



OTB FOUNDER AND CHAIRMAN RENZO ROSSO AWARDED FOR HIS COMMITMENT TO SUSTAINABILITY AT THE GREENTECH FESTIVAL IN BERLIN

Milan, 23 June 2022 – OTB Group, the international fashion and luxury group which powers the iconic and unconventional brands Diesel, Jil Sander, Maison Margiela, Marni, and Viktor & Rolf and which controls the companies Staff International and Brave Kid, is proud to announce that the Group's Founder and Chairman Renzo Rosso has been awarded with the *Green Award - Special Prize* for sustainability during the GREENTECH FESTIVAL Gala ceremony in Berlin.

The *green award*, handed by the Italian Ambassador in Germany Armando Varricchio, is a recognition that honors the ability to combine entrepreneurial success with effective action in the areas of sustainability and social commitment.

"The GREEN AWARDS as part of the GREENTECH FESTIVAL were established in order to celebrate change towards a greener future. In different categories, an expert jury elects the best companies, projects and people from all over the world. This year, together with our partner country Italy, we are beyond proud to hand out the „Special Prize Italy" to Renzo Rosso, founder of OTB Group and role model for the sustainable transformation of the fashion industry. Approaches to circularity or upcycling and achievements on product durability and traceability are only few reasons why this price is absolutely well deserved. We are happy that Renzo Rosso joined the ceremony on stage and showed the audience how to successfully transform a company into more and more sustainability step by step" stated **Nico Rosberg**, co-founder of the GREENTECH FESTIVAL.

This year, Italy is the official partner country of the GREENTECH FESTIVAL, which shows the recognition of Italy's high contribution to the challenges related to climate change and to the promotion of sustainable growth models.

"Mr. Renzo Rosso exemplifies the ability to combine successful entrepreneurship with corporate responsibility and commitment to sustainability. He also testifies to the prominent role big, multinational, companies have to play for a truly greener and cleaner future." declared **Armando Varricchio**, the Italian Ambassador in Germany.

"I am very honored to receive this prestigious award. Being sustainable is very natural and innate for me, thanks to my origins, personal growth and education. For this reason, I wanted sustainability being in the DNA of my group and my team, in order to define business strategies and take decisions in a different way. We have ambitious targets, such as being carbon neutral for our operations by 2030, decreasing the usage of water and chemical products in our industrial processes, tracing our materials and launching collections with circularity and reusability at the center", said **Renzo Rosso**, OTB Founder and Chairman. *"It makes me extremely proud that Italy is the Partner Country for this*

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edition of the GREENTECH FESTIVAL, as it is the reaffirmation of Italy's primary role in the path towards a sustainable future'.

In terms of concrete actions, Renzo Rosso has always encouraged his team of executives and managers to attend sustainability-related courses in prestigious universities, in order for them to define sustainable-oriented business strategies.

The Group has ambitious targets for the future, such as becoming carbon neutral by 2030 for its operations, and is engaged in several projects: OTB has decreased the usage of water for specific industrial processes, has become part of ZDHC Roadmap to Zero Programme aimed at reducing the discharge of harmful chemicals, has launched collections with circularity and reusability at the center, and constantly certifies and traces their materials. The Group has also audited their suppliers and given them its guidelines, which reflect the sustainability mentality, vision and policy of the Group.

In terms of social commitment, in 2008 Rosso also created the OTB Foundation, a not-for-profit organisation with the goal to contribute to the sustainable development of less advantaged areas. Through the OTB Foundation, he has invested in over 300 social projects around the world, from the support to Ukrainian refugees in Italy to the restoration of the Rialto Bridge in Venice to the support of communities affected by natural disasters, to programs helping women, young people, and integration.

About OTB Group

OTB is an international fashion group powering a range of global, unconventional brands, including Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. The group also controls the Staff International and Brave Kid companies and holds a minority investment in L.A. brand Amiri. As its name suggests (OTB stands for "Only The Brave"), the group pushes boundaries and challenges established rules to redefine the world of fashion and lifestyle, by fostering the creativity of international talents. OTB embodies the brave, innovative and unapologetic spirit and vision of its founder and chairman Renzo Rosso. Embracing consumer-centric digital innovation, together with a concrete long-term commitment to creating a sustainable business, are the pillars of the development philosophy of the Group that employs over 6,000 people worldwide.

For further information:

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