



# BRUNELLO CUCINELLI

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## Press Release

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**BRUNELLO CUCINELLI: Fedone S.r.l. launches the sale of up to 4,080,000 Brunello Cucinelli S.p.A. shares through an accelerated book build offering 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 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 - Fedone S.r.l. (“Fedone”) who holds a shareholding stake of 57.00% of Brunello Cucinelli S.p.A. (“Company”) share capital, announces the launching of a sale of up to 4,080,000 ordinary shares of Brunello Cucinelli S.p.A., corresponding to 6.00% 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 book building 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’s family confirm their full commitment to remain the controlling shareholder of the Company in the very long term, with an absolute majority of voting shares.



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