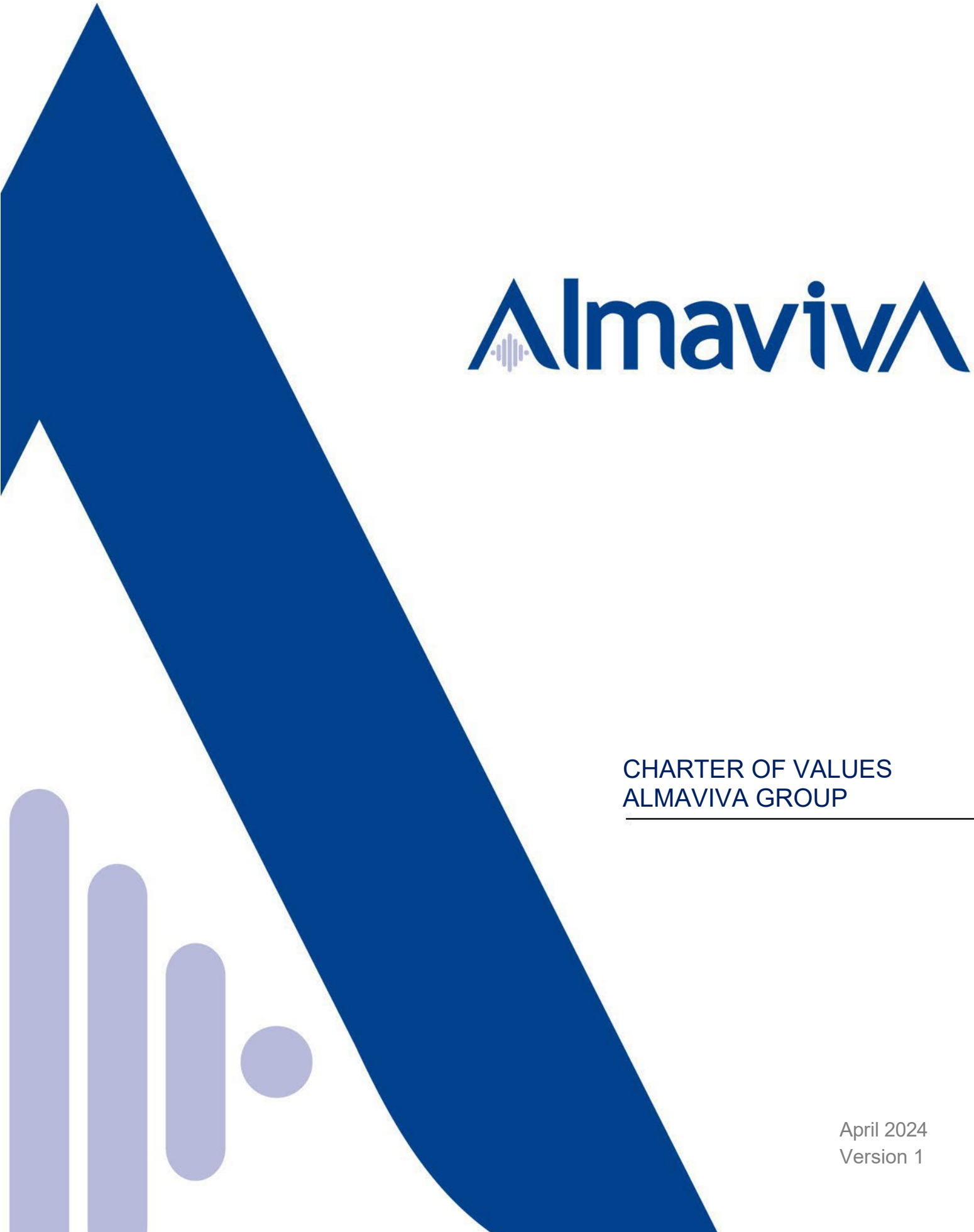


CHARTER OF VALUES
ALMAVIVA GROUP

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INTRODUCTION

Digital transformation is a continuous, deep, and pervasive process that brings about changes at all levels, profoundly influencing every environment in our world and redefining its meaning.

For Almaviva Group, placing individuals and their needs at the center of technological progress is not only a responsibility, but also a priority, within a process guided by the ethical foundation of digital behaviors and capable of integrating environmental, economic, cultural, and social aspects.

With this in mind, the group's companies harness the potential of technology to foster lasting growth and sustainable and inclusive development, in order to create shared value and contribute to building a better future for all.

The Almaviva Group's industrial strategy and development are built upon a set of fundamental principles, a shared legacy of values that unites the four generations currently working within the company.

- INTEGRITY
- INNOVATION
- IT - ITALIAN TECHNOLOGY
- PEOPLE
- SKILLS AND RELATIONSHIPS
- INCLUSION
- SUSTAINABILITY

1. INTEGRITY

Almaviva embodies a corporate culture based on shared ethical principles, a commitment to people, and observance of rules, in a process that balances business objectives with the development of the communities it serves.

Integrity, loyalty, and impartiality are the basic principles with which Almaviva conducts business, in accordance with current legislation and the highest international standards. Transparency is the hallmark of corporate communication to the market, to investors, and to various communities.

The relationships and behaviors at every level of the organization are based on principles of integrity, honesty, confidentiality, and mutual respect.

Because Almaviva believes that only technology guided by a strong ethical commitment can effectively turn into a catalyst for growth.

2. INNOVATION

Innovation is at the heart of what fuels the Almaviva Group. It drives the company's research, supply, and organization, translating into the design and implementation of distinctive products and services, value-driven solutions for technological excellence, and business

models, capable of increasing the well-being of more ethical, inclusive, and sustainable societies, in modern countries that are open to competition and global challenges.

Almaviva's vision of digital transformation is based on its unique philosophy: a cultural footprint that permeates all areas of the company, a constant flow of innovation that begins with the adoption of new individual behaviors and new organizational models, includes the profiling of services and solutions tailored to market needs, integrates social, environmental, and economic aspects, and spans generations to address the future of the world today.

Almaviva looks at the world through the eyes of tomorrow.

3. IT – ITALIAN TECHNOLOGY

For Almaviva, its Italian presence is an incredibly valuable benchmark. This is reflected in investments, local roots, and the most significant contribution to stable and qualified employment by a private industrial group. Solid Made in Italy expertise, combined with the ability to integrate diverse cultures, intellectual capabilities, and experiences, has given rise to a global network that serves as a protagonist of digital transformation. This is why we stand out.

Confident that technology and digitalization are not merely tools, but true enablers that transform people's lives and support the development of regions and countries, constituting the key to addressing complex challenges. From healthcare to improving access to education and from sustainability to the efficiency and safety of mobility systems, the Group is accelerating its international growth process, exporting its know-how and the technology developed in its laboratories in Italy to foreign markets, and demonstrating that digital innovation today is now an authentic and outstanding Italian product.

At Almaviva, IT stands for Italian Technology.

4. PEOPLE

At the heart of Almaviva's growth lies the invaluable role of its people, who contribute to the development of the company's culture and vision.

The Almaviva Group is dedicated to promoting the potential of each and every one of its employees: creating healthy, safe, stimulating, and receptive work environments that are able to attract and develop talent; providing tools for managing skills, as well as mechanisms for evaluating results and awarding excellence which celebrate each individual’s unique strengths; encouraging organizational well-being and work-life balance, also through flexibility and autonomy with respect to one’s choice of hours and workplace; promoting continuous listening and communication initiatives with employees; and developing diversified learning programs that boost self-esteem and motivation, support individual growth, benefit the organization as

a whole, and instill a sense of pride in the commitment to building solutions that improve people's lives.

The group prioritizes advanced levels of safety, sustainability, and work-life balance, as well as cooperation and communication. In collaboration with its employees, the company has launched a project that aims to create a flexible environment which integrates both physical and digital space, inspired by a hybrid model of smart working, focused on efficiency and results, and guided by principles of trust and collaboration, autonomy and responsibility.

The project is called "Become", a journey that we at Almaviva are embarking upon together.

5. SKILLS AND RELATIONSHIPS

At the heart of Almaviva's strategy are skills and expertise. Beyond representing a static professional figure, at Almaviva personal skills are viewed as a valuable asset, one to be nurtured and developed within an inclusive and change-oriented corporate community. Who you are and what you know how to do are important, as are who you WILL be and what you WILL know how to do. And the extent to which individual skills are used to benefit the community is also important.

Almaviva's strategy aims to strengthen relationships between individuals through a collaborative smart-working model which integrates analogue and digital relationships within changing professional contexts, fully aware that "virtual is real". A model designed with the involvement of all employees, to encourage collective steps towards a culture of responsibility.

Investing in the potential of people to increase the value of the corporate community.

6. INCLUSION

Regardless of the specific laws and regulations in the countries in which it operates, Almaviva is dedicated to promoting a supportive culture and accelerating the achievement of equal opportunities for all, with programs aimed at valuing gender differences and identities, sexual orientation, abilities, ethnic background, culture, age, and religion.

An approach based on respect, inclusion, and the celebration of each person’s unique qualities, which makes it possible to attract, develop, inspire, and reward the most talented individuals, creating a fair, diverse, open, and balanced environment that is capable of generating innovation and allowing people to grow and thrive.

Fully committed to the challenge of reducing the gender gap in STEM fields, particularly in ICT professions, Almaviva promotes the adoption of policies that support gender equality and female empowerment within the company, as well as those that improve women’s access to the job market, career paths, and leadership roles while encouraging work-life balance.

Greater diversity as well as a greater capacity for innovation and creativity.

7. SUSTAINABILITY

For Almaviva, being a leading Italian company in the IT sector means being aware of and spreading awareness about the implications of digital transformation, which are increasingly intertwined with various aspects of sustainability, serving as a lever to support an innovative development model that is respectful of our shared future.

The Almaviva Group's approach to sustainability integrates various social, environmental, and governance aspects, not only in the products and services it offers to the market, but also in its business operations, generating a synergy capable of fueling an ethical, inclusive, and environmentally conscious digital transition.

The companies within the Almaviva Group, dedicated to harnessing technological advancements for the growth and sustainable development of the country, are an active and conscious part of the profound and momentous process of change that is underway, a responsibility that they embrace by observing and contributing to the transformations taking place through the eyes of future generations.

Almaviva is LIVING Sustainability.