

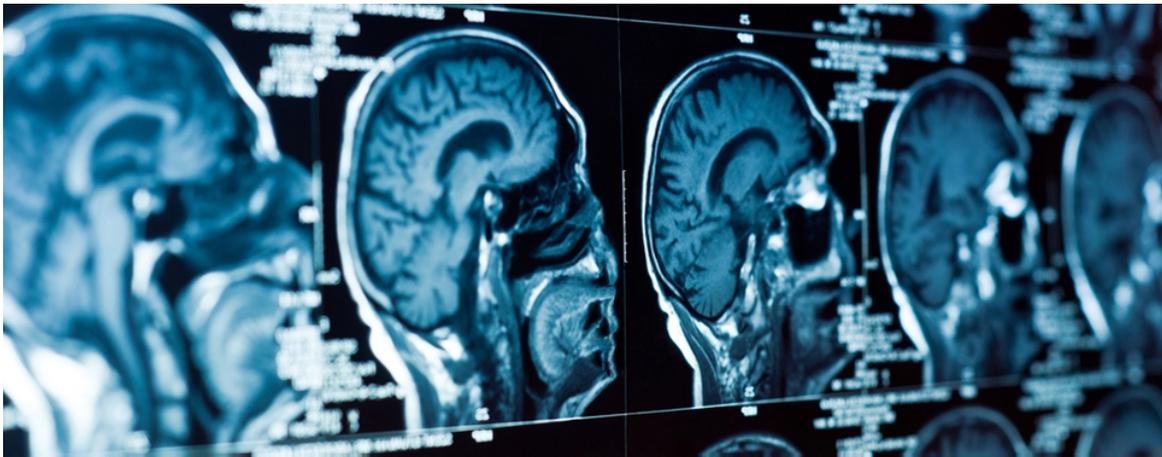
International association Les Henokiens - Château du Clos Lucé

THE 2015 « PRIX LEONARDO DA VINCI PRIZE» AWARD

On June 18, 2015 in Mantua, the 5th « **Leonardo da Vinci Prize** » was awarded at the prestigious Bibiena theater to Mr. Fulvio Renoldi Bracco, Head of the Global Business Unit Imaging of Bracco Imaging S.p.A., by Mrs. Emma Marcegaglia, Vice President of Marcegaglia SpA, President of ENI, former Head of Confindustria and President of Business Europe and Messrs Willem van Eeghen, President of the Henokiens association and François Saint Bris, President of Le Château du Clos Lucé- Parc Leonardo da Vinci.



Bracco has operated in the Health care sector for over 80 years to promote more in depth-understanding, to shorten diagnostic times and to encourage a culture of prevention through the development of cutting edge products and solutions. Bracco's goal is to preserve the richness of today's society and promote the things that drive research forward in human health. These also include the company's constant commitment to safeguarding the environment and its support to cultural initiative.



In his speech, the Henokiens President Willem van Eeghen underscored that the «**Leonardo da Vinci Prize**» is awarded to family companies that have demonstrated an exceptional ability to transmit to future generations a set of cultural values and know-how forming a living heritage and, as such, these companies have all the intangible and essential guarantees for continuity. He stressed the idea that Bracco, this exemplary enterprise lead by an outstanding family is like Leonardo da Vinci, an extraordinary champion, Just like a champion Bracco, has had the capacity to strive, to be creative and courageous, to practice self discipline, while having the resilience to fail and recover at times. The President concluded in presenting Bracco like a true Champion in its business area, but, also a Champion for its humanism and its strong will to succeed for itself and for others.





François Saint Bris said he was particularly proud and happy to honor an exemplary Italian company, homeland of Leonardo da Vinci, one of the greatest anatomists of all time, who devoted himself to studying every aspect of anatomy and physiology. For François Saint Bris, echoing the discoveries made by Leonardo da Vinci, there is a great resonance between his ground-breaking experimental work in unravelling the secrets of human anatomy and the concrete technological solutions that Bracco brings to building machines and finding solutions to help cure the human body and restore its health and well-being. Finally, François Saint Bris stressed that Bracco perfectly embodies and illustrates the vision, commitment and loyalty of a family to a tradition while maintaining an innovative, modern attitude. To him, the 5th “**Leonardo da Vinci Prize**” awards an exemplary family business and its tremendous human adventure of almost a century.



Awarding the « **Leonardo da Vinci Prize** » to Bracco, Mrs. Emma Marcegaglia emphasized how this family company represented a remarkable long-term commitment succeeding in combining courage and patience to become one of the leaders of the chemical and pharmaceutical industry, areas where one must invest over many years before an idea becomes a product. Bracco’s constant R&D investment of some 9% of its turnover is undoubtedly part of its success and an example that many other industries should look to. Mrs. Marcegaglia underlined that this investment in capital and human talent in innovation isn’t just about maintaining a viable business, it is also a direct social contribution that benefits Italy and Europe in terms of jobs, know-how and competitiveness.



For Mrs. Marcegaglia, the company’s slogan « *Life from inside* » refers to more than their work in the life sciences area but equally to Bracco’s own organization, the people who founded the business, the managers who carry it forward and, of course, all the employees who have turned dreams into realities.



Receiving the « **Leonardo da Vinci Prize** » Mr. Fulvio Renoldi Bracco underlined that family companies has the soul of the entrepreneur who has worked to build a life-long project and in which each such generation brings its own original contribution: from researching market potential, to the implementation of an integrated industry and, with Diana Bracco, to innovation an internationalization. Each generation of the Bracco family has enriched the original foundation. Mr. Bracco used the word "Excellence" to symbolize these achievements which today after nearly 90 years have resulted in an international presence in 100 countries and revenue of more than one billion euro. For Mr. Bracco, the strategy of the group based on "R &I" quality and internationalization, has enabled it to become a multinational company with a broad portfolio of products and solutions for all diagnostic modalities. Today one out of three diagnostic tests performed worldwide on a 3D X-ray base is realized by means of Bracco contrast agents. A figure that represents a great source of pride for an Italian family as it is with pride that we receive the prestigious "**Leonardo da Vinci Prize**".



The trophy of the Prix Léonard de Vinci

The trophy, designed 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.