Milan, 27 October 2026

Conio together with Ferrari launch a groundbreaking project: blockchain enters the world of automotive excellence.

An unprecedented collaboration between the Italian fintech company Conio and the Maranello-based marque marks a new chapter in the history of digital innovation, offering Hyperclub clients the opportunity to participate in a dedicated sales procedure for a Ferrari 499P through tokens and smart contracts.

Milano - Conio is pleased to announce the signing of a collaboration agreement with Ferrari to launch one of the most innovative projects in the luxury automotive sector. The initiative leverages blockchain technology for the first time to enhance the exclusive experience of clients enrolled in the prestigious Ferrari Hyperclub programme, opening new frontiers in digital ownership and tokenisation.

The project: blockchain serving Ferrari's exclusive experience.

Following a comprehensive feasibility study initiated in March 2025, the project will take full shape with the start of the 2027 World Endurance Championship (WEC) season, thanks to the integration of a sophisticated digital infrastructure within Ferrari's existing customer ecosystem.
At the heart of the initiative lies a digital token that grants the exclusive right to participate in a private digital auction for the purchase of an iconic Ferrari 499P, the model that triumphed three consecutive times at the 24 Hours of Le Mans.

A key element of innovation is the digital wallet developed by Conio, which will be integrated directly into the client-facing MyFerrari app. Built on Conio's proprietary technology, this wallet ensures secure custody of tokens through a multi-signature system and advanced cryptographic protection protocols. In addition to viewing and storing tokens, the wallet enables peer-to-peer transactions between members without intermediaries, ensuring immediate and secure exchanges.

For Hyperclub members, this means maximum security in managing their digital assets, as well as complete freedom and flexibility to interact with them within an exclusive, transparent, and EU-compliant environment, elevating the concept of ownership and participation to an unprecedented level.

The Conio wallet represents a true milestone: it is not merely a digital wallet but a comprehensive hub for managing digital ownership. It includes interactive token visualization tools, features for purchasing and peer-to-peer reselling of the tokens exclusively among Hyperclub users, digital execution of anti–money laundering (AML) procedures as required by law, and real-time notifications and updates on token value. All of this takes place within an exclusive, closed, and protected ecosystem.

Technology as a distinctive element.

The official allocation of tokens to Ferrari Hyperclub members is scheduled for March 2027, with a personalized and immersive digital experience available to each member starting in June 2026.

Statements from the Protagonists

Enrico Galliera, Chief Marketing and Commercial Officer, Ferrari: "*The collaboration with Conio represents an opportunity for Ferrari to explore new ways of engaging with our clients. This project stems from the desire to strengthen the sense of belonging among our most loyal customers and to offer exclusive experiences aligned with our forward-looking vision. At the same time, it allows us to experiment with innovative solutions, reaffirming our commitment to embracing and enhancing technological innovation.*"

Christian Miccoli, CEO and Founder, Conio: "*We are extremely proud of the exceptional result achieved by Conio in collaboration with a marque such as Ferrari. For us, this partnership proves that blockchain can be much more than a technical tool: it can be a language for expressing stories of value, passion, and future.*"

Davide Rallo, Chief Fintech Strategist at Conio and architect of the project: "
This project not only represents a turning point in the world of luxury racing cars but also opens the door to a new approach to the design and implementation of financial "club deals" structures.. Indeed, this architecture can be applied across a wide range of wealth management transactions involving top-tier assets such as real estate and collectibles. It enables faster and more efficient processes, lower maintenance costs, and greater liquidity for traditionally illiquid assets, all within a simplified framework compared to traditional club deal structures.
Thanks to continuous research that keeps our proprietary technology at the forefront and to the solid experience of our structured products team, Conio is able to offer sophisticated, high-profile clients tailor-made solutions that fully meet their needs across sectors ranging from luxury to renewable energy and finance."

Gian Maria Mossa, CEO, Banca Generali: "*Conio stands among the most innovative companies in our country, with a constant commitment to developing cutting-edge solutions that respond to market needs.*
Banca Generali, supporting Conio in the evolution of payments and digital currencies, promotes innovation by fostering continuous dialogue with business experience to create unique, advanced

solutions that drive progress for the entire system.
We are convinced that these efforts will contribute to shaping the future of digital finance Made in Italy.”