

Benetton's position on RFID technology

Benetton Group has never used RFID technology nor have microchips (smart labels) ever been present in the 140 million-plus garments produced and sold throughout the world under its brand names, including Sisley.

- Benetton had tested RFID (Radio Frequency Identification) technology to evaluate its technical characteristics and emphasizes that no industrial feasibility studies have been carried out with a view to introducing this technology.

- Technical tests carried out include analysis of costs and benefits in terms of improvements to the efficiency of the company supply chain (production, logistics, store stock management etc.).

- On completion of the studies, Benetton Group decided not to take this technology any further as it provides no significant benefits to the productive and commercial organization.

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OF BENETTON.

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