



PRESS RELEASE

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FININVEST S.P.A.: ACCELERATED BOOKBUILDING OF 5.61% OF THE SHARE CAPITAL OF MEDIOLANUM COMPLETED

41,300,000 shares, representing 5.61% of Mediolanum's share capital, sold at a price of Euro 6.12 per share

Milan, December 11, 2013 – Following the press release published on December 10th, 2013, Fininvest announces that UniCredit Bank AG, Milan acting as Sole Bookrunner - in cooperation with Kepler Cheuvreux - has successfully completed the aggregate sale of 41,300,000 ordinary shares of Mediolanum S.p.A. equal to 5.61% of its share capital.

The offering, carried out through an accelerated bookbuilding process addressed to Italian and international institutional investors, was priced at Euro 6.12 per share with aggregate net proceeds for Fininvest equal to approx. Euro 253 million.

The offering will be settled on December 16, 2013.

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