

## EUROSPIN NEW SPONSOR OF THE GIRO D'ITALIA WHITE JERSEY

Milan, 4<sup>th</sup> November 2014 – Eurospin has signed a multi-year deal with RCS Sport to sponsor the Giro d'Italia White Jersey. The jersey is worn by the leading young rider - born before 1991 - and celebrates one of the most important race classifications.

The White Jersey, introduced to the race in 1976, has been worn by a long list of illustrious riders, the last being the Colombian Nairo Quintana, who also won the 2014 Giro d'Italia General Classification.

Affectionately known as the "Corsa Rosa", the Giro d'Italia will begin its 98<sup>th</sup> edition in Liguria on May 9<sup>th</sup> 2015 and end on May 31<sup>st</sup> in Milan, going through 13 Italian regions, and passing many Eurospin shops.

"We agreed to participate to this project with great enthusiasm," said **Ivan Odorizzi, Eurospin Italia Chairman**. "We are a chain owned 100% by Italians, and the Giro d'Italia is in harmony with our localization in the territory, which is almost entirely covered by around 1,000 shops. Moreover this is at the same time a high profile sport event that everyone can watch live for free. This is in line with the smart way of shopping: quality at the best price. We particularly like the message 'carried by the White Jersey' too, because we are a young company with many young customers."

**RCS Sport CEO, Raimondo Zanaboni, said** "It's a pleasure to welcome Eurospin in the great Giro d'Italia family. Again, another important company has seen the "Corsa Rosa" as a good opportunity for growing its business. This is a confirmation that the Giro is in good health and its business performances are significantly outperforming the general market, thanks to all the new partners that keep on showing their interest and their attention to our products too."

### COMPANY PROFILE EUROSPIN

Eurospin is the largest discount chain in Italy, with more than 950 stores, 9.5 million customers and more than 12,000 employees.

In 2014, for the sixth consecutive year, Eurospin was voted the most convenient chain in Italy, according to the annual survey by an independent authoritative source on organized distribution in our country.

The mission of Eurospin is summed up in the concept of "clever shopping": offering quality products with the maximum convenience every day, making it the first choice of Italian consumers in terms of quality per price.

Eurospin has always paid great attention to finding quality products, carefully selecting raw materials and suppliers. They are sold through proprietary Eurospin brands, which are an important asset for the company and fully embody its values. Only after rigorous testing and thorough checks can products become part of the Eurospin assortment.

In addition to packaged dry and fresh products, Eurospin also has very fresh meat and fruit and vegetable departments. Many stores have space for fresh bread, fish and delicatessen departments. In addition, Eurospin regularly offers non-food consumer articles in promotion.

Eurospin is continuously growing in Italy, opening more than 50 new stores per year, and sales increasing at a pace with the network, reaching more than 5 billion euros in 2013.

## COMPANY PROFILE RCS SPORT

RCS Sport is a company that is 100% controlled by RCS MediaGroup. It specialises in sport business and offers its partners a complete and personalised series of services and a rich rights portfolio. RCS Sport owns 4 UCI World Tour events (the Giro d'Italia, Milan-Sanremo, Il Lombardia and Tirreno-Adriatico), 4 European UCI Calendar events (Strade Bianche, Roma Maxima, Gran Piemonte and Milan-Torino), and the IAAF Milan City Marathon. It's the Dubai Tour organiser. RCS Sport is commercial advisor of the Italian Football Federation FIGC, the Italian Basketball Federation FIP, and partner of the Italian Basketball League Serie A and Italian Serie B League of Football.

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