



MANUELA SOFFIENTINI

Director of Pirelli & C. S.p.A. since 1st March, 2012

She is born in Codogno (Lodi) in 1959.

She graduated in Economics in 1983 at the Università Cattolica of Milan.

From 1984 up to 1990 she worked at Henkel Italiana, at the beginning as assistant to the Product Manager responsible for fine fabrics detergent, with specific tasks for developing and promoting communication strategies. From 1987 she took the position of Product Manager (for different kind of products), with specific responsibilities relevant to the revision of key elements of the corporate marketing, the development of new advertising campaigns and in general the new promotional strategies for the entire brand.

From 1990 up to 1997 she worked at Nuora Forneria, a joint venture among SME Group, Barilla and Ferrero (dealing in the food and snacks market), in particular developing new communication and promotion strategies (as Marketing Manager), defining long term strategies for the brands (as Marketing Director) and promoting - as Marketing and Sales Directors - a wide series of products according to the new guidelines of the joint venture company: new packaging, prices, advertising communication and renovation of the sales organization.

In 1997 she entered the Philips group: at the beginning in Philips Lighting as Manager Consumer Lamps and Batteries, establishing a new organization for developing the penetration of Philips in the Italian market (lamps and batteries); thereafter, she is appointed General Manager of Philips DAP Italy and in 2008 she entered Philips Consumer Lifestyle, where she took the office of Deputy General Manager and, from October 2008, of General Manager responsible for the small domestic appliances business, with the specific task to complete the integration of two former organization.

At the moment she is General Manager of Philips Consumer Lifestyle. She is member of the Board of Directors of Philips S.p.A..

She holds the requirements provided by the Corporate Governance Code (Borsa Italiana) to be qualified as independent.