



LIFE FROM INSIDE

PRESS RELEASE

THE BRACCO GROUP, TOGETHER WITH ITS EMPLOYEES, HELPS THE HOSPITALS ON THE FRONT LINE OF THE COVID-19 EMERGENCY

In addition to the contributions from employees, which have been quadrupled by the company, Diana Bracco and Fulvio Renoldi Bracco have added their own personal donations: the solidarity drive has raised over one million euros

Milan, 23 March 2020 – Faced with the dramatic Coronavirus epidemic, the Bracco Group wanted to express its tangible support by launching a fundraiser to assist **Pope John XXIII Hospital** in Bergamo, **Luigi Sacco Hospital** in Milan, and the **IRCCS Foundation Ca' Granda Polyclinic Hospital** in Milan, three facilities which are on the front line of helping to care for patients and contain the virus.

Already in previous weeks, Bracco had promptly donated **two thousand FFP2 and FFP3 masks** along with instruments for detecting body temperature to several hospitals in Lombardy, and will continue to do so in the coming days.

The solidarity drive launched by the Bracco Group and the CDI (Italian Diagnostic Center), which have quadrupled the amount collected from their employees, has raised well over 300 thousand euros. This money will be used to purchase materials such as masks, protective suits, respirators and disinfectants that health care centers require.

In addition to these initiatives, **Diana Bracco**, President and CEO of the Group, has personally donated 500 thousand euros to help the Fiera Milano Foundation with construction of a **hospital** inside buildings 1 and 2 of **Fieramilanocity**, at Portello. **Fulvio Renoldi Bracco**, CEO of Bracco Imaging, has also made a personal donation of 200 thousand euros towards the realization of the hospital at Fiera. **Therefore, the total amount of assistance that the Bracco Group is offering to hospitals in Lombardy is over 1 million euros.**

Bracco's efforts in this dire moment, however, do not stop with financial support and supplies for hospitals: as part of its Corporate Social Responsibility activities, the Group has also developed a psychological support program for children and the students of the 19 schools in the areas where it operates. **Bracco's CPP (Psycho-Pedagogy Center)** team has written a handbook with practical suggestions and invaluable advice for parents. This tool responds in a direct and simple manner to questions posed by children of varying ages, helping them to cope emotionally with this extended period of crisis. Bracco's Psycho-Pedagogy Center has significant experience in this field since it has been supporting the families, students and teachers from educational institutions in Milan, Cesano Maderno and Ceriano Laghetto for many years. During this emergency, the CPP's ten professionals, among whom psychologists, psychotherapists and speech therapists, have also transformed face-to-face sessions into virtual ones to continue to ensure uninterrupted support.

Micaela Colamasi
Communications&Mediarelations
Gruppo Bracco
Tel: 02 21772966; 348 2314362
micaela.colamasi@bracco.com