

PRESS RELEASE**Buy back**

Within the frame of the buy back programme announced on May 11, 2010 EXOR communicates that during the week from July 26th to 30th the following number of shares has been purchased:

Monday 26 July	10,000 EXOR ordinary shares at the average price of €14.90, 45,000 EXOR preferred shares at the average price of €11.17 and 1,500 EXOR saving shares at the average price of €12.36, including fee.
Tuesday 27 July	10,000 EXOR ordinary shares at the average price of €14.92, 45,000 EXOR preferred shares at the average price of €11.38 and 1,500 EXOR saving shares at the average price of €12.46, including fee.
Wednesday 28 July	10,000 EXOR ordinary shares at the average price of €14.73, 45,000 EXOR preferred shares at the average price of €11.34 and 1,500 EXOR saving shares at the average price of €12.34, including fee.
Thursday 29 July	3,000 EXOR ordinary shares at the average price of €15.03, 13,206 EXOR preferred shares at the average price of €11.64 and 1,000 EXOR saving shares at the average price of €12.59, including fee.
Friday 30 July	5,000 EXOR ordinary shares at the average price of €15.30, 22,500 EXOR preferred shares at the average price of €12.16 and 2,500 EXOR saving shares at the average price of €12.86, including fee.

From the beginning of the programme the total number of ordinary shares purchased amounts to 494,000, the total number of preferred shares purchased amounts to 2,059,484 and the total number of saving shares purchased amounts to 129,295 for a total invested amount of approx. €28 million.

EXOR currently holds 3,478,000 ordinary shares (2.17% of the class), 9,420,784 preferred shares (12,27% of the class) and 349,095 savings shares (3.81% of the class).

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