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Oggetto : Fedone - accelerated bookbuild offering
reserved to institutional investors

Testo del comunicato

Vedi allegato.



BRUNELLO CUCINELLI

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Press Release

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.



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.

In connection with any offering of the shares of Brunello Cucinelli S.p.A. (the "Shares"), the Sole Bookrunner and any of its affiliates acting as an investor for its own account may take up as a proprietary position any Shares and in that capacity may retain, purchase or sell for their own account such Shares. In addition the Sole Bookrunner or its affiliates may enter into financing arrangements and swaps with investors in connection with which the Sole Bookrunner (or its affiliates) may from time to time acquire, hold or dispose of Shares. The Sole Bookrunner does not intend to disclose the extent of any such investment or transactions otherwise than in accordance with any legal or regulatory obligation to do so.

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