



MONDADORI

Mandatory public notification as per CONSOB n. 11971 of 14 May 1999 and subsequent modifications

PRESS RELEASE

MONDADORI TO INCREASE TO 100% ITS STAKE IN MONDOLIBRI S.P.A.: PRELIMINARY CONTRACT AGREED FOR THE ACQUISITION OF THE 50% HELD BY THE DIRECTGROUP BERTELSMANN

Segrate, 8 February 2010 – Arnoldo Mondadori Editore S.p.A. today stipulated a preliminary contract with Società Holding Industriale di Grafica S.p.A. for the acquisition of 50% of the share capital of **Mondolibri** S.p.A., of which Mondadori already holds 50% as part of a joint venture with DirectGroup Bertelsmann.

The transaction value of this deal is €6.75 million.

With this acquisition Mondadori will increase its stake in the company to 100%.

Mondolibri, a leading player in the mail order book market and one of Italy's most important online retailers, is comprised of two divisions: **Book Clubs**, which is in the mail order sale of editorial and multimedia products through book clubs alongside more than 70 retail outlets and a web platform, and **Bol.it**, an on-line shop for editorial and multimedia products.

In 2008, Mondolibri generated total revenues of €82 million, of which €19 million deriving from e-commerce.

The operation will give the Mondadori Group complete control of Mondolibri, offering, on the one hand, significant opportunities for synergies with the Mondadori bookshop chain; and, on the other hand, the autonomous management of Bol.it, an important, strategic and fast-growing channel for online sales.

The effective completion of the operation is subject to necessary approval by the relevant competition and media authorities.

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