

Shareholding in RCS Mediagroup

Verona, 27 July 2013 - Pandette S.r.l., with registered office in Milan, Via Borgogna n. 3, (Pandette) and Banco Popolare Società Cooperativa, with registered office in Verona, Piazza Nogara n. 2, (Banco Popolare) announce that, further to the capital management actions carried out by RCS MediaGroup S.p.A., based in Milan, Via Angelo Rizzoli n. 8 (RCS), as approved by RCS's Shareholders' Meeting held on 30 May 2013, to date the total number of shares contributed to the shareholders' agreement between Pandette and Banco Popolare add up to n. 3,870,900 RCS ordinary shares owned by Banco Popolare and falling under the buy-sell option agreement between Pandette and Banco Popolare. The shares represent a total interest of 0.91% in the ordinary share capital of RCS. As a result, the shareholders' agreement is no longer relevant pursuant to article 122 of the Consolidated Finance Act, since it refers to a stake in RCS of less than 2% of RCS's ordinary share capital.

COMMUNICATION AND
EXTERNAL RELATIONS
Media Relations
Tel. +39-045-8675048/867/120/121
ufficio.stampa@bancopopolare.it

INVESTOR RELATIONS
Tel. +39-045-8675537
investor.relations@bancopopolare.it
www.bancopopolare.it (IR section)