

**PRESS RELEASE**

**INTERCOS RECEIVED THE "AI HEROES" AWARD DURING MICROSOFT'S ENVISION AI CONNECTION EVENT**

Agrate Brianza, May 14<sup>th</sup> 2024 - **Intercos S.p.A.**, a global leader in the research and creation, production and marketing of cosmetics (Make-up) and skincare (Skincare) as well as hair and body care (Hair&Body) products, announces that it has received the "AI Heroes" award at the event organized by **Microsoft "Envision AI Connection"** in the "**Marketing of the Future**" category, held in Milan on May 9.

Intercos was awarded among a panel of over 300 companies by SDA Bocconi School of Management for a project implemented through generative Artificial Intelligence to produce tailor-made marketing content for customers and different markets in which it operates.

**Massimiliano Gerli, CIO of Intercos, commented:** *"Innovation has always been at the core of Intercos' business model. The use of artificial intelligence, which is increasingly pervasive within a companies' strategic decisions, represents an important resource thanks to its numerous application areas, ranging from developing additional creative solutions for customers and anticipating market trends to streamlining data analysis and thus business processes. We are pleased to have received this recognition as AI Heroes, and we will continue to invest in artificial intelligence to continue our growth path and create value for the company."*

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**INTERCOS GROUP**

Intercos is one of the leading business-to-business operators internationally in the creation, production and marketing of cosmetics (Make-up) and Skincare products, in addition to hair and body care products (Hair&Body), for leading domestic and international brands, emerging brands and retailers serving the cosmetics market and the wider beauty sector. Founded in 1972 by Dario Ferrari, Intercos lists the top cosmetics brands among its customers, with a staff of 6,400, 11 research centers, 16 production facilities and 16 commercial offices across three continents. Intercos for 50 years has interpreted beauty, creating cosmetic products and becoming a trend setter which predicts, anticipates and influences new cosmetic trends, meeting the demands of a range of customers with products for all price ranges.

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