

This notice contains a true translation in English of the notice in Italian related to “Integrazione avviso di convocazione assemblea del 15 aprile 2010”.
For any difference between the two text, the Italian version of the notice shall prevail upon the English version.



FIERA MILANO

Fiera Milano SpA - Registered office: Piazzale Carlo Magno, 1 - 20149 Milan - Italy
Operational and administrative office: SS del Sempione, 28 - 20017 Rho (Milan) - Italy
Share Capital: Euro 42,147,437.00 fully paid
Companies Register, Tax Reference and VAT no. 13194800150

Subsequent details are given pursuant to art. 84 of CONSOB Regulation no.11971/99 and as an integration of the notice of convocation of the Shareholders' Meeting in first convocation on 15 April 2010 and, if required, in second convocation on 16 April 2010 published in “Il Sole 24 Ore” on 13 March 2010.

Those entitled to attend the Shareholders' Meeting are Shareholders for whom we have received a certificate issued by an authorized intermediary, pursuant to art. 85 Leg. Dec. no. 58/98 and art. 34 of CONSOB Regulation no.11768 of 23.12.1998. Each Shareholder may be represented at the meeting by written proxy, subject to the incompatibilities and limitations under existing law. For these purposes, holders of the right to vote can use the proxy form placed at the bottom of the notification issued by the intermediary or the proxy form available on the website www.fieramilano.it Investor relations/Corporate Governance/Shareholders' Meetings section.

The fully paid-up share capital is Euro 42,147,437.00, made up of 42,147,437 ordinary shares of nominal value of Euro one, each share gives the right to one vote at the Shareholders' Meeting, of which 831,595 treasury shares with suspended voting right.

It should be also noted the simultaneous presence of the “Il Salone del Mobile” exhibition, therefore Shareholders are kindly invited to consider it in the planning of timing and means to reach the exhibition site.

Milan, 8 April 2010

For the Board of Directors
The Chairman
Michele Perini