

**PRESS RELEASE****Buy back**

Within the frame of the buy back programme announced on May 11, 2010, EXOR communicates that during the week from October 4<sup>th</sup> to 8<sup>th</sup> the following number of shares has been purchased:

Monday 4 October	30,000 EXOR ordinary shares at the average price of €16.69, 10,000 EXOR preferred shares at the average price of €14.56 and 2,000 EXOR saving shares at the average price of €14.75, including fee.
Tuesday 5 October	30,000 EXOR ordinary shares at the average price of €16.83, 10,000 EXOR preferred shares at the average price of €14.29 and 2,000 EXOR saving shares at the average price of €14.68, including fee.
Wednesday 6 October	30,000 EXOR ordinary shares at the average price of €16.99, 10,000 EXOR preferred shares at the average price of €14.31 and 2,000 EXOR saving shares at the average price of €14.78, including fee.
Thursday 7 October	30,000 EXOR ordinary shares at the average price of €16.93, 10,000 EXOR preferred shares at the average price of €13.97 and 2,000 EXOR saving shares at the average price of €14.64, including fee.
Friday 8 October	30,000 EXOR ordinary shares at the average price of €16.82, 30,000 EXOR preferred shares at the average price of €13.58 and 2,000 EXOR saving shares at the average price of €14.36, including fee.

From the beginning of the programme the total number of ordinary shares purchased amounts to 945,500 the total number of preferred shares purchased amounts to 2,780,484 and the total number of saving shares purchased amounts to 191,895, for a total invested amount of approx. €45.3 million.

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EXOR currently holds 3,929,500 ordinary shares (2.45% of the class), 10,141,784 preferred shares (13.20% of the class) and 411,695 savings shares (4.49% of the class).