



# SPAFID CONNECT

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Data/Ora Inizio : 09 Gennaio 2018 21:25:47  
Diffusione presunta  
Oggetto : Fedone completes placement of a 6%  
stake of Brunello Cucinelli S.p.A.

*Testo del comunicato*

Vedi allegato.



# 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.



# BRUNELLO CUCINELLI

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*In member states of the European Economic Area ("EEA") which have implemented the Prospectus Directive (each, a "Relevant Member State"), this announcement and any offer if made subsequently is directed exclusively at persons who are "qualified investors" within the meaning of the Prospectus Directive ("Qualified Investors"). For these purposes, the expression "Prospectus Directive" means Directive 2003/71/EC (and amendments thereto, including the 2010 PD Amending Directive, to the extent implemented in a Relevant Member State), and includes any relevant implementing measure in the Relevant Member State and the expression "2010 PD Amending Directive" means Directive 2010/73/EU. In the United Kingdom this announcement is directed exclusively at Qualified Investors (i) who have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the "Order") or (ii) who fall within Article 49(2)(A) to (D) of the Order, and (iii) to whom it may otherwise lawfully be communicated; any other persons in the United Kingdom should not take any action on the basis of this announcement and should not act on or rely on it. This announcement is not an offer of securities or investments for sale nor a solicitation of an offer to buy securities or investments in any jurisdiction where such offer or solicitation would be unlawful. No action has been taken that would permit an offering of the securities or possession or distribution of this announcement in any jurisdiction where action for that purpose is required. Persons into whose possession this announcement comes are required to inform themselves about and to observe any such restrictions.*

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