

THE BENETTON GROUP

Today, the Benetton Group is present in 120 countries around the world. Its core business is clothing: a group with a strong Italian character whose style, quality and passion are clearly seen in its brands, the casual *United Colors of Benetton*, fashion oriented *Sisley*, *Playlife* leisurewear and *Killer Loop* streetwear. The Group produces over 130 million garments every year. Its retail network of 5,000 contemporary stores around the world, offers high quality customer services and generates a total turnover of over 1.9 billion euro.

The logo for United Colors of Benetton, featuring the text "UNITED COLORS OF BENETTON." in white capital letters on a green rectangular background.

The development of Benetton's commercial network, characterised by prestigious locations in historic and commercial centres and by the high level of customer services offered, has been supported by a major programme of investment worldwide. The Benetton stores carry complete collections, as well as a wide selection of accessories, offering a full range of Benetton style and quality.

As in the case of the commercial network, a constant commitment to innovation, a crucial factor for development, has always characterised the Group's business organisation, from communication to IT, from research into new materials to integrated logistics. Special attention is given to innovation in production, where all systems and equipment are totally renewed every five years. Benetton production system is co-ordinated by a high-tech facility at Castrette (Treviso), which is one of the most advanced industrial logistic complexes in the world.

Despite its global spread, the Benetton Group has maintained close relations with its local origins, especially through cultural activities of the *Fondazione Benetton Studi e Ricerche* and through sport. From its involvement in rugby, volleyball and basketball, to its legendary victories in Formula One, Benetton's interpretation of sport has focused, besides athletic excellence, above all on its social aspects such as meeting, sharing and physical wellbeing; all these aspects result in introducing thousands of young people every year to the world of sport.

The Group's ability to engage with society is also evident in Fabbrica, Benetton's communication research centre. Fabbrica's challenge is both an innovative and international one. It is a way of marrying culture and industry, using communications which no longer rely only on the usual forms of advertising, but transmit "industrial culture" and the company's "intelligence" through other means: design, music, cinema, photography, publishing, Internet.

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