



# BRUNELLO CUCINELLI

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## Press Release

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**BRUNELLO CUCINELLI: Fedone S.r.l. completes the placement of 4,080,000 shares of Brunello Cucinelli S.p.A., equal to 6.00% of the share capital, at a price of Euro 26.00 per share**

**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 this transaction is to raise funds that may somehow allow my family and our Foundation to continue that dream, always beloved, to contribute to ‘**embellish the mankind**’, as was done with the realization of the ‘Project for Beauty’, trying to support that great topic that has always illuminated the mankind, which is to feel like ‘**custodians of the creation**’, combining a fair balance between ‘profit and giving back’.*

*We strongly reaffirm **my will and that of my family** to remain shareholders of the Company in **the very long term** maintaining the **absolute majority of the shares**.”*

Solomeo, 9 January 2018 - Following the press released on today's date, Fedone S.r.l. (“Fedone”) announces the successful completion of the placement of 4,080,000 shares of Brunello Cucinelli S.p.A. (the “Company”), corresponding to 6.00% of the Company's share capital, at a price of Euro 26.00 per share and for a total consideration of approx. Euro 106 million .

The placement was carried out through an accelerated book build offering to both qualified Italian investors and foreign institutional investors. The transaction will be settled by delivery of shares and payment of the consideration on 12 January 2018.

Mediobanca – Banca di Credito Finanziario S.p.A. did act as Sole Bookrunner for the placement.

As a result of the transaction, Fedone now holds 34,680,000 shares of Brunello Cucinelli S.p.A., equal to 51.00% of the Company's share capital.

For additional information, please refer to the Press Release published for the launch of this placement.



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