



## PRESS RELEASE

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### **FININVEST S.P.A.: LAUNCH OF AN ACCELERATED BOOKBUILDING ON 7.79% OF THE SHARE CAPITAL OF MEDIASET S.P.A. TO ITALIAN AND INTERNATIONAL INSTITUTIONAL INVESTORS**

*Milan, 12 February 2015* – Fininvest S.p.A. – holding 41.28% of the share capital of Mediaset S.p.A. – announces the launch of an accelerated bookbuilding to Italian and international institutional investors of 92 million ordinary shares of Mediaset S.p.A. equal to approx. 7.79% of its share capital.

In the context of the offer, Merrill Lynch International and UniCredit Bank AG, Milan Branch are acting as Joint Bookrunners and Joint Lead Managers.

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, among other things, to continue the strengthening of its financial and capital structure and to enable contingent investments with a view to the diversification of its equity portfolio .

In line with market practice for similar transactions, Fininvest has also agreed with the Joint Bookrunners to a lock-up on the shares held in Mediaset S.p.A. as at the end of the transaction for a period of 120 days, subject to customary exceptions and waiver by the Joint Bookrunners.

Upon completion of the transaction, Fininvest, by keeping a shareholding equal to approximately 33.4% of the relevant share capital, may continue to ensure to Mediaset the stability of a reference shareholding.

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**In the United Kingdom this announcement is directed exclusively at Qualified Investors (i) who have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the "Order") or (ii) who fall within Article 49(2)(A) to (D) of the Order, and (iii) to whom it may otherwise lawfully be communicated.**

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**Each of Merrill Lynch International and Unicredit Bank AG is acting on behalf of the Seller and no one else in connection with any offering of the Shares and will not be responsible to any other person for providing the protections afforded to any of its clients or for providing advice in relation to any offering of the Shares.**