

Milano, 05 marzo 2018

OGGETTO: ACCETTAZIONE DELLA CANDIDATURA E DELL'EVENTUALE NOMINA ALLA CARICA DI MEMBRO DEL CONSIGLIO DI AMMINISTRAZIONE DI CRESCITA S.P.A. E ATTESTAZIONE DELL'INESISTENZA DI CAUSE DI INELEGGIBILITÀ, DECADENZA E INCOMPATIBILITÀ, NONCHÉ DELL'EVENTUALE ESISTENZA DEI REQUISITI DI INDIPENDENZA PER ASSUMERE TALE CARICA

Io sottoscritta, Ilaria Tiezzi, nata a Sinalunga (Siena) il 05/10/1981, codice fiscale TZZLRI81R45A468M, preso atto della mia candidatura alla carica di membro del Consiglio di Amministrazione di Crescita S.p.A. (di seguito la "Società"), con la presente:

ACCETTO

la suddetta candidatura e sin d'ora, ove eletto, la carica di membro del Consiglio di Amministrazione della Società per il periodo che verrà determinato dall'Assemblea dei Soci, convocata in sede ordinaria e straordinaria in prima convocazione in data 19 marzo 2018 e, occorrendo, in seconda convocazione in data 20 marzo 2018; e

DICHIARO e ATTESTO

sotto la mia responsabilità, a tutti gli effetti di legge:

- a) l'inesistenza di cause di ineleggibilità, di decadenza e di incompatibilità, nonché l'esistenza dei requisiti richiesti in base a quanto previsto dalla normativa primaria e secondaria vigente o dallo statuto della Società;
- b) di essere in possesso dei requisiti di indipendenza previsti dall'articolo 147-ter, comma 4, del D. Lgs. 58/98, come richiamato dall'art. 14 dello Statuto Sociale che entrerà in vigore alla data di efficacia della fusione di Ginetta S.p.A. e Cellular Italia S.p.A. nella Società;
- di non essere in possesso di alcuno dei sopra indicati requisiti di indipendenza.

La sottoscritta si impegna, se richiesto, a produrre la documentazione idonea a confermare la veridicità dei dati dichiarati, nonché a comunicare tempestivamente al Consiglio di Amministrazione della Società ogni successiva variazione delle informazioni rese con la presente dichiarazione.

La sottoscritta allega alla presente *curriculum vitae* autorizzandone la pubblicazione da parte della Società nel rispetto delle disposizioni applicabili.

La sottoscritta autorizza altresì il trattamento dei propri dati personali raccolti sensi del D. Lgs. 196/2003 per le finalità connesse al procedimento per il quale tale dichiarazione viene resa.

Ai fini della carica, la sottoscritta elegge domicilio in Reggio Emilia (RE), via Grigoris Lambrakis 1/A.



Ilaria Tiezzi

ILARIA TIEZZI

Ilaria Tiezzi is a results-oriented and structured professional who spent the last 14 years working for first tier and highly innovative international Groups gathering a strong experience in Customer Acquisition and Retention, Digital cross-platform customer monetization, Omni channel retail, Commercial & Strategic Partnerships development and management by holding roles of growing responsibility within Marketing, Strategy and Business Development departments. Committed towards challenging achievements also in sports and no-profit initiatives related to the valorisation of Italian cultural and artistic heritage.

PROFESSIONAL EXPERIENCES

V-NOVA

London, United Kingdom

VP Business Development & Commercial Partnerships

Feb 2015 – Dec 2017

Ilaria worked closely with V-Nova's CEO and Founder, managing multiple projects and leads at global level supported by a rapidly growing team of technical sales and marketing professionals. Main areas of responsibility:

- i) **Key Strategic Accounts and Commercial Partnerships** development and management
- ii) **New Business Development**: assessment and prioritization of investments to launch new applications/solutions within existing sectors or to enter new sectors
- iii) **Market and Business Intelligence**: identification, monitoring and reporting of market trends, competition across geographies and sectors, opportunities of investment
- iv) **CRM and Big Data**: identification, sizing and development of strategic usages of data already or potentially collected by V-Nova and its partners, lead of Big Data analysis initiatives and potential launch of side business areas / newco to monetize outcomes

Examples of achievements:

- i) Initiated and built strong relationship with leading broadcasters and telco operators in EMEA (eg. Telecom Italia, Telefonica, Vimpelcom, OSN, Multichoice) and APAC (eg. Telstra, Malaysia Telekom, Thaicom, Singtel, Foxtel). Managing successful commercial partnerships with leading consulting firms and system integrators (eg. BCG, Nokia)
- ii) Contributed to strategic and business plan design and launch of FastFilmz, first Indian OTT VoD platform able to deliver video in the Tamil Nadu region thanks to V-Nova compression technology (launched in March 2016). Successfully entered new sectors where 'digitalization' is a key growth driver (eg. entry strategy for Public Security, Virtual reality, Education sector - distance learning applications of V-Nova's technology such as Massive open online courses (MOOCs) and digital education services and applications) and closed partnerships/deals with leading players such as Airbus, Canon, Hitachi.
- iii) Developed key metrics tableau-de-bord by business area and distribution channel
- iv) Selected and implemented internal CRM system, identified and launched Big Data initiatives with strategic partners

SKY ITALIA

Milan, Italy

Strategy Manager

Sep 2011 - Jan 2015

Ilaria reported to Sky Italia's Strategy & Business Development Director. She has managed 20+ projects (teams up to 7 members) mainly related to **Corporate Strategy with focus on Digital & Technology advantage** and **Marketing**, sharpening project management (end to end) skills, knowledge of **CRM** (acquisition, value maximization and retention/loyalty reward), cross-department team building and effective relationship management skills to Sky and third parties executives (eg. commercial partners and M&A targets).

Representative of Sky Italia towards others Sky Europe entities and within international events (eg. Digital TV World Summit 2013 and 2014) regarding Digital platforms and Technology advantage.

Examples of end-to-end projects:

- Launch of Sky Italia's Pay and Free OTT platforms (Sky Go and Sky Online)
- Launch of the first Italian channel dedicated to the Arts (Sky Arte). All business targets reached within the first year
- Designed and supported marketing launch of the new Entertainment offer
- Led re-pricing for Hotel & Bar distribution channel
- Designed CRM and anti-churn strategy and launched loyalty reward initiatives (-2 p.p. churn, +20% NSR)
- Full assessment and recommendation on key negotiations/deals (eg. long term procurement contract worth +€850m)
- Designed and implemented efficiency initiatives in different business areas (saving FY14-15 up to €12m)
- Lead Sky evaluation to enter a Newco equity with minority stake (successfully achieved in 2014)

THE BOSTON CONSULTING GROUP

Milan, Italy

Consultant

Sep 2006 – Aug 2011

Core member of **Media & Telecommunications** and **Consumer Goods** practices, topic expert of Creative Industries and Cultural Institutions. In almost 5 years Ilaria contributed to 30+ BCG projects both in Italy and abroad (UK, France, UAE, US, Switzerland, Turkey and Greece). Within the Group Ilaria grew from analyst to work stream leader, managing teams of up to 2 associates directly reporting to Partners/ Principals, and developed strong problem solving skills through analytical rigour, quantitative approach and creative thinking as well as excellent client relationship management skills. Examples of end-to-end projects:

- Customer Acquisition Management strategy & initiatives for Consumer electronics retailer (150k+ contacts collected)
- Product portfolio optimization (defined product categories role and evolution, brand portfolio, new brands acquisition strategy) and entry strategy in new categories for a global luxury wine & spirits player
- Assessment of geographical expansion opportunities and designed go to market strategy to enter two Asian markets for a leading Media & Telco operator based in the Middle East
- Digital Marketing strategy. The project required to develop an international benchmark study, identify best practices, select and prioritize the initiatives to be implemented and to develop their implementation plans
- Led segmentation and business development strategy of MiBACT museums (420+), design of new monetization initiatives, marketing and communication plans by segment: +8% revenues (2011) with no increase of operating costs
- Responsible for 5y business plan & economic impact assessment of the Stavros Niarchos Foundation Cultural Center (€596m investment). Developed product and content offer, business model, marketing strategy, organization design.

ILARIA TIEZZI

MEDIASET GROUP

Strategy & Organization Analyst

Milan, Italy

Jan 2005 – Aug 2006

Actively involved in projects mainly related to **Marketing** and **Organization** topics. Examples of end-to-end projects:

- Launch of the first DVB-H (Digital Video Broadcast- Handheld) platform at global level: contributed to all the project phases, from business planning to implementation, with main focus on offer design, commercial partnerships and co-marketing plan design

L'ORÉAL PARIS – Luxury Brands

Group Product Manager Assistant (Internship)

Milan, Italy

Jun 2004 – Dec 2004

BOARD & OTHER PROFESSIONAL EXPERIENCES

- **Member of the Board of Directors at Accademia Albertina di Belle Arti di Torino** since December 2014.
Selected among 1700+ candidates and appointed trusted expert of creative industry management by the Italian Minister of Education, University and Research. Key achievements and responsibilities within the Board to date:
 - Responsible for the Academy's internationalization strategy (+ 400% foreigners enrolled in the 2015/2016 academic year, organized and carried out missions to promote the Academy in Asia and Middle-East)
 - Key sponsor and contributor of the new tuition fee structure (main source of income of the Academy) aimed at building a more equitable and sustainable model. New tuition fee model, differentiated by family income (previously flat fee) and with exemptions for low income and top performing students, in place since Sep 2016
- **Equity shareholder** and contributor to the launch in 2016 of **FastFilmz**, first OTT platform in India fully dedicated to local content (acquired in 2018 by Tencent – WeChat)
- Member of **Sky Italia CSR Board** from January 2013 to January 2015
- Contract Professor of "Management for cultural and artistic institutions" at **Luigi Bocconi University** (2012-2014)
- Lecturer in English at **Richmond College - American International University** (March 2013, Florence)
- Lecturer in English on Consumer Behavior and Strategy topics within the Master in "Tourism Politics and Strategies" at the **Luigi Bocconi University** (2003 and 2004)
- **Publications:** 'Renewing the image of an art city. An international benchmarking study' (published by BCG, 2010), 'I fattori di successo nelle strategie di sviluppo culture-driven' (Il Capitale Culturale - Italian scientific journal, 2013)

EDUCATION

MARSHALL SCHOOL OF BUSINESS (USC)

Exchange Program

Los Angeles, US (CA)

Aug 2003-Feb 2004

LEONARD STERN SCHOOL OF BUSINESS (NYU)

Summer Program

New York, US (NY)

Jun 2003-Aug 2003

LUIGI BOCCONI UNIVERSITY

Master Level Degree in "Economics and Management in Arts, Culture, Media and Entertainment"

Milan, Italy

Oct 2000-Oct 2004

- Final Grade: 110 cum laude/110
- Awarded among the Top 100 graduates of the academic year 2004/2005

FOREIGN LANGUAGES

- **English:** fluent (working in UK and since 2006 in international environments, lived in US, TOEFL 110/120)
- **French:** intermediate

PERSONAL INTERESTS

- No-profit and women professional networks: Fondazione De Marchi, FAI, Linklaters, ActionAid, NedCommunity
- Arts: Visual Arts, Literature, Writing (winner of the Italian Red Cross Literary Prize), Cinema
- Sports: Swimming (competitive level from 1991 to 1999), Endurance racing, Scuba diving
- Enthusiast and curious traveller: visited ~60 countries in 4 continents