

## THE PIAGGIO GROUP: PROFILE

The Piaggio Group is the largest European manufacturer of two-wheel motor vehicles and one of the world leaders in its sector. The Group is also a major international player on the commercial vehicle market. Established in 1884 by Rinaldo Piaggio, since 2003 the Piaggio Group has been controlled by **Immsi S.p.A.** (IMS.MI), an industrial holding listed on the Italian stock exchange and headed by Chairman **Roberto Colaninno**. Immsi's Chief Executive Officer and MD is **Michele Colaninno**. Roberto Colaninno is the Chairman and Chief Executive Officer of the Piaggio Group, **Matteo Colaninno** is Deputy Chairman. Piaggio (PIA.MI) has been listed on the Italian stock exchange since 2006.

The Piaggio Group product range includes scooters, motorcycles and mopeds from 50 to 1,400 cc marketed under the **Piaggio, Vespa, Gilera, Aprilia, Moto Guzzi, Derbi and Scarabeo** brands. The Group also operates in the three- and four-wheel light transport sector with its **Ape, Porter and Quargo (Ape Truck)** ranges of commercial vehicles. The Piaggio Group brand portfolio contains some of the most distinguished and historic names in the two-wheeler industry: these include **Gilera** (founded in 1909) and **Moto Guzzi** (founded in 1921), **Aprilia** (which in just over twenty years has established itself as one of the world's most successful vehicle manufacturers in the world motorcycling championships) and **Vespa**, the extraordinary two-wheeler that has come to be regarded as "the" scooter. With more than 18 million vehicles produced since it made its debut in 1946, the Vespa is an incredibly long-lived market success as well as one of the best known icons of Italian style and technology in the world.

The Piaggio Group is **headquartered** in Pontedera (Pisa, Italy) and has production plants around the world: **Pontedera**, where the Group technical HQ is located, which produces Piaggio, Vespa and Gilera branded two-wheelers, light transport vehicles for the European market and engines for scooters and motorcycles; **Noale (Venice)**, a technical centre for the development of motorcycles for the entire Group and the base of Aprilia Racing; **Scorzè (Venice)**, which produces Aprilia and Scarabeo branded two-wheel vehicles; **Mandello del Lario (Lecco, Italy)**, which produces Moto Guzzi vehicles and engines; **Baramati (India, in the state of Maharashtra)**, which produces three- and four-wheel light transport vehicles for the Indian market and export, the Vespa scooter for the local market, diesel and turbodiesel engines for the Group's commercial vehicles; **Vinh Phuc (Vietnam)** which produces Vespa and Piaggio scooters for the local market and the ASEAN area. The Piaggio Group also operates in **China** with a joint venture (Zongshen Piaggio Foshan Motorcycles, based in **Foshan** in the province of Guangdong) in which it holds a 45% stake and which is therefore not included in the Group's consolidated results. Pasadena, California, is home to the **Piaggio Group Advanced Design Center**, an R&D unit where many of the style concepts and technical solutions for the Piaggio Group vehicle brands are developed.

In fiscal year **2014**, the Piaggio Group reported **consolidated net sales** of 1,213.3 million euro (1,228.6 million euro at constant exchange rates), compared with 1,212.5 million euro in 2013. It also posted **Ebitda** of 159.3 million euro (146.8 million euro in 2013) with an **Ebitda margin** of 13.1% (12.1% in 2013); an **industrial gross margin** of 364.7 million euro (357.5 million euro in 2013) with a net sales margin of 30.1% (29.5% in 2013) and **net profit** of 16.1 million euro (a loss of 6.5 million euro in 2013).

In 2014, the Piaggio Group sold a total of **546,500 vehicles** worldwide.

In 2014, the Piaggio Group maintained its **leadership of the European two-wheeler market**, with an overall share of 16.1% and a 24.8% share of the scooter segment, where it had a 12 percentage point lead over the second competitor. The Group also maintained its position as reference constructor on the **US scooter market**, with a share of approximately 21%.

There was an important increase in 2014 in sales for the **Vespa brand** and the **Piaggio Mp3 three-wheel scooter**, assisted by the launch of the new Primavera and Sprint models and the completely renewed versions of the Mp3 in various displacements and the Vespa GTS.

During the year, the Piaggio Group shipped 17,200 **three-wheel scooters**, an improvement of 17.5% from 14,600 shipments in 2013 and of approximately 29.3% in revenues.

Significant growth was also reported for **Vespa sales on Western markets**, with revenues rising by 5% on 2013. **Worldwide** Vespa brand revenues in 2014 reached 324 million euro, up 1.3% from 320 million euro in 2013.

In **light transport**, on the **Indian market for three- and four-wheel light commercial vehicles** (payload up to 1 ton), in 2014 Piaggio boosted its market share from 25.8% to 26.7%. In the **three-wheel vehicle segment**, it confirmed its position as reference player with a 32.5% market share.

Growth in **exports of Piaggio commercial vehicles** from the Indian production hub was particularly significant in 2014, rising to 23,000 shipments, an improvement of 50.1% on 2013.

The **Piaggio Group has a formidable record** in motor-racing, with extraordinary names such as **Aprilia, Moto Guzzi, Gilera and Derbi** that have gone down in sport history.

Together, these Piaggio Group brands have won a total of **104 world titles: Aprilia: 54 championship titles; Derbi: 21 championship titles; Moto Guzzi: 15 championship titles; Gilera: 14 championship titles.**

In 2014, together with the Rider title, for the third consecutive year **Aprilia** won the World Manufacturer title in the **World Superbike Championship**. Aprilia is **one of the most successful names in the history of motor-racing**, with **54 world titles**. It also has **38 World GP championship titles** (20 in the 125 and 18 in the 250 categories), **7 Superbike titles** (Rider and Manufacturer in 2010, Rider and Manufacturer in 2012, Manufacturer in 2013, Rider and Manufacturer in 2014) and **9 Off Road titles** (7 Supermoto and 2 Trial).