



FIERA MILANO

FIERA MILANO: INITIATION OF TREASURY SHARE BUY-BACK PLAN

Milan, 24 June 2016. Fiera Milano S.p.A. communicates the activation of the ordinary share buy-back plan, implemented on the basis of the authority granted by the Ordinary Meeting of Shareholders of 28 April 2016.

Transactions made by the Company to purchase of its own shares will be made to increase its portfolio of treasury shares in order to service the Stock Option Plan 2017-2023. The buy-back will also be aimed at providing supporting the liquidity and stability of the shares, facilitating the exchange of shares and to favour a more stable trend of trading activity.

The plan allows for the purchase, in one or more tranches, of ordinary shares up to a maximum limit of no. 600,000 shares of no nominal value (equal to 0.84% of the Company's share capital).

The authorisation to buy back the shares is effective for a period of eighteen months from the date of approval by the Shareholders' Meeting.

Treasury shares may be purchased at a share price that is no higher than 10% and no lower than 10% of the reference price recorded by Fiera Milano shares on the Italian stock exchange (*MTA – Mercato Telematico Azionario*) organised and managed by Borsa Italiana S.p.A. in the trading session preceding each individual transaction.

In order to implement the share buy-back programme, the Company has appointed an intermediary whose mandate commences on 27 June 2016.

Purchases will be carried out in accordance with safe harbour regulations and currently applicable market practice. It is the Company's intention to update its practices to comply with the relevant new provisions which will become effective from 3 July 2016.

Furthermore, purchases must be carried out in compliance with article 144-bis, paragraph 1, of the CONSOB Rule no. 11971/1999. In particular, purchases on the market must be carried out in accordance with the procedures established by Borsa Italiana S.p.A. which do not permit the direct matching of purchase orders with predetermined sell orders.

It should be noted that, as of today's date, Fiera Milano S.p.A. holds, directly and indirectly, no. 645,008 treasury shares, equal to 0.90% of the share capital.



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