



Rethink Energy by Roberto Bolle: culture of energy in Eni's communication

San Donato Milanese (Milan), 4 April, 2014 – Today at the prestigious *Teatro alla Scala* of Milan, Eni's CEO Paolo Scaroni unveiled *Rethink Energy* starring Roberto Bolle, a famous international étoile and symbol of culture and social engagement around the world.

Rethink Energy by Roberto Bolle is a representation of what Eni has consistently pursued as a core tenet of its identity: being active in the community, supporting the expression of culture and promoting young talent. The company has shown this through its commitment to research, access to energy, support of culture and imagination of the future. Investing in energy means caring for it and, since last September, Eni has shared a variety of ways to live it. The goal is to create and spread a collective consciousness that encourages companies and consumers to be ambassadors for a new culture.

Roberto Bolle, recognized worldwide for the excellence of his art, has decided to represent Eni's message, becoming the interpreter of the values they share. Directed by Fabrizio Ferri, author and art director of international fame, Bolle gives birth to a unique artistic performance, playing with light and shadow and creating pure emotion with the movement of his body.

Toni Servillo's voice accompanies the elegant images and closes the performance with, "Let's give energy a new energy".

Rethink Energy by Roberto Bolle will air beginning April 6 with a multimedia plan that includes TV, print, billboards, film and the web.

[Roberto Bolle, Fabrizio Ferri and Servillo interviews](#)

Company Contacts:

Press Office: Tel. +39 02.52031875 – +39 06.59822030

Freephone for shareholders (from Italy): 800940924

Freephone for shareholders (from abroad): +39 80011223456

Switchboard: +39 06.59821

ufficio.stampa@eni.com

segreteria.societaria.azionisti@eni.com

investor.relations@eni.com

Web site: www.eni.com

