



EXOR, FERRARI AND LOVEFROM ANNOUNCE CREATIVE PARTNERSHIP

Amsterdam and Maranello, 27 September 2021. Exor N.V. ("Exor"), the leading diversified holding company controlled by the Agnelli family, and Ferrari N.V. ("Ferrari") announce a long term, multi-year collaboration with Sir Jony Ive and Marc Newson at the creative collective LoveFrom.

The first expression of this new partnership will bring together Ferrari's legendary performance and excellence with LoveFrom's unrivalled experience and creativity that has defined extraordinary world changing products. Beyond the collaboration with Ferrari, LoveFrom will explore a range of creative projects with Exor in the business of luxury.

Sir Jony Ive will also join Exor's Partners Council. This annual forum draws on the experience, expertise and insights of a group of highly successful Exor friends and partners, to share ideas and explore potential business opportunities.

Commenting on the LoveFrom partnership, John Elkann, Chairman and Chief Executive of Exor and Chairman of Ferrari said:

"In building great companies, we also believe in building great partnerships. Soon after LoveFrom was founded we began to talk with Jony and Marc about opportunities to combine their world-renowned creativity with ours, in complementary and incremental ways. Ferrari represents a first, exciting chance to do great things together as we build our future. I'm also delighted that Jony is joining our Partners Council where we look forward to benefitting from his uniquely valuable perspectives."

Marc Newson and Sir Jony Ive added:

"We have been friends with John for many years and are great admirers of his insight and vision. We are thrilled to be embarking on such an important, long term collaboration with Ferrari and more broadly Exor. As Ferrari owners and collectors, we could not be more excited about collaborating with this extraordinary company and in particular with the design team expertly led by Flavio Manzoni. We see some uniquely exciting opportunities working together which we believe will yield important and valuable work."

About Exor

Exor is one of Europe's largest diversified holding companies controlled by the Agnelli family. For over a century, Exor has made successful investments and built great companies worldwide with a culture that combines entrepreneurial spirit and financial discipline. With a Net Asset Value of over \$32 billion, its portfolio is principally made up of companies in which Exor is the largest shareholder: Ferrari, Stellantis, PartnerRe, CNH Industrial, Juventus FC, The Economist, GEDI Gruppo Editoriale and SHANG XIA.

About Ferrari

Ferrari is among the world's leading luxury brands focused on the design, engineering, production and sale of the world's most recognizable luxury performance sports cars. Ferrari brand symbolizes exclusivity, innovation, state-of-the-art sporting performance and Italian design. Its history and the image enjoyed by its cars are closely associated with its Formula 1 racing team, Scuderia Ferrari, the most successful team in Formula 1 history. From the inaugural year of Formula 1 World Championship in 1950 through the present, Scuderia Ferrari has won 238 Grand Prix races, 16 Constructors' World titles and 15 Drivers' World titles. Ferrari designs, engineers and produces its cars in Maranello, Italy, and sells them in over 60 markets worldwide.

About LoveFrom

LoveFrom is a creative collective of designers, architects, musicians, filmmakers, writers, engineers and artists with offices in London and San Francisco, California.

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