

The logo for ATIEUNO, featuring a stylized white 'A' followed by the word 'TIEUNO' in a clean, white, sans-serif font. The background is a dark, blurred image of a city at night with bokeh light effects and a network of glowing blue lines and nodes overlaid on the left side.

ATIEUNO

Annual Report
2024

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Innovation and Sustainability in Action: Empowering the Aluminum Industry

2024 has been a chapter of transformation for **Atieuno**, defined by progress, resilience, and purpose. Guided by a commitment to innovation and sustainability, we have empowered the aluminum manufacturing industry with cutting-edge technologies and deepened partnerships that inspire shared success.

Through challenges, we found opportunities to evolve; through collaboration, we strengthened our role as a holistic solution provider. This report reflects not just our achievements, but the vision that drives us forward: creating solutions that shape a smarter, more sustainable future for all.





Letter from the General Manager Marco Bosisio

LEADERSHIP IN ACTION

Dear Stakeholders,
2024 has been a transformative year for **Atieuno**. Despite challenges, we've deepened our commitment to innovation, strengthened partnerships, and solidified our position as a trusted, holistic solution provider for the aluminum manufacturing industry.

Our advancements in technology and sustainability have allowed us to deliver greater value to our customers and align with a future shaped by efficiency and progress.

Looking ahead, our vision is clear: to lead with purpose, drive innovation, and build sustainable solutions that empower our customers and shape the future of our industry.

Thank you for your trust and support.

MARCO BOSISIO
General Manager, **Atieuno**



Main Highlights

Aluminium Industry 2024: Driving progress with sustainability and innovation

In 2024, the global aluminium industry has continued to demonstrate resilience and innovation amidst evolving market dynamics. Significant milestones have been achieved, from advancements in sustainable production technologies like carbon-neutral smelting to the scaling of efficient recycling processes, reflecting the industry's commitment to **sustainability**. Strategic investments in **modernizing supply chains** and regional developments, such as **enhanced recycling capacity and renewable energy integration in production**, have further solidified aluminium's pivotal role in achieving environmental goals and meeting growing global demand.

Key trends shaping the year include shifting demand patterns driven by **electric vehicles**, **lightweight construction**, and packaging, underpinned by **aluminium's recyclability and cost-effectiveness**. Policy changes and carbon reduction targets have accelerated innovation, with companies embracing technologies such as 3D printing and Industry 4.0 solutions to enhance efficiency.

These developments underscore the aluminium industry's adaptability and its forward-thinking approach, ensuring its relevance in a sustainability-focused global economy.

Local markets overview and trends

NORTH AMERICA

Strong growth stems from the adoption of aluminium in EVs and aerospace due to its lightweight, durable properties. Sustainability initiatives across sectors like packaging and construction also contribute to demand

LATIN AMERICA

Infrastructure projects in Brazil and Mexico and its extensive use in food packaging highlight aluminium's importance. Its recyclability ensures a strong role in sustainability efforts

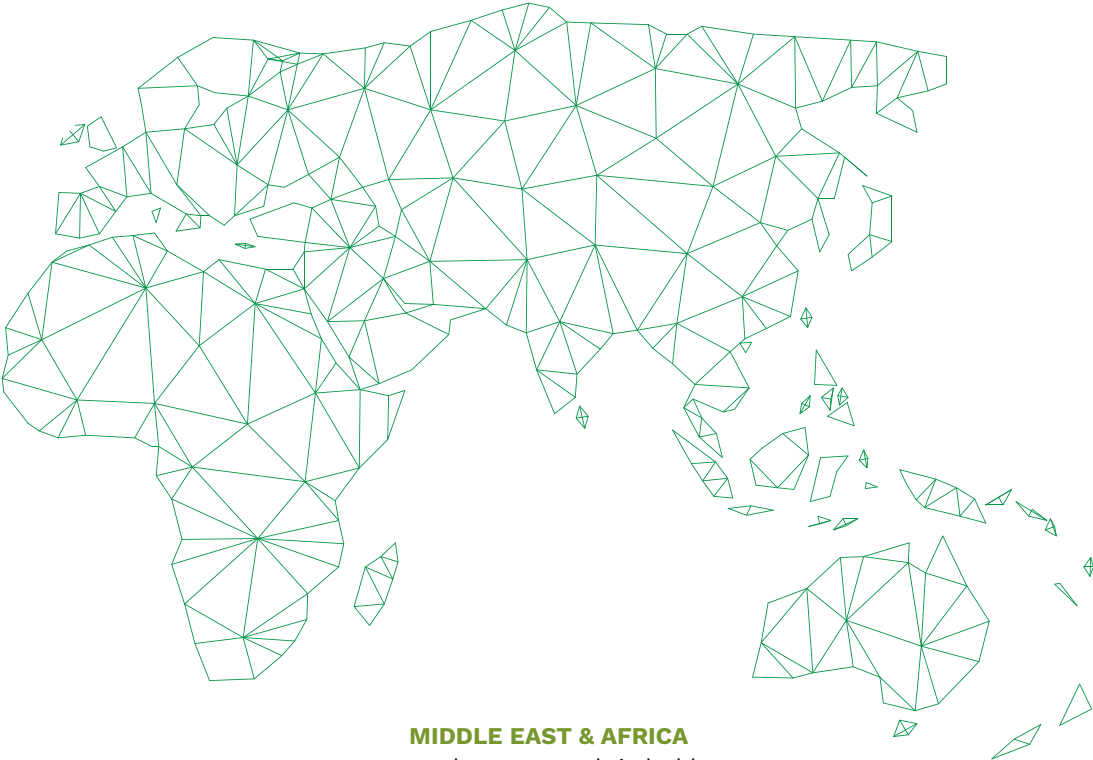


EUROPE

The push for carbon-neutral electric vehicles and renewable energy drives aluminium demand, with applications in lightweight automotive components and solar panels standing out. Advanced manufacturing techniques enhance its role in sustainability.

ASIA-PACIFIC

Dominating the global aluminium market at \$147.63 billion in 2023, growth is fueled by urbanization, infrastructure projects in China and India, and automotive applications. Recycling and expanding packaging industries further bolster demand



MIDDLE EAST & AFRICA

Moderate growth is led by construction projects aimed at economic diversification. Aluminium's corrosion resistance is particularly valuable for coastal infrastructure.

Our leaders' perspective about the industry trends



PIERPAOLO LONGHI
CFO & Account Manager

NAVIGATING INDUSTRY SHIFTS

"With reshoring efforts gaining momentum in North America, there's a growing demand for localized production processes, creating an ideal opportunity for **Atieuno's** solutions to help manufacturers improve efficiency. In Asia, urbanization and infrastructure growth are driving strong aluminium demand, while the increasing focus on sustainability and circular economies further strengthens aluminium's role in key sectors like construction and automotive. These regional shifts present exciting prospects for us to support businesses as they adapt to these evolving trends."



MARCELO AIELLO
Marketing & Sales Director

THE ESSENTIAL ROLE OF SUSTAINABILITY AND DIGITALIZATION

"Sustainability and digitalization are no longer just trends—they're essential drivers of success in the aluminium industry. As manufacturers face increasing pressure to reduce their environmental footprint and optimize efficiency, digital technologies offer critical tools to meet these demands. From streamlining operations to improving supply chain transparency, **Atieuno's** solutions enable manufacturers to enhance productivity while staying committed to sustainability goals. Digitalization empowers companies to make data-driven decisions, reduce waste, and improve resource management, making their operations both more resilient and adaptable in a rapidly evolving market. Embracing these technologies is key to staying competitive and future-proofing manufacturing processes in today's eco-conscious landscape."



Strategies and Performance

Customer-Centric Innovations

At **Atieuno**, customer-centric innovation means putting our customers at the core of everything we do. It's about understanding their unique challenges, anticipating their evolving needs, and delivering tailored solutions that drive real value. In 2024, we reinforced this commitment by refining our strategies to create deeper, more meaningful partnerships—ensuring every innovation empowers our customers to succeed in a rapidly changing industry.

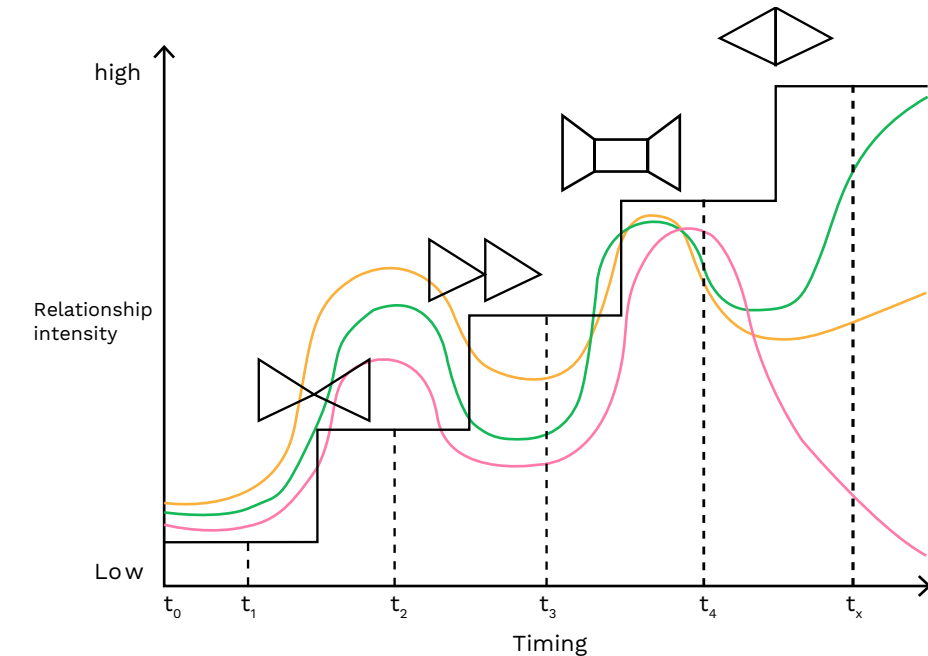
Enhanced Account-Based Marketing (ABM) Strategies and synergy with Key Account Management (KAM)

In 2024, we focused on creating personalized, high-impact engagements for key customers, aligning sales and marketing efforts to deliver measurable value while building long-term, trust-driven relationships.

The integration of ABM with Key Account Management is where strategy meets execution. While ABM drives precision marketing to engage and inspire, **KAM ensures continuity** and trust through consistent, long-term relationship management.

Together, these two strategies create a seamless customer experience and create value:

- Deliver personalized, goal-focused value propositions.
- Align sales and marketing efforts for a seamless experience.
- Strengthen partnerships that drive mutual growth.



This synergy has allowed **Atieuno** to elevate its customer engagement, ensuring every decision and interaction adds value, builds loyalty, and drives mutual growth. With ABM and KAM working hand-in-hand, we have redefined how we serve our customers—delivering not just software, but solutions that transform their businesses for the better.

Key Account Management (KAM)

- **KEY ACCOUNTS=**
Big complexity + high value deals
- **KAM**
A new significant challenge for many companies to effectively manage the commercial development processes.
- **KEY QUESTION**
"Are sales & marketing teams fully aware of the foundational principles of KAM?"





DIEGO CRUZ ALFONSO

Die Shop Manager at Aluminio de Baja California, S.A.

**CUSTOMER-CENTRIC
INNOVATION THROUGH
TECHNOLOGICAL
ADVANCEMENT**

Customer centricity is our driving strategy, even in technological innovation. By aligning advanced technological solutions with a deep understanding of our customers' challenges, we create tools that empower them to achieve greater efficiency, precision, and success.

This philosophy is at the core of our latest project, a pioneering collaboration with Diego Cruz Alfonso, Die Shop Manager at Aluminio de Baja California, S.A. Together, we are integrating a groundbreaking aluminium profile classification protocol into **Ulixes**, our advanced software solution for profile matching and extrusion simulation.

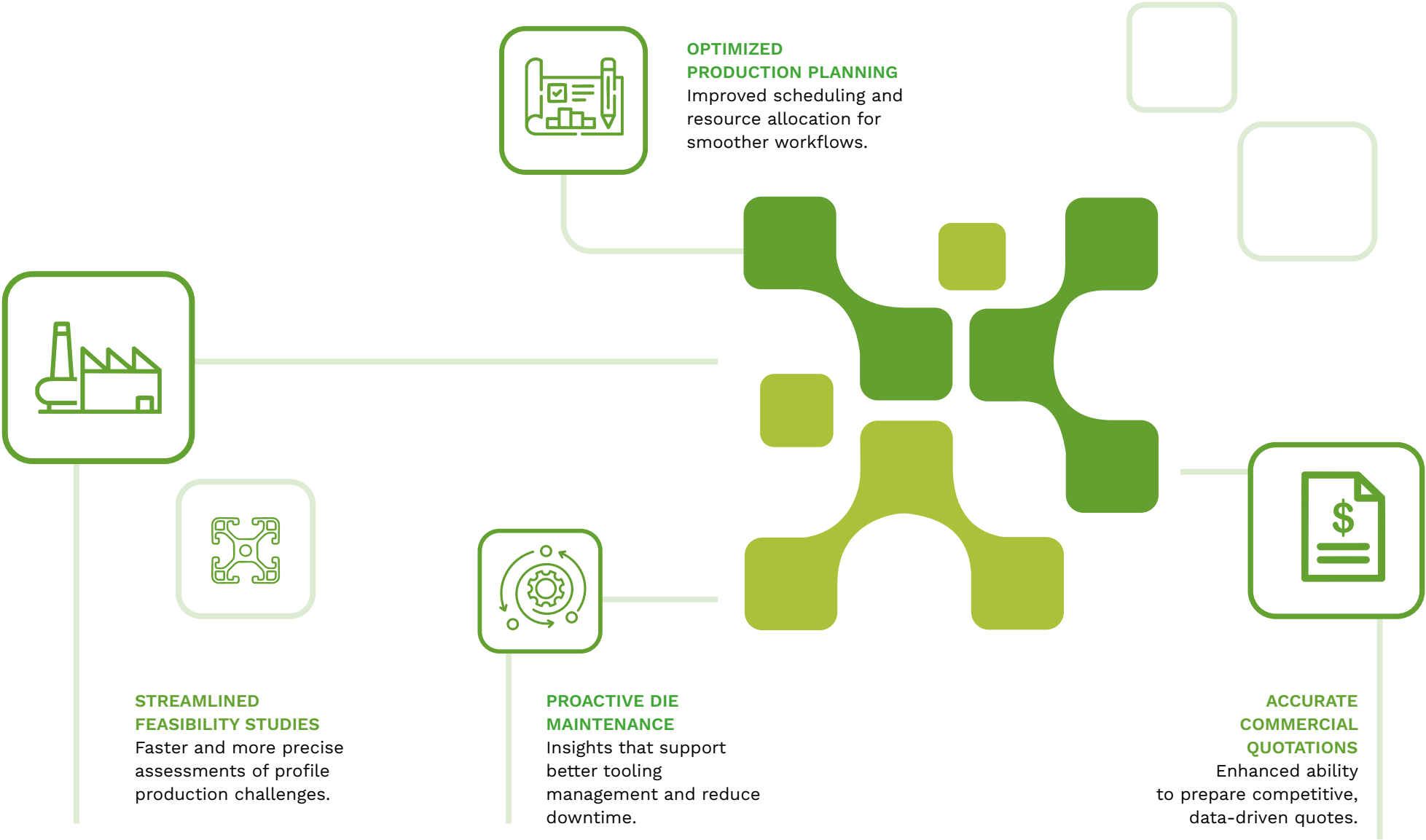
This initiative not only addresses key operational challenges but also ensures that our customers are equipped with the tools they need to stay competitive in an ever-evolving industry.

PROJECT'S HIGHLIGHTS

Driving value
for the Industry

By implementing this protocol, **Ulixes** brings transformative benefits to the aluminium extrusion process.

Tested successfully at Aluminio de Baja California, S.A., this protocol is now integrated into **Ulixes**, with further testing underway to ensure maximum efficiency and real-world effectiveness.

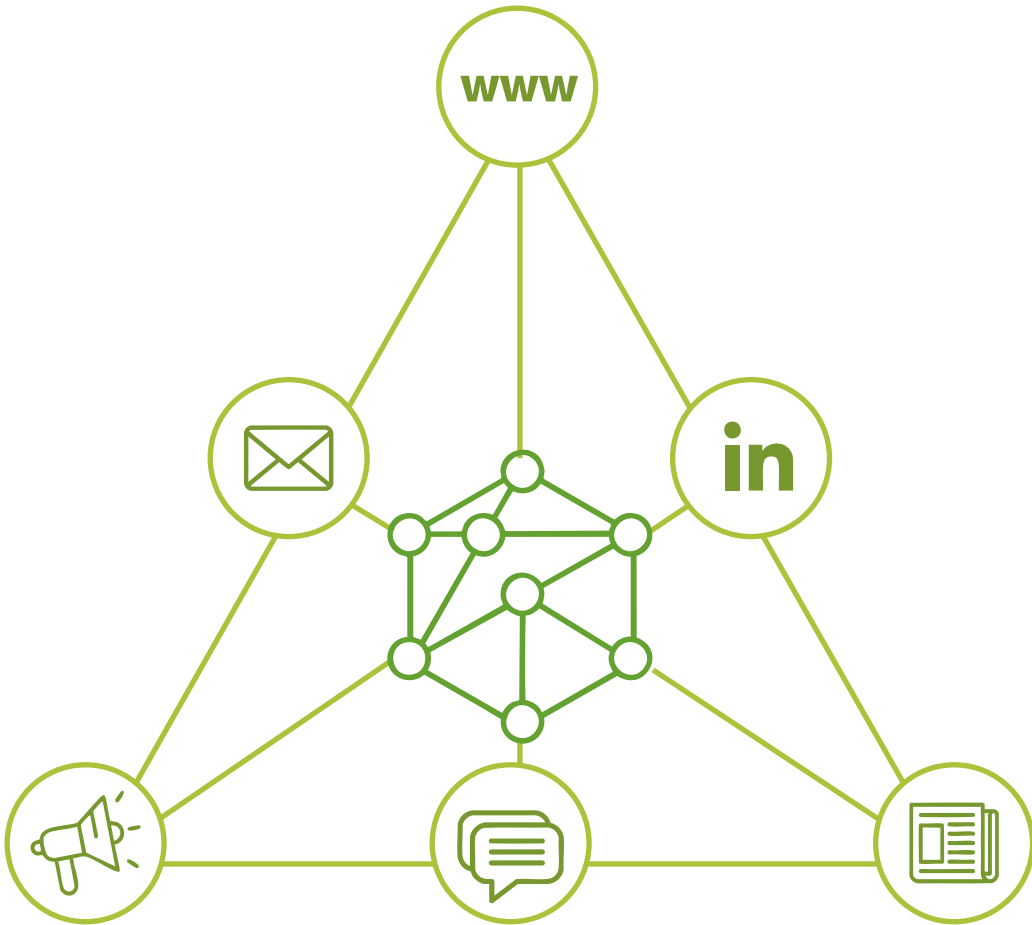


OMNICHANNEL MARKETING STRATEGIES

Engaging Customers Through a Dynamic Online Presence

In 2024, **Atieuno** continued to strengthen its connection with customers through a comprehensive omnichannel marketing strategy, designed to deliver a seamless and engaging experience across multiple platforms. By combining a dynamic online presence with active participation in key industry events, we ensured that our customers stay informed, inspired, and connected to **Atieuno**'s innovations.

By seamlessly integrating digital channels, industry participation, and visual storytelling, **Atieuno**'s omnichannel strategy reflects our commitment to engaging customers wherever they are—online or in person—ensuring they stay informed, connected, and inspired by our innovations.



YouTube Channel: Showcasing Innovation in Action

A standout highlight of our omnichannel strategy has been the growth of our YouTube channel, which serves as a powerful medium to demonstrate the advanced functionalities of **Atieuno's** solutions. In 2024, we produced a series of detailed, high-quality videos that showcased the enhanced capabilities of our **Extrusion Management System**. These videos provide step-by-step insights into how our solutions optimize processes, improve efficiency, and create real value for customers.



Scan the QR code and explore
our free video gallery



STRENGTHENING RELATIONSHIPS THROUGH
INDUSTRY EVENTS

Connecting, Collaborating,
and Innovating Together

Atieuno’s participation in leading industry events is a cornerstone of our commitment to building and maintaining long-term relationships with customers and stakeholders. These events serve as critical platforms to exchange knowledge, showcase innovations, and align with industry leaders on future challenges and opportunities.

In 2024, we have reinforced our position as a global solution provider at two key events: the International **ET Seminar** in Orlando, USA, and **Aluminium 2024** in Düsseldorf, Germany.



ET SEMINAR, ORLANDO, USA

Exploring the Future of Aluminium Extrusion

At the prestigious International Aluminium Extrusion Technology Seminar (ET Seminar) in Orlando, **Atieuno**'s leadership team, represented by General Manager **Marco Bosisio** and CFO **Pierpaolo Longhi**, joined professionals from over 50 countries to explore the latest advancements in aluminium extrusion technology.

The event featured over 100 technical sessions and an impressive exposition of cutting-edge equipment and services. Beyond the sessions, the seminar was a hub for meaningful conversations and new collaborations, enabling us to connect with industry peers, experts, and partners from around the globe.



ALUMINIUM 2024, DÜSSELDORF, GERMANY

Showcasing Innovation and Sustainability

At **Aluminium 2024**, one of the most influential events in the aluminium industry, **Atieuno** reaffirmed its position as an innovative solution provider for aluminium extrusion and product finishing.

The event underscored the industry's shared focus on sustainability and digital transformation. **Atieuno** demonstrated its alignment with these priorities, showcasing advanced solutions that optimize production processes, reduce resource consumption, and support our customers' sustainability goals.



Technological Advancements and New Products

Our commitment to technological innovation remains at the forefront of our mission to empower the aluminium manufacturing industry. In 2024, we reinforced our role as a holistic solution provider, delivering comprehensive services that address every aspect of the aluminium production process. By seamlessly integrating advanced tools, data-driven insights, and sustainable practices, we continue to enable our customers to achieve new levels of efficiency, precision, and sustainability.





Developing Comprehensive Industry Solutions

Atieuno is committed to providing end-to-end solutions for the aluminium manufacturing industry, ensuring seamless integration across every stage of production.

A cornerstone of this commitment is our ability to connect advanced technologies into a unified ecosystem that maximizes efficiency, accuracy, and productivity.

Streamlining Aluminium Manufacturing Operations

At **Atieuno**, we understand the importance of seamless logistics in aluminium manufacturing. Our **EMS 3rd G Ecosystem** integrates directly with Automatic Warehouse Systems, creating a centralized solution that enhances efficiency and accuracy throughout the production process.

This integration provides real-time visibility of material and basket positions, enabling manufacturers to track inventory and streamline workflows with precision. The integration allows to reduce errors and boosts productivity, allowing manufacturers to focus on delivering high-quality results.

Mastering Complexity in Aluminium Manufacturing

In 2024, **Atieuno** dedicated significant time and resources to enhancing **Theoria**, our advanced vertical planning solution, to better address the growing complexity of aluminium manufacturing. With intricate processes like extrusion, anodizing, machining, and specialized finishes requiring seamless coordination, **Theoria** has been refined to provide even greater precision and efficiency.

Unlike other planning systems, **Theoria** integrates and optimizes every stage of the production planning, offering a holistic approach that reduces lead times, improves workflows, and ensures higher product quality. It delivers enhanced real-time workload monitoring, improved stock level forecasting, and more accurate delivery scheduling, empowering manufacturers to master their planning and resource management.

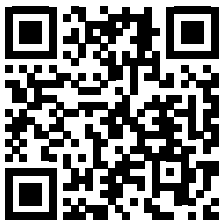




Smarter Decision-Making with Extrusion Intelligence

In 2024, **Atieuno** enhanced **Extrusion Intelligence**, our established solution for data analytics and big data management, to deliver even greater value to aluminium manufacturers. By refining its capabilities, we have made it easier for users to gain both a comprehensive overview of their operations and dive into specific process details with precision.

This year's improvements include the integration of artificial intelligence models, enabling smarter, predictive analytics. These advancements help manufacturers anticipate production challenges, optimize resource allocation, and make proactive decisions that reduce downtime and boost efficiency.



Scan the QR code and find out more about latest Extrusion Intelligence's update.



Driving sustainability in aluminium manufacturing

Our commitment to industry innovation is exemplified through our advanced vertical software solutions, which digitally transform aluminium manufacturing to support sustainable industrial growth. By improving production efficiency, reducing downtime, and enabling better planning, our tools significantly lower energy consumption and resource use. These efficiencies translate into reduced operational costs and a lower environmental footprint.

Furthermore, **Atieuno's** solutions enhance product quality and reduce material waste and scrap, ensuring a more sustainable use of raw materials. By providing real-time insights and predictive analytics, manufacturers can streamline workflows and prevent errors, creating a more reliable and sustainable production cycle.

Partnership Development Programme

Boosting Synergies with Our Partners

At Atieuno, we believe that strong partnerships are the backbone of innovation and mutual growth. In 2024, we expanded our Partnership Development Programme, combining online and in-person initiatives to enhance collaboration and strengthen synergies with our partners worldwide.

Strategic Discussions and Future Planning in Düsseldorf

In Düsseldorf, we hosted an evening of insightful discussions and forward-looking planning with our valued partners. This dynamic exchange of ideas focused on aligning **Atieuno's** advanced digital solutions with emerging market needs and developments. Together, we explored innovative strategies, presented key performance indicators (KPIs) from our successful collaborations, and introduced marketing and sales tools tailored to support our partners' commercial efforts.

Training as a Key Pillar

Partner training sessions were a cornerstone of this programme, designed to equip our collaborators with in-depth knowledge of **Atieuno's** software solutions. These sessions covered topics such as advanced product functionalities, implementation strategies, and best practices for driving innovation in aluminium manufacturing.

One notable example was the training session with Melchers, held at our headquarters. This hands-on training provided their team with a deeper understanding of **Atieuno's** software and included collaborative development of a strategic marketing and sales plan to guide future initiatives. Similar sessions with other partners worldwide have reinforced our collective commitment to excellence and growth.



Sharing Expertise for Innovation

At **Atieuno**, collaboration goes beyond partnerships—it's about sharing knowledge to drive collective growth and innovation in the aluminium manufacturing sector.

A prime example of this commitment was the training session "**Extrusion Dies Overheating Reduction Using Liquid Nitrogen Technology**", organized in partnership with Phoenix Group - Aluminium Extrusion Dies, a leader in extrusion die design and production.

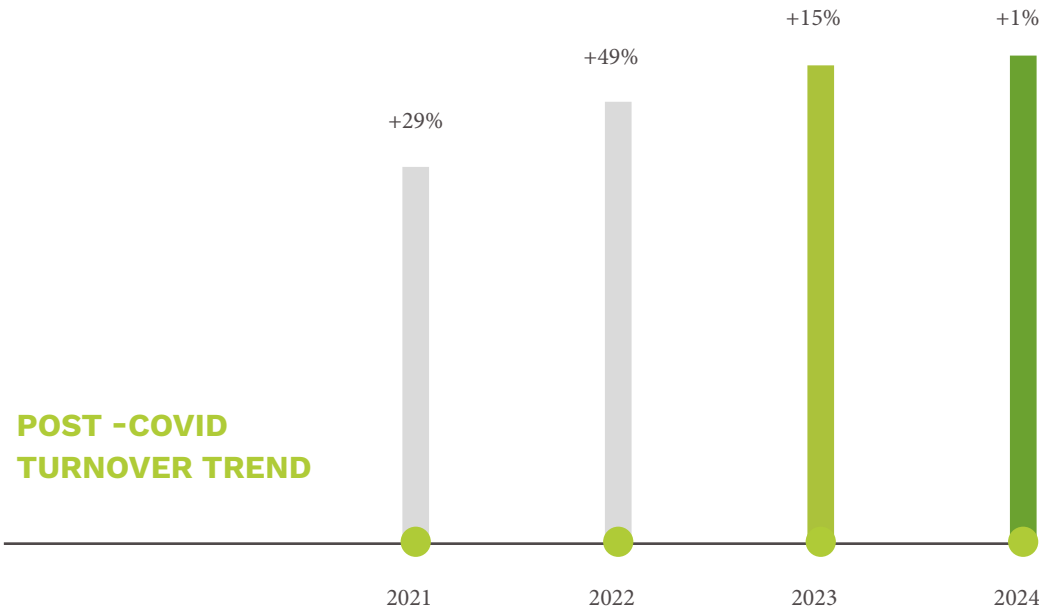
Led by Enea Mainetti, our **N5Nitrogen** Product Manager, the training provided Phoenix's team with advanced insights into optimizing extrusion dies through innovative cooling techniques.

This collaboration reflects **Atieuno's** belief that sharing expertise strengthens the industry as a whole. By empowering our partners with cutting-edge knowledge, we ensure continuous innovation and excellence across the aluminium manufacturing landscape. Together, we shape a smarter, more dynamic future for the sector.

FINANCIAL AND OPERATIONAL ACHIEVEMENTS

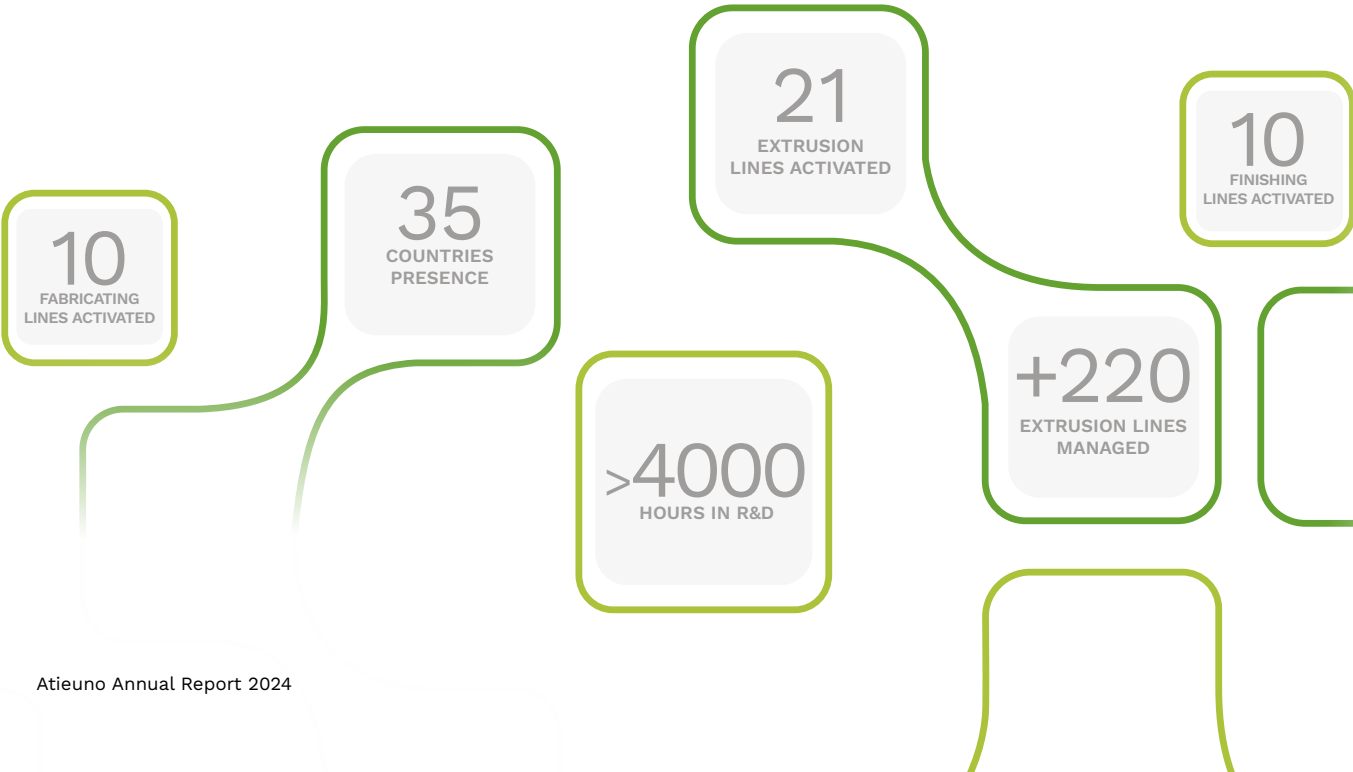
Facts & Figures 2024

In 2024, **Atieuno** delivered strong financial results, driven by expanded market presence and a strategic focus on innovation and customer-centric growth. These achievements have reinforced our financial stability and established a solid foundation for sustained success.



Operational Achievements

This year, **Atieuno** reached significant operational milestones, marked by the launch of new production lines and the continued expansion of our international presence. Backed by extensive R&D investments, these accomplishments demonstrate our dedication to operational excellence and innovation, ensuring lasting value for our customers.





Team and Culture

Leadership and Expertise

Our success is built on the foundation of strong leadership and exceptional technical expertise. In 2024, our leaders continued to guide the company with strategic vision, fostering a culture of innovation and resilience. Their ability to anticipate industry trends and align them with customer needs ensures **Atieuno** remains at the forefront of the aluminium manufacturing sector innovation.

Workforce Empowerment and Investments in Staff Training

Teodoro and Giacomo Mainetti have been instrumental in driving **Atieuno**'s commitment to workforce empowerment and technical excellence. As leaders in promoting expertise, they spearhead continuous initiatives aimed at equipping employees with cutting-edge tools and knowledge to thrive in the ever-evolving aluminium manufacturing industry.

Together, they spearhead continuous initiatives to equip employees with cutting-edge tools and advanced skills. Through hands-on initiatives and collaborative knowledge-sharing sessions, they ensure our team remains highly skilled and motivated. This emphasis on development not only empowers individual growth but also drives the innovation and operational excellence that define our leadership in the aluminium manufacturing sector.



TEODORO MAINETTI
Development Manager



GIACOMO MAINETTI
CTO

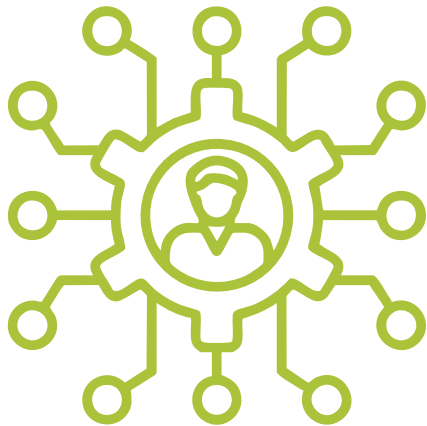
Leading with Flexibility and Collaboration

Giacomo's leadership is defined by his ability to foster flexibility and collaboration within **Atieuno**'s software development team. By creating an environment where adaptability and teamwork thrive, he ensures the team consistently delivers innovative, high-performing solutions that address the evolving needs of the aluminium manufacturing industry. This collaborative approach enables **Atieuno** to meet complex challenges with agility and precision.



Strengthening relationships through communication and transparency

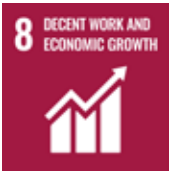
By fostering a culture of openness and collaboration, **Atieuno** prioritizes building strong connections with its customers. Recognizing the importance of multilingual customer support, we have introduced Spanish language courses for our employees to better serve our Spanish-speaking clients. This initiative enhances communication, fosters closer relationships, and reinforces our commitment to delivering exceptional support across diverse regions and languages.



Social and Environmental Impact

Sustainability in Action

At **Atieuno**, sustainability is integral to our operations, seamlessly aligning with our commitment to the **2030 Agenda** Goals. Through continuous innovation and strategic initiatives, we strive to create a meaningful environmental and social impact across every aspect of our business.



In promoting decent work and economic growth, we uphold stringent safety and well-being standards, ensuring a thriving environment for employees and partners. Our dedication extends beyond legal requirements, fostering success at every level.



Our commitment to industry innovation drives sustainable transformation in aluminium manufacturing through advanced software solutions that enhance operational efficiency and minimize environmental impact.



Finally, through strategic partnerships for the goals, we collaborate with other industry stakeholders to accelerate progress toward shared sustainability objectives, demonstrating our unwavering commitment to building a greener, more responsible industry.



Vision for 2025

2025 and Beyond: Innovating for Smarter and Greener Manufacturing

Atieuno's vision for 2025 is to lead the aluminium manufacturing industry through innovation, collaboration, and sustainability. We aim to advance our role as a holistic solution provider, empowering manufacturers with cutting-edge technologies that optimize efficiency, reduce environmental impact, and foster long-term growth.

By strengthening global partnerships, driving digital transformation, and aligning with the 2030 Agenda Goals, we are committed to creating solutions that not only meet the needs of today but also pave the way for a smarter, greener, and more connected future in aluminium manufacturing. Together, we will shape the future of the industry with purpose and responsibility.



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