



Maranello, 07.03.2022

### **ISO 20121 Sustainable Development Policy Esperienza Ferrari 2022**

Esperienza Ferrari 2022 is the driving activities program dedicated to Customers or potential Customers of the Prancing Horse.

Esperienza Ferrari events represent a unique opportunity because they blend passion and performance, combining the adrenaline of a track session, with a stay in exclusive locations, offering breathtaking roads and scenery.

The Ferrari Group has drawn up a sustainability strategy, which identifies the main challenges for the Company in five key areas of action for sustainable development.

**1. EXCEEDING EXPECTATIONS**

Drive technological innovation while pursuing excellence in design and artisanship to fuel the passion of our customers and fans.

**2. PROACTIVELY FOSTERING BEST PRACTICE GOVERNANCE**

Maintain Ferrari's corporate governance and risk management systems aligned with best practices to ensure an ethical business conduct while providing superior and sustainable returns to our shareholders

**3. BEING THE EMPLOYER OF CHOICE**

Provide an inclusive, educational and inspiring work environment to unleash everyone's passion, creativity and talent

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#### 4. REDUCING ENVIRONMENTAL FOOTPRINT

Increase our environmental awareness to continuously set and implement related programs and actions

#### 5. CREATING AND SHARING VALUE WITHIN THE COMMUNITY

Encourage strategic partnerships and the creation of positive externalities for all stakeholders.

Therefore, in line with the commitment to sustainable development made by Ferrari Group, the Sales and Marketing Department - Europe & Africa has decided to adopt a sustainable management system for Esperienza Ferrari 2022, in clear and internationally recognized form, achieving the ISO 20121 certification, the international standard for Event Sustainability Management.

This decision leads to the implementation of the values promoted by the ISO 20121 standard itself and by this policy, such as:

- Responsible management,
- Inclusion and accessibility,
- Integrity,
- Transparency,
- Participation,
- Legacy.

The Sales and Marketing Department - Europe & Africa intends to further enhance Esperienza Ferrari 2022 events from a sustainability standpoint, stimulating every possible action in the short, medium and long term to reduce environmental impacts and, at the same time, enhance the social and economic benefits produced by the events.

This includes an important attention to the involvement of all stakeholders such as Ferrari staff, suppliers, hotels, circuits, dealers, clients and local community.

In this perspective, the Sales and Marketing Department - Europe & Africa, in designing, planning and executing Esperienza Ferrari 2022 events, is committed to:

- Respecting the fundamental principles of sustainable development and contributing to the achievement of the goals set by the United Nations (UN SDGs-Sustainable Development Goals);
- Designing the events taking into account the principles and values listed above (responsible management, inclusiveness and accessibility, integrity, transparency, participation, legacy);
- Raising awareness of and involve all stakeholders around environmental, economic and social sustainability issues;
- Minimizing waste and promoting circular economy;
- Influencing suppliers and clients towards sustainable choices and behaviour;
- Promoting comprehensive and updated information on sustainability issues;
- Improving direct and indirect socio-economic impact;




- Building a diverse and inclusive environment for all;
- Ensuring compliance with current environmental and health and safety regulations.

The Sales and Marketing Department - Europe & Africa implements the principles stated in the present ISO 20121 Sustainable Development Policy through a strategic plan of objectives and actions, thus ensuring a coherent and integrated approach to environmental, social and economic sustainability.

*Ferrari SpA - Direzione Commerciale e Marketing - Europe & Africa*

*Head of Hub*

*Francesco Bianchi*



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