



## Press Release

# FIBERCop CELEBRATES ITS FIRST ANNIVERSARY AND LOOKS TO THE FUTURE: A NEW IDENTITY AND NEW VALUES TO ACCELERATE THE COUNTRY'S DIGITAL TRANSFORMATION

- *Over 2,600 municipalities connected via ultra-broadband fibre optic, with around 13 million property units reached*
- *1.8 billion euro in investments from July 2024 to Q1 2025*
- *New Purpose: "Enabling ingenuity, building the future, connecting Italy"*

*Rome, July 23<sup>rd</sup> 2025* – One year on from its establishment on July 1<sup>st</sup> 2024, FiberCop – the company that manages Italy's most advanced, extensive and widespread digital network infrastructure – **presents the results achieved** and looks to the future with a **new visual identity** and a set of **values** that reflect its commitment to leading the country's digital transformation.

*"FiberCop plays a strategic role in the digitalisation of Italy," - said **Massimo Sarmi, Chairman and CEO of FiberCop** - "In our first year of activity we laid solid foundations and achieved significant results, we have reached 13 million customer units covered by latest-generation fibre and made a substantial contribution to the National Recovery and Resilience Plan, meeting all targets in the regions under our responsibility. Our plan to accelerate the implementation of investment continues, and from the second half of 2024 to the first quarter of 2025 we have made investments totalling 1.8 billion euros.*

*Throughout this journey we have followed a clear direction, grounded in, responsibility, inclusion and innovation. Our Purpose – enabling ingenuity, building the future, connecting Italy – expresses the reason why exist: to contribute to the country's development through digital infrastructure that puts people, shared growth and innovation at the centre. Our Vision projects us into the future: we are committed to building a widespread, secure and sustainable network, capable of meeting today's needs and opening up new opportunities.*

### **FiberCop S.p.A.**

Company with sole shareholder Optics Holdco Group – Direction and coordination of Optics Holdco S.r.l.

Registered office: Via Marco Aurelio, 24- 20127 Milano

Share capital 17.835.900,00 (i.v.)

Tax code and registration number with the Companies' Register of Milano-Monza-Brianza-Lodi: 11459900962 registered with the Milano R.E.A. under no. 2604085 - Certified mailbox: [fibercopsa@pec.fibercop.it](mailto:fibercopsa@pec.fibercop.it)



*As a technology leader, we are working to accelerate digital transformation, boost business economic growth and improve people's quality of life, and make Italy a more competitive and inclusive country".*

FiberCop manages **26 million kilometres of fibre optic cable** – a distance over 600 times the Earth's circumference – positioning itself as a unique wholesale operator in Europe: it is the first entity to emerge from the proprietary separation of the former domestic telecommunications operator, a testament to its commitment to a more open, competitive market focused on service quality.

FiberCop's fibre optic network now reaches approximately 6,000 municipalities, including **more than 2,600 connected** through FTTH (Fibre To The Home) ultra-broadband, **reaching around 13 million customer units** as of June 30<sup>th</sup>, 2025 with latest-generation fibre. The company continues to develop fibre infrastructure in line with the objectives of the National Recovery and Resilience Plan's (**PNRR**) "Italia 1 Giga" programme, for which it has been awarded 7 lots, and plans to connect throughout 2025, also through its autonomous investment strategy, **2 million new customer units**, with a target of over 20 million customer units by 2027.

### **A new identity for the future**

The new visual identity marks a turning point. A bold and distinctive design evokes both fibre and copper; with a modern look, the interlocking "F" and "C" symbolise connections and solidity, and the use of the Italian tricolour clearly reflects FiberCop's commitment to national digitalisation. The minimalist and contemporary design of the new visual identity conveys technological reliability and places both the network and people at the centre, as enablers of connection, innovation and development.

A new visual identity and new functions are also featured in FiberCop's digital channels, with a modern, minimalist graphic layout focused on people. On the corporate website [www.fibercop.com](http://www.fibercop.com), citizens and businesses can check coverage and explore offers from FiberCop's partner operators.

### **The brand's new strategic direction**

With the launch of the new identity, FiberCop is moving from communication focused on the "what" (technical data and functions) to a language that highlights the "why" – the tangible benefits for customers, communities and the country's economic system. At the same time, the company is defining its Purpose, Vision and founding Values – daily pillars for the more than 18,300 people driving Italy's digital transformation.

### **Purpose**

"Enabling ingenuity, building the future, connecting Italy."

This is why FiberCop exists: to create cutting-edge, reliable digital infrastructure capable of generating real value for citizens, businesses and communities.

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## Vision

"We build an innovative network that supports the present and enables the future: widespread, secure and sustainable. As a technology leader, we are committed to accelerating the country's digital transformation to improve lives, in a more competitive and inclusive Italy."

## The new values

These are the principles on which our corporate culture is based – and above all, the driving force behind the daily collaboration, innovation and quality of the work of all the people at FiberCop, guiding concrete behaviours across every part of the organisation:

- **#ActRESPONSIBLY** – We make decisions and take ownership of our actions.
- **#BeCOURAGEOUS** – We innovate every day to build the future.
- **#WorkASATEAM** – We work together to go further.
- **#PursueEXCELLENCE** – We work with skill and promote merit.
- **#CareDEEPLY** – We put people and the environment at the centre.

FiberCop represented the largest infrastructure investment in Europe in 2024. The project is backed by a consortium of long-term investors led by KKR Infrastructure, alongside ADIA, CPP Investments, the Italian Ministry of Economy and Finance and F2i. A solid shareholder base, supported by experienced top management, guarantees long-term industrial vision and stability.

Download the [Press Kit](#)

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