

PRESS RELEASE**Buy back**

Within the frame of the buy back programme announced on May 11, 2010 EXOR communicates that during the week from August 2nd to 6th the following number of shares has been purchased:

Monday 2 August	4,000 EXOR ordinary shares at the average price of € 15.71, 22,500 EXOR preferred shares at the average price of €12.17 and 4,000 EXOR saving shares at the average price of €13.05, including fee.
Tuesday 3 August	5,000 EXOR ordinary shares at the average price of € 15.47, 22,500 EXOR preferred shares at the average price of €12.09 and 3,000 EXOR saving shares at the average price of €13.26, including fee.
Wednesday 4 August	5,000 EXOR ordinary shares at the average price of € 15.42, 22,500 EXOR preferred shares at the average price of €12.07 and 3,000 EXOR saving shares at the average price of €13.15, including fee.
Thursday 5 August	5,000 EXOR ordinary shares at the average price of € 15.59, 22,500 EXOR preferred shares at the average price of €12.12 and 1,500 EXOR saving shares at the average price of €13.19, including fee.
Friday 6 August	2,500 EXOR ordinary shares at the average price of € 15.71, 11,000 EXOR preferred shares at the average price of €12.22 and 1,500 EXOR saving shares at the average price of €13.21, including fee.

From the beginning of the programme the total number of ordinary shares purchased amounts to 515,500, the total number of preferred shares purchased amounts to 2,160,484 and the total number of saving shares purchased amounts to 142,295, for a total invested amount of approx. €29.6 million.

EXOR currently holds 3,499,500 ordinary shares (2.18% of the class), 9,521,784 preferred shares (12.4% of the class) and 362,095 savings shares (3.95% of the class).

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