

**BREMBO SOLUTIONS AND MICROSOFT ITALY
STRENGTHEN THEIR STRATEGIC COLLABORATION
TO BOOST DIGITAL TRANSFORMATION ACROSS INDUSTRIES**

**ALCHEMIX LANDS ON MICROSOFT
MARKETPLACE**

***Global companies can now easily access and benefit from
Brembo Solutions' recipe formulator powered by Azure OpenAI Service.***

***ALCHEMIX accelerates R&D, enhances production efficiency
and meets cross-industry needs.***

Its first adopter is a global premium Food & Beverage company.

Milan / Bergamo (Italy), October 20, 2025 – Brembo Solutions and Microsoft Italy strengthen their strategic collaboration to boost digital transformation across industries.

Brembo Solutions, the Brembo business unit empowering global enterprises with AI-driven solutions, announces the launch of ALCHEMIX on Microsoft Marketplace, the online platform gathering Microsoft and its Partners' solutions and business applications, allowing companies all over the world to easily find the most suitable digital tools to meet their needs, whatever their industry and size.

ALCHEMIX is an AI-powered recipe formulator designed to accelerate R&D processes. It enables companies to generate and predict truly innovative material mix and ingredient combinations in a few minutes instead of months. This solution helps enterprises across industries shorten time to market, optimize recipes and digitalize R&D processes.

By discovering new paths to innovation and supporting sustainable formulations, ALCHEMIX provides companies with a significant competitive advantage. Its first adopter, a global premium Food & Beverage company with a strong focus on sustainability innovation, demonstrates the versatility of ALCHEMIX and its potential to reshape R&D across multiple domains.

"Brembo Solutions unlocks the full potential of Artificial Intelligence through advanced solutions designed for its most ambitious clients. With our AI•DOING approach – which combines Brembo's proven expertise in Artificial Intelligence with its application within industry – we address real market needs, bringing digital innovation to all companies seeking to elevate their efficiency and competitiveness at the next level." said Fabio Menichini, Senior Manager of Brembo Solutions.

"We are thrilled to deepen our strategic collaboration with Brembo Solutions as they launch ALCHEMIX on the Microsoft Marketplace. This groundbreaking AI-powered solution, built on the robust capabilities of Azure OpenAI Service, exemplifies how our partners are leveraging Microsoft technology to accelerate digital transformation and how by joining forces we can contribute to the competitiveness of the Manufacturing world, a strategic sector in Italy as well as driving growth worldwide. ALCHEMIX will empower businesses across industries to innovate faster, making Generative AI accessible, even to smaller organizations." said Mario Santagostino, Head Manufacturing & Mobility at Microsoft Italy.

ALCHEMIX originated at the Brembo Inspiration Lab in Silicon Valley and has been developed by Brembo's Data Science and AI Team, leveraging Microsoft Azure technology and in particular the advanced models, personalization, scalability and security of Azure OpenAI Service. Internally, Brembo already applies ALCHEMIX to generate advanced friction material combinations for braking components.

Building on this extensive AI expertise applied to braking, Brembo Solutions has now launched ALCHEMIX as a cloud-based software-as-a-service (SaaS) solution that supports companies in Food & Beverage, Cosmetics, Chemicals and other industries to innovate more rapidly and remain competitive in fast-evolving markets.

Discover more about ALCHEMIX [here](#).

About Brembo

Brembo leads the world in the design and production of high-performance braking systems and components for top-flight manufacturers of cars, motorbikes and commercial vehicles. Founded in 1961 in Italy, the company has a long-standing reputation for providing innovative solutions for original equipment and aftermarket. Brembo is a key player in the world of racing: for 50 years, it has been the choice of the Teams competing in the most demanding motorsport championships worldwide and it has won more than 700 titles. The company also develops braking systems for mountain bike racing.

Guided by its strategic vision – "Turning Energy into Inspiration" – Brembo's ambition is to help shape the future of mobility through cutting-edge, digital and sustainable solutions.

With over 16,000 people across 18 countries, 39 production and business sites, 10 R&D centers, 2 Inspiration Labs and with a turnover of € 3,840.6 million in 2024, Brembo is the trusted solution provider for everyone who demands the best driving experience.

www.brembogroup.com

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About Microsoft

Microsoft creates platforms and tools powered by AI to deliver innovative solutions that meet the evolving needs of our customers. The technology company is committed to making AI available broadly and doing so responsibly, with a mission to empower every person and every organization on the planet to achieve more.

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