



FIERA MILANO

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FIERA MILANO: THE TIMETABLE FOR THE AUCTION OF THE UNSUBSCRIBED RIGHTS HAS BEEN DECIDED

Milan, 20 January 2016. Fiera Milano communicates that the timetable for the auction of the unsubscribed rights (the “**Rights**”) from the rights issue open to shareholders for no. 31,126,821 new ordinary shares issued by Fiera Milano as part of the paid share capital increase approved by the Extraordinary Shareholders’ Meeting of 31 July 2015 has been decided.

During the rights offer period (30 November 2015 - 18 December 2015, the “**Offer Period**”), no. 39,693,856 option rights to subscribe to no. 29,770,392 ordinary shares offered, were exercised; this was equal to 95.64% of all the shares offered with a total value of Euro 66,834,530.

At the end of the Offer Period there were no. 1,808,572 Rights that had not been exercised which represented rights to subscribe to a total of no. 1,356,429 ordinary shares equal to 4.36% of the ordinary shares offered with a total value of Euro 3,045,183.

Under the provisions of Article 2441, third paragraph of the Italian Civil Code, the Rights will be offered on the stock exchange on behalf of Fiera Milano by Banca Akros S.p.A. on the trading days of 22, 25, 26, 27 and 28 January 2016 (the “**Stock Exchange Offer**”). On the first day the entire amount of Rights will be offered while on the subsequent days those Rights which have not been sold on the previous days will be offered.

Exercise of the Rights acquired as part of the Stock Exchange Offer and subscription of the shares must be made through authorised intermediaries belonging to the centralised management system managed by Monte Titoli S.p.A. by and no later than 29 January 2016, under penalty of forfeiture, unless the Stock Exchange Offer ends early because all the Rights offered have been sold on the trading days of 22 or 25 January 2016. If the Stock Exchange Offer ends early, exercise of the Rights acquired as part of the aforementioned Offer must be made early, under penalty of forfeiture, by and no later than the third trading day following communication that the Offer has closed early and therefore:

- by and no later than 27 January 2016 should the Offer close early on 22 January 2016;
- by and no later than 28 January 2016 should the Offer close early on 25 January 2016.

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However, if all the Rights offered are not sold on the first two stock exchange trading dates listed above, i.e. on the trading dates of 22 or 25 January, 2016, the final date for subscription to the shares will remain 29 January 2016.

The Rights will be made available to the purchasers through the authorised intermediaries belonging to the centralised management system managed by Monte Titoli S.p.A. and may be used to subscribe to newly issued ordinary shares with the same dividend rights and other characteristics of the shares already in issue at a price of Euro 2.245 per share in the ratio of three new ordinary shares for every four Rights exercised.

The shares subscribed by the end of the Stock Exchange Offer Period will be credited to the accounts of the intermediaries belonging to the centralised management system managed by Monte Titoli S.p.A. at the end of the payment date for the last day that the Rights may be exercised and will therefore be available from the following settlement date.

The prospectus for the Rights Offer of Fiera Milano ordinary shares, as well as the Prospectus supplement, are publicly available at the registered office of the Company, at its operational and administrative offices, and also on its website www.fieramilano.it under Investor Relations/Share Capital Increase and on the website www.emarketstorage.com managed by BIt Market Services S.p.A.

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