



AURORA ACQUIRES FIRMA AND THE NETTUNO BRAND

The historical Italian companies sign agreement

Turin, February 2007. CEO of Aurora, Mr. Cesare Verona, and Mr. Alessandro Betti, Ventus associate have signed **Aurora's acquisition of Firma Srl** and the two brands it distributes: **Firma and Nettuno**.

Aurora has purchased 100% of the Firma's shares for an unknown amount. A **business plan** has already been drawn up and envisages a **turnover of over 1 million Euro** for Firma by the end of 2007.

Under the terms of the agreement Mr. Cesare Verona, currently CEO of Aurora, will assume the position of Sole Director of Firma Srl and Claudio Breno, Sales Manager for Firma, will become Brand Manager.

In making this decision Aurora underlines the company's confidence in the **Made in Italy goods** and the importance of traditional, family-based values in the running of a business. *"The acquisition of Firma and Nettuno with their important collections will further enrich Aurora. The move is in line with our ongoing business strategy: a deep-rooted tradition and confidence in Italian craftsmanship combined with research and development of innovative materials and leading-edge technology"*, **said** the C.E.O. of Aurora, **Cesare Verona**.

Aurora's decision to acquire Firma is based on three main considerations: **the historical nature of the brands, the distinctive positioning of the collections, the commitment to innovation and technological research**.

Another decisive factor was the maximum scope for customisation of Nettuno pens, in terms of both the use of materials and the range of colours.

Fundamental values are leading both companies in their history: the expert guidance of the Verona family in Aurora, the traditional company founded in 1919, and the right balance between superior craftsmanship and innovative research for Firma.

Aurora will coordinate the **production** of the collections, which will be exclusively and selectively **distributed** and sold in Italy and abroad through Aurora's partners. The focus on Nettuno-Firma product range, which currently consists in three limited editions and three standard collections, will be lighted on the **Trident** and **Barracuda** lines. These highly innovative writing instruments featuring a special design are inspired by natural elements such as the sea and magnets.

This acquisition is a punctual and **strategical choice for Aurora**: it will allow the Turin-based company to offer a more complete range of products for a wider presence on Italian and international markets.