

Letter from our president Sustainability Report

July 2026

The last few years have forced us all to walk on an uncertainty tightrope. Global crises, geopolitical tensions, inflation, commercial wars, and increasingly restrictive regulations that seem to define the era we are living in. It would be easy to let threats paralyze us. In fact, sometimes I feel like sustainability reports run the risk of becoming a bureaucratic task; a legislative obligation more than a living tool to direct and motivate us. That's why since 2022 our sustainability report is built day by day, and frequently updated in a website where we speak about our work through stories. This was our way of innovating beyond legal requirements.

Like we say in Italy: *“if a door closes, a window opens”*

At Grupo Plastilene we have decided to stop looking at the closed door and focus on keeping our eyes on the windows. We have reinvented ourselves under this premise: to find a new opportunity in each threat. Every company is born with a mission, matures with a vision and, when it truly evolves, and finds its superior purpose. This purpose is the one that defines who we are and why we do what we do. To remain static would mean to remain in the Stone Age. Today, whether we like it or not, we live in a digital age alongside Artificial Intelligence, where change is happening at a never before seen speed.

Two recent experiences have made me reflect deeply regarding this historical moment:

The first is “The Ferrari Luce dilemma: the risk of mediocrity vs the value of trying”. Not very long ago, Ferrari presented the concept of *Luce*. As an Italian, I must confess that this surprised and hurt me. I felt like I was not meeting the aesthetic and brand exclusivity standard. When someone asked an Artificial Intelligence to “fix it” to make it look like a real Ferrari, the AI designed a car stuck in the past.

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That is the greatest current risk: AI looks back, not ahead. When we rely only on what we know, innovation is lost and mediocrity is emboldened. However, a failed project will always be better than the one that is stuck. Ferrari will learn from his mistakes and will reinvent itself, because what is truly important is to be bold enough to try.

The second is “Solar energy on demand: Innovation at the service of humanity”. I heard of a company that planned to sell low demand solar energy through specialized satellites. Imagine this during climate emergencies, massive blackouts, or night time rescue operations: illuminating critical areas from the sky by just pressing a command. It does not matter if it's day or night, north or south. This is innovation driven at the service of everyone.

These two examples show that fear and lack of action are our worst enemies. At Grupo Plastilene, just like our colleagues, we face constant threats. But, we choose to look for and capture the opportunities that arise every day.

We are not going to abandon what we've built, or the achievements that have brought us here. On the contrary, we will cultivate them under the wing of constant improvement, innovation, and adapting to a future that we are trying to build.

We aren't perfect, but we are here, in front of the future. With innovation, determination, and dedication, the impossible becomes possible.