

PRESS RELEASE

ERMENEGILDO ZEGNA FOUNDER'S SCHOLARSHIP 6TH YEAR EDITION

Milan, July 22, 2019—Ermenegildo Zegna Group, for the 6th consecutive year, has awarded €1 million to 50 talented Italian university graduates to enable them to pursue postgraduate studies or research abroad. The award ceremony was held last Friday, July 19th at Zegna Headquarters in Milan, where executives of the Group were able to congratulate the awardees and talk to them about their future. This year's event follows a very successful 5th anniversary celebration that was held a year ago at the Group's historic home in Trivero (Biella).

Gildo Zegna, CEO of the Zegna Group, opened the evening by sharing with the audience the philosophy and values that have inspired the company for over a Century, emphasizing its strong tradition of "giving back" as a concrete way of expressing care for society and the environment.

"It's a genuine pleasure to honor such promising talents and to see the Ermenegildo Zegna Founder's Scholarship grow year after year," said Gildo Zegna. "When we launched this initiative six years ago, we intended to further the philanthropic vision that had inspired my grandfather, extending it to encompass a new generation of future leaders who will be able to help us build a better world. It is my personal belief, and that of the company, that the promotion of cross-border education and research is an excellent way of fulfilling our social responsibility to other people and to our communities. By supporting these young talents, we are not only manifesting our own commitment to contribute to the development of this country but also encouraging each of our awardees' individual sense of responsibility and desire to play their own positive part in shaping tomorrow's history."

Since its inception in 2014, the **Ermenegildo Zegna Founder's Scholarship** program has been providing financial assistance to Italian students and researchers wishing to spend time abroad in connection with, or following completion of, their university studies in Italy. With the help of 15 leading Italian institutions of higher learning as well as the Fulbright Commission, the program seeks to identify highly accomplished and promising young Italians. To date, more than 200 scholarships have been granted. A majority of the awardees have chosen to spend their time abroad in leading academic institutions in Europe and North America, including Oxford, the London School of Economics, the University College of London, Harvard, MIT, Yale, Columbia and Stanford. The program allows awardees to acquire valuable know-how and experience abroad that can be brought back to Italy, thereby contributing to the country's future development. The program aims not only to allow scholars to deepen their knowledge of their chosen fields, but also to have experiences that will help them in due course to play leadership roles in promoting cultural and social progress.

To celebrate scholarship winners from previous years as well as this year's 50 new awardees, this evening's event was attended by the rectors of many of the Italian universities participating in the program, as well as by leaders in the fields of culture, industry and scientific research. Beppe Sala, the Mayor of Milan, highlighted the world-class caliber of Milan's educational offerings, which unite history and tradition with cultural and academic excellence. Other speakers focused on developments within the fashion industry. Alessandro Sartori, Artistic Director of the Zegna Group, described the #USETHEEXISTING project, a focus of the recent SS20 Ermenegildo Zegna XXX fashion show and a key component of the Zegna Group's approach to sustainability. Edoardo

Ermenegildo Zegna

Zegna, Head of Content and Innovation, discussed the importance of a 360° digital strategy in an omni-channel perspective.

At the conclusion of the event, awardees were accompanied through the Ermenegildo Zegna and Z Zegna showrooms to experience first-hand the different collections under Alessandro Sartori's guidance.