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ITALIAN ELECTRONICS HOLDINGS S.R.L.

VIA AGNELLO 12, 20121, MILANO
CODICE FISCALE E ISCRIZIONE NEL REGISTRO DELLE IMPRESE DI MILANO N. 08419560969
CAPITALE SOCIALE EURO 1.002.601,40 I.V.
SOCIETÀ SOGGETTA ALL'ATTIVITÀ DI DIREZIONE E COORDINAMENTO DI
INTERNATIONAL RETAIL HOLDINGS S.À.R.L.

PRESS RELEASE

Italian Electronics Holdings S.r.l. launches placement of ordinary shares in Unieuro S.p.A. representing the 15% of the Company's existing share capital

Milan – 5 September 2017. Italian Electronics Holdings S.r.l. ("IEH"), announces the launch of a placement of ordinary shares in its subsidiary, Unieuro S.p.A. ("**Unieuro**" or the "**Company**"), representing the 15% of the Company's existing share capital (the "**Placement**"). The Placement will be made to certain institutional investors by way of an accelerated bookbuilding process.

Bookbuilding will commence immediately. IEH reserves the right to change the terms or timing of the Placement at any time. IEH will announce the outcome of the transaction upon its completion.

The transaction will enable to increase the free float and to foster the liquidity of the stock.

Following completion of the Placement, IEH, which currently holds approximately 65% of the Company's share capital, will continue to retain a majority shareholding.

Citigroup Global Markets Limited, Credit Suisse Securities (Europe) Limited and Mediobanca – Banca di Credito Finanziario S.p.A. and UniCredit Bank AG, Milan Branch have been appointed by IEH to act as Joint Bookrunners of the Placement.

In connection with the Placement, Citigroup Global Markets Limited, Credit Suisse Securities (Europe) Limited and Mediobanca – Banca di Credito Finanziario S.p.A. – as joint global coordinators of the Unieuro's initial public offering (the "**IPO**") – waived the lock-up provisions agreed by IEH in the context of such transaction and IEH, as customary, has agreed to a 90 days' lockup period with respect to any remaining Unieuro shares it will hold following the Placement. Subject to customary exceptions in line with those already agreed in the context of the IPO, no additional sales of shares of Unieuro will be made by IEH during the lock up period without the consent of the above mentioned financial institutions.

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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

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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 Unieuro S.p.A. (the “**Shares**”), the Joint Bookrunners 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 Joint Bookrunners or its affiliates may enter into financing arrangements and swaps with investors in connection with which the Joint Bookrunners (or its affiliates) may from time to time acquire, hold or dispose of Shares. The Joint Bookrunners 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.