

# PIRELLI AND FSC™: INTRODUCTION

At Pirelli, we are committed to **no deforestation** and to **responsible procurement of natural rubber** and we encourage our major partners to be part of this journey.

The 2024 Industrial Plan unveils **Pirelli's unique strategy** to achieve **100% of European production using FSC™ certified natural rubber by 2026.**

This goal represents a fundamental step in Pirelli's roadmap on responsible procurement of natural rubber and leaves **an everlasting mark in the history of the industry.**

# WHAT IS FSC™

## WHAT IS FSC™ CERTIFICATION?

**Forest Stewardship Council™ (FSC™)** is an international, non-governmental organisation dedicated to promoting responsible management of the world's forests.

**FSC™ certification confirms that** forest-based products are managed preserving biological diversity, while benefiting the lives of local people and workers.



The mark of  
responsible forestry  
FSC™ N003618

## HOW DOES IT WORK?

### FSC™ certification indicates



- Responsible forest management.
- Conservation of biological diversity.



- Respect of human and labour rights.
- Fostering economic sustainability to the local communities.



- Traceability of forest-based materials chain of custody

# IMPORTANCE FOR PIRELLI

## COMMITMENT

*“Natural rubber is an environmentally friendly choice, but only if it’s sourced sustainably.” \**

**Pirelli is fully committed to no deforestation and responsible procurement of natural rubber.**

FSC™ certification is a useful tool to tackle these challenges. It indicates that companies at every step of the forest-based materials supply chain are committed to preserve the environment and improving people’s lives.

## RECOGNITION

FSC™ is today one of the most **rigorous** and **trusted** forest certification systems, as well as the most **recognized** at world-wide level. \*\*

FSC™ adoption is a further and trustful step in **Pirelli’s journey towards responsible procurement.**



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\*Source: [Natural Rubber | Forest Stewardship Council™ \(fsc™.org\)](https://www.fsc.org/)

\*\*Source: FSC™ CONSUMER RECOGNITION STUDY - Global Report (June 2023)

# IMPORTANCE FOR END USER

This certification is even more relevant when you think about the role forests play for the health of the planet and the environment.

Some data\*?



The portion of the Earth's surface covered by forests.



The percentage of animal species that live in forests.

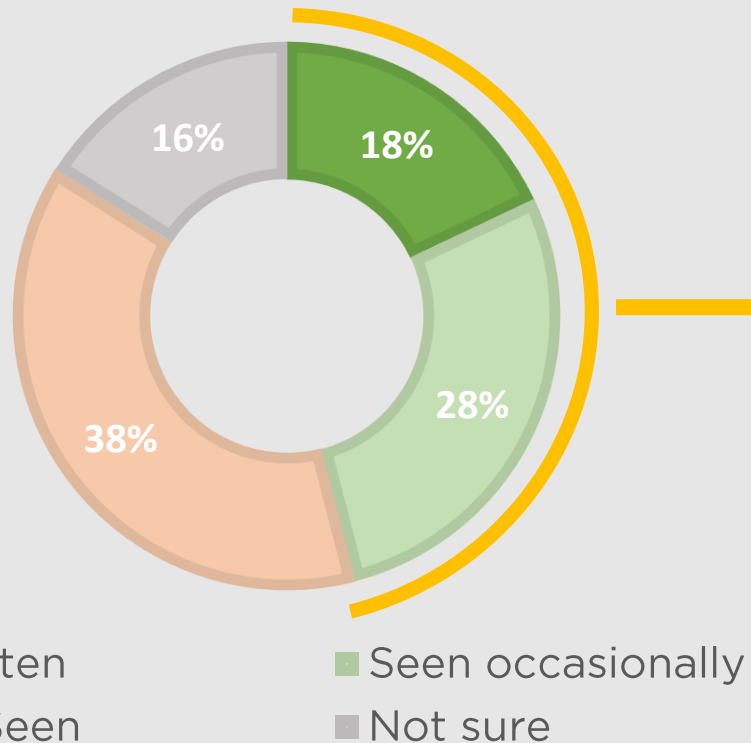


People who depend on forests for livelihoods such as energy, food, medicine.

\* Source: FAO, State of the Forests Report (2020)

# CONSUMER RECOGNITION

## FSC™ IS THE MOST RECOGNIZED FOREST CERTIFICATION SYSTEM\*



**46%**

**of global consumers recall seeing the FSC™ label.**

The recognition of FSC is highest among consumer aged 18-24 years, followed by 25-44-years-olds.

**\*No other forest-certification system tested came higher globally.**

Q3: Have you ever seen the following logos or labels (4-point scale) ; Base: Total global sample (n=26,800)

\* Source: FSC™ CONSUMER RECOGNITION STUDY - Global Report (June 2023)



# FSC™ AS A COMPETITIVE TOOL

## KEY COMPETITIVE ADVANTAGES:



**Guarantee the credibility** of company statements to **end consumers**.



**Communicate our commitment** through a highly recognizable and trustful **certification** scheme.



**Anticipate** rules and **regulations**.



**Highlight** innovation and increasingly **competitive product features**.



**Strengthen** and stimulate **relationships with suppliers**.

FSC™ is a certification commonly associated with paper products or furniture.



Pirelli was the first company ever to produce tyres containing FSC™-certified natural rubber from responsibly managed forests.

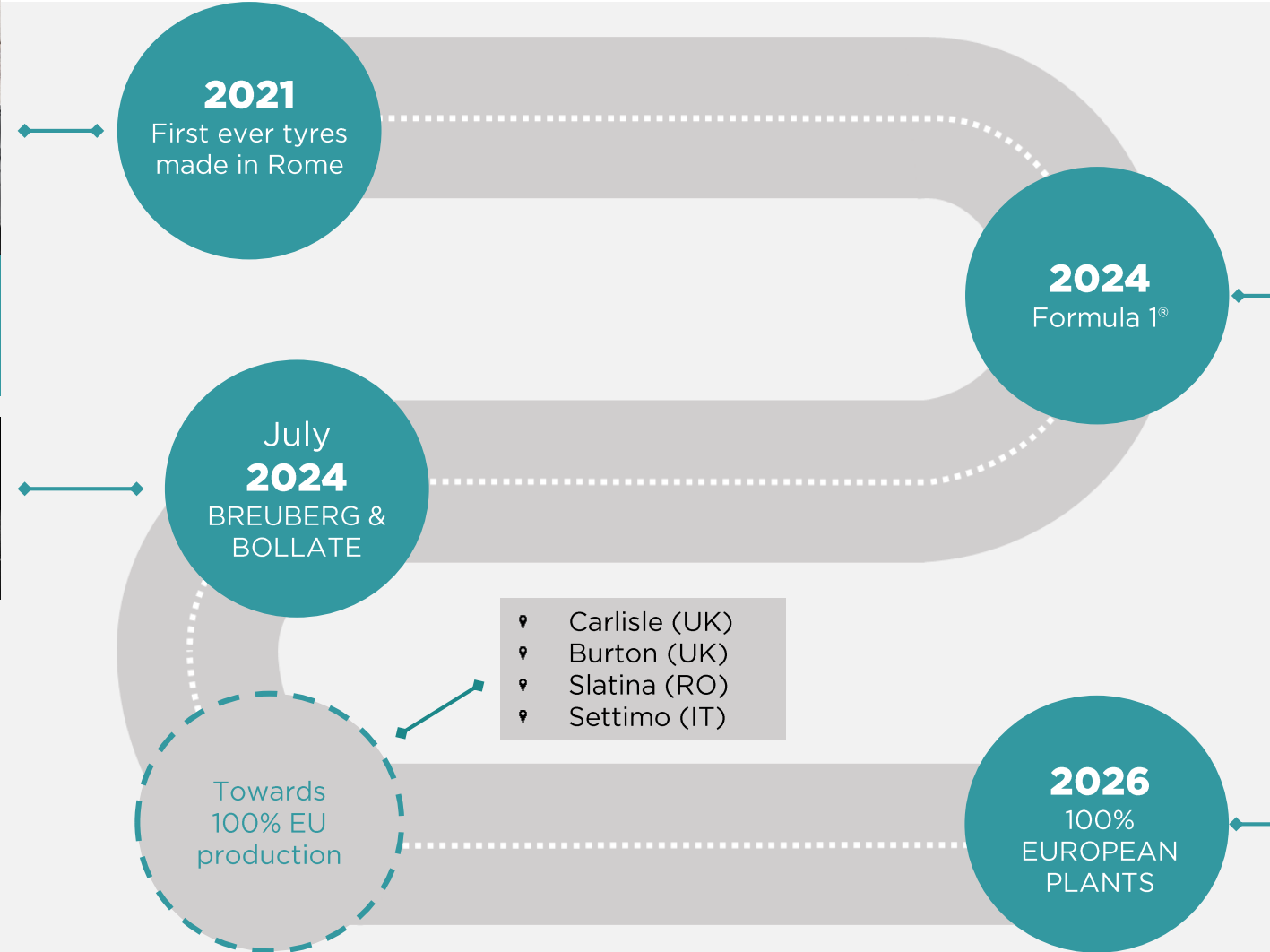
# FSC™ JOURNEY: KEY STEPS



**World's first tyres<sup>1</sup> ever with FSC™-certified natural rubber**, made in Rome (Georgia, US) for BMW X5 XDRIVE45E PLUG-IN-HYBRID



**Breuberg (DE) car production and Bollate (IT) Cycling production use FSC™-certified natural rubber<sup>3</sup>.**



Pirelli introduced **FSC™-certified natural rubber in F1® tyre range<sup>2</sup>** from 2024 season.



**100% European production**  
All the natural rubber used in our European plants will be FSC™-certified<sup>3</sup>.

<sup>1</sup> In which natural rubber accounts for approximately 16% of tyre weight.

<sup>2</sup> In which natural rubber accounts for approximately 15% of tyre weight.

<sup>3</sup> Natural rubber accounts for about 15% at least of the total weight of Pirelli car tyres and for about 23% of the cycling tyre.