

PRESS RELEASE

DIESSE makes a collection of E-BIKES available for employee use in order to encourage physical exercise and well-being.

Siena, 21st June 2022 – DIESSE has announced the purchase of 10 e-bikes from their partner EXEPT SRL, as part of their three-pronged initiative within the DIESSE BIOTECH CAMPUS project, which combines well-being, innovation and sustainability.

Staff and collaborators at DIESSE will have access to ten customised “D-EBIKES”; electric, sporty, high-performance enduro bikes, whose strong technological and innovative elements plus Made in Italy design wholly align with DIESSE’s core business ideas.

Available for use during both down-time and at corporate events, the bikes represent how important staff well-being is to DIESSE, as well as a way to promote sport and physical activity.

The new DIESSE BIOTECH CAMPUS is one of the largest European research and production plants dedicated to laboratory diagnostics, and the biggest in Italy. The E-BIKE initiative is part of a broader project at DIESSE’s new plant, which lays its foundations on values such as:

- sustainability
- technological innovation
- the well-being and safety of employees

The purchase of the EXEPT SRL *Finale Model* D-EBIKES was made possible thanks to the perfect harmony of strategy and operating practices between the companies, albeit in different sectors. A similar focus on well-being, technological innovation and Made in Italy design and production being the founding pillars for the respective companies allowed for the partnership.

EXEPT is pleased to be involved in the initiative proposed by DIESSE Diagnostica Senese which features the Finale electric mountain bike conceived of, designed and tested on the trails of the Finale Ligure, home of the MTB and birthplace of the company.

EXEPT, an innovative SME which produces both e-bikes and road bikes with bespoke carbon fiber monocoque frames has provided a fleet of 10 customised electric bicycles to DIESSE, in order to meet the needs of the company. With 180mm front travel, mullet

wheels, Polini engines and enduro geometry, Finale is the electric mountain bike which best pays homage to EXEPT's origins, and the link between the company and its territory. Like all EXEPT products, the Finale bikes feature customisable set-up and colours. Part of the large-scale project in governance and objectives proposed by the Sienese company, the bikes will accompany DIESSE staff under the banner of sustainability and well-being.

Innovation, technology and quality so comes together in a collaboration which sees two Italian companies unite under a common cause and set of values, and becoming proud spokespersons of Made in Italy.

"I believe that it is a privilege to work in a futuristic biotech company in the heart of the magnificent Sienese countryside, a territory which we will have the opportunity to better explore and appreciate on our new D-BIKES" says Massimiliano Boggetti, CEO of DIESSE.

"Technological innovation and the well-being of collaborators have always been two key aspects of EXEPT. Today, along with DIESSE, we are proud to be spokespersons for these common values" says Alessio Rebagliati, CEO of EXEPT.

This project is a further confirmation of DIESSE's commitment to supporting values such as sustainability, innovation and Made in Italy.

Values which the company truly believes in and on which it bases not only its daily work by providing new solutions for citizens' health, but also in activating cross-sectoral collaborations which support Italian companies of excellence such as EXEPT and helping to increase the value of Italian know-how around the world.



Diagnostica Senese S.p.A.

www.diesse.it



DIESSE Diagnostica Senese S.p.A. DIESSSE Diagnostica Senese S.p.A. is an Italian company which produces integrated and entirely in-house in-vitro diagnostic systems. Its headquarters are in Siena. Since its foundation in 1980, the company has developed, produced and marketed innovative diagnostic systems mainly in the field of immunodiagnosics and automatic ESR measurement.

The company has a global presence in over 100 countries, has 3 production sites and 1 research center, where the design and implementation of tests and new automated diagnostic detection tools meet Italian design and cutting-edge technology, identifying DIESSSE as an example of real "Diagnostics Evolution".

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EXEPT S.r.l Founded in Finale Ligure in 2016, EXEPT is an innovative SME that designs, manufactures and markets Made in Italy bespoke carbon fiber monocoque road frames, made with an innovative patented technology developed by the founding members coming from sectors such as aerospace and automotive, which allows the geometry of the bicycle to be optimized according to the cyclist's biomechanical parameters. In the meanwhile, Exept has also launched a range of electric bikes, also with full carbon monocoque frames, ready to satisfy every kind of off-road cyclist. Exept's mission is to "redefine the cycling experience" through highly innovative products and services, which always have the cyclist as focal point.

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