

| AWARD                            | TITLE                       | BRAND                            | PRODUCT                         | ENTRANT / IDEA CREATION                                  | COUNTRY             | LION        |
|----------------------------------|-----------------------------|----------------------------------|---------------------------------|----------------------------------------------------------|---------------------|-------------|
| Creative Strategy                | The Pub That Refused To Die | Heineken                         | Heineken Green                  | LePub, Milan / Publicis, Dublin                          | Italy / Ireland     | Grand Prix  |
| Social & Creator                 | Could Have Been A Heineken  | Heineken                         | Heineken Beer                   | LePub, Milan / LePub, Sao Paulo                          | Italy / Brazil      | Grand Prix  |
| Brand Experience & Activation    | Could Have Been A Heineken  | Heineken                         | Heineken Beer                   | LePub, Milan / LePub, Sao Paulo                          | Italy / Brazil      | Gold Lion   |
| Creative B2B                     | Tocayos                     | Heineken                         | Heineken Beer                   | LePub, Milan                                             | Italy               | Gold Lion   |
| Creative Strategy                | Tocayos                     | Heineken                         | Heineken Beer                   | LePub, Milan                                             | Italy               | Gold Lion   |
| Direct                           | Could Have Been A Heineken  | Heineken                         | Heineken Beer                   | LePub, Milan / LePub, Sao Paulo                          | Italy / Brazil      | Gold Lion   |
| Entertainment                    | The Tiger                   | Gucci                            | Gucci                           | MJZ, Los Angeles / Gucci, Florence                       | USA / Italy         | Gold Lion   |
| Media                            | Could Have Been A Heineken  | Heineken                         | Heineken Beer                   | LePub, Milan / LePub, Sao Paulo                          | Italy / Brazil      | Gold Lion   |
| Media                            | Could Have Been A Heineken  | Heineken                         | Heineken Beer                   | LePub, Milan / LePub, Sao Paulo                          | Italy / Brazil      | Gold Lion   |
| Media                            | Dark Mode Ads               | Plenitude                        | Energy                          | LePub, Milan                                             | Italy               | Gold Lion   |
| Outdoor                          | Could Have Been A Heineken  | Heineken                         | Heineken Beer                   | LePub, Milan / LePub, Sao Paulo                          | Italy / Brazil      | Gold Lion   |
| Audio & Radio                    | Could Have Been A Heineken  | Heineken                         | Heineken Beer                   | LePub, Milan / LePub, Sao Paulo                          | Italy / Brazil      | Silver Lion |
| Brand Experience & Activation    | Tocayos                     | Heineken                         | Heineken Beer                   | LePub, Milan                                             | Italy               | Silver Lion |
| Creative Strategy                | Tocayos                     | Heineken                         | Heineken Beer                   | LePub, Milan                                             | Italy               | Silver Lion |
| Direct                           | Could Have Been A Heineken  | Heineken                         | Heineken Beer                   | LePub, Milan / LePub, Sao Paulo                          | Italy / Brazil      | Silver Lion |
| Film Craft                       | The Gucci Lido Campaign     | Gucci                            | Gucci Clothing                  | Smuggler, London / Gucci, Milan                          | UK / Italy          | Silver Lion |
| Outdoor                          | Dark Mode Ads               | Plenitude                        | Energy                          | LePub, Milan                                             | Italy               | Silver Lion |
| PrR                              | Tocayos                     | Heineken                         | Heineken Beer                   | LePub, Milan                                             | Italy               | Silver Lion |
| Social & Creator                 | Olympic Rings Pasta         | International Olympics Committee | Milan Winter Olympic Games 2026 | International Olympic Committee, Lausanne / LePub, Milan | Switzerland / Italy | Silver Lion |
| Brand Experience & Activation    | Could Have Been A Heineken  | Heineken                         | Heineken Beer                   | LePub, Milan / LePub, Sao Paulo                          | Italy / Brazil      | Bronze Lion |
| Creative B2B                     | Dark Mode Ads               | Plenitude                        | Energy                          | LePub, Milan                                             | Italy               | Bronze Lion |
| Creative B2B                     | The Pub That Refused To Die | Heineken                         | Heineken Green                  | LePub, Milan / Publicis, Dublin                          | Italy / Ireland     | Bronze Lion |
| Creative Business Transformation | Tocayos                     | Heineken                         | Heineken Beer                   | LePub, Milan                                             | Italy               | Bronze Lion |
| Direct                           | The Pub That Refused To Die | Heineken                         | Heineken Green                  | LePub, Milan / Publicis, Dublin                          | Italy / Ireland     | Bronze Lion |
| Entertainment                    | The Pub That Refused To Die | Heineken                         | Heineken Green                  | LePub, Milan / Publicis, Dublin                          | Italy / Ireland     | Bronze Lion |
| Media                            | Dark Mode Ads               | Plenitude                        | Energy                          | LePub, Milan                                             | Italy               | Bronze Lion |
| Outdoor                          | Rooftop Revival             | Heineken                         | Heineken                        | LePub, Singapore / LePub, Milan                          | Singapore / Italy   | Bronze Lion |
| PR                               | The Pub That Refused To Die | Heineken                         | Heineken Green                  | LePub, Milan / Publicis, Dublin                          | Italy / Ireland     | Bronze Lion |