



UniCredit: Pitti Immagine's Main Partner

A synergy for supporting businesses and young talents in developing territories and the excellence of Made in Italy

UniCredit, Pitti Immagine's Main partner, confirms its commitment to supporting the Fashion sector and the national manufacturing industry in general. Using the professional figures in its network, the bank acts as an active interlocutor in terms of innovation, sustainability and internationalization for sector companies, concretely accompanying them as they face the challenges posed by the ecological and digital transition.

Within the sphere of the *UniCredit per l'Italia* [Unicredit for Italy] plan, the bank is supporting Fashion sector companies with a **dedicated credit line of 1 billion euros** to be used for investment. In particular, UniCredit is committed to accompanying companies through the ESG transition processes, starting with a free score provided by the Cerved Rating Agency on the Open-es platform geared towards outlining a virtuous growth path for the three components, *Environmental, Social and Governance*, and providing financial solutions to incentivize the achievement of the companies' sustainability objectives.

Alongside the above investment, UniCredit continues to support sector companies by providing solutions for managing working capital, as well as evaluating any year-end moratoriums on the capital shares of existing medium- and long-term loans, whilst respecting the obligations envisaged by any public guarantees.

Moreover, the bank is attentive to promoting the growth of the fashion's human capital. One concrete example of this is the **CFMI Academy**, the result of the partnership **between Centro di Firenze per la Moda Italiana, Pitti Immagine and UniCredit**. This project was launched in 2024 and, thanks to a new open call, it has evolved from a seminar-based educational approach into a **research-driven program** aimed at stimulating **entrepreneurial ideas** and launching a new generation of creatives, designers, and entrepreneurs in fashion – a key sector of *Made in Italy* that is undergoing many changes.

"At UniCredit", says **Remo Taricani, Deputy Head for Italy at UniCredit**: "we are determined to support the growth of excellences in *Made in Italy* of which the Fashion industry is a key pillar. For this reason, we have allocated a credit line of 1 billion euros for sector businesses to support investment, and we are open to evaluating flexible measures for companies in the production chain. The partnership with Pitti Immagine confirms our commitment to supporting the *Fashion* industry and, through the CFMI Academy, we are investing in educating young talents from the top Italian Fashion Academies, making our knowhow available in order to provide them with the necessary skills for setting up a successful and sustainable business activity".

The **partnership between UniCredit and Pitti Immagine**, a leader in the promotion of the industry and design of Italian fashion, which has been renewed until 2025, contributes to the growth and sustainable development of the Country's industrial system. The banking Group has, therefore, confirmed its role as a Main Partner that will be active in all the Pitti Immagine trade fairs. It will be first in line offering its expertise and support to one of the key sectors of the Italian economy.

The next rendezvous will be on the occasion of **Pitti Uomo**, to be held from 14 to 17 January 2025 at the Fortezza da Basso, in Florence. As part of the collaboration with Pitti, during the fair, the **UniCredit Theatre** in the Fortezza da Basso will be hosting various moments dedicated to meetings and conversations on the topics of fashion, innovation, economics, sustainability and lifestyle.