

# +39 VALUES

## **C**OMMITMENT

+39 pursues commitment to continuous improvement in its sporting, organisational and commercial activities. It contributes to the diffusion of an ethical, social and responsible culture in sport, believing this to be the basic foundation of great challenges.

## **L**OYALTY

+39 believes in loyalty, in its shared and freely accepted standards. It believes that loyalty forms the spirit of a sincere and solid group that leads to success.

## **S**USTAINABILITY

+39 is committed to finding social and environmental sustainability in all its activities by going about business without compromising the ability of future generations to satisfy their own needs.

## **T**RANSPARENCY

+ 39 respects legality, correctness and transparency in all its sporting, planning, management and commercial activities and is committed to answering up to its policies, strategies, objectives and ethical commitment. It pursues coherency between values, strategies and behaviour.

## **I**NNOVATION

+39 contributes to the development of technical/scientific innovation by studying the materials, instruments and the best performing forms. +39 pursues innovative systems in choosing the team, the management and in its commercial activities that privilege long-term sustainability, transparency, sharing, and the participation of the group, partners and all interested parties.

## **R**ESPONSIBILITY

+39 believes in respecting laws, rules, impartiality and in fair competition. These standards are applied not only to sporting activity, but also to all organisational, planning, management and commercial actions.