



Press release

THE LEONARDO DE VINCI PRIZE 2015 AWARDED TO ITALIAN COMPANY BRACCO

Mrs Diana Bracco, President and Manager of the Bracco company and current President of Expo Milan 2015, will receive the Leonardo de Vinci Prize during the ceremony, set to take place in Mantoue, Italy on 18 June 2015.

Paris, 11 June 2015 – For its fifth edition, the Leonardo de Vinci Prize will be awarded to the Italian company, Bracco, a leading international business in three major industries: medical imaging, pharmaceuticals and healthcare. Chosen for its compatibility with the fundamental values of the Leonardo de Vinci Prize, the Bracco company has demonstrated over the years its ability to pass on its innovative expertise and knowledge in order to remain competitive. Diana Bracco, President and Manager of the company, will receive the award from Emma Marcegaglia, who is also head of a family-run group of the same name and a major Italian employer.



BRACCO: 88 YEARS OF SERVICE TO THE HEALTHCARE INDUSTRY

After nearly a century of work, the Bracco company has contributed greatly to the development and innovation of several areas of expertise linked to the health industry (most notably, medical imaging and pharmaceuticals). Take a look at the key dates throughout the company's history.

1927 - Elio Bracco establishes a pharmaceutical business in Milan.

1934 - Fulvio Bracco, son of Elip Bracco, joins the company.

1946 - Bracco presents a new contrast agent.

1948 - Key event on the market with the debut of a product of great importance: DIAZIL.

1953 - Opening of new factory (LAMBRATE).

1966 - Diana Bracco joins the company.

1981 - Launch of IOPADIMOL non ionic contrast agent.

2001 - Opening of Bracco Research Center.

2002 - Opening of SPIN, a unit dedicated to X-Ray

2007 - Acquisition of EZ-EM, leader in contrast agents.

BRACCO: STRONG VALUES IN LINE WITH THE LEONARDO DE VINCI PRIZE

The fifth family business to be awarded the prize, Bracco perfectly illustrates the five representative characteristics of the Leonardo De Vinci Prize.

Enterprise and Family: Since Elio Bracco established his pharmaceutical business in 1927, the company, now being run by the fourth 4th generation, has always dedicated its energy and passion with the whole family to human health ensuring that technological innovation will always bring a better quality of life.

Fidelity and Commitment: Bracco has operated in the healthcare sector for over 80 years to

promote more in-depth understanding, to shorten diagnostic times and to encourage a culture of prevention through cutting-edge products and solutions. Bracco's goals are to preserve the richness of today's society and promote the things that drive human health research forward. These also include the company's constant commitment to safeguarding the environment and its support for cultural initiative. Every milestone Bracco reaches in healthcare is a new starting point, a breakthrough from which all can benefit.

Memory and succession: Corporate Social Responsibility (CSR) is a part of Bracco's system of founding values. It has always been sustained and pursued in the company approach and enterprising policy. The Bracco Foundation is part of this family and company vision. Major CSR initiatives include promoting welfare and solidarity schemes, supporting employees with health prevention, building relationships with the land to create social innovation and sustainability, working closely with associations, local authorities and NGOs, circulating expression of culture, science and art.

Innovation and Modernity: Bracco dedicates 10% of its turnover to R&D for diagnostic imaging and advanced medical services. Bracco invests heavily in operational systems to achieve high-quality products and compliance with sustainable eco-friendly production in its manufacturing facilities. Bracco, which has research centers in Ivrea, Geneva, Lausanne, Princeton, Minneapolis and Silicon Valley, cooperates with prestigious university departments, hospital research centers and biotechnological companies in the world.

THE 2015 PRIZE CEREMONY

> **Focus on Emma Marcegaglia, who will present the award:** Born in Mantoue in the 1960s, Emma Marcegaglia has been at the head of the family-run business, which was created by her father in 1959, since 1996. The Marcegaglia Group (with 6500 employees) specializes in the production of steel tubes and is the European leader in its sector. Having been strongly committed to Confindustria (the Italian MEDEF) over the past few years, she was the first woman to be appointed President of the organisation (2008-2012) and today pursues her commitments in different political projects.



> **The trophy**, created by Mellerio dits Meller, is inspired by the flying helix invented by Leonardo da Vinci. It embodies the laudable values of superiority, advancement and vision that the Prix Léonard de Vinci was created to recognize, promote and reward.



About the Leonardo de Vinci Prize[®]:

The Leonardo de Vinci Prize was created in 2011 by the International Henokiens Association and the Château du Clos Lucé. Inspired by the great inventor, the Prize awards the ability of family businesses to reinvent themselves, renew their image and pass down knowledge from generation to generation. Three major companies have received this award so far: Salvatore Ferragamo (Italy - 2011), Otto Bock Healthcare (Germany - 2012) et Daher (France - 2013). It should be remembered that the Leonardo de Vinci Trophy was created by Mellerio dits Meller, a member of the Henokiens. http://www.henokiens.com/index_event_gb.php

About the Château du Clos Lucé - Parc Leonardo da Vinci:

The Château du Clos Lucé in Amboise is the residence where Leonardo da Vinci spent the last three years of his life as 'Prime Painter, Engineer and Architect to the King'. Leonardo da Vinci brought with him from Rome three of his major works: *Mona Lisa*, *The Virgin and Child with Saint Anne* and *Saint John the Baptist*, as well as all his notebooks and sketches. The Château du Clos Lucé has been owned by the Saint Bris family since 1854, and its vocation is to pass on the heritage, records and work of Leonardo da Vinci. An innovative cultural company, the

Château du Clos Lucé organises a host of activities, events and workshops and offers exhibition spaces dedicated to Leonardo da Vinci and a cultural attraction as well as three restaurants, one of which serves Renaissance cuisine. <http://www.vinci-closluce.com>

About the International Henokiens Association:

Founded in 1981, the International Henokiens Association represents family companies from all over the world that have been in existence for more than two hundred years. Its aim is to bring together companies whose owners or majority shareholders are descended from that company's founders. To date there are 44 members from eight European countries and Japan. The association champions the concept of the family business as the guarantor of continuity. The name 'The Henokiens' is a reference to the patriarch Henok (or Enoch), father of Methuselah, who lived for 365 years and did not die but was taken up to heaven. <http://www.henokiens.com>

PRESS CONTACTS

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