



PRESS RELEASE

Not for publication, distribution, directly or indirectly, in the United States, Canada, Australia, Japan, or in any other jurisdiction where to do so would be unlawful.

FININVEST S.P.A.: LAUNCH OF AN ACCELERATED BOOKBUILDING ON 5.61% OF THE SHARE CAPITAL OF MEDIOLANUM SPA TO ITALIAN AND INTERNATIONAL INSTITUTIONAL INVESTORS

Milan, December 10, 2013 – Fininvest S.p.A. – holding 35.72% of the share capital of Mediolanum S.p.A., of which 25.53% is subject to a shareholders' agreement signed with the Ennio Doris' Group - announces the launch of an accelerated bookbuilding to Italian and international institutional investors of 41,300,000 ordinary shares of Mediolanum equal to approx. 5.61% of its share capital. The offer, approved by the Board of Directors of Fininvest, represents part of the stake held by Fininvest not subject to the shareholders' agreement restrictions.

In the context of the offer, UniCredit Bank AG, Milan, in cooperation with Kepler Cheuvreux, is acting as Sole Bookrunner.

Bookbuilding will commence immediately, though the right to close the books at any time is reserved. Final terms of the offer will be promptly communicated to the market.

The proceeds of the offering will be used by Fininvest to strengthen its capital structure.

Without prejudice to the provisions of the above mentioned shareholders' agreement, in line with market practice for similar transactions, Fininvest has also agreed with UniCredit Bank AG, Milan to a lock-up on the shares held in Mediolanum as at the end of the transaction for a period of ninety days.

Contacts:

Fininvest Communication Department

+39 0285414252 / 4245

dir.comunicazione@fininvest.it

DISCLAIMER: The information contained in this announcement is for background purposes only and does not purport to be full or complete. No reliance may be placed for any purpose on the information contained in this announcement or its accuracy or completeness. The information in this announcement is subject to change. It may be unlawful to distribute this announcement in certain jurisdictions. These written materials are not for distribution in the United States, Canada, Australia or Japan or in any other jurisdiction where to do so would be unlawful. The information contained herein does not constitute an offer of securities for sale in the United States, Canada, Australia or Japan. This announcement does not constitute or form part of an offer to sell or the solicitation of an offer to buy the securities discussed herein. The securities mentioned herein have not been, and will not be, registered under the US Securities Act of 1933, as amended (the "Securities Act"), and may not be offered or sold in the United States absent registration or an exemption from the registration requirements of the Securities Act. There will be no public offer of the securities mentioned herein in the United States.