



BRUNELLO CUCINELLI

PRESS RELEASE

BRUNELLO CUCINELLI: the Board approves the merger by way of incorporation into the Company of the subsidiaries Brunello Cucinelli Capri S.r.l. and Brunello Cucinelli Marittima S.r.l.

Solomeo, 7 October 2013 – Today, the Board of Directors of Brunello Cucinelli S.p.A. – an Italian *maison* operating in the luxury goods sector, listed on the Borsa Italiana Electronic Stock Exchange – approved, according to law and its By-laws, the merger by way of incorporation into the Company of Brunello Cucinelli Capri S.r.l. and Brunello Cucinelli Marittima S.r.l., small fully owned subsidiaries, acting in the local retail sector (respectively, in Campania and in Emilia-Romagna); the merger has been approved today also by the quotaholders' meetings of the two merging subsidiaries.

The deed of merger shall be signed after the lapse of the term provided by article 2503 of the Italian Civil Code and shall be published according to law.

The documentation regarding the merger is available to the public at the registered office and in the Company's website www.brunellocucinelli.it. The minutes of the resolution shall be made available to the public within the terms provided by the applicable regulations.

Additional information may be found in the press release dated 28 August 2013 and in the "Documents" section of the Company's website www.brunellocucinelli.it.

Brunello Cucinelli S.p.A. is an Italian *maison* operating in the absolute luxury goods sector which specializes in cashmere and has gradually become one of the most exclusive brands in the international informal luxury prêt-à-porter sector.

Brunello Cucinelli, founded in 1978 by the stylist and entrepreneur of the same name, posted a net turnover of Euro279.3 million in 2012 (+15.1% compared to the previous year), of which around 75.4% was achieved overseas, and a normalized EBITDA of Euro 49.1 million (up by 22.3% compared to the previous year), and has over 900 employees.

The Group operates in more than 55 countries worldwide through a network of more than 90 monobrand stores and boutiques located in the world's leading capitals and cities (Milan, Venice, Paris, London, Madrid, Barcelona, Berlin, New York, Los Angeles, Miami, Chicago, Mexico City, Moscow, Tokyo, Hong Kong, Shanghai and Beijing) and in the most exclusive resorts (such as Capri, St. Tropez, Porto Cervo, Cannes, Cortina, St. Moritz, Sylt, East Hampton and Aspen), and has a significant presence in around 1,000 selected multibrand outlets, including the top luxury department stores.

The success of Brunello Cucinelli S.p.A. is rooted in a "Made in Italy" culture consisting of high-quality, craft-based, exclusive, contemporary products, with business since the company's foundation being conducted in the mediaeval hamlet of Solomeo, lying on the outskirts of Perugia.

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