



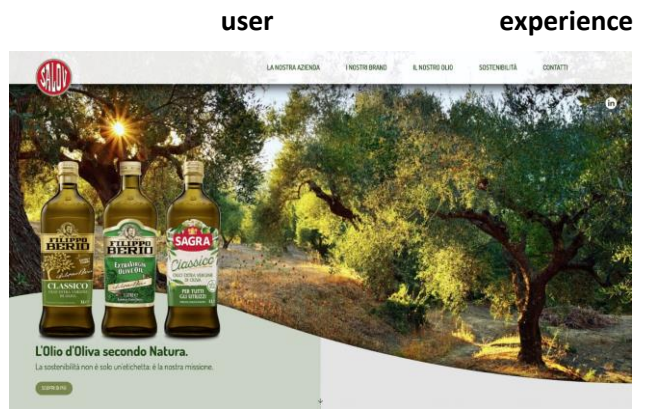
THE SALOV GROUP REFRESHES ITS COMPANY WEBSITE WITH FCB PARTNERS

A company website created to reinforce the SALOV Group's brand identity and link to its brands (Filippo Berio and Sagra) is now online. The website has been completely redesigned by FCB Partners, a creative agency led by Giorgio Brenna (Chairman and CEO) and Fabio Bianchi (Managing Director), with the goal of simplifying the browsing experience and optimising it for all clients.

Milan, 28 October 2021 - The **SALOV** Group, one of the **global leaders** in the olive oil sector, has chosen to **redesign** its **company website**, enlisting the help of creative agency **FCB Partners** with the aim of **reinforcing SALOV's brand identity** and the **link between the group and its two historic brands: Sagra**, which has always been a feature of Italian dinner tables, and **Filippo Berio**, a premium brand with over 150 years of history which is present in 75 countries across the world and launched in Italy in late 2019.

Bespoke FCB Partners
The decision to overhaul the corporate website was made with the aim of offering a completely **updated tailor-made user experience** in terms of its images and content.

Conveying the brand identity with a new look, while at the same time simplifying the consumer journey, with support from the production and development team at **IC-Digital**, was a challenge that **FCB Partners** chose to accept: "We have overhauled the site in terms of its graphic design and content while respecting the brand's identity and its core message in order to allow users to make an informed journey across the Group and its brands," explained **Alessandro Antonino, CCO of FCB Partners**.



A focus on Sustainability
Through this new creative concept, the SALOV Group wanted to highlight its attention to sustainability in its business decisions, as evidenced by the **Sustainability Report** published last September, which has a dedicated section on the website. For this reason, the Group has chosen to demonstrate, with maximum transparency towards its stakeholders (both B2C and B2B), its **constant commitment to continuous improvement** in terms of the quality of the raw materials used, which have always been subject to careful selection, and technological innovation aimed at finding tools that are up to date.

"Throughout its history, SALOV has always placed great importance on communication with its consumers through all available media, from the traditional to more modern methods. This has allowed us to show our clients the values that set us apart: quality, sustainability and continuous improvement," explained **Fabio Maccari, Chief Executive Officer of the SALOV Group**. "The revamp of the salov.com website, alongside that of the Filippo Berio and Sagra websites, has precisely this purpose: promoting ourselves more widely and better, including as a company. We want the views of our stakeholders in the Sustainability Report - which recognise SALOV as a company of integrity, that is responsible and has a good reputation - to be visible to the end consumer as well."

The SALOV Group has always been present on the Italian market with the historic **Sagra** brand and in late 2019 launched **Filippo Berio** in Italy for the first time; a brand with over 150 years of history across the world and the current market leader in the USA, UK and Russia, as well as Belgium, Switzerland and Hong Kong.

Filippo Berio is present in Italy with a dedicated range capable of meeting the needs of an increasingly discerning consumer in terms of quality and, above all, **traceability and sustainability**. In fact, thanks to the Berio Method, each part of the production process is traceable and certified, starting from the field and the application of sustainable integrated production techniques.