



BRUNELLO CUCINELLI

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Press Release

BRUNELLO CUCINELLI: Fedone s.r.l. launches the sale of a minority stake in Brunello Cucinelli S.p.A. through an accelerated book built offering (the “Offering” or the “Placement”) to institutional investors

Cav. Lav. Brunello Cucinelli, Chairman and CEO of Brunello Cucinelli S.p.A. and of Fedone S.r.l., commented as follows:

*“The purpose of the transaction is to collect resources in support of the announced **Project for beauty**, for the enhancement of the value of our beloved land and dignity of our country.*

*Three parks will be created beneath the medieval village of Solomeo, in collaboration with the **Foundation Brunello e Federica Cucinelli**”*

Solomeo, 29 January 2015 - Fedone S.r.l. (“Fedone”) has launched the sale of 3,494,000 Brunello Cucinelli S.p.A. (“Company”) shares, corresponding to 5.14% of the Company’s share capital, through an accelerated book built offering to institutional investors.

BofA Merrill Lynch is acting as Sole Bookrunner for the placement.

The book building will commence immediately and Fedone reserves the right to close the book at any time. Fedone will announce the outcome of the Placement upon completion.

Fedone also announces it has entered into agreements with Fundita S.r.l. and Progetto Novantuno S.r.l., companies respectively controlled by Mrs. Giovanna Manfredi and Mr. Moreno Ciarapica, board members and managers of the Company for over 20 years, for the purchase of Brunello Cucinelli shares. The agreements, conditional upon the completion of the Offering, envisage the acquisition by Fedone of a limited fraction of stakes held by Fundita and Progetto Novantuno in the Company, namely 350,000 shares (0.51% of the Company’s share capital) and 46,000 shares (0.07% of the Company’s share capital), respectively. The same conditions of the Offering will apply to the shares acquired by Fedone.

Fedone confirms its full commitment to remain the controlling shareholder of the Company in the very long term.

As part of the transaction, and in line with market practice for placements of this nature, Fedone has agreed to a 365 day lock-up period with respect to its ownership of Brunello Cucinelli shares it will hold following the completion of the Offering, subject to waiver by the Sole Bookrunner. In addition, Fundita and Progetto Novantuno have agreed with Fedone to a lock-up for the same period with respect to their residual ownership of Brunello Cucinelli shares.



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