



FIERA MILANO

FIERA MILANO SpA
Registered offices in Milan, Piazzale Carlo Magno, 1
Operational and administrative headquarters in Rho (MI), SS del Sempione, 28
Share capital Euro 42,147,437.00 fully paid-up
Milan Company Register,
Tax code and VAT number 13194800150

Shareholders are invited to attend the Ordinary Shareholders' Meeting to be held in the auditorium of the new exhibition centre (Centro Servizi), Strada Statale del Sempione no. 28 in Rho (Milan) (reserved parking is available with entry from Porta Sud) in first convocation on 15 April 2010 at 10.00 and, if required, in second convocation on 16 April 2010 at the same time and place, to deliberate and vote on the following

Agenda

1. The Financial Statements to 31 December 2009, Board of Directors' Management Report, the Report of the Board of Statutory Auditors; related deliberations and resolutions.
2. Appointment of a Director; related deliberations and resolutions.
3. Appointment of a Statutory Auditor and a Substitute Auditor; related deliberations and resolutions.
4. Ruling regarding direction and coordination by the Parent Company; related deliberations and resolutions.
5. Authorisation to purchase and sell treasury shares, following prior rescindment of the resolution approved by the Shareholders' Meeting of 16 April 2009; related deliberations and resolutions.

Those entitled to attend the Shareholders' Meeting, in accordance with law and the Company's Articles of Association, are those Shareholders whose shareholdings have been notified by the requisite communication from their respective intermediaries to the registered offices of the Company or, preferably, to the operational and administrative headquarters (the reception desk of the office area), Centro Servizi, SS del Sempione 28, Rho (Milan), at least two working days prior to the date of the Shareholders' Meeting.

With reference to items 2 and 3 on the agenda, it should be noted that, in accordance with the Company's Articles of Association, the elections will be conducted in conformity with the provisions of law, with no lists of candidates being presented as the retiring Director and Statutory Auditors were drawn from the only list presented, which was from the majority shareholder.

As required by law, the documents relating to the items on the agenda will be deposited within the prescribed time at the registered offices of the Company and at the operational and administrative headquarters (the reception desk of the office area), Centro Servizi, SS del Sempione 28, Rho (Milan), at Borsa Italiana and on the Company website (www.fieramilano.it), and are available to Shareholders and to the public. Shareholders have the right to obtain a copy of all the aforementioned documentation.

Rho (Milan), 12 March 2010

Chairman of the Board of Directors

Michele Perini

(notice published in *Il Sole 24 Ore* on 13 March 2010)