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PRESS RELEASE

UNIEURO S.P.A.: EXERCISE OF THE OVER-ALLOTMENT OPTION

Forlì, 03 May 2017 – Unieuro S.p.A. announces today that in connection with the Institutional Offering, Mediobanca – Banca di Credito Finanziario S.p.A., as stabilization agent, and on behalf of the Joint Global Coordinators and Joint Bookrunners, partially exercised the over-allotment option for 537,936 shares, out of the 636,363 option shares granted by Italian Electronics Holding S.r.l..

The purchase price of the option shares is Euro 11.00 per share, equal to the offer price in the Institutional Offering, for an aggregate consideration of Euro 5,917,296.

Settlement of the shares relating to the over-allotment option will take place on 8 May 2017.

Accordingly, the Institutional Offering, including the over-allotment option, comprised a total of 6,901,573 ordinary shares of Unieuro S.p.A., equal to approximately 35% of its share capital, for a total amount of Euro 75,917,303.

Citigroup Global Markets Limited, Credit Suisse Securities (Europe) Limited and Mediobanca – Banca di Credito Finanziario S.p.A. acted as Joint Global Coordinators and

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Joint Bookrunners of the Institutional Offering ("**Coordinators of the Offering**") and UniCredit Bank AG, Milan Branch acted as Joint Bookrunner in the Institutional Offering.

Mediobanca – Banca di Credito Finanziario S.p.A. acted as Sponsor for the listing of the shares of Unieuro S.p.A. on the STAR Segment of the Mercato Telematico Azionario and acts as Specialist.

The legal advisors of the Company and the Selling Shareholder in connection with the Institutional Offering were Nctm Studio Legale and Latham & Watkins LLP, while Linklaters advised the Coordinators of the Offering. The Company's auditing firm is KPMG S.p.A..

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About Unieuro S.p.A.

Unieuro - through a nationwide distribution network of 457 stores consisting of 180 directly operated stores and 277 wholesale partner stores and its on-line digital platform unieuro.it – is today the leading Italian consumer electronics retailer by store count.

Unieuro is headquartered in Forlì, and has a centralized logistics hub in Piacenza, a staff of over 3,900 employees and revenues that, for the financial year ended on February 29, 2016, reached Euro 1.557 billion.

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