

THAI-LAND OF NEW ECONOMY AND NEW OPPORTUNITIES



24th September 2025

vittoria
The Ride Ahead

Vittoria is a leading bicycle tyre producer



data for 2023



Vittoria is a global company with an Italian HQ



USA

OKLAHOMA CITY
BENTONVILLE

ITALY

MILAN



*Headquarter &
Vittoria Park*

TAIWAN

TAICHUNG

THAILAND

BANGKOK
RAYONG

BRAZIL

SAO PAULO



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Factories and R&D Laboratories

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VITTORIA MEANS VICTORY



MORE THAN
60%

World Tour victories
used Vittoria Group
tires



28

Paris Olympic
Medals
(Vittoria only)



LA VUELTA

13 WINS



Giro d'Italia

19 WINS



Tour de France

21 WINS



**PARIS
ROUBAIX**

21 WINS



Milano Sanremo

17 WINS



**UCI
CYCLING WORLD
CHAMPIONSHIPS**

50%+ OF MEDALS WON



**UNBOUND
GRAVEL**



**UCI 2022 GRAVEL
WORLD CHAMPIONSHIPS**

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Sustainability is a core pillar for Vittoria



Natural & Recycled Materials



Award winning sustainable Gravel Race tire
Presented in Taipei

Sustainable Operations



CarbonNeutral® operations
certified factory
Opened in Bangkok

End-of-life Recycling



Bicycle tyre recycling
programme
Launched in Italy



First To Map Out Carbon
Footprint For All Products



Dedicated ESG Team Developing
Group Wide Practices



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Vittoria BIKE PARK: experience all cycling disciplines



27.000
M² of cycling park

+5
Km cycling tracks

+1000 M² Vittoria House
Multifunctional space



•-----• NPD Testing

•-----• Training space

•-----• Consumer engagement

Vittoria production sites and R&D Laboratories



*Carbon Neutral Tyre Factory and
R&D Laboratory*



Tyre Factory



Compound Factory and R&D



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VTT7 Building Construction



Start :
January 2022



Completion :
March 2023



Production Commencement :
July 2023

Production : Cotton Tire

1. Tubular Handmade
2. Clincher Handmade
3. Clincher TLR Handmade
4. Tubular Vulcanized
5. Clincher TLR Vulcanized



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VTT 7 Building Construction

VTT7 CARBON NEUTRAL FACTORY



INVESTMENT
20.000.000 Euro



SCOPE OF PRODUCTION
Cotton tubular tyres,
Cotton clincher tyres



ESG COMMITMENT
CarbonNeutral®
operations certification
(Solar Rooftop, Electrical
Vulcanization, Renewable
Energy Certificates, Paperless
Operations, Carbon credits)





WHY THAILAND?

The reasons behind our choice

- Stable country business wise
- Good infrastructures
- The BOI really helps
- The Italian Embassy is a strong support
- The TICC is very active
- Labor cost still reasonable
- Educational level increasing constantly

It's a pleasant place to live:

- Friendly environment
- Extensive choice of good international schools
- Very safe country under any standpoint
- Extremely high service level
- People very polite and helpful

Challenges

- Language skill
- Cultural barriers
- Although cost of living is still much cheaper than EU, the gap is reducing



Thanks to BOI



Support received from
Thailand Board of Investment

CORPORATE INCOME TAX

IMPORT DUTIES EXEMPTION

OWNERSHIP FOR THE LAND

FACILITATION FOR HIRING EXPATS



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Today was great.
Tomorrow will be better.

ขอบคุณ

Grazie.

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