



CAPITAL MARKETS DAY

SAFE HARBOR STATEMENTS

This document contains forward-looking statements. These statements may include terms such as “may”, “will”, “expect”, “could”, “should”, “intend”, “estimate”, “anticipate”, “believe”, “remain”, “continue”, “on track”, “successful”, “grow”, “design”, “target”, “objective”, “goal”, “forecast”, “projection”, “outlook”, “prospects”, “plan”, “guidance” and similar expressions. Forward-looking statements are not guarantees of future performance. Rather, they are based on the Ferrari Group’s (hereinafter, the “Group”) current expectations and projections about future events and, by their nature, are subject to inherent risks and uncertainties. They relate to events and depend on circumstances that may or may not occur or exist in the future and, as such, undue reliance should not be placed on them.

Actual results may differ materially from those expressed in such statements as a result of a variety of factors, including: the Group’s ability to preserve and enhance the value of the Ferrari brand; the success of the Group’s Formula 1 racing team and the expenses the Group incurs for its Formula 1 activities, the uncertainty of the sponsorship and commercial revenues the Group generates from its participation in the Formula 1 World Championship, including as a result of the impact of the Covid-19 pandemic, as well as the popularity of Formula 1 more broadly; the Group’s ability to keep up with advances in high performance car technology, to meet the challenges and costs of integrating advanced technologies, including hybrid and electric, more broadly into our car portfolio over time and to make appealing designs for our new models; the Group’s ability to preserve its relationship with the automobile collector and enthusiast community; changes in client preferences and automotive trends; changes in the general economic environment, including changes in some of the markets in which the Group operates, and changes in demand for luxury goods, including high performance luxury cars, which is highly volatile; competition in the luxury performance automobile industry; the Group’s ability to successfully carry out its controlled growth strategy and, particularly, the Group’s ability to increase its presence in growth market countries; the Group’s low volume strategy; global economic conditions, macro events and pandemics, including the effects of the evolution of and response to the Covid-19 pandemic and of the Russia-Ukraine conflict; the impact of increasingly stringent fuel economy, emission and safety standards, including the cost of compliance, and any required changes to its products; reliance upon a number of key members of executive management and employees, and the ability of its current management team to operate and manage effectively; the performance of the Group’s dealer network on which the Group depends for sales and services; increases in costs, disruptions of supply or shortages of components and raw materials; disruptions at the Group’s manufacturing facilities in Maranello and Modena; the effects of Brexit on the UK market; the performance of the Group’s licensees for Ferrari-branded products; the Group’s ability to protect its intellectual property rights and to avoid infringing on the intellectual property rights of others; the ability of Maserati, the Group’s engine customer, to sell its planned volume of cars; the Group’s continued compliance with customs regulations of various jurisdictions; product recalls, liability claims and product warranties; the adequacy of its insurance coverage to protect the Group against potential losses; the Group’s ability to ensure that its employees, agents and representatives comply with applicable law and regulations; the Group’s ability to maintain the functional and efficient operation of its information technology systems and to defend from the risk of cyberattacks, including on its in-vehicle technology; the Group’s ability to service and refinance its debt; the Group’s ability to provide or arrange for adequate access to financing for its dealers and clients, and associated risks; labor relations and collective bargaining agreements; exchange rate fluctuations, interest rate changes, credit risk and other market risks; changes in tax, tariff or fiscal policies and regulatory, political and labor conditions in the jurisdictions in which the Group operates, including possible future bans of combustion engine cars and the potential advent of self-driving technology; potential conflicts of interest due to director and officer overlaps with the Group’s largest shareholders; and other factors discussed elsewhere in this document.

The Group expressly disclaims and does not assume any liability in connection with any inaccuracies in any of the forward-looking statements in this document or in connection with any use by any third party of such forward-looking statements. Any forward-looking statements contained in this document speak only as of the date of this document and the Company does not undertake any obligation to update or revise publicly forward-looking statements. Further information concerning the Group and its businesses, including factors that could materially affect the Company’s financial results, is included in the Company’s reports and filings with the U.S. Securities and Exchange Commission, the AFM and CONSOB.





Pushing the boundaries...

... **elevating experience**

Enrico Galliera

EVOLVING OUR CLIENT EXPERIENCE STAYING TRUE TO OUR DNA



Our client base evolution



Our future product strategy



Our omni-touchpoint strategy

**DIFFERENT FERRARI FOR DIFFERENT FERRARISTI,
DIFFERENT FERRARI FOR DIFFERENT MOMENTS**





OUR CLIENT BASE EVOLUTION

15 LAUNCHES BETWEEN 2018 AND 2022 TO CREATE THE WIDEST AND MOST BEAUTIFUL PRODUCT LINE UP SO FAR

Sports



V8 Hybrid
SF90 Stradale



V8 Hybrid
SF90 Spider



V12
812 GTS



V6 Hybrid
296 GTB



V6 Hybrid
296 GTS



V8
F8 Tributo



V8
F8 Spider

Gran Turismo



V8
Portofino M



V8
Roma

Purosangue



V12

Special Series



V12
812 Competizione



V12
812 Competizione A

Track Cars FERRARI CHALLENGE



V8
488 Challenge EVO

Icona



V12
Daytona SP3

Track Cars CLUB COMPETIZIONI GT



V8
488 GT Modificata



2018-2022 OUR CLIENT BASE EVOLUTION

Enlarging the Ferrari Family

Client base¹
+25%

Rejuvenating our loyal client base

New clients
avg. 8 years younger

Creating new collectors

~60% are new
+25% avg. number
of cars in garage

ALL TIME HIGH ORDER BOOK



1. Client base: active clients who bought Ferrari in the last 5 years

OUR FUTURE PRODUCT STRATEGY



OUR PRODUCT STRATEGY

DIFFERENT FERRARI FOR DIFFERENT FERRARISTI



DIFFERENT FERRARI FOR DIFFERENT MOMENTS

ALL DELIVERING FERRARI DRIVING EMOTIONS



DIFFERENT FERRARI FOR DIFFERENT FERRARISTI

THE SPORTSCAR DRIVER



Elegant and understated design

Designed for longer journeys

Driving emotions on every road

THE PILOT



Sporty and extreme design

Designed to enhance driver skills

Adrenaline on track

ALL SEEKING PERFORMANCE AND DRIVING THRILLS



DIFFERENT FERRARI FOR DIFFERENT FERRARISTI



SPORTSCAR DRIVER

PILOT



DIFFERENT FERRARI FOR DIFFERENT FERRARISTI

PUROSANGUE



FERRARI

Portofino **M**



FERRARI

Roma



812 **GTS**

812 **superfast**



FERRARI

296 **GTS**

FERRARI

296 **GTB**



SF90 **SPIDER**

SF90 **STRADALE**



SPORTSCAR DRIVER

PILOT



PUROSANGUE

Design, performance,
driving thrills

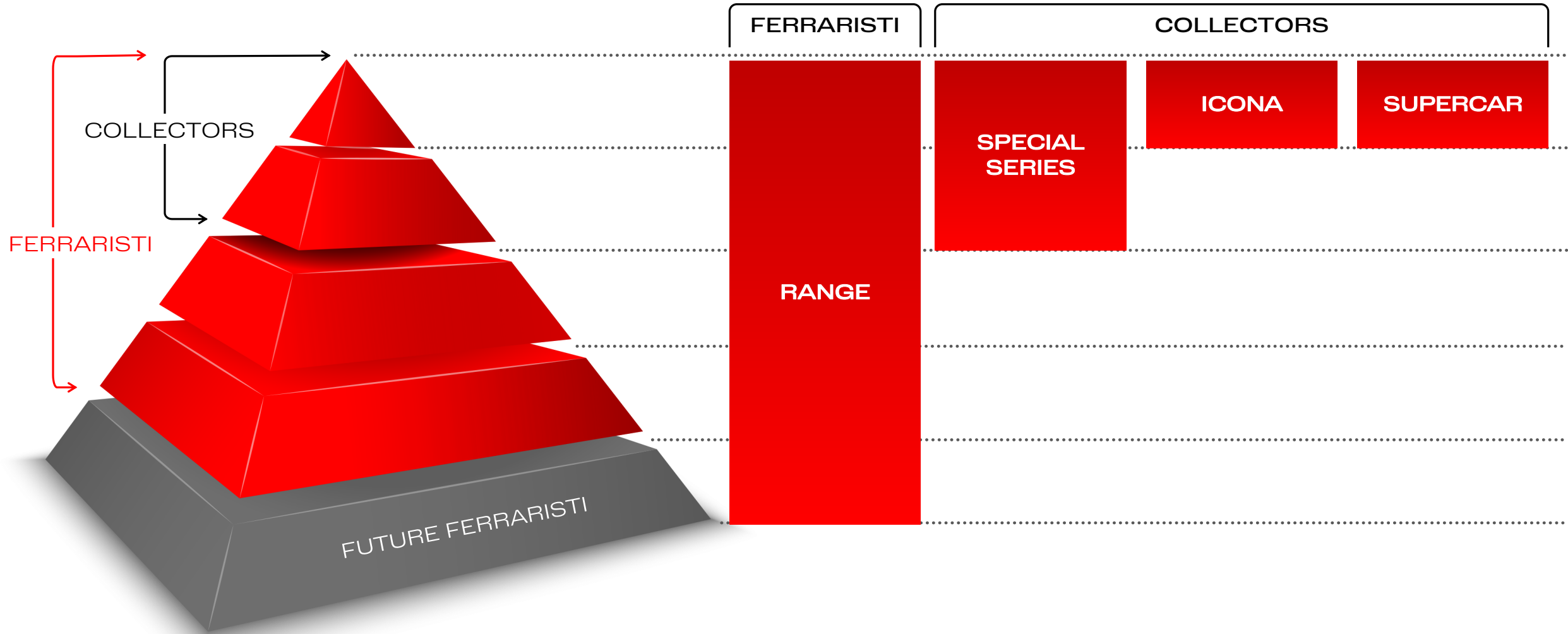
Pure V12

Exclusive

Unlike any other



DIFFERENT FERRARI FOR DIFFERENT MOMENTS



NEW FERRARI LINE-UP STRATEGIC PILLARS



RANGE



SPECIAL SERIES



ICONA



SUPERCAR

EACH WITH A HIGH DEGREE OF PERSONALIZATION



FULL ELECTRIC FERRARI

A true Ferrari

Unique features

Racing derived
performance

Exceptional handling



15

LAUNCHES
BETWEEN 2023-2026





OUR OMNI-TOUCHPOINT STRATEGY

OUR PHYSICAL TOUCHPOINT



Luxury monobrand
showroom



New corporate identity to
nurture the community



Ferrari Academy to train
worldwide dealers staff

60 MARKETS - 191 POINTS OF SALE AND 240 WORKSHOPS



OUR PHYSICAL TOUCHPOINT



A FERRARI IS FOREVER

Historical archive
of full range



ENJOY THE JOURNEY

Extended warranty
up to 15 years



BESPOKE SERVICES

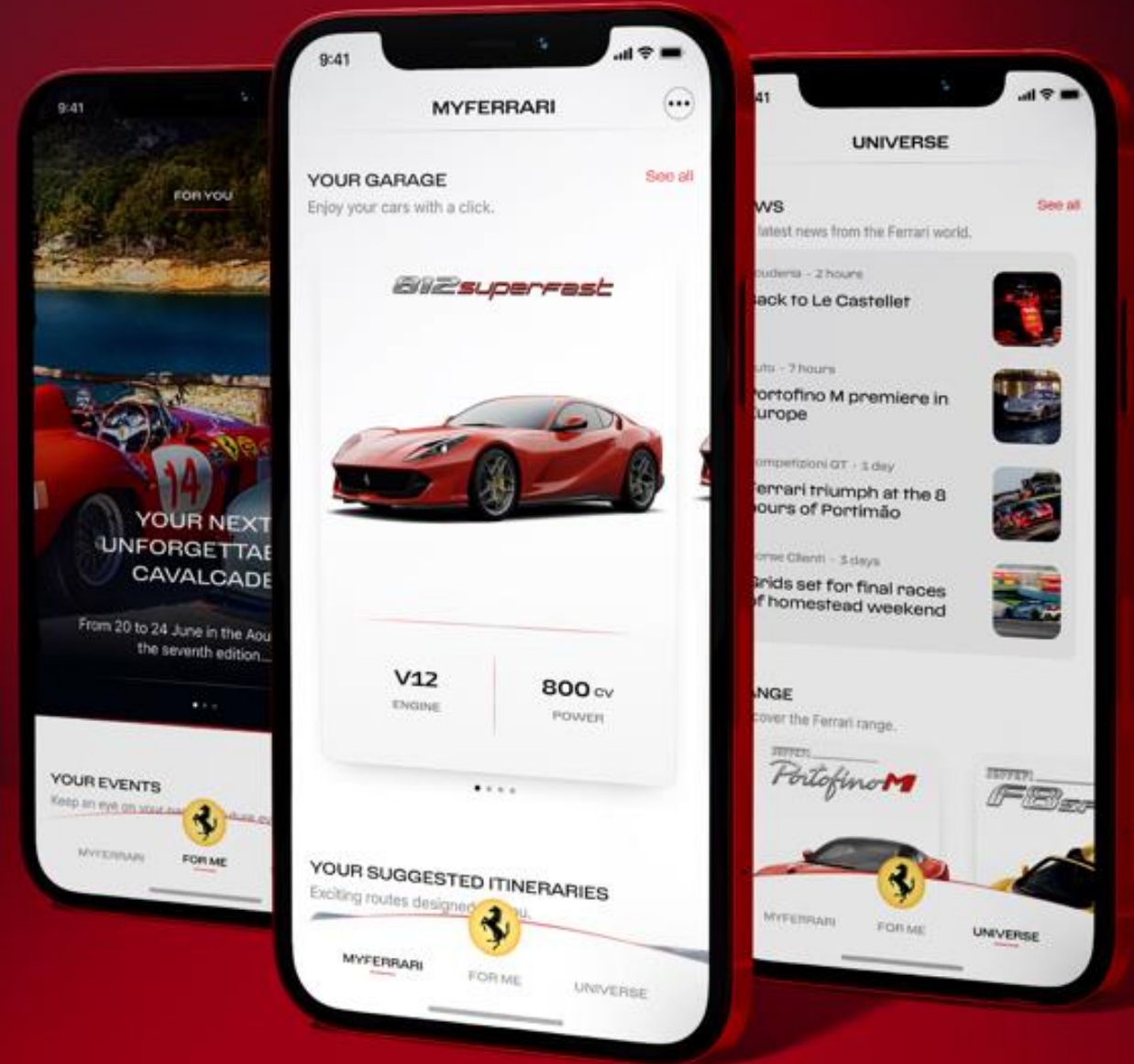
Servicing wherever
our clients desire

**DELIVERING BEST IN CLASS SERVICE,
CLIENTS CAN FOCUS ON ENJOYING DRIVING EMOTIONS**



OUR DIGITAL TOUCHPOINT

Developing new ways to stay in touch with our clients



OUR EXPERIENTIAL TOUCHPOINT

From track
to road:
always unique
experiences



***“FERRARI WILL ALWAYS DELIVER ONE CAR
LESS THAN THE MARKET DEMAND”***

Enzo Ferrari

