

**NEWS RELEASE**

## Exercise of RCS put option

*Verona, 17 February 2014* - Banco Popolare herewith announces that today the Board of Directors has decided to exercise the Put Option assigned by Pandette Srl under the agreements entered by the parties and already reported to the market in due time, referring to no. 3,870,900 shares of RCS Media Group S.p.A. ("RCS"), accounting for 0.91% of the share capital represented by common RCS shares.

Under the agreement, the effective exercise date for the Put Option was set between 18 February 2014 and 21 February 2014.

The share transfer and the price settlement, which based on the pricing criteria set forth in the agreements has been estimated to date by Banco Popolare to amount to Euro 113.9 million, shall take place on the second trading day after the expiration of the Option's exercise term.

After the exercise of the Put Option, Banco Popolare shall no longer hold any equity interest in RCS.

The current shareholding agreement entered by the parties shall expire upon completion of the share transfer following the exercise of the Put Option.

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