AURA CONSORTIUM

PRESS RELEASE

Stefano Rosso appointed Chairman of Aura Blockchain Consortium

Geneva, April 28, 2026 – Aura Blockchain Consortium, the non-profit organization founded in 2021 by LVMH, OTB Group, Prada Group and Richemont, announces the appointment of Stefano Rosso – CEO of Marni and Chairman of Maison Margiela (OTB Group) – as its new Chairman.

This appointment comes at a symbolic moment for Aura, as it continues to evolve from a pioneering initiative into a leading infrastructure for the luxury sector. Today, the Consortium brings together more than 50 luxury brands and has registered over 80 million products on its blockchain, contributing to a redefinition of authenticity and transparency through technology, while offering millions of customers increasingly direct, verifiable and reliable access to product and supply chain information. This approach strengthens trust and enhances customer experience, supporting more conscious and sustainable consumption models.

“Today, Aura represents far more than a technology platform. It embodies a vision for the future of luxury,” said Stefano Rosso, Chairman of Aura Blockchain Consortium. “Taking on this role is both an honour and a responsibility. In a context where trust is becoming increasingly central, our ambition is to help define a global standard that ensures transparency, protection and value throughout the entire product lifecycle.”

Rosso’s appointment comes at a time of acceleration for Aura and for the broader luxury ecosystem, where the Consortium is increasingly positioning itself as a catalyst, aligning brands, partners and stakeholders around a shared infrastructure - now spanning multiple sectors, from fashion and accessories to jewelry, automotive and spirits - designed not only to address emerging regulatory requirements, but above all to generate competitive advantage and sustainable value.

“The complexity of the challenges the industry faces today – from transparency and sustainability to the new geopolitical dynamics reshaping value chains, market access and global standards – requires an increasingly collective approach,” Rosso added. “Only through collaboration can we build solutions that are truly scalable and long-lasting. Aura was created with precisely this goal: to enable the industry to move forward together, faster and with greater impact.”

Stefano Rosso succeeds Lorenzo Bertelli, Chief Marketing Officer and Head of CSR at Prada Group, who has led Aura since its foundation, playing a key role in shaping its vision and global positioning.

About Aura Blockchain Consortium

Aura Blockchain Consortium was established in 2021 by LVMH, OTB, Prada Group, and Cartier, part of Richemont. The luxury groups have joined forces to address the shared challenges of communicating authenticity, responsible sourcing and sustainability in a secure digital format. Aura Blockchain Consortium is a non-profit association based in Switzerland with the purpose to promote socially responsible, sustainable, and customer-centric business practices throughout the lifecycle of luxury products by leveraging blockchain and other technologies. By promoting the use of global blockchain solutions open to luxury brands of all sectors worldwide, the platform provides consumers with additional information, services, transparency and raises the customer experience to a new level. For more information, please visit www.auraconsortium.com