



PRESS RELEASE

SOGEFI: BUYBACK OF OWN SHARES

Milan, August 5, 2011 – Sogefi S.p.A. announces its intention to launch the buyback of own shares, in accordance with and implementation of the Shareholders' Meeting approval of 19 April 2011.

As already disclosed to the market, the Shareholders' Meeting approval regards the option to buy back, full or partial, of a maximum 6,000,000 ordinary shares (including the number of own shares already held) over a period of 18 months and with a maximum outlay equal to the value of the available reserves. The justification for the approval is indicated in the Shareholders' Meeting resolution.

In the event of buybacks, Sogefi S.p.A. will inform the market on a weekly disclosure basis of any transactions completed. The appointed intermediary for the buyback of shares is Banca Intermobiliare di Investimenti e Gestioni SpA. As at today's date Sogefi S.p.A. holds 1,956,000 own shares, i.e. 1.68% of the share capital.

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