



Filippo Tortu is the new Fastweb spokesman

Milan, 17 August - Filippo Tortu, the fastest Italian sprinter ever, is the new spokesman of Fastweb until 2020. With a "speed history" that places him as a leader among the élite members of the Italian athletic team, Fastweb launches its new institutional communication campaign with a new spot that will broadcast starting Sunday, 19 August.

The Company plans to take all Italians and Filippo himself forward to achieve the "*nientecomeprima*" [*nothinglikeitbefore*] dream, a dream that, for the Italian sprinter who broke the record belonging to the sports legend Pietro Mennea, is represented by the Olympic Games of 2020 in Tokyo, while for Fastweb the dream is to connect the country with 5G technology.

"We are very pleased to be represented by Filippo Tortu and all his achievements and we are confident that with him we will break many important records" said Luca Pacitto, Head of Communications for Fastweb. "As with Filippo, speed has been forever in our DNA and after holding a role as the protagonist in bringing wideband ultra-fast connections to households and companies in Italy, we are reaffirming ourselves, once again, as the leaders in innovation with another dream to pursue, for us and for our country: to become the first Italian operator to fully converge landline and mobile telephony thanks to G5".

"I am very honoured to have been chosen by Fastweb to walk alongside the company in its new communication journey - declared Filippo Tortu - this collaboration has been, from the very start, very involving and fun, two distinctive elements that are closely linked to my approach to training. The next two years will be intensely devoted to reach the most important objective for any athlete: participation as a major player in the Olympic Games. Thanks to the support of Fastweb I will be able to concentrate as best as possible on my preparation and training".

At the core of the new Fastweb campaign, there is a dream to pursue and to achieve *Together*, thanks also to the speed of the Fastweb connections, the technologies and the services offered to all Italians, which, in terms of quality and efficiency, stand out in the market thanks to the *#nientecomeprima* strategy launched by the company more than one year ago and aimed at clarity and transparency in its fees as well as at the removal of all hidden costs also for the mobile and landline connections, which has revolutionised the telecommunication market in Italy. 5G represents in fact the new finish line for Fastweb which intends to help Italians to transition toward a full digitalisation.

The creativity of the campaign was conceived by Take, under the artistic direction of Alessandro Stenco, Giuliano Lasta (creative strategy) and Lorenzo Rocchi (copywriter). The production house is BRW Filmland and the director is Sebastien Grousset. The planning is from Vizeum. The spot is accompanied by the musical score "Dream on" from Aerosmith.

The campaign, planned with Vizeum, will broadcast on TV with a 30 second spot from Rai, Mediaset and La7, on the Sky satellite channels, the Digitale Terrestre channels, on the Internet through video, display, social and keyword activities, and outdoor with banners.

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