



SITspa

PRESS RELEASE

SIT: OVER EURO 20 MILLION IN INNOVATION OVER 2019-2020 PERIOD ALONGSIDE NEW EMPLOYER BRANDING CAMPAIGN TO ATTRACT TECH TALENT

Company focuses on technological development and seeks 20 new-hires in innovation and other areas to manage production processes at Rovigo facilities.

Supporting employer branding campaign to be rolled out online featuring four videos covering the enterprise's winning factors: Made to matter, Made by us, Made with care, Made of future. Project to culminate with SIT-COM, an unconventional scientific info event to be held in mid-November in Padua.

Padua, July 12, 2019 - SIT, a Company listed on the main market of the Italian Stock Exchange, which develops, produces and distributes gas controls for boilers and smart gas meter systems and components, will invest over the 2019-2020 period over Euro 20 million in research and development to speed up the introduction of new products and solutions with an ever-greater electronic focus.

SIT in particular places great value on innovation, centring on the development of electronic and mechanical solutions that are increasingly integrated, intelligent, able to communicate with the external environment through the most modern "internet of things" (IOT) technology, easy to use and, at the same time capable of maximising comfort performance while reducing energy consumption as much as possible. An ever-sharper focus has, in addition, been placed on using future energy sources such as hydrogen.

In order to fully develop this approach, SIT seeks to find 20 personnel - mainly young persons - with technical/technological development experience and qualifications, to fill innovation positions and related specifically to product development, lean projects and the digital transformation. The company also offers additional opportunities for production process management at the Rovigo facilities, the core of Group production and serving also SIT's international presence across 66 countries.

In order to incentivize young technology talent to join the company as it grows, SIT has launched for the first time - in partnership with the OEJ agency - an online employer branding campaign to communicate why the company is considered a local, national and international demonstrator of excellence. The initial content goes online today at <https://www.facebook.com/SitSocial/videos/646094902525610/>.

The campaign will be rolled out on the basis of the four pillars of the company identity, as emerging from a preliminary internal consultation: Made to matter, Made by us, Made with care, Made of future.



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“Made to matter” is a narrative framework which highlights how SIT is engaged with things that matter, i.e. energy efficiency, safety and heat.

“Made by us” highlights how SIT has always promoted Padua’s talent and manufacturing expertise across the world.

The culture at the company - according to which all operations are the focus of a highly diligent approach - will be covered by the *“Made with care”* topic, which highlights also the close relationship with the Universities and their top students.

Finally, *“Made of future”* focuses on innovation, research and development, the future and, particularly, how SIT seeks to build it in an open and collaborative manner.

This journey will culminate with a scientific info and conversations on innovation event - SIT-COM - to be held in Padua in November. The format allows opinion leaders from a range of fields to meet among themselves and with the public, while also combining education with entertainment.

SIT develops, produces and distributes components and systems for the control and safety of gas-based domestic heating and catering equipment. The Group operates in the Smart Gas Metering sector, producing new generation remote meters with real-time consumption readings and communication. It has production companies located in Italy, Mexico, the Netherlands, Romania and China, in addition to a commercial and distribution structure covering all global markets.

SIT S.p.A.

Investor Relations

T. +39 049 829 3111

Paul Fogolin

E. paul.fogolin@sitgroup.it

Mara Di Giorgio

E. sitinvestorrelations@sitgroup.it

Lifonti&Company

Media relations SIT Spa

T. 02 7788871

Luca Ricci Maccarini

M. +39 349 766 8028

E. luca.maccarini@lifonti.it

Alessandro Pavesi

M. +39 342 533 8329

E. alessandro.pavesi@lifonti.it