

Press release

UVET GROUP AMONG THE MAIN PARTNER FOR EXPO2015

The company led by Luca Patané is one of the most important reseller of tickets for the Universal Exhibition. He has created two dedicated companies and will be on top for the project "Made of Italians".

Uvet, the tourism's pole distribution channel with a turnover of 2,2 billion euros, will be one of the main partner of Expo2015 with over 500 thousand tickets to be sold through its national and international network.

The group led by Luca Patané is engaged on several aspects for the Universal Exhibition in Milan next year. Uvet Group is partner and official reseller ("Preferred Authorized Ticket Reseller") in the project "Made of Italians", with the intent to bring back the many Italian expatriates living abroad to visit the Expo. To manage this activity and offer integrated services was formed **Made in Uvet** (<http://madeinuvet.it/>). This company wants to promote a network in the tourism and in hospitality sector (hotels, restaurants, transport, leisure, etc.) with the objective of creating a "product of Italian excellence", tailored to the specific needs of individual visitors. Services and information will also be offered via a mobile app, designed in various languages (Chinese, Russian, Spanish, French, English, Portuguese).

"Bringing a million emigrants or their family members back to Italy for Expo 2015 - says **Luca Patané**, president of Uvet Group - is an opportunity to rediscover the great beauty of our country and to encourage a "return tourism". In addition to our compatriots that live in the U.S. since a long time, Uvet will try to bring also American citizens to the Universal Exposition, Italian style lovers, offering them specific 'experience packages' with dedicated contents on design, fashion, lifestyle, food and art & culture . As our Group - concludes **Patanè** - strongly believes in this event, it got equipped by acquiring and funding new companies to better face the challenge and contribute, as market leaders, to the awakening of the touristic flow to our country. "

UvetLab was created for the organization of large corporate and sport events and it will be responsible for design and decorate the pavilions (furniture, multimedia technology and maintenance) and provide related services (communication, catering and creativity for interactive content). With a team of more than fifty professionals, Uvet counts on an internal digital specialists, designers and creative people with a solid know how in events and communication.

About pavilions, Uvet Inc., a new company group based in Chicago, has signed an agreement with "Friends of the U.S. Pavilion," a non-profit organization represented in Italy by the American Chamber of Commerce, for the exclusive management of services and events for Expo 2015 U.S. pavilion.

Also about Expo, Uvet Group has acquired Jakala Events - that integrated with existing corporate division - has become the second player in the events industry in Italy.

Together with Digital Magics and Confturismo, Uvet Group has funded and launched 'Tripitaly.it', a portal to provide information, services and offers to foreign tourists. It is a digital hub for promoting and supporting Italian companies operating in the incoming tourism, made with innovative startups in the

industry. The website, which aims to be a single point of contact to plan and purchase holidays, will be accompanied by a mobile application. For each city, the portal will be proposed automatically routes and tours, the best restaurants, the most beautiful museums, the local gastronomic specialties and the most important events. There will also be a chance to buy tickets for planes, trains and buses, but also additional services such as chauffeur or a bicycle.

THE UVET GROUP

The Uvet Group (uvet.com) is the tourism's distribution pole leader in Italy with a turnover of 2,2 billion Euros, active in Italy since 1950. The societies part of the Group are:

Uvet Viaggi Turismo active since 1950, is the Uvet Group Society with the aim to provide travel services to SMEs and leisure.

Uvet American Express is the leading company in Italy in corporate travel, with a wide range of solutions and services for business travel and meeting, congress and events organization.

The main Business areas are covered by several societies:

- **MOBILITY:** *TKT* - Fleet Management | *TraxAll* - Expenses Management
- **LEISURE:** *Uvet ITN Travelco* – the network with more than 1300 travel agencies associated to the Clubviaggi brand.
- **EVENTS:** *Congress Lab* – the society that support pharmaceutical companies | *HealthCare Labs* the society which operates in the medical and scientific sector | *Jakala Events* specialized in great training and sports events.
- **SERVICESI:** *Travel Net Solution* a society specialized in the Information & Communication Technology sector

The Group is also located in Europe with:

Uvet Romania – active in the eastern Europe market for the Business Travel outsourcing | *Avexia Voyages* – leader in France in Business Travel for SMEs | *Flygpoolen* – one of the main OLTA (online travel agency) in Sweden | *Traxall International* – leader in service and solution management for the mobility in Europe | *Uvet Swiss* - active in the Business and Leisure Travel, Congress and Incentive sector.

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