

PRESS RELEASE

**THE PIAGGIO GROUP BOLSTERS ITS PRESENCE IN THE ASIA PACIFIC REGION
WITH THE ESTABLISHMENT OF A NEW SUBSIDIARY IN THE PHILIPPINES**

**With a market of 2.3 million scooters and motorcycles sold annually,
the Philippines are the third-largest market in Southeast Asia,
with the strongest growth in the premium segment**

Pontedera, 15 October 2025 - Despite the difficult situation on the global markets, the Piaggio Group (PIA.MI) continues its international expansion with a direct sales operation in the Philippines, a country considered to be of significant importance.

The new subsidiary will import Group scooters (Vespa, Piaggio and Aprilia), Aprilia and Moto Guzzi motorcycles, and spares and accessories, and sell them in the country. It will also explore a possible future interest in the light commercial vehicles market.

The Philippines are the third-largest market in Southeast Asia after Indonesia and Vietnam, and the fifth-largest worldwide, after India and China, with annual sales of around 2.3 million two-wheelers (the majority still at the low end of the market).

Philippine per capita income has risen by 40% in the last ten years, with growing customer interest in the distinctive premium segments.

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