



Società per Azioni
Registered office in Turin - Corso Matteotti 26
Capital stock Euro 246.229.850
Turin Company Register No. 00470400011

NOTICE OF EXTRAORDINARY AND ORDINARY GENERAL MEETING

Stockholders are hereby given notice of the Extraordinary and Ordinary General Meeting to be held at Centro Congressi Unione Industriale Torino – Sala Giovanni Agnelli, Via Vela No. 17 – Turin (Italy), on April 28, 2011 at 10 a.m. in first call and, on April 29, 2011, at 10 a.m., in eventual second call, at the same place, to vote on the following

Agenda

Ordinary session

1. Separate financial statements at December 31, 2010; pertinent and related resolutions.
2. Resolutions as regards the Board of Directors.
3. Resolutions as regards the purchase and disposal of own shares.
4. Appointment of Independent Auditors for the 2012/2020 period.

Extraordinary session

Motion to amend Articles 10, 11, 12, 13, 14, 16, 18, 23 and 25 of the corporate Bylaws as well as the name of Title VII thereof; pertinent and related resolutions.

Participation in the General Meeting

Holders of voting rights at close of business on the record date of April 15, 2011 for whom the Company has received the relevant communication from the authorized intermediary shall be entitled to participate in the General Meeting. Anyone becoming a Stockholder after April 15, 2011 will not be entitled to participate or vote at the Meeting.

Stockholders entitled to participate may, pursuant to law, be represented at the Meeting by written proxy, for which a proxy form provided on the Company's website (www.exor.com: Corporate Governance/General meetings) may be used.

Stockholders may designate, if necessary pursuant to Article 135-undecies of Legislative Decree No. 58/98 (TUF), Servizio Titoli S.p.A. as proxy, giving voting instructions on or before April 26, 2011.

The above representative must be delegated proxy in accordance with the instructions provided on and using the proxy form provided on the aforementioned Company's website on or after April 6, 2011. Details on how to communicate proxy delegations to the Company electronically (by email at delegheexor@pecserviziotitoli.it) are also provided.

The delegation of proxy is not valid for motions for which no voting instructions have been given.

Other rights of Stockholders:

Stockholders may submit questions on the items on the Agenda, including prior to the Meeting, in accordance with the procedures and deadline provided on the Company's website.

Stockholders representing, jointly or individually, at least one-fortieth of capital stock may, within 10 days of the publication of this notice, request additions to the Agenda, indicating the additional items proposed.

The procedures and deadlines for exercise of those rights are provided on the Company's website.

Documentation:

Documentation relating to the items on the Agenda is available at the Company's registered office, at Borsa Italiana S.p.A., pursuant to law, a copy of which Stockholders may ask for and on the Company's website (www.exor.com).

on behalf of the Board of Directors
The Chairman and Chief Executive Officer
John Elkann