



PRESS RELEASE

LA SIA IS RENEWED

START OF REBRANDING

The company listed on EGM presents its new logo

Rome, 31 January 2024 – La SIA S.p.A. ("La SIA" or the 'Company'), a company active in the engineering & design sector with a focus on critical infrastructure, listed on the multilateral trading system Euronext Growth Milan, announces the start of the rebranding process reflecting the company's dedication to innovation, excellence, and continuous evolution; this path will involve the brand's visual image, logo, website (in process), and the image with which La SIA is present on social media.

After the milestones achieved in 2023, peaking with the IPO, La SIA celebrates its 20th anniversary this year with the aim of being reborn with a new "identity" and a new "face" in line with the growth process and goals declared during the IPO.

*"The IPO was the first step, we are now excited to present a bold rebranding that reflects our desire to continue to innovate, our modernity and willingness to change. – **stated the CEO Maurizio Ciardi** - We are ready to look towards the future with a new brand identity, guided by the passion for innovation and determination that has always characterized us as a company."*

The first step was the renewal of the logo, which remained unchanged in its shape and font to give a sense of continuity with La SIA's historical values, but looks to the future, with the elimination of the red track, which hinted at the idea of a defined market perimeter, thus limiting the areas of expertise in which the company operates. An important change was made to the logo payoff, which was changed from *Industrial Engineering* to *Engineering Architecture* and translated into English to reflect the company's international market presence, consolidated by its listing on the Stock Exchange.

The letter A of the logotype was also selected to create a symmetrical roof pictogram, which refers to the concept of home and represents centrality and safety, in a modern and minimalist manner. The advantages of using a pictogram of this type were numerous, including the possibility of declining it into numerous variants attributable to the various topics that are covered in the communication of La SIA.

The video presentation of the new logo is available at the following [Link](#).

This press release can be downloaded from the 'Investor/Press Releases' section of the Company's website.

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Contacts

Investor Relator

Alessandra Speranza

Viale Luigi Schiavonetti 286, 00173 Rome (RM)

+39 0645441972

investorrelator@lasia.it

Euronext Growth Advisor

illimity Bank S.p.A.

Via Soperga 9, 20124 Milan

+39 0282849699

lasia@illimity.com

Specialist

MiT Sim S.p.A.

Corso Venezia 16, 20121 Milan

+ 39 0230561270

investor.relations@mitsim.it

Investor & Media Relations

Twister Communications Group S.r.l.

Via Valparaiso, 3 - 20144 Milan

+39 02438114200

Lucia Saluzzi lasia@twistergroup.it

The Company

La SIA S.p.A. is a company active in the engineering and design sector, specializing in the design of critical infrastructures in the fields of telecommunications, civil construction, mobility infrastructure and energy plants, through the use of cutting-edge technologies and specific know-how. La SIA is among the top 100 Engineering Companies in Italy, and among the first movers in the introduction of BIM (Building Information Modeling) methodology, also employed for the purposes of safety, predictive maintenance and the protection of the country's artistic and historical heritage. The Company, established in 2004, operates through two service lines: the "Engineering" line, dedicated to the activities of structural mechanical, electrical, and design engineering in the architectural field, and the "Advisory" line, engaged in consulting specializing in project management services, construction and safety management, and training.
