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PRESS RELEASE

BRUNELLO CUCINELLI: IPO of Brunello Cucinelli completed with enormous success

- **The demand at the Maximum Price was more than 17 times superior to the total offer, for an overall amount of over € 2.6 billion;**
- **Final price set at € 7.75 per share, at the top of the announced price range;**
- **First day of trading set for Friday, 27 April 2012;**
- **At € 7.75, the Company will have a market capitalization of € 527 million.**

Solomeo, 23 April 2012 – **Brunello Cucinelli S.p.A.** (the "**Company**") today announced the **successful completion** of the **Initial Public Offering** of its ordinary shares, for the purpose of admission to listing on the Electronic Stock Market (MTA), organised and managed by Borsa Italiana S.p.A.. At the Maximum Price, the order book was **17 times** oversubscribed for a total amount of over €2.6 billion.

Institutional demand – 18 times higher than the available shares – came from leading international investors, including US, European and UK investors.

Demand from retail investors was 7 times higher than the reserved quota.

The **Offer Price** of Brunello Cucinelli S.p.A. ordinary shares was set at **€7.75 per Share**.

The **date set for the start of trading** of the Company's shares is **Friday 27 April**, which is also the share settlement date.

BofA Merrill Lynch and Mediobanca - Banca di Credito Finanziario S.p.A are acting as Global Coordinators. Mediobanca - Banca di Credito Finanziario S.p.A. also acts as Italian Lead Manager of the Italian Public Offer and Sponsor. **NCTM Studio Legale Associato** and Skadden, **Arps, Slate, Meagher & Flom** (UK), LLP are acting as legal counsels to Brunello Cucinelli S.p.A. and the selling shareholders; **Shearman & Sterling LLP** is acting as legal counsel to the Global Coordinators; the audit firm of the Company is **Ernst & Young**.

Brunello Cucinelli S.p.A. is an Italian fashion house that operates in the luxury goods sector, specialises in cashmere and has gradually become one of the most exclusive brands in the international casual-chic sector.

Brunello Cucinelli, founded in 1978 by the stylist and entrepreneur of the same name, today employs over 700 people and in 2011 reported a net turnover of € 243 million (+19% compared to the previous financial year), of which 70% was achieved overseas, and an EBITDA of € 40 million (up by 68% compared to the previous financial year).

The Group operates in more than 50 countries worldwide through a network of 60 single-brand *boutiques* located in the world's leading capital cities and most exclusive resorts (such as Milan, Paris, London, New York, Los Angeles, Miami, Moscow, Tokyo, Hong Kong and Shanghai) in the most exclusive resorts (such as Capri, St. Tropez, Porto Cervo, Cannes, Cortina, St. Moritz, Sylt and East Hampton), as well as through over 1,000 selected multi-brand outlets and top luxury department stores.

The success of Brunello Cucinelli S.p.A. is rooted in an Italian craft-made culture of high-quality, exclusive, contemporary products, with business conducted since the company's foundation in the mediaeval village of Solomeo, just outside Perugia.

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