



BATTI
FORTE
SEMPRE

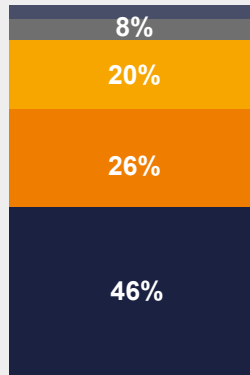
**ONE PASSION CALLED
SUSTAINABILITY**

Andrea Scozzoli
Chief Retail Development officer
Unieuro SpA

27 April 2023

UNIEURO, THE OMINICHANNEL CONSUMER ELECTRONIC RETAILER LEADER IN ITALY

Turnover 2,9 €mld



Other Products and Services

Brown Goods

TV, audio equipment

White Goods

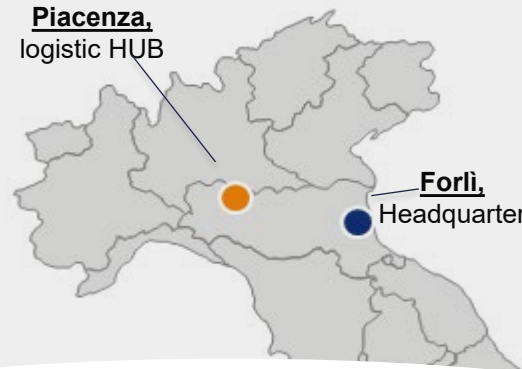
Small/Major Domestic Appliances

Grey Goods

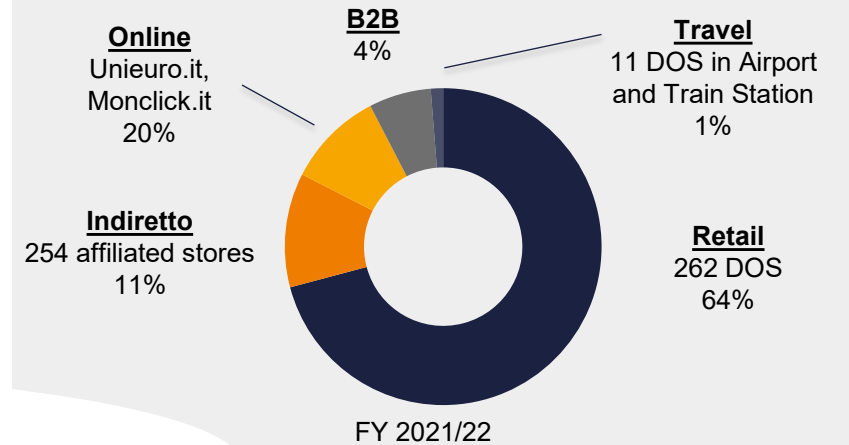
Mobile phone and IT

FY 2021/22

Centralised Headquarter and Warehouse



5 integrated and synergistic channels



Strong and recognized brand



Leadership in figures

80+ years of hystory

541 stores in Italy, (DOS + Affiliated)

12 Acquisitions over 15 years

1,9 millions of active loyalty cards

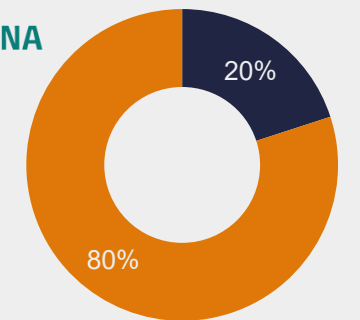
~5.800 employees

FY 2021/22

A public company



- Since 2017 Listed on STAR Segment
- Institutional Investors Italian, European and American
- Stock float at 80%



■ Azionisti strategici ■ Flottante

UNIEURO SUSTAINABILITY PLAN 2022-2026

4 STRATEGIC PILLARS, 31 ACTIONS, GREAT COMMITMENT



CULTURE
8 Actions



**SUSTAINABLE
INNOVATION**
11 Actions



COMMUNITY
3 Actions



TALENTS
9 Actions



#CUORICONNESSI (CONNECTED-HARTS): TOGETHER TO DEFEAT CYBERBULLYING



▪ UNIEURO – STATE POLICE

Project born in 2016 to raise awareness of adolescents, parents and teachers on the problem of cyberbullying and on the conscious use of devices connected to the network

▪ SECONDARY SCHOOLS

The activities of #cuoriconnessi are targeted at Italian secondary schools of 1st and 2nd level

▪ FREE CONTENT PLATFORM

A platform of information and educational content:

- online and physical meetings
- a dedicated YouTube channel
- the website cuoriconnessi.it
- a series of documentary films
- 4 books printed and distributed in the Unieuro stores and in digital version on the website cuoriconnessi.it and on the main ebook stores

RESULTS ACHIEVED

- **670,000+** students followed the #cuoriconnessi live streams during the Safer Internet Day in the last 3 years
- a tour of **16** virtual meetings with schools in Italy in the school years **21/22** and **22/23**, still ongoing, with **200,000+** students connected
- **650,000** free copies of the first three books of the #cuoriconnessi series
- **200,000+** copies of the first three books digitally downloaded
- **100,000+** copies of the first comic booklet "The story of Madi" as a support for the exercises of the summer holidays
- **1,000,000+** views of #cuoriconnessi WebTv on YouTube

#CUORICONNESSI

unieuro



Polizia di Stato



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**THANK YOU
FOR YOUR ATTENTION**