

PRESS RELEASE

**FRANCHI UMBERTO MARMI AT MARMOMAC 2026: THE 60TH EDITION WHERE
NATURAL STONE MEETS THE FUTURE**

Franchi Umberto Marmi will be exhibiting at Marmomac in Hall 9, Stand C14: a meeting point to discover the Company's materials and the Carrara District, the hub connecting the excellence of the natural stone supply chain with international architecture, interior design and art



Carrara, September 17, 2026 – **Franchi Umberto Marmi S.p.A.**, a leading international company in the processing and marketing of Carrara marble, listed on the Euronext Growth Milan market (Ticker: FUM) (the “**Company**”), will be attending **Marmomac in Verona from 22 to 25 September**, as the city once again becomes the **international hub for the natural stone industry, bringing together materials, technologies, architecture, sustainability and a renewed dialogue with Carrara.**

There are trade fairs that showcase products, and there are trade fairs that, edition after edition, help define the identity and direction of an entire industry. **Marmomac** belongs to the latter category. From 22 to 25 September 2026, Verona will host the 60th edition of the international exhibition dedicated to natural stone, machinery and technologies for its processing, under the claim **“Celebrating natural stone for 60 years.”**

Alberto Franchi, Chairman and CEO of Franchi Umberto Marmi, comments: *“Verona’s distinctive strength lies in Marmomac’s ability to represent the entire stone industry on a global scale, bringing it together as an ecosystem and connecting materials from the world’s major stone districts with processing technologies, companies and buyers. This is precisely why our renewed presence at the event is so important.*

Through the Carrara District and the Franchi Academy, we are creating a space for dialogue and exchange with architects, designers and professionals from around the world, bringing new skills, ideas and perspectives into contact with the culture of marble. We believe this exchange is essential to making Carrara not only the place where marble originates, but a true international centre for research and design. Carrara as the world

capital of marble, craftsmanship, sculpture and transformation; Verona as a major commercial and technological crossroads, capable of projecting this expertise onto the world stage."



The figures behind a truly international crossroads

The importance of the event is confirmed by its 2025 figures: **1,400 exhibitors, 50,000 trade professionals, 12 halls, 8 outdoor areas and more than 76,000 square metres of exhibition space.** Even more significant is the international profile of its audience: **66% of visitors came from abroad, representing 140 countries.**

At Marmomac, a block is never simply raw material, and a machine is never merely productive capacity. The former tells the story of a geological origin, a territory and a world of design possibilities; the latter demonstrates how technical expertise can enhance the qualities of the material, reduce waste and make forms once considered impossible achievable. It is precisely this combination of business, technology and design culture that makes Marmomac a privileged observatory of the changes shaping the industry.

The Bedrock: the fair's new cultural hub

The 60th edition introduces **The Bedrock – Leading the Future of Natural Stone**, the new format located in Hall 10. The name refers to the geological foundation on which everything is built, as well as to the idea of stone as the starting point for new visions.

The space will host the opening ceremony, buyer meetings, talks, awards and curated exhibitions, creating an international forum where materials, business, research and design culture come together in dialogue.

Verona and Carrara: two capitals of stone in dialogue

The relationship with Carrara is one of the most interesting features of the 2026 edition. The two cities have developed distinct exhibition histories. Marmomac has never held an edition in Carrara; it was here, in 1980, that the independent Fiera Internazionale Marmi e Macchine, later known as CarraraMarmotec, was established. Its first edition covered approximately 48,000 square metres and brought together 376 exhibitors, attracting tens of thousands of visitors.

This relationship offers a compelling reflection of Italy's geography of stone. The connection with Carrara will also have a tangible meeting point within the fair itself. **Franchi Umberto Marmi will be exhibiting at Marmomac in Hall 9, Stand C14**, where visitors will be able to discover the Company's materials and learn more about Carrara District, the hub created to connect the excellence of the natural stone supply chain with

international architecture, interior design and art, accompanying professionals from material selection through project development and ultimately to completion.



From material to code: the 2026 programme

Marmomac's programme confirms its strong focus on those who design and transform stone. On 22 September, **Carlo Ratti** will open the Marmomac Academy programme with *From Material to Code: Digital Fabrication and the Future of Making*.

Particular attention is also being devoted to architects this year. For the first time, **Osteria dell'Architetto** will make its debut at Marmomac: a new meeting space in Hall 11 – Stand B2, open every day from 10 a.m. to 6 p.m. Conceived as a format dedicated to dialogue between architecture, territory and design culture, it brings a more informal and convivial dimension to professional exchange at the fair.

At noon, the *"Un'ora con..."* programme will feature **Benedetta Tagliabue – EMBT Architects** on 22 September, **Michele Rossi – Park** on 23 September, **Cino Zucchi – CZA** on 24 September and **Stefano Pujatti – ELASTICOfarm** on 25 September.

The sessions are free of charge upon registration and award **2 CFP professional training credits for architects (PPC)**. The initiative further strengthens Marmomac's role as a place where knowledge of materials meets directly with those responsible for transforming them into architecture and design.

A new award for sustainability across the supply chain

Among the most significant new initiatives is the launch of the **International Award for Sustainable Excellence**, promoted with the patronage and collaboration of the **University of Verona**.

The significance of the initiative goes beyond the recognition awarded to the winners. By making sustainability one of the criteria through which an international exhibition identifies and celebrates innovation, Marmomac is highlighting the fact that the future of natural stone will increasingly depend on the ability to measure consumption, recover residual materials, extend the life cycle of materials, improve safety and efficiency, and integrate scientific research with industrial expertise.

Sustainability thus becomes a **factor of quality and competitiveness**, rather than a complementary theme.

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***Franchi Umberto Marmi**, established in 1971, is a leader in the processing and marketing of blocks and slabs of Carrara marble, a natural stone that perfectly embodies Italian craftsmanship and luxury, with special characteristics that make it unique in Italy and in the rest of the world. The company covers all phases of the production and distribution process, thus guaranteeing the absolute quality of the product, whether it is slabs or entire blocks. The activity is mainly concentrated within the 59,000 square meters of the Carrara headquarters, which makes it the largest exhibition space dedicated to Carrara marble.*

Contacts

Franchi Umberto Marmi S.p.A.
Via del Bravo n. 14
54033 Carrara (MS)
Tel: +39 0585 70057
investor@fum.it

HEAR-ir
IR & Media Relations
Simona D'Agostino
simona.dagostino@hear-ir.com
Tel: +39 335 7729138
Luca Macario
luca.macario@hear-ir.com

Danae Project
Communication & Marketing
Natascia Bascherini
n.bascherini@danaeproject.com
Tel: +39 0585 831800
+39 320 895 0822
www.danaeproject.com