

The following is a translation of the Italian language meeting notice published in the Italian daily newspaper "Il Sole 24 Ore" on 14 March 2009. For any difference between the two texts, the Italian text shall prevail.



FIERA MILANO

FIERA MILANO SpA
Registered office in Piazzale Carlo Magno 1, Milan,
Operating and administrative offices in SS del Sempione 28, Rho (MI),
Share Capital Euro 42,147,437.00 fully paid
Milan Companies Register,
Tax reference and VAT number 13194800150

Shareholders are invited to attend the Ordinary Shareholders' Meeting to be held at the Auditorium of the new Exhibition Centre (Centro Servizi), Strada Statale del Sempione no. 28 in Rho (MI), (reserved parking available with entry from Porta Sud) at first call on 16 April 2009 at 10:00 a.m. and, if necessary, at second call on 28 April 2009, same time and place, to discuss and vote on the following

Agenda

1. Financial statements, Board of Directors Management Report and Board of Statutory Auditors Report as at 31 December 2008; inherent and consequent resolutions.
2. Appointment of the Board of Directors and its Chairman, after having determined the term of office and number of members; determination of the related remuneration. Inherent and consequent resolutions.
3. Appointment of the Board of Statutory Auditors and its Chairman for the three-years ending with approval of the financial statements as at 31 December 2011; determination of the related remuneration. Inherent and consequent resolutions.
4. Addition to PricewaterhouseCoopers SpA's audit proposal for the financial years 2008-2013. Inherent and consequent resolutions.
5. Authorisation for the acquisition and disposal of treasury shares, after revocation of the resolution passed by the Shareholders' Meeting of 28 April 2008. Inherent and consequent resolutions.

Shareholders for whom the necessary documentation for the prescribed communication relating to their share ownership from their respective intermediaries has been received, at least two working days prior to the date fixed for the meeting, to the Company's registered office, or preferably at the operating and administrative offices in Rho (MI), SS Sempione no. 28 at the reception of the Service Centre (Centro Servizi), have the right to attend the meeting pursuant to the law and Bylaws of the company.

With reference to item two of the agenda, it is recalled that, pursuant to art. 14 of the company Bylaws, election of the directors shall proceed on the basis of lists presented by shareholders who, alone or together with other shareholders, represent at least 2.5% of the share capital with voting rights. Shareholders are invited to deposit their proposals for appointments to the office of director, accompanied by the information relating both to the identity of the shareholders who have presented the list and the percentage of equity investment they hold, as well as certification showing the ownership of their equity investment issued pursuant to the law from the parties authorised, at the Company's registered office, or preferably at the operating and administrative offices in Rho (MI), SS Sempione no. 28 at the reception of the Service Centre (Centro Servizi) at least fifteen days before the date fixed for the Shareholders' Meeting at first call.

Comprehensive information must also be deposited together with the lists, within the term indicated above, regarding the personal and professional characteristics of the candidates with the list of the appointments of administration and control held by each of them in other companies (to be promptly updated and sent to the company should changes occur before the effective date of the Meeting), as well as the declarations with which the individual candidates accept the candidature and attest to, on their own responsibility, the inexistence of causes of ineligibility and incompatibility as well as the existence of the requisites prescribed by law and the company Bylaws, including a possible declaration of their independence from the company, issued in conformity with the criteria of independence provided in the Self-regulatory Code for listed companies.

Finally, it is recalled that Consob Communication no. DEM/9017893 of 26 February 2009 recommends that, on the occasion of the election of the Board of Directors, the shareholders who present a "minority list" deposit a declaration that attests to the absence of the connection relationships, including indirect, mentioned in article 147-ter, paragraph 3, of Legislative Decree no. 58 of 24 February 1998 and article 144-quinquies of the regulation approved in Consob resolution no. 11971 (the "**Regulation for Issuers**") of 19 May 1999, as amended, with shareholders who hold, including jointly, a controlling equity investment or relative majority.

With reference to item three of the agenda, it is recalled that, pursuant to art. 20 of the company Bylaws, election of the directors shall proceed on the basis of lists presented by Shareholders who, alone or together with other Shareholders, represent at least 2.5% of the share capital with voting rights. The lists, each composing two sections, one for candidates for the office of standing statutory auditor, the other for candidates for the office of substitute auditor, must be presented through filing at the Company's registered office, or preferably at the operating and administrative offices in Rho (MI), SS Sempione no. 28 at the reception of the Service Centre (Centro Servizi), at least fifteen days before the date fixed for the Shareholders' Meeting at first call, accompanied by the information relating both to the identity of the shareholders who have presented the list and the percentage of equity investment they hold, as well as the certification showing the ownership of their equity investment issued pursuant to the law from the parties authorised. Comprehensive information must also be deposited together with the lists, within the term indicated above, regarding the personal and professional characteristics of the candidates with the list of the appointments of administration and control held by each of them in other companies (to be promptly updated and sent to the company should changes occur before the effective date of the Meeting), as well as the declarations with which the individual candidates accept the candidature and attest to, on their own responsibility, the inexistence of causes of ineligibility and incompatibility as well as the existence of the requisites prescribed by law and the company Bylaws. Furthermore, pursuant to article 144-sexies, paragraph 4, of the Regulation for Issuers, shareholders other than those who hold, including jointly, a controlling equity investment or relative majority, must file together with said documentation, a declaration attesting to the absence of connection relationships, provided in article 144-quinquies of the Regulation for Issuers.

It is recalled that, pursuant to article 144-sexies, paragraph 4, of the Regulation for Issuers, in the case where on expiry of the fifteenth day that precedes the Shareholders' Meeting only one list is filed for the appointment of the members of the Board of Statutory Auditors, or only lists presented by shareholders who, based on the provisions of article 144-sexies, paragraph 4, of the Regulation for Issuers, are

connected pursuant to article 144-*quinquies* of these Regulation for Issuers, lists can be presented until the fifth day after that date and the portion of equity investment in the share capital required for presentation of the lists is reduced to half (1.25% of the share capital).

It is noted that each candidate can present themselves in one list only and that they cannot be inserted in the lists of candidates who already hold appointments of statutory auditor in another five listed companies.

Lists presented without observance of the relative statutory provisions shall be considered as not presented.

It is noted that, pursuant to law and art. 20.2 of the company Bylaws, the first candidate recorded in the second list that obtains the higher number of votes at the Shareholders' Meeting shall take the Chairmanship of the Board of Statutory Auditors. Lastly it is recalled finally that the prevailing Self-regulatory Code for listed companies recommends that statutory auditors of listed companies are chosen among persons who can be qualified as independent and based on the independence criteria provided in article 3 of the Self-regulatory Code itself with reference to the directors.

The documentation relating to the items on the agenda provided by the prevailing legislation shall be deposited within the prescribed terms at the Company's registered office and at the operating and administrative offices in Rho (MI), SS Sempione no. 28 at the reception of the Service Centre (Centro Servizi), with Borsa Italiana S.p.A. and on the company's Internet site (www.fieramilano.it), and are available to shareholders and the public. Shareholders have the facility of obtaining a copy of all the aforesaid documentation.

Rho (Milano), 12 March 2009

The Chairman of the Board of Directors
Michele Perini