

Press Release

INWIT: ITALY'S FOREMOST TOWER OPERATOR DESCRIBES ITS ROLE AS A COMMUNICATION ENABLER

INWIT'S MULTI-SUBJECT CAMPAIGN IS NOW ON AIR, PROVIDING A SNAPSHOT OF THE COVERAGE OFFERED BY THE ITALIAN COMPANY.

Rome 16 June 2022 - INWIT is repositioning itself and creating a new corporate image, launching its **"Sharing connections"** campaign, created by the Wunderman Thompson agency of Milan, to express the Brand's values, mission and vision.

The logo, already recast in light blue, is now associated with the "sharing connections" slogan to highlight INWIT's core identity as a connectivity enabler, but above all as a support for telecommunications operators in sharing connections between communities. For a more sustainable and inclusive society.

"Sharing connections" not only refers to "connectivity" but encompasses higher values, including the valuable connection with customers and stakeholders, and the ability to establish work-related as well as human connections between people.

*"The intention is to provide a direct and concise illustration not only of the work done by INWIT but also of the added value brought by our company to the communities and areas where it operates – says **Michelangelo Suigo**, INWIT's External Relations, Communication and Sustainability Manager. "Sharing connections" includes the concepts of sharing and connection. Through the images used in the visual communication, we therefore want to emphasise the role that INWIT plays as a digital transition enabler for the country, supporting its operators."*

INWIT has chosen a futuristic design for its visual communication, where everything is connected. The modern city, with its cultural and artistic heritage, merges with that of the future, enhancing all its aspects and ensuring a better quality of life for its citizens in social, environmental and relationship terms.

**"We work for a more connected world, with more sharing, more exchanges.
We work for a more sustainable, more inclusive world that leaves no one behind".**

The campaign also includes a photographic multi-subject campaign that illustrates the areas of application of the solutions used by INWIT, such as DAS (Distributed Antenna System) and small cell technologies. A mission statement that defines INWIT as a Connectivity Enabler, helping to share connections in all aspects of everyday life, guaranteeing a stable and secure network to communicate with the world at any time and in any situation.

"We can stay close even when we are far apart".

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