



# BRUNELLO CUCINELLI

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## Press Release

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### **BRUNELLO CUCINELLI: Fedone S.r.l. launches the sale of up to 646,000 Brunello Cucinelli S.p.A. shares through an accelerated book build offering to institutional investors**

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

*«The purpose of this small but important operation is once again dictated by the great love for the care and life of this place and its people that is **Solomeo**, a place of my soul that I have defined as the **Borgo del Cashmere e dell'Armonia**.*

*This fundraising will allow my family and our Foundation to carry out an **extraordinary** work in our small village, a work that I define as a "**thousand-year project**".*

*This project has always been part of the idea of preserving and beautifying humanity. With daily conviction, I strongly reiterate my and my family's desire to remain shareholders in the company **for the very long term**, maintaining the **absolute majority of the shares**.*

*From here I would like to wish my community and my Family, that **may Creation watch over them**.»*

*Solomeo, 14 July 2021* - Fedone S.r.l. ("Fedone"), that holds a shareholding stake of 51.00% of Brunello Cucinelli S.p.A. ("Company") share capital, announces the launching of a sale of up to 646,000 ordinary shares of Brunello Cucinelli S.p.A., corresponding to 0.95% of the Company's share capital, through an accelerated book build offering to both qualified Italian investors and foreign institutional investors.

Mediobanca – Banca di Credito Finanziario S.p.A. is acting as Sole Bookrunner for the placement. The bookbuilding will commence immediately and can be closed at any time. Fedone will announce the outcome of the Placement upon completion.

As part of the transaction, and in line with market practice for placements of this nature, Fedone has agreed with the Sole Bookrunner a 24-month lock-up period with respect to its ownership of Brunello Cucinelli shares held following the completion of the Offering, subject to the waivers applied by the standard practice for similar transactions.

Both Fedone and Cucinelli family confirm their full commitment to remain the controlling shareholder of the Company in the very long term, with an absolute majority of shares.



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## **Contacts: Investor Relations & Corporate Planning**

Pietro Arnaboldi  
Brunello Cucinelli S.p.A.  
Tel. 075/69.70.079

## **Media**

Vittoria Mezzanotte  
Brunello Cucinelli S.p.A.  
Tel. 02/34.93.34.78

Corporate website: [www.brunellocucinelli.com](http://www.brunellocucinelli.com)