Fashion Collection 'NINFEA': Spring/Summer 2024

*For Spring/Summer 2024, Alcantara has developed a fashion collection that plays with the idea of returning to the past by bringing articles from its heritage back into the collection in an innovative way: 'Ninfea' is a timeless collection that retrieves styles from the past and brings newness.*

The collection consists of 12 items that take inspiration from the Alcantara archive to play with new combinations of processing, colours and patterns, following the latest trends. Alcantara's Spring/Summer collection represents the perfect balance between past and future. The result is a range that draws inspiration from the skilled craftsmanship of Made in Italy combined with cutting-edge technology, elements that have always characterised the soft-touch material.



## Alcantara celebrates collaboration with FACETASM and FUMIE TANAKA at the Italian Embassy in Tokyo

*Alcantara collaborated with two Japanese cutting-edge fashion brands dominating the Japanese and international scene, FACETASM and FUMIE TANAKA, on two special Capsule Collections presented at the Italian Embassy in Tokyo, with an exclusive event in which Alcantara's soft-touch material took centre stage.*

The incredible versatility of the material allowed the creation of different styles and personalisations: from laser cutting for more street-style and hybrid items by FACETASM, to embossing and a special Alcantara knotted weave for the more romantic and feminine style of FUMIE TANAKA.

@Tokyo, Japan  
March 28, 2023





MEDIA RELATIONS

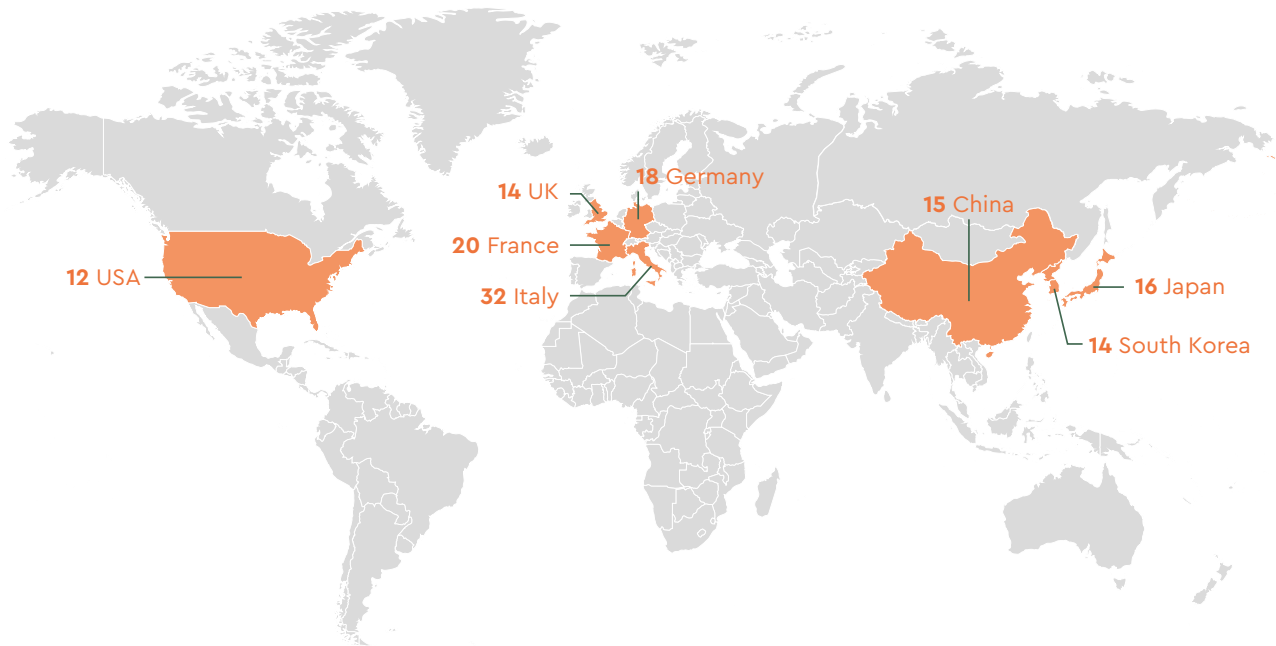
Traditional media

During the Fiscal Year 2023, we consolidated our communication strategy in the global lifestyle world through the work of our 4

press offices<sup>2</sup> in Italy and 7 worldwide (USA, France, Germany, China, Japan, UK and South Korea).

From 1 April 2022 to 31 March 2023, through public relations and media relations agencies, we achieved:

141 press releases distributed as follows



• **SIX PRESS VISITS** (Nera Montoro, Goodwood, Bridgehampton, Alsfeld and Milan twice) organised for the Italian and International media.

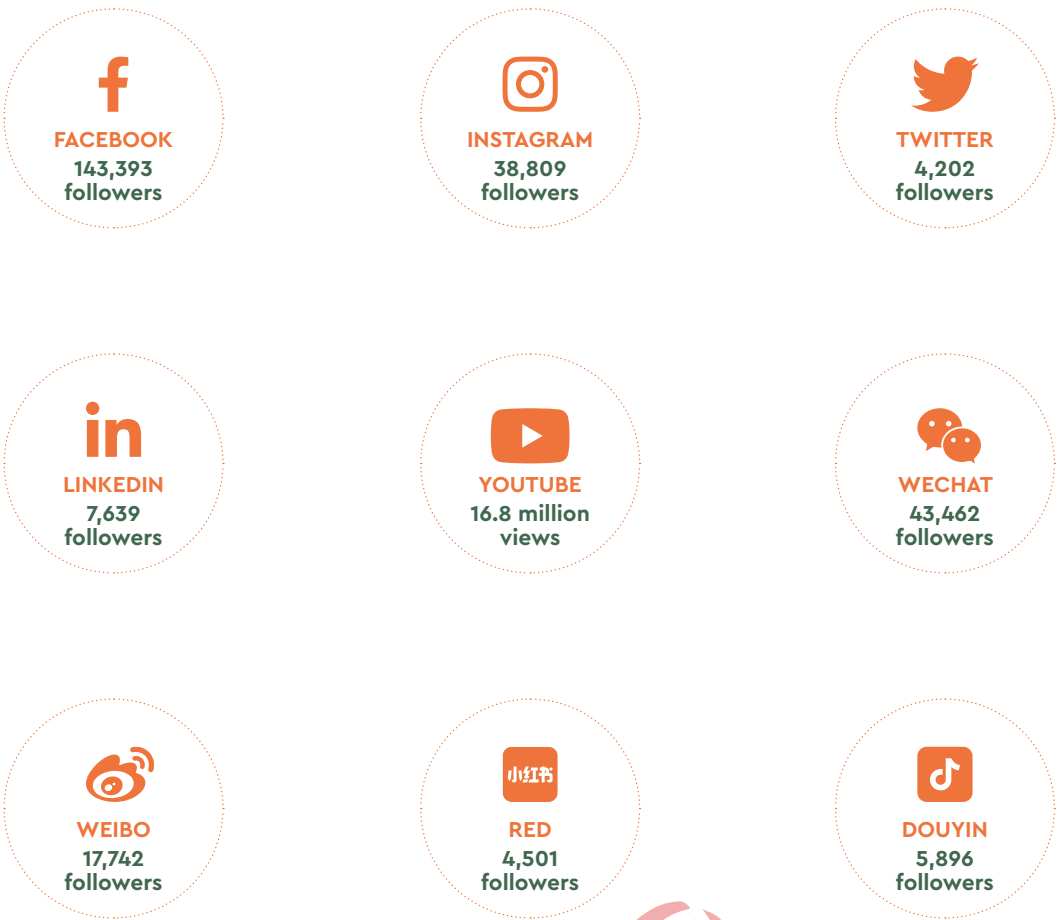
• **43,500 ARTICLES** across all reference publications worldwide, offline and online, which represented the entire media coverage generated by our communication activities.

<sup>2</sup> One of the Italian press offices was active until 30 September 2022, the date on which the collaboration agreement was concluded.



Digital Communication

Alongside communication through traditional media, we continued to implement our web marketing campaigns relying on our existing social profiles. As at 31 March 2023, the figures for our social channels were:



Social Sustainability:  
*2022-2025 Targets*

Local and International Projects  
with Social Impact

- Implement the memorandum of understanding with consumer associations
- Join national and international sustainability initiatives

Alcantara as a Brand Committed  
to Sustainability

- Continue to develop activities on a global scale to raise awareness on Alcantara as a brand committed to sustainability

Promotion of Art and Culture

- Organise events related to culture, art and beauty

Reference SDGs

