

March 24, 2009

FY 2008 Results



Table of Contents

2

 Mediolanum Business Growth	pg. 3
 FY 2008 Group Results	pg. 12
 FY 2008 Domestic Market Results	pg. 25
 FY 2008 Foreign Market Results	pg. 54
 FY 2008 European Embedded Value	pg. 64
 2009 New Products	pg. 79
 Mediolanum Facts	pg. 85




Mediolanum Business Growth 2008




Mediolanum
Business
Growth
2008

Mediolanum Grows and Expands

 We continued to grow and expand - in sharp contrast to everyone else

 We kept gaining market share

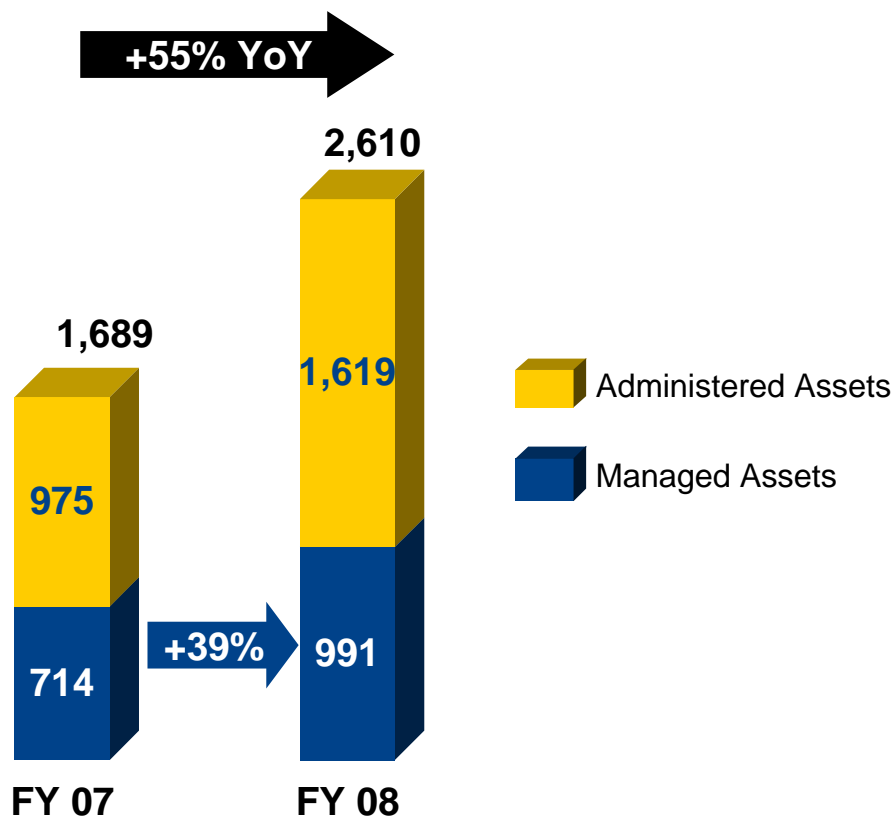
 We continued to reinforce the relationship with our customers:
2% increase in customers compared to 55% increase in net inflows



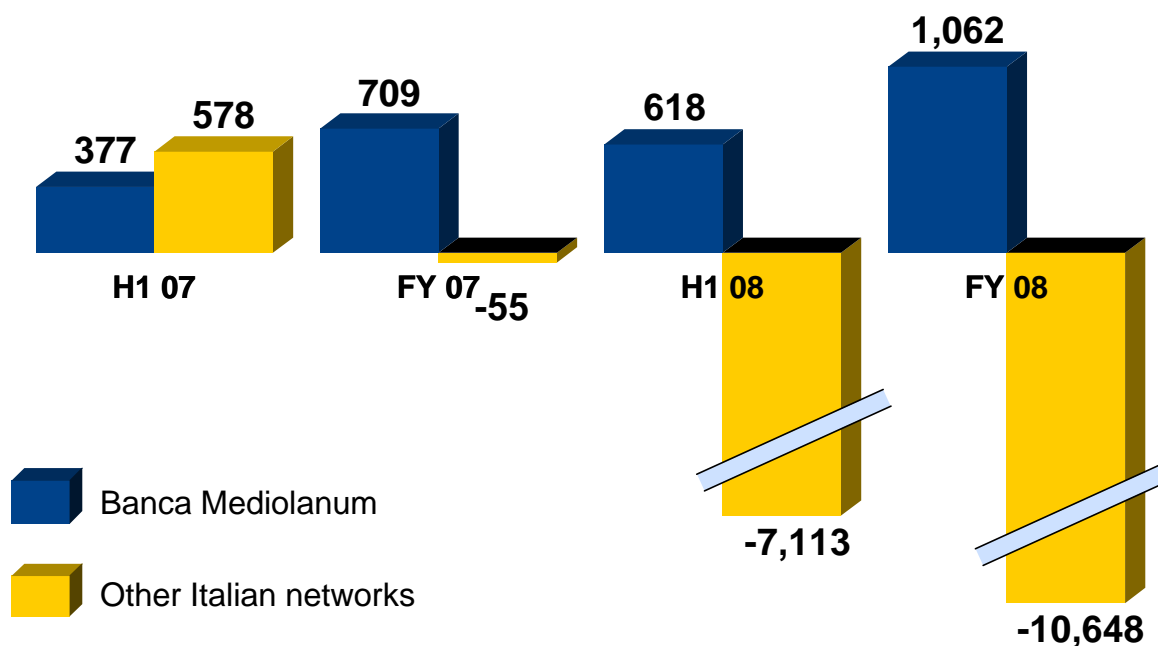
**increased loyalty, trust & quality
of our customer base**



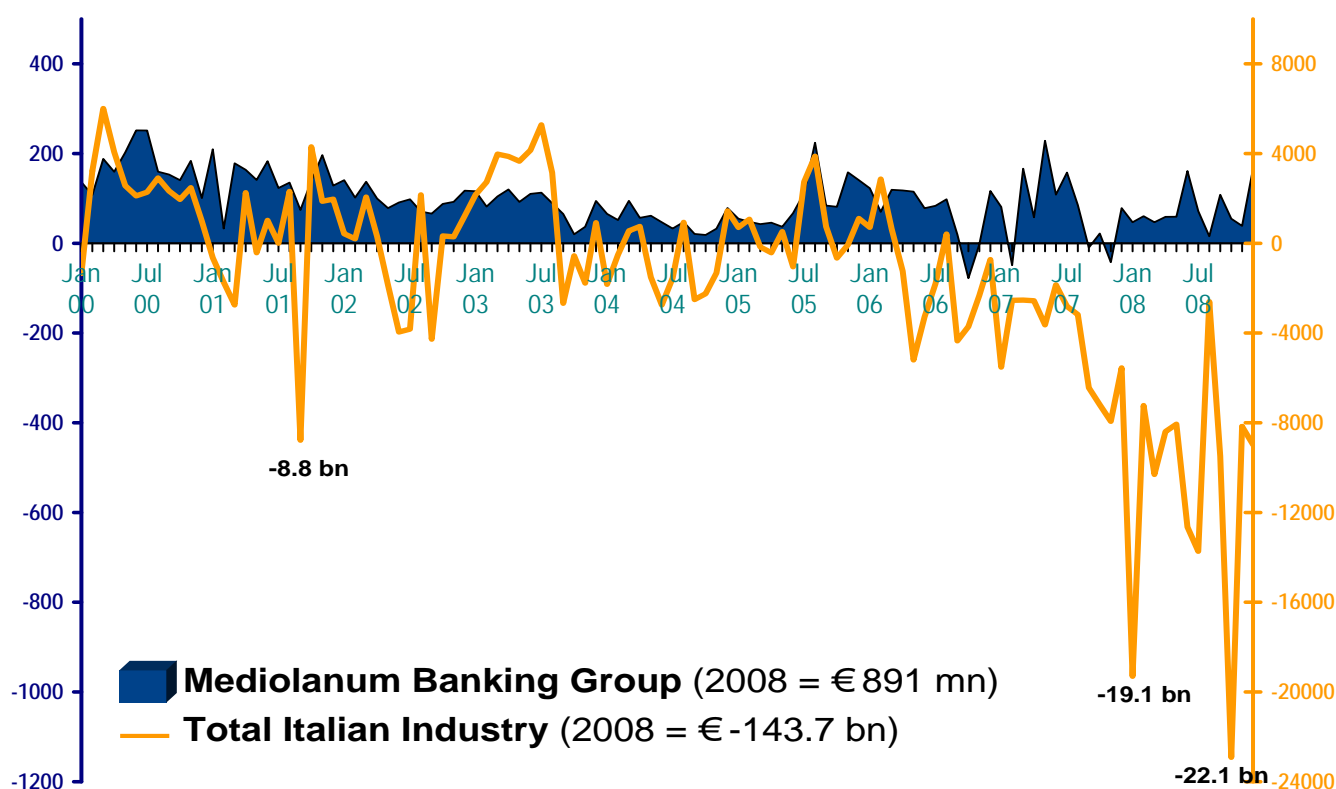
€ mn



Banca Mediolanum vs. other Italian Networks - € mn



Mediolanum Banking Group - € mn



* including Managed Accounts & Unit-linked policies

source: Assogestioni

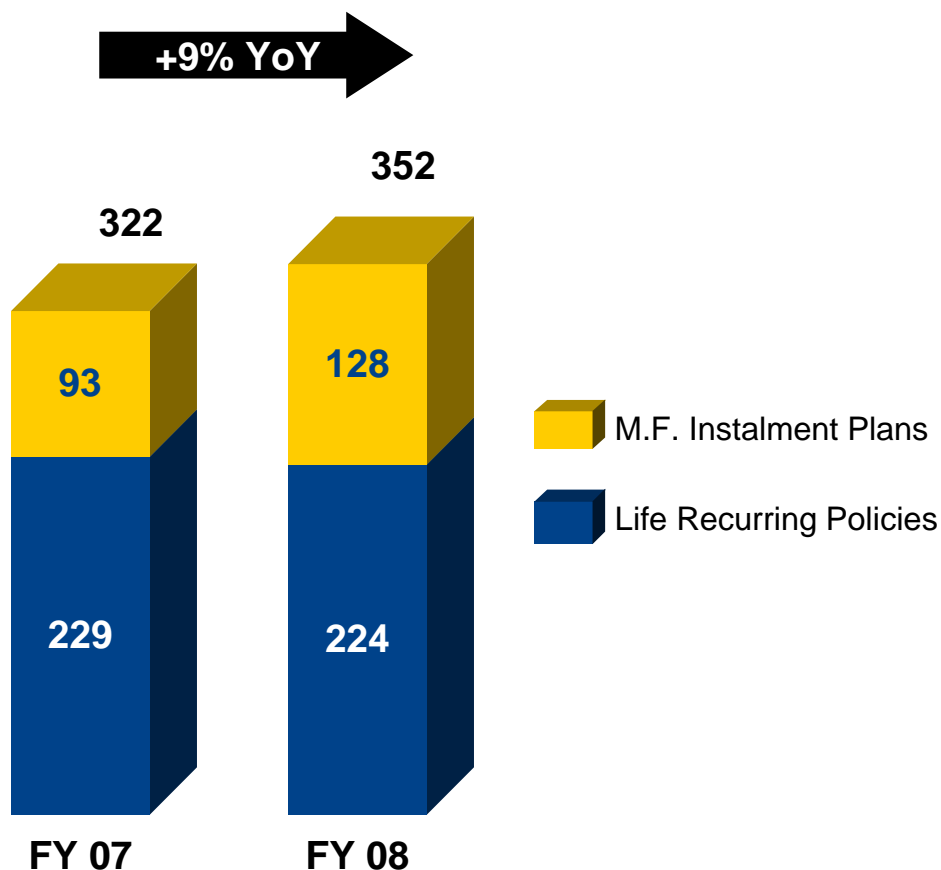
Italian A.M. Groups
ranked by Mutual Funds Assets

	June 2007	December 2007	June 2008	December 2008
1.	Eurizon	Intesa Sanpaolo	Intesa Sanpaolo	Intesa Sanpaolo
2.	Pioneer	Pioneer	Pioneer	Pioneer
3.	Crédit Agricole/Intesa	UBI Banca	UBI Banca	UBI Banca
4.	UBI Banca	Arca	Arca	Arca
5.	Capitalia	Banco Popolare	MPS	MPS
6.	Arca	MPS	Banco Popolare	Mediolanum
7.	MPS	Crédit Agricole	Crédit Agricole	BNP Paribas
8.	JPMorgan	BNP Paribas	Mediolanum	Generali
9.	BNP Paribas	JPMorgan	BNP Paribas	Azimut
10.	BPVe-No	Mediolanum	Azimut	Banco Popolare
11.	Mediolanum	Azimut	JPMorgan	JPMorgan
12.	Generali	Generali	Generali	Pop. Milano
13.	Azimut	Pop. Milano	Pop. Milano	Crédit Agricole
14.	RAS	Allianz	Allianz	Allianz

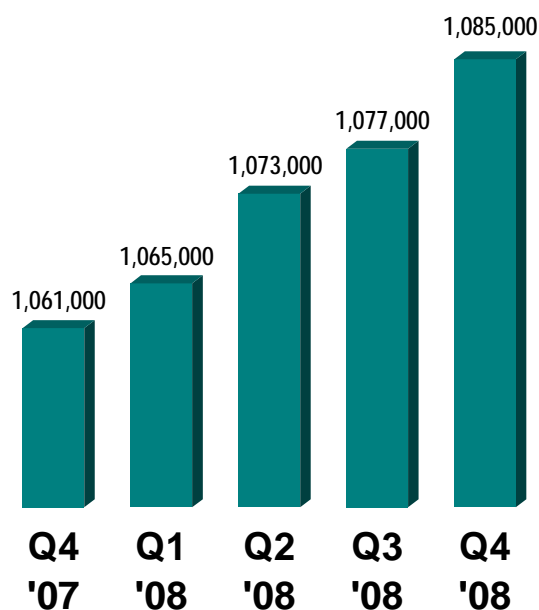
source: Assogestioni



€ mn

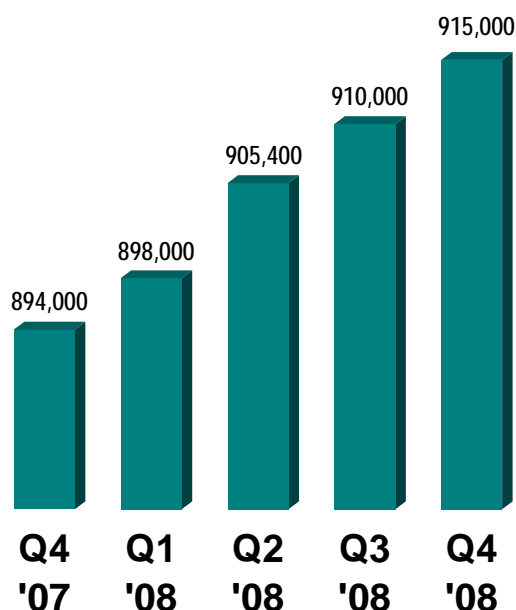


Total customers









+2% YoY

Primary account holders (unduplicated)



+2% YoY



-  Transactions via direct channels: +20%
-  Transactions via ATM & Post Office: +25%
-  Total contacts via Banking Services Centre: +10%
-  Explosion in the number of mortgages
-  Account openings with much higher assets than in the past
-  Automatic deposits of salary: +21%



FY 2008 Group Results



'Lehman Bros.' Operation Impact Adjusted vs. Statutory Income Statement

€ mn

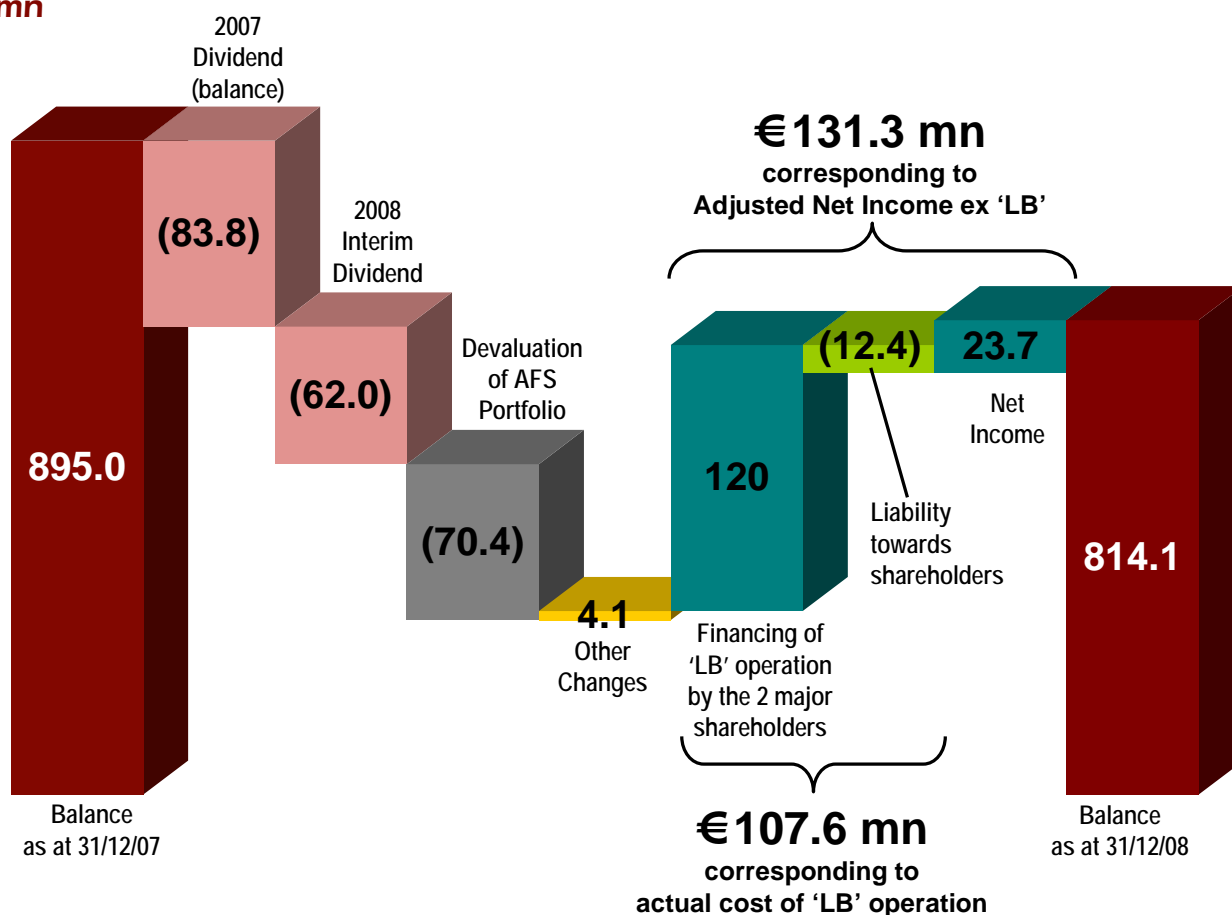
	Adjusted	'LB' impact	Statutory
Net premiums written	2,738.8		2,738.8
Amounts paid & change in technical reserves	(2,633.5)		(2,633.5)
Life revenues ex-commission	105.3		105.3
Entry fees	56.3		56.3
Management fees	283.5		283.5
Performance fees	50.4		50.4
Banking service fees	76.5		76.5
Other fees	35.0		35.0
Total commission income	501.6		501.6
Interest spread	160.9		160.9
Net income on investments at fair value	(0.8)	(139.0)	(139.9)
Net financial income	160.0	(139.0)	21.0
Net income on other investments	14.6		14.6
Other revenues	23.1		23.1
Total Revenues	804.7	(139.0)	665.7
Acquisition costs & other commission expenses	(275.0)		(275.0)
G&A expenses	(327.1)		(327.1)
Amortisation & depreciation	(18.8)		(18.8)
Provisions for risks & charges	(18.7)	(3.5)*	(22.2)
Total Costs	(639.6)	(3.5)	(643.1)
PROFIT BEFORE TAX	165.1	(142.5)	22.6
Income tax	(33.8)	34.9	1.1
NET INCOME	131.3	(107.6)	23.7
tax rate	20.5%	23.0%	n.s.

*Additional provisioning for policies not yet transformed as at 31/12/08



2008 Changes in Shareholders' Equity

€ mn





Dividend per share

15 eurocent



Total amount of dividends to be paid

€110 mn



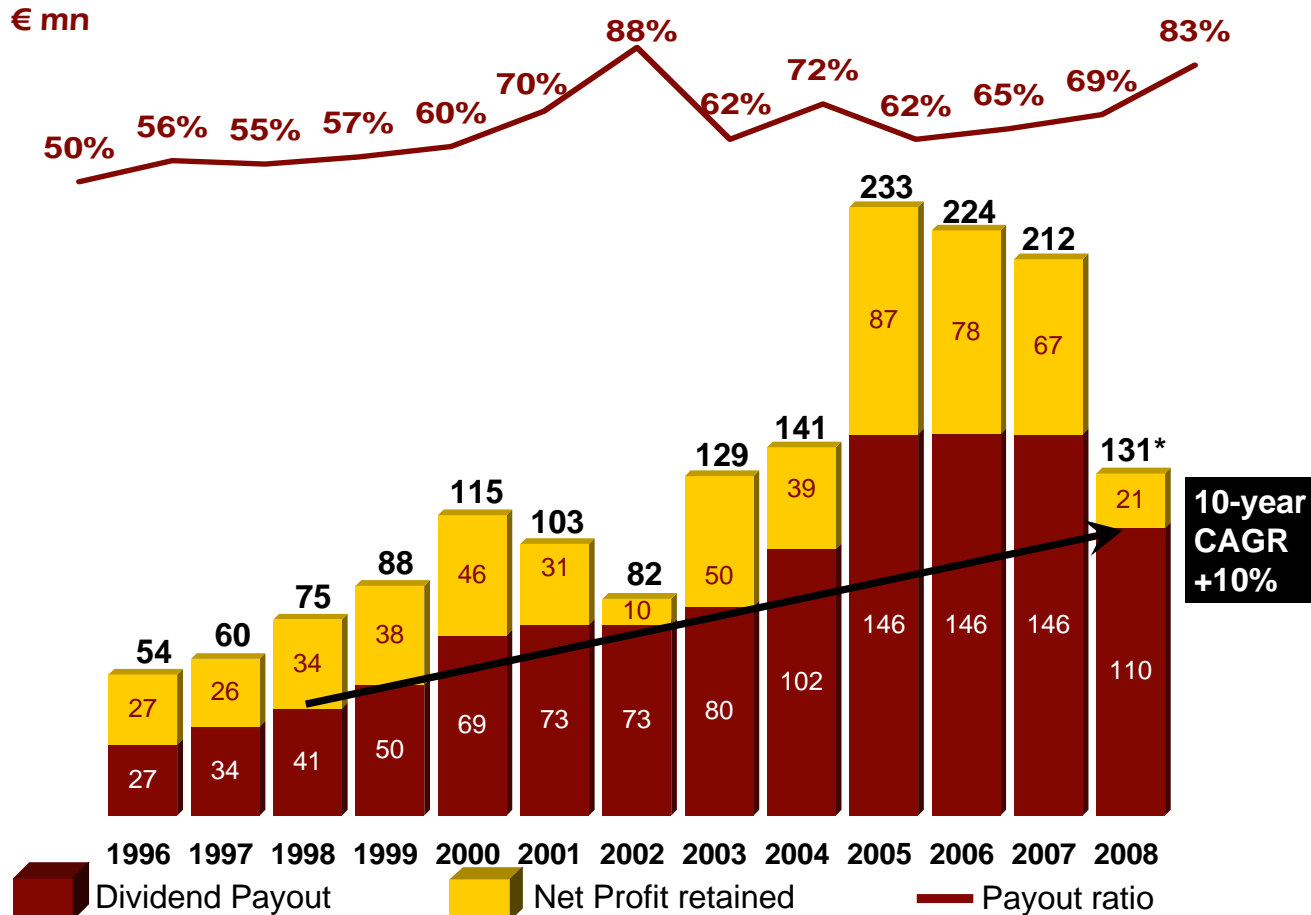
Dividend payout ratio

83%*

*calculated on Adjusted Net Income ex 'Lehman Bros.'



€ mn



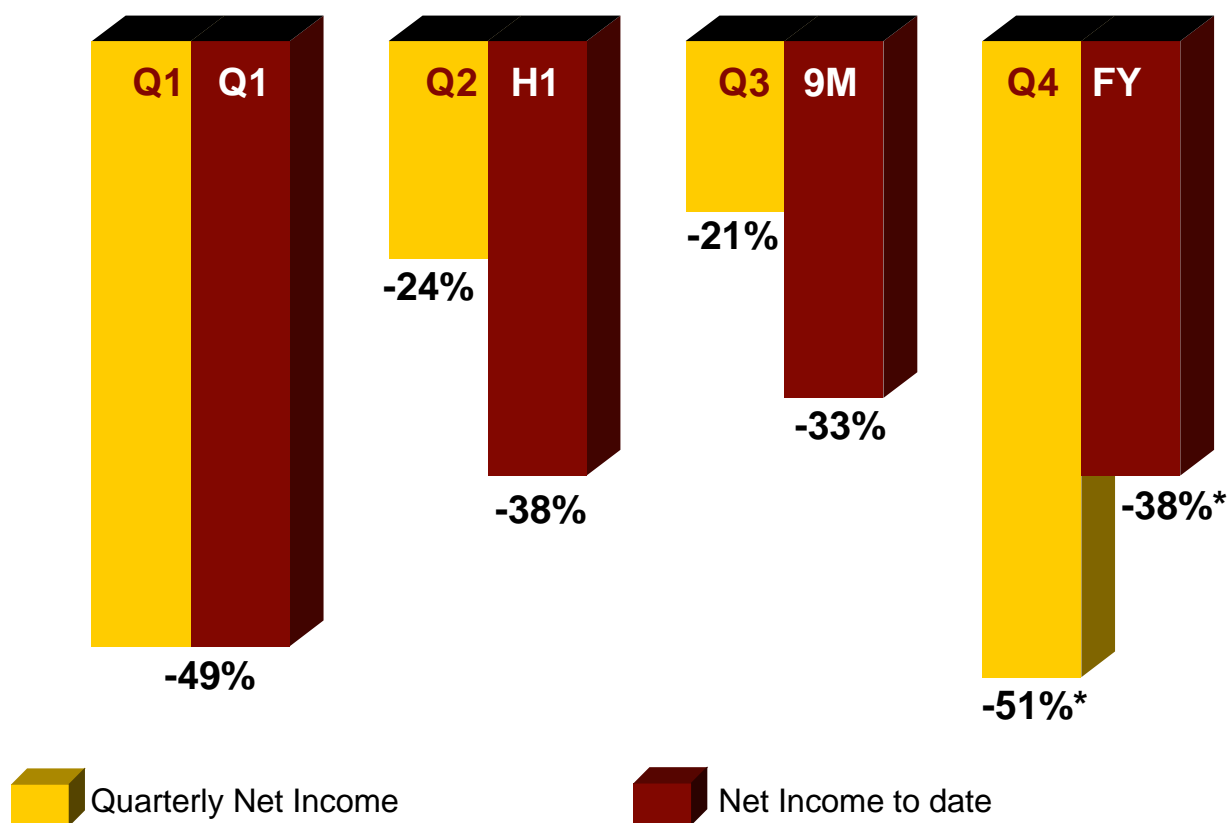
* 2008 Adjusted Net Income ex 'Lehman Bros.'



Mediolanum

2008 Net Income Trend by Quarter

compared to same period previous year



* Adjusted Net Income ex 'Lehman Bros.'



Q4 Income Statement

€ mn - does not incorporate 'Lehman Bros.' operation

	Q408	Q407	Change
Total operating revenues	140.0	214.6	-35%
Financial items	69.2	46.6	+49%
Total Revenues	209.2	261.1	-20%
 Total Costs	 (177.8)	 (186.5)	 -5%
 PROFIT BEFORE TAX	 31.4	 74.6	 -58%
 NET INCOME	 27.8	 57.1	 -51%



Income Statement in detail

€ mn - does not incorporate 'Lehman Bros.' operation

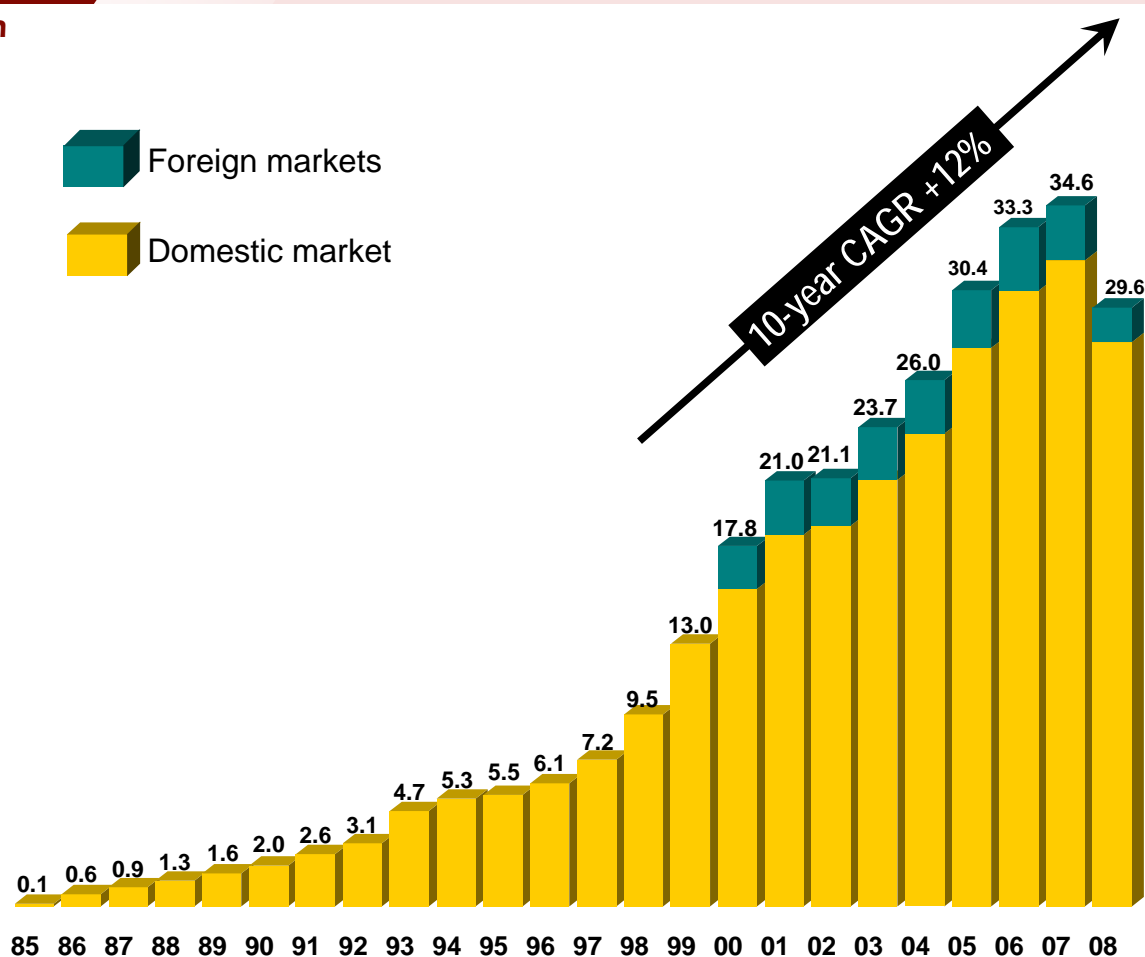
	FY08	FY07	Change
Net premiums written	2,738.8	3,529.2	-22%
Amounts paid & change in technical reserves	(2,633.5)	(3,328.6)	-21%
Life revenues ex-commission	105.3	200.6	-48%
Entry fees	56.3	53.8	+5%
Management fees	283.5	336.1	-16%
Performance fees	50.4	61.7	-18%
Banking service fees	76.5	76.4	+0%
Other fees	35.0	47.5	-26%
Total commission income	501.6	575.4	-13%
Interest spread	160.9	135.2	+19%
Net income on investments at fair value	(0.8)	(5.7)	-85%
Net financial income	160.0	129.5	+24%
Net income on other investments	14.6*	26.3	-44%
Other revenues	23.1	26.8	-14%
Total Revenues	804.7	958.7	-16%
Acquisition costs & other commission expenses	(275.0)	(328.3)	-16%
G&A expenses	(327.1)	(314.5)	+4%
Amortisation & depreciation	(18.8)	(23.5)	-20%
Provisions for risks & charges	(18.7)	(16.8)	+11%
Total Costs	(639.6)	(683.1)	-6%
PROFIT BEFORE TAX	165.1	275.6	-40%
Income tax	(33.8)	(63.3)	-47%
NET INCOME	131.3	212.2	-38%
tax rate	20.5%	23.0%	

* Includes Mediolanum's share (€2.0 mn) of Banca Esperia's net profit



AuA Trend

€ bn



Assets under Administration

€ mn

	31/12/08	31/12/07	Change
Life	12,313.4	14,682.8	-16%
Asset management	11,704.7	15,231.5	-23%
Banking*	6,385.2	5,596.6	+14%
<i>Consolidation adjustments</i>	<i>(6,462.2)</i>	<i>(8,140.4)</i>	-21%
Banca Mediolanum	23,941.1	27,370.5	-13%
 Banca Esperia (48.5%)	 3,911.5	 4,539.1	 -14%
 Domestic Market's Assets	 27,852.6	 31,909.6	 -13%
Life	305.0	399.7	-24%
Asset management	768.8	1,084.6	-29%
Banking	796.8	1,474.4	-46%
Other	0.6	1.3	-51%
<i>Consolidation adjustments</i>	<i>(165.3)</i>	<i>(268.0)</i>	-38%
Foreign Markets' Assets	1,706.0	2,691.9	-37%
 AUA	 29,558.6	 34,601.5	 -15%

* retail only



Gross Inflows

€ mn

	FY08	FY07	Change
Managed Assets	4,869.8	6,499.6	-25%*
Administered Assets	1,619.5	974.8	+66%
Other	15.9	18.7	-15%
Banca Mediolanum	6,505.2	7,493.1	-13%
 Banca Esperia	 1,031.6	 1,823.1	 -43%
 Foreign Markets	 173.0	 332.5	 -48%
 GROSS INFLOWS	 7,709.8	 9,648.7	 -20%

* -17% when excluding €623 mn inflows into 'Portfolio' from the 2007 transformation of 'Chorus'



Net Inflows

€ mn

	FY08	FY07	Change
Managed Assets	990.7	714.3	+39%
Administered Assets	1,619.5	974.8	+66%
Banca Mediolanum	2,610.2	1,689.1	+55%
Banca Esperia	202.7	1,105.8	-82%
Foreign Markets	(313.9)	(274.1)	+15%
NET INFLOWS	2,499.0	2,520.8	-1%



Sales Network

	31/12/08	31/12/07	Change
Italy: Banca Mediolanum	5,851	6,382	-8%
Spain: Fibanc	486	638	-24%
Germany: B.A. Lenz	30	48	-38%
TOTAL SALES NETWORK	6,367	7,068	-10%



FY 2008 Results: Domestic Market



FY 2008
Domestic
Market

26

Q4 Income Statement

€ mn - does not incorporate 'Lehman Bros.' operation

	Q408	Q407	Change
Total operating revenues	123.0	191.2	-36%
Financial items	66.8	43.3	+54%
Total Revenues	189.8	234.5	-19%
Total Costs	(154.2)	(160.5)	-4%
PROFIT BEFORE TAX	35.6	74.0	-52%
NET INCOME EX-BANCA ESPERIA	31.6	57.2	-45%
BANCA ESPERIA NET CONTRIBUTION	(0.2)	(0.7)	-76%
TOTAL NET INCOME	31.4	56.4	-44%



Income Statement in detail

€ mn - does not incorporate 'Lehman Bros.' operation

	FY08	FY07	Change
Net premiums written	2,659.7	3,377.4	-21%
Amounts paid & change in technical reserves	(2,561.8)	(3,197.1)	-20%
Life revenues ex-commission	97.9	180.3	-46%
Entry fees	52.8	47.0	+12%
Management fees	269.5	318.3	-15%
Performance fees	49.5	58.9	-16%
Banking service fees	51.4	43.5	+18%
Other fees	32.4	40.3	-20%
Total commission income	455.4	508.0	-21%
Interest spread	147.4	121.1	+22%
Net income on investments at fair value	1.6	(4.6)	n.s.
Net financial income	148.9	116.6	+28%
Net income on other investments	10.9	16.3	-33%
Other revenues	21.9	25.9	-15%
Total Revenues	735.1	847.1	-13%
Acquisition costs & other commission expenses	(240.8)	(277.0)	-13%
G&A expenses	(282.8)	(271.4)	+4%
Amortisation & depreciation	(16.6)	(19.8)	-16%
Provisions for risks & charges	(18.3)	(16.0)	+14%
Total Costs	(558.5)	(584.2)	-4%
PROFIT BEFORE TAX	176.6	263.0	-33%
Income tax	(36.0)	(61.2)	-41%
NET INCOME (EXCLUDING ESPERIA)	140.6	201.7	-30%
BANCA ESPERIA NET CONTRIBUTION	3.7	7.4	-50%
NET INCOME	144.3	209.1	-31%
tax rate	20.4%	23.3%	



Assets under Administration

€ mn

	31/12/08	31/12/07	Change
Life	12,313.4	14,682.8	-16%
Asset management	11,704.7	15,231.5	-23%
Consolidation adjustments	(6,462.2)	(8,140.4)	-21%
Managed Assets	17,555.9	21,773.9	-19%
Banking*	6,385.2	5,596.6	+14%
Administered Assets	6,385.2	5,596.6	+14%
BANCA MEDIOLANUM	23,941.1	27,370.5	-13%
BANCA ESPERIA (48.5%)	3,911.5	4,539.1	-14%
TOTAL AUA	27,852.6	31,909.6	-13%

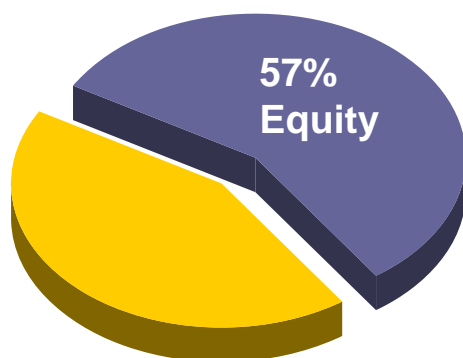
* retail only



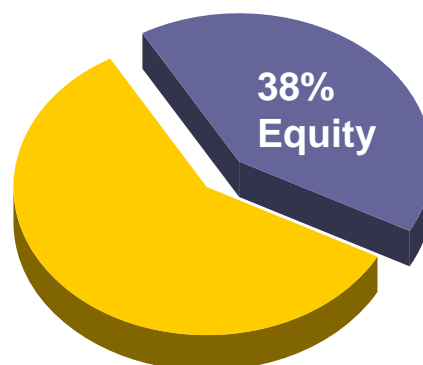
Equity Content

as of 31/12/2008

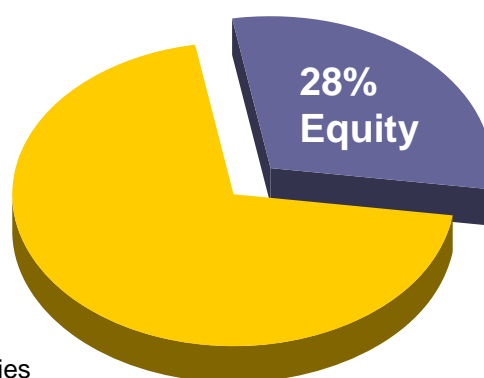
Mutual Funds*



Managed Assets (Life & A.M. Products)



Total Assets (including Administered)



* including funds underlying U-L policies



Net Inflows

€ mn

	FY08	FY07	Change
Life premiums	894.9	1,266.6	-29%
Asset management products	95.9	(552.3)	n.s.
Managed Assets Inflows	990.7	714.3	+39%
Securities in custody	664.6	554.6	+20%
Cash deposits	281.7	344.6	-18%
Repurchase agreements	673.1	75.6	n.s.
Administered Assets Inflows	1,619.5	974.8	+66%
BANCA MEDIOLANUM	2,610.2	1,689.1	+55%
BANCA ESPERIA (48.5%)	202.7	1,105.8	-82%
TOTAL NET INFLOWS	2,812.9	2,794.9	+1%



Gross Inflows

31

€ mn

	FY08	FY07	Change
Gross premiums written	2,666.6	3,388.8	-21%
Asset management products	2,203.2	3,110.8	-29%*
Managed Assets Inflows	4,869.8	6,499.6	-25%
<i>o/w recurring policies & instalment plans</i>	<i>2,005.9</i>	<i>1,880.4</i>	<i>+7%</i>
Securities in custody	664.6	554.6	+20%
Cash deposits	281.7	344.6	-18%
Repurchase agreements	673.1	75.6	n.s.
Administered Assets Inflows	1,619.5	974.8	+66%
Other	15.9	18.7	-15%

BANCA MEDIOLANUM	6,505.2	7,493.1	-13%
-------------------------	----------------	----------------	-------------

BANCA ESPERIA (48.5%)	1,031.6	1,823.1	-43%
------------------------------	----------------	----------------	-------------

TOTAL GROSS INFLOWS	7,536.8	9,316.2	-19%
----------------------------	----------------	----------------	-------------

* -11% when excluding €623 mn inflows into 'Portfolio' from the 2007 transformation of 'Chorus'



Profit by Segment

32

€ mn - does not incorporate 'Lehman Bros.' operation

	FY08	FY07	Change
Life	85.9	153.6	-44%
Asset Management	65.6	88.3	-26%
Banking	21.9	20.9	+5%
Other	3.1	0.2	n.s.

PROFIT BEFORE TAX	176.6	263.0	-33%
--------------------------	--------------	--------------	-------------

excluding Banca Esperia



Life Gross Premiums Written

€ mn

	FY08	FY07	Change
U-L pension plans*	151.6	123.4	+23%
o/w Tax Benefit New	131.1	90.1	+46%
U-L endowment policies (Europension, Capital New)*	26.5	35.5	-25%
U-L investment policies*	45.4	69.6	-35%
Recurring policies (AP)	223.5	228.5	-2%
Term, Group, Investment policies	6.7	7.7	-12%
U-L whole-life investment policies	111.5	623.3	-82%
I-L policies	1,062.3	1,323.9	-20%
'Tax Benefit New' inbound portability	26.0	4.0	n.s.
Single premium policies (SP)	1,206.5	1,958.9	-38%
TOTAL NEW BUSINESS	1,430.0	2,187.4	-35%
Pension plans in force	437.8	352.9	+24%
Endowment policies in force (Europension)	421.5	456.0	-8%
Whole-life investment policies in force	377.3	392.5	-4%
TOTAL IN-FORCE BUSINESS	1,236.6	1,201.4	+3%
TOTAL GROSS PREMIUMS WRITTEN	2,666.6	3,388.8	-21%
o/w Life financial contracts	2.4	5.4	-56%

* includes automatic increase in premiums & discretionary increases paid (also on discontinued products)



Life Recurring Policies in detail

€ mn - New business only

	FY08	FY07	Change
U-L pension plans	150.9	122.8	+23%
(Tax Benefit, My Pension, Tax Benefit New)			
o/w automatic increase in premiums	13.2	13.6	-3%
o/w discretionary increase in premiums already paid	8.0	19.2	-58%
Traditional pension plans	0.6	0.7	-7%
(Automatic increase in premiums only)			
U-L endowment policies	26.5	35.5	-25%
(Europension, Capital New)			
o/w automatic increase in premiums	14.2	16.2	-12%
o/w discretionary increase in premiums already paid	2.9	5.1	-43%
U-L whole-life investment policies	45.4	69.6	-35%
(Life Funds, Alternative Funds, Premium Plan)			
o/w automatic increase in premiums	7.7	6.8	+14%
RECURRING POLICIES	223.5	228.5	-2%
o/w automatic increase in premiums	35.8	37.3	-4%
o/w discretionary increase in premiums already paid	10.8	24.3	-55%
Total increase in premiums	46.7	61.6	-24%



Life Policyholders' Assets

€ mn

	31/12/08	31/12/07	Change
--	----------	----------	--------

Traditional	1,326.2	1,352.6	-2%
Index-linked*	4,734.7	5,284.3	-10%
Unit-linked pension plans	1,584.0	1,638.3	-3%
Unit-linked endowment policies	2,787.6	3,829.3	-27%
Unit-linked investment policies	1,881.0	2,578.2	-27%
Unit-linked	6,252.5	8,045.9	-22%
o/w equity	69.3%	75.3%	-8%

LIFE ASSETS	12,313.4	14,682.8	-16%
--------------------	-----------------	-----------------	-------------

* Life financial contracts - 2008: € 22.5 mn, 2007: € 58.8 mn



Life Commission Income

€ mn

	Unit-linked Products Commission Income			Total Commission Income*		
	FY08	FY07	Change	FY08	FY07	Change
Entry fees	---	---	---	52.8	47.0	+12%
Management fees	158.5	174.4	-9%	269.5	318.3	-15%
Performance fees	27.8	33.2	-16%	49.5	58.9	-16%
TOTAL	186.3	207.6	-10%	371.7	424.2	-12%

* on all products with mutual funds underlying



Life

Amounts Paid & Change in Reserves

€ mn

	FY08	FY07	Change
Claims, coupons & maturities	958.6	900.2	+6%
Natural surrenders	736.9	966.0	-24%
Surrenders from transformation	74.0	256.8	-71%
Amounts paid	1,769.6	2,123.1	-17%

Change in technical reserves	799.0	1,080.7	-26%
-------------------------------------	--------------	----------------	-------------

Recovery from reinsurance	(6.8)	(6.7)	+1%
----------------------------------	--------------	--------------	------------

AMOUNTS PAID & CHANGE IN RESERVES	2,561.8	3,197.1	-20%
--	----------------	----------------	-------------



Life

Surrender Rate

expressed as a % of average reserves

	FY08	FY07
U-L Individual pension plans	1.4%	1.5%
Traditional pension plans	1.3%	1.6%
U-L 'Europension' endowment policies	6.9%	6.7%
U-L whole-life investment policies	16.1%	21.5%
Traditional investment policies*	12.0%	9.0%

* discontinued products, almost all of which are whole-life



Profit by Segment

€ mn - does not incorporate 'Lehman Bros.' operation

	FY08	FY07	Change
Life	85.9	153.6	-44%
Asset Management	65.6	88.3	-26%
Banking	21.9	20.9	+5%
Other	3.1	0.2	n.s.
PROFIT BEFORE TAX	176.6	263.0	-33%
excluding Banca Esperia			

Asset Management
Gross Inflows

€ mn

	31/12/08	31/12/07	Change
'Best Brands'	527.2	0.0	n.s.
'Portfolio'	136.0	987.2	-86%*
'Elite'	20.7	41.6	-50%
Total Funds of Funds	683.9	1,028.8	-34%
Italy-based Funds	414.6	500.6	-17%
'Challenge'	729.2	1,111.1	-34%
'Top Managers' **	332.0	403.0	-18%
Total 'unbundled' mutual funds	1,475.8	2,014.8	-27%
'Chorus' managed accounts	3.4	6.7	-50%
'Real estate' fund & other	40.1	60.6	-34%
TOTAL GROSS INFLOWS INTO A. M. PRODUCTS	2,203.2	3,110.8	-29%

* -63% when excluding €623 mn inflows into 'Portfolio' from the 2007 transformation of 'Chorus'

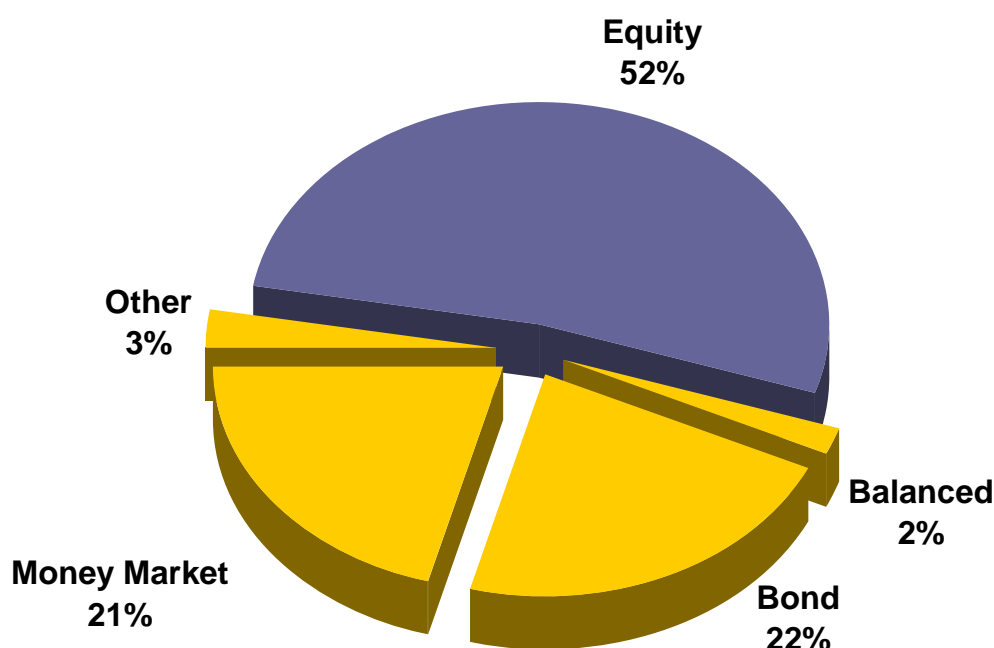
** Transformed into 'Best Brands' FoFs in August 2008



Asset Management

Gross Inflows by category

as of 31/12/2008



Asset Management

Assets

€ mn - including U-L assets

	31/12/08	31/12/07	Change
'Best Brands'	1,416.1	0.0	n.s.
'Portfolio'	809.5	1,166.7	-31%
'Elite'	90.3	150.8	-40%
Funds of Hedge Funds	453.1	574.4	-21%
Total Funds of Funds	2,769.0	1,892.0	+46%
Italy-based Funds	1,302.0	1,718.8	-24%
'Challenge'	7,575.1	8,504.6	-11%
'Top Managers'	*	3,573.5	n.s.
Gamax SIF + Gamax funds	219.7	14.1	n.s.
Total 'unbundled' mutual funds	9,096.8	13,796.8	-34%
'Chorus' managed accounts	88.3	216.9	-59%
Real estate-related funds & other	400.2	396.9	+1%
<i>Adj. for own mutual funds in 'Chorus' & FoFs</i>	<i>(649.6)</i>	<i>(1,085.3)</i>	<i>-40%</i>
ASSET MANAGEMENT ASSETS	11,704.7	15,217.4	-23%

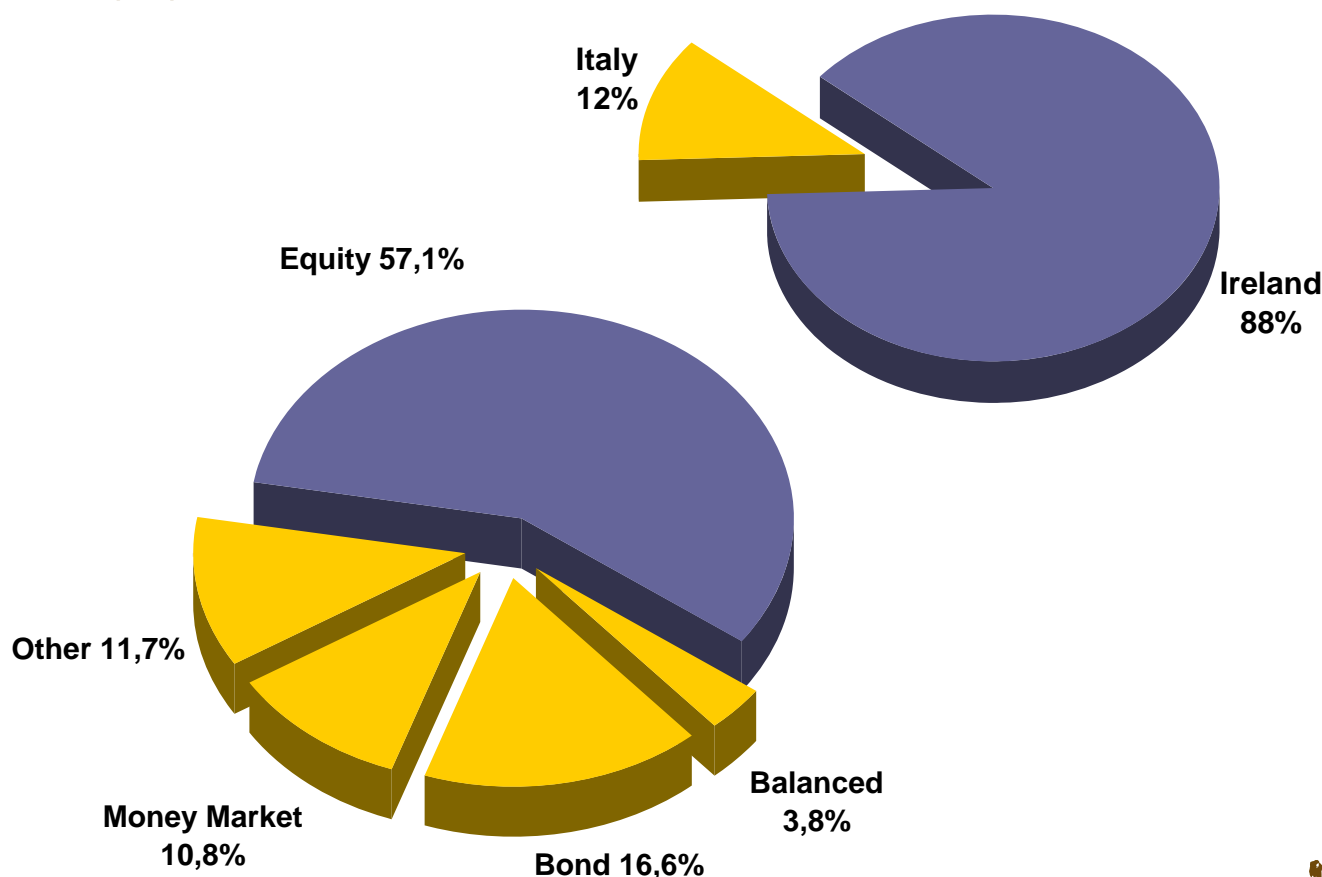
* In Aug. 2008, 'Top Managers' became 'Best Brands' FoFs. Assets underlying U-L were moved to 'Challenge'



Asset Management

Assets* by category and location

as of 31/12/2008



* including U-L assets



Asset Management

Commission Income

€ mn

	A.M. Products Commission Income			Total Commission Income*		
	FY08	FY07	Change	FY08	FY07	Change
Entry fees	52.8	47.0	+12%	52.8	47.0	+12%
Management fees	111.0	143.9	-23%	269.5	318.3	-15%
Performance fees	21.7	25.5	-15%	49.5	58.9	-16%
TOTAL	185.4	216.5	-14%	371.7	424.2	-12%

* on all products with mutual funds underlying



Profit by Segment

€ mn - does not incorporate 'Lehman Bros.' operation

	FY08	FY07	Change
Life	85.9	153.6	-44%
Asset Management	65.6	88.3	-26%
Banking	21.9	20.9	+5%
Other	3.1	0.2	n.s.
PROFIT BEFORE TAX	176.6	263.0	-33%
excluding Banca Esperia			

Banking
Assets*

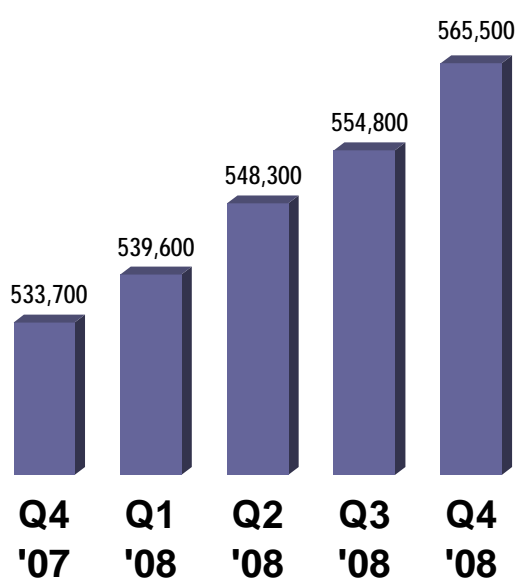
€ mn

	31/12/08	31/12/07	Change
Cash deposits	3,809.7	3,528.0	+8%
Securities in custody	1,644.0	1,814.2	-9%
Repurchase agreements	931.4	254.3	+266%
BANKING ASSETS	6,385.2	5,596.6	+14%

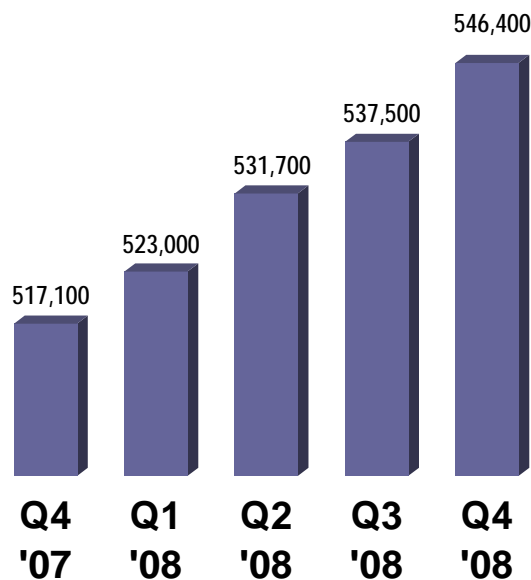


€ mn

	FY08	FY07	Change
Interest spread	132.9	103.8	+28%
Net income on investments at fair value	5.4	4.3	+25%
Banking Net Financial Income	138.4	108.2	+28%
Securities	10.5	12.9	-19%
Service fees	41.2	31.5	+31%
o/w fees from 3rd party loans & mortgages	5.8	1.4	+322%
Fee Income	51.7	44.4	+16%

BANKING REVENUES**190.0 152.6 +25%****Bank Accounts****Bank Customers
(primary account holders)**

+6% YoY

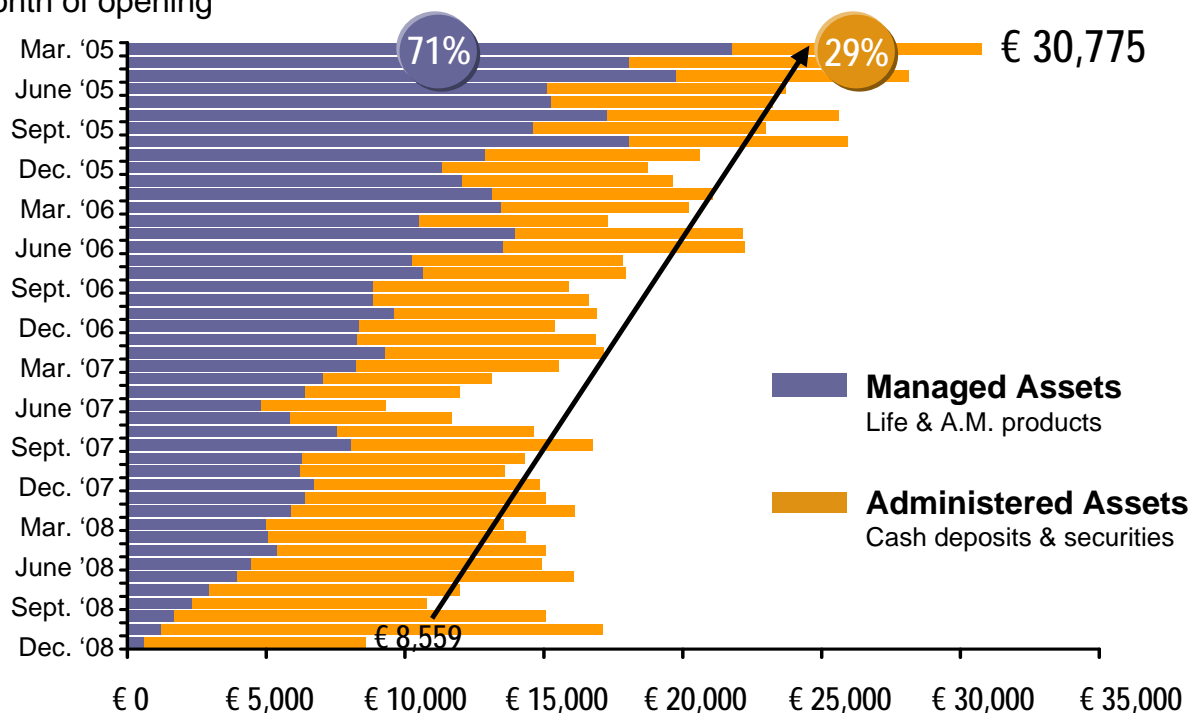


+6% YoY



**Managed assets trend up over time
& represent the largest slice of customer assets after 14 months**

Month of opening



* all households with an open account as at 31.12.2008



€ mn - does not incorporate 'Lehman Bros.' operation

	FY08	FY07	Change
Commission expense & acquisition costs*	(217.2)	(245.3)	-11%
3rd party A.M. fees & other expenses	(10.6)	(20.1)	-47%
Interbank service fees	(12.9)	(11.6)	+11%
G&A expenses + Amortisation & depreciation	(299.4)	(291.2)	+3%
Provisions for risks & charges	(18.3)	(16.0)	+14%

* Actual sales network take-home totalled €230.3 mn including 'Tax Benefit New' fees paid in advance



Net Financial Income & Net Income on Other Investments

€ mn - does not incorporate 'Lehman Bros.' operation

	FY08	FY07	Change
--	------	------	--------

Interest spread	132.9	103.8	+28%
Net income on investments at fair value	5.4	4.3	+25%
Banking	138.4	108.2	+28%
Life	22.1	16.1	+37%
<i>o/w unrealised losses</i>	<i>(3.8)</i>	<i>(8.9)</i>	<i>-57%</i>
Other	(11.5)	(7.7)	+49%

NET FINANCIAL INCOME

	FY08	FY07	Change
--	------	------	--------

Banking	3.6	11.8	-70%
Life	(2.8)	1.5	n.s.
Other	22.7*	17.9	+27%

NET INCOME ON OTHER INVESTMENTS

	FY08	FY07	Change
--	------	------	--------

* includes Mediolanum's share (€2.0 mn) of Banca Esperia's net profit



Network of Family Bankers

	31/12/08	31/12/07	Change
--	----------	----------	--------

Licensed	5,077	5,040	+1%
Non-licensed	774	1,342	-42%

	31/12/08	31/12/07	Change
--	----------	----------	--------

FAMILY BANKERS	5,851	6,382	-8%
-----------------------	--------------	--------------	------------



€ mn

	FY08	FY07	Change
Profit before Tax	7.4	47.7	-84%
Net Income	4.1	28.6	-86%
<i>o/w Mediolanum share</i>	2.0	13.9	-86%
Assets under Administration	8,065	9,359	-14%
<i>% in Managed Assets</i>	81.3%	84.5%	-4%
Gross Inflows	2,127	3,759	-43%
<i>o/w Managed Assets Inflows</i>	2,029	3,580	-43%
Net Inflows	418	2,280	n.s.*
<i>o/w Managed Assets Inflows</i>	180	2,101	n.s.*
Clients	2,987	2,886	+3%
Private Bankers	51	51	--

* A new method was adopted for the measurement of net inflows, allowing for an accurate representation of actual flows. Comparison with previous data is therefore not meaningful.



**FY 2008 Results:
Foreign markets**

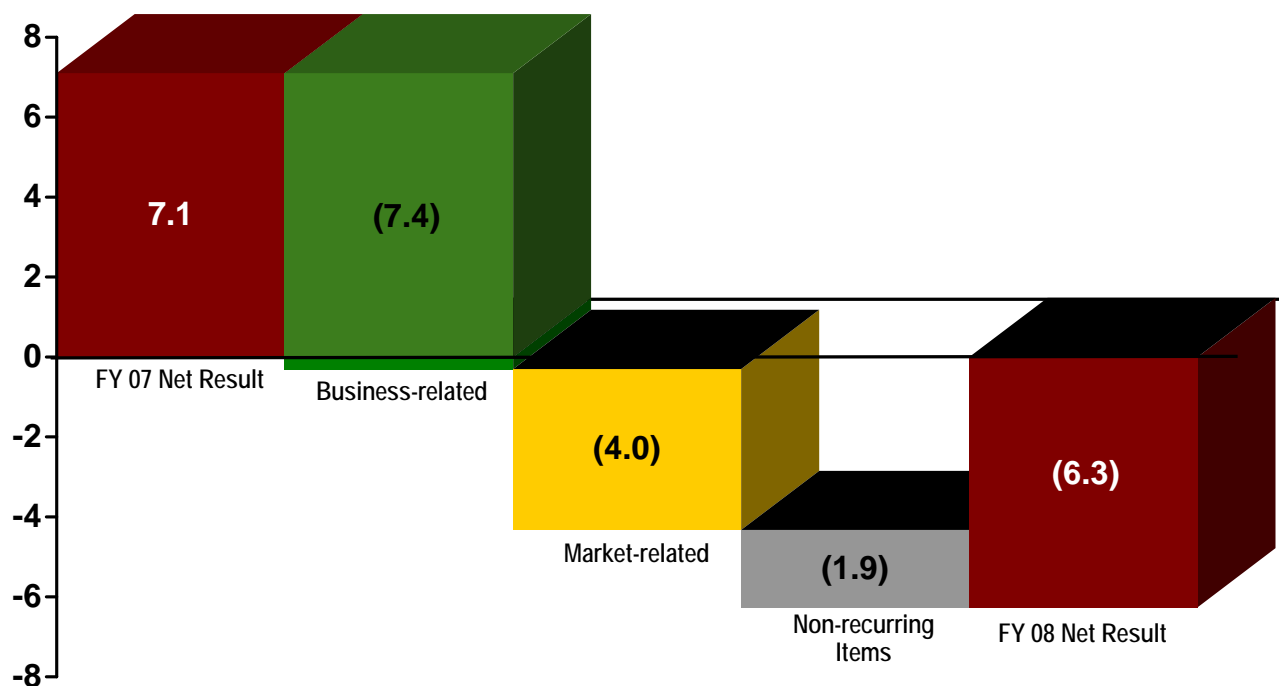


€ mn - does not incorporate 'Lehman Bros.' operation

	FY08	FY07	Change
Net Income	(6.3)	7.1	n.s.
Assets under Administration	1,457.6	2,352.6	-38%
o/w Managed Assets	851.5	1,179.2	-28%
Gross Inflows	127.1	252.9	-50%
o/w Managed Assets Inflows	277.0	520.5	-47%
Net Inflows	(291.1)	(223.2)	+30%
o/w Managed Assets Inflows	(108.3)	52.4	n.s.
Dedicated sales network	486	638	-24%
o/w FA (Mediolanum model)	448	593	-24%
Customers	65,788	63,647	+3%



€ mn



Spain

Inflows by Distribution Model

as of 31/12/2008 - € mn

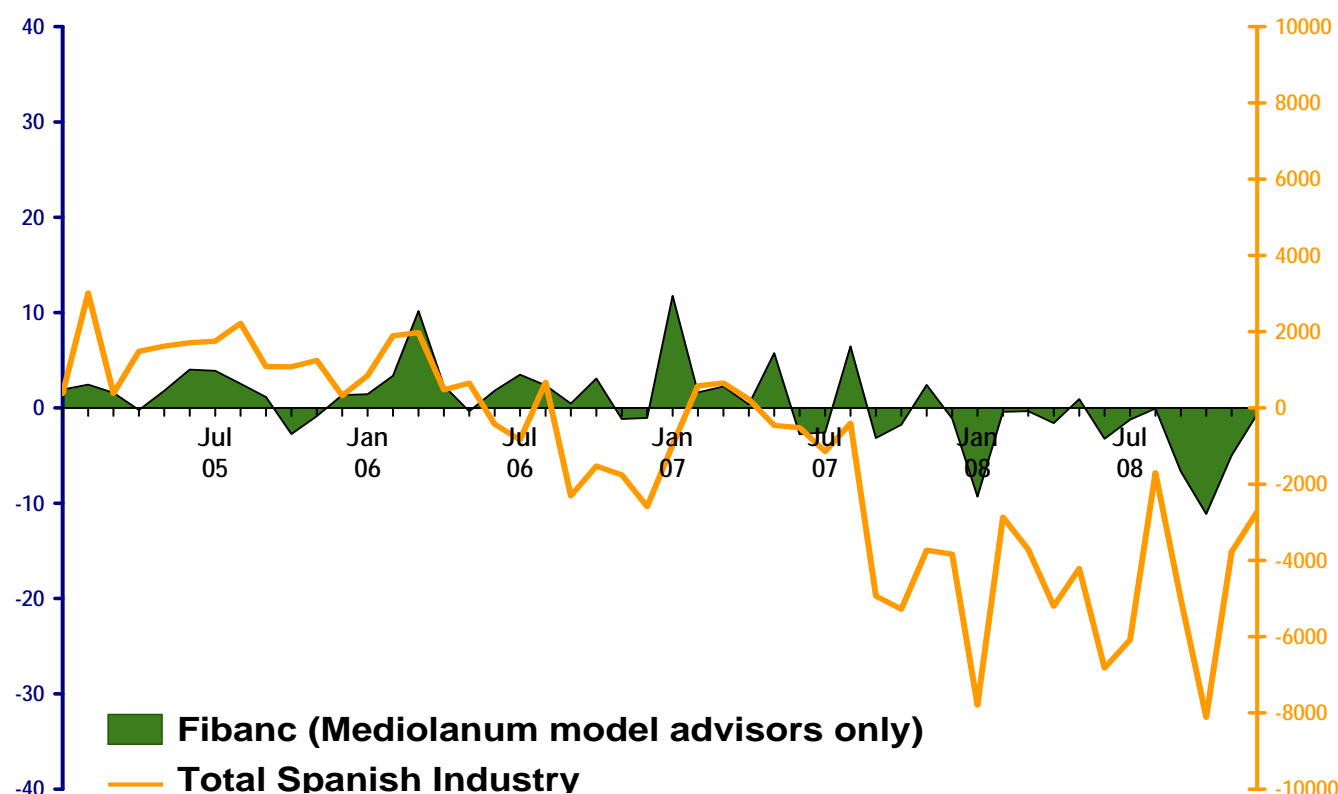
	Mediolanum model Advisors	Pre-existing Agents	Total
Managed Assets			
Gross Inflows	215.9	61.0	276.9
Net Inflows	0.5	(108.7)	(108.3)
Administered Assets			
Net Inflows	(79.5)	(103.4)	(182.9)



Spain

Net Inflows into Mutual Funds*

€ mn



* including Managed Accounts & Unit-linked policies

source: Inverco



Spain

Assets under Administration

59

€ mn

	31/12/08	31/12/07	Change
Life & pension funds	274.0	369.9	-26%
Asset Management	577.5	809.3	-29%
Banking	771.4	1,441.6	-46%
<i>Consolidation adjustments</i>	<i>(165.3)</i>	<i>(268.0)</i>	<i>-38%</i>
SPAIN AUA	1,457.6	2,352.7	-38%



Spain

Assets by Distribution Model

60

as of 31/12/2008 - € mn

	Mediolanum model Advisors	Pre-existing Agents	Total
Managed Assets	536.3	277.0	813.3
Administered Assets	328.5	315.8	644.3
SPAIN AUM	864.8	592.8	1,457.6



Spain

Income Statement

61

€ mn - does not incorporate 'Lehman Bros.' operation

	FY08	FY07	Change
Total revenues	39.5	71.2	-45%
Total costs	(48.1)	(62.1)	-23%
Profit before Tax	(8.6)	9.1	n.s.
Income tax	2.4	(2.0)	n.s.
SPAIN NET INCOME	(6.3)	7.1	n.s.



Germany - B.A. Lenz

Highlights

62

€ mn

	FY08	FY07	Change
Net Income	(8.4)	(8.3)	+2%
Assets under Administration	70.6	79.4	-11%
o/w Managed Assets	44.9	45.3	-1%
Inflows into Managed Assets			
Gross Inflows	19.6	18.3	+7%
Net Inflows	9.2	7.1	+29%
Inflows into Administered Assets			
Net Inflows	(7.3)	19.6	n.s.
Financial Advisors	30	48	-38%
Customers	4,121	4,313	-4%



Income Statement in detail

€ mn - does not incorporate 'Lehman Bros.' operation

	FY08	FY07	Change
Net premiums written	79.1	151.8	-48%
Amounts paid & change in technical reserves	(71.7)	(131.5)	-45%
Life revenues ex commission	7.4	20.4	-64%
Entry fees	3.5	6.7	-48%
Management fees	14.2	17.9	-21%
Performance fees	0.9	2.8	-67%
Banking service fees	25.1	32.8	-24%
Other fees	2.6	7.2	-63%
Total commission income	46.3	67.4	-31%
Interest income & similar income	27.2	27.6	-1%
Interest expense & similar charges	(13.7)	(13.6)	+1%
Net income on investments at fair value	(2.4)	(1.1)	+114%
Net financial income	11.1	12.9	-14%
Net income on other investments	0.0	2.6	n.s.
Other revenues	1.7	1.3	+30%
Total Revenues	66.5	104.6	-36%
Acquisition costs & other commission expenses	(34.4)	(51.4)	-33%
G&A expenses	(44.8)	(43.6)	+3%
Amortisation & depreciation	(2.2)	(3.7)	-40%
Provisions for risks & charges	(0.3)	(0.7)	-58%
Total Costs	(81.8)	(99.4)	-18%
PROFIT BEFORE TAX	(15.2)	5.2	n.s.
Income tax	2.2	(2.1)	n.s.
NET INCOME	(13.1)	3.1	n.s.





FY 2008 Results:
European Embedded Value





EEV-compliant Methodology

Further details available in the supplementary disclosure on the Mediolanum website


Bottom-up, market-consistent approach

-  Year-end swap rates with no adjustments
-  Volatilities calibrated to year-end market data



Unit-linked, Asset Management and Banking

-  Presentation using indirect approach
-  Derived Risk Discount Rate containing margins for both financial and non-financial risks

Traditional participating business

-  Allows for financial options & guarantees

Cost of required capital for Life business

-  Risk-based capital for Index-linked business
-  Minimum EU solvency margin for other lines



Real World Economic Assumptions

	FY08	FY07
Investment return (pre-tax)		
Cash	1.65%	4.04%
Long-term bonds	4.35%	4.58%
Equity	6.25%	7.38%
Own portfolio		
Segregated funds	4.00%	4.50%
Unit-linked funds	4.99%	6.22%
Asset management	4.87%	6.20%
Inflation		
CPI	1.50%	2.35%
Expenses	1.75%	2.60%
Tax rate		
Italy	35.25%	35.25%
Ireland	12.50%	12.50%
Spain	30.00%	35.00%
Avg. Risk Discount Rate (In-force Business)	5.49%	7.21%



Components of the EEV Derived Risk Discount Rates

	FY08	FY07
Unit-linked		
Risk-free rate	3.80%	4.85%
Margin for financial risk	0.75%	1.05%
Margin for non-financial risk	0.65%	1.20%
Risk Discount Rate	5.20%	7.10%
Asset Management		
Risk-free rate	3.50%	4.65%
Margin for financial risk	2.00%	2.15%
Margin for non-financial risk	1.10%	1.20%
Risk Discount Rate	6.60%	8.00%
Banking		
Risk-free rate	3.50%	4.73%
Margin for financial risk	---	---
Margin for non-financial risk	3.50%	2.27%
Risk Discount Rate	7.00%	7.00%

Unit-linked

Risk-free rate	3.80%	4.85%
Margin for financial risk	0.75%	1.05%
Margin for non-financial risk	0.65%	1.20%
Risk Discount Rate	5.20%	7.10%

Asset Management

Risk-free rate	3.50%	4.65%
Margin for financial risk	2.00%	2.15%
Margin for non-financial risk	1.10%	1.20%
Risk Discount Rate	6.60%	8.00%

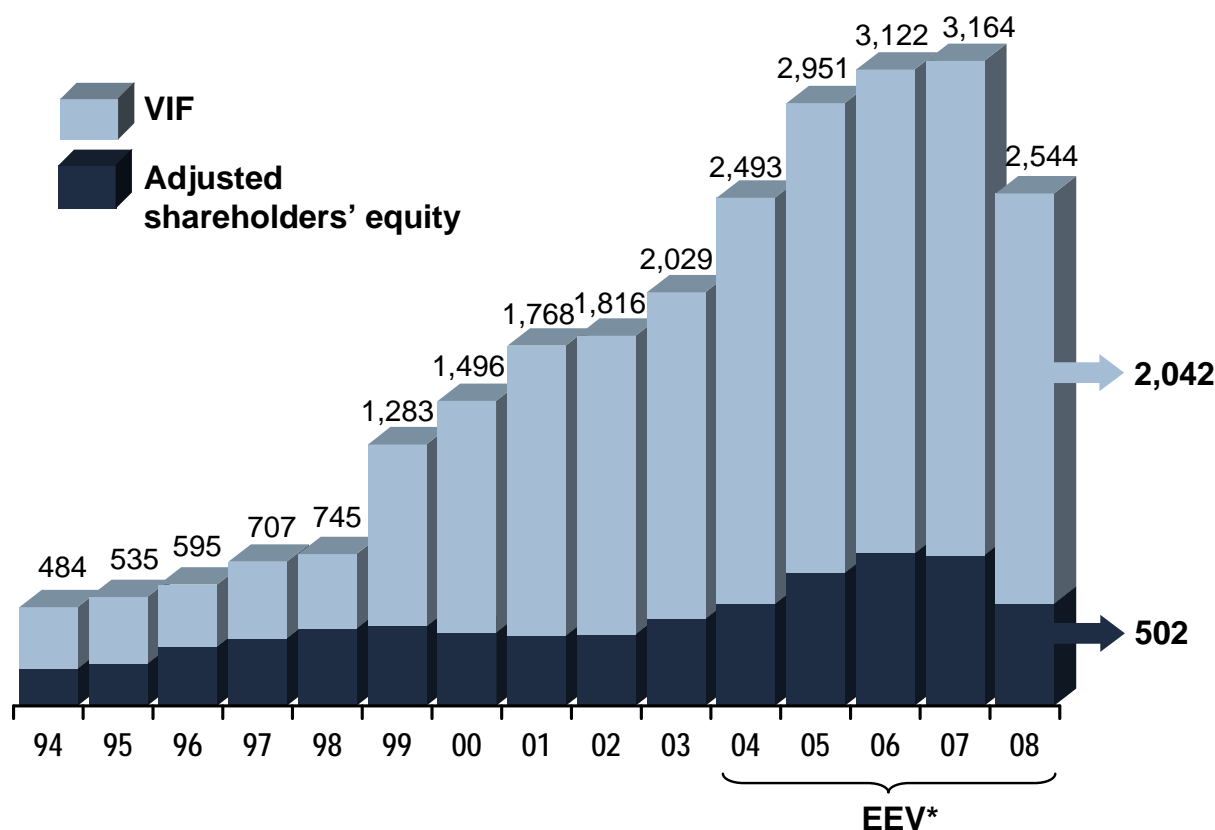
Banking

Risk-free rate	3.50%	4.73%
Margin for financial risk	---	---
Margin for non-financial risk	3.50%	2.27%
Risk Discount Rate	7.00%	7.00%



Embedded Value Trend

€ mn



Embedded Value

€ mn

	FY08	FY07	Change
Published shareholders' net assets	814	896	-9%
Adjustments to net assets	(312)	(156)	+100%
Adjusted shareholders' net assets	502	740	-32%
Italy - VIF Life Business	1,633	1,909	-14%
Italy - VIF A.M. Business	242	297	-19%
Italy - VIF Banking Business	129	173	-25%
Spain - VIF Life Business	29	29	0%
Spain - VIF A.M. Business	9	16	-44%
Value of In-force Business	2,042	2,424	-16%
Embedded Value	2,544	3,164	-20%



Embedded Value Earnings

€ mn - does not incorporate 'Lehman Bros.' operation

	FY08	FY07
Change in EV over the year	(620)	42
Dividends paid	146	146
Other capital movements	(4)	(5)
EV Earnings	(478)*	183

* Accounting for the capital injection from the two major shareholders related to the 'Lehman Bros.' operation, unadjusted embedded value earnings amount to € (576) mn



EV Earnings Components (1)

Earnings on Initial EV

€ mn - does not incorporate 'Lehman Bros.' operation

	FY08	FY07
Expected return on EV - unwind	193	176
Operating assumption changes	(97)	(89)
Economic assumption changes	(35)	(21)
Tax assumption changes	--	12
Economic experience variances	(760)	(173)
Operating exp. variances: U-L product repricing	--	(80)
Operating exp. variances: business related*	30	(31)
Earnings on Initial EV	(669)	(206)
Value added by New Business	191	389
EV Earnings	(478)	183

* expanded in the next slide



Earnings on Initial EV: Operating Experience Variances - business related

€ mn - does not incorporate 'Lehman Bros.' operation

	FY08
Banking mix variance	(30)
Asset mix variance	60
Performance fees variance	16
A.M. Persistency / paid-ups variance	(14)
Life Persistency / paid-ups variance	(4)
<i>o/w Individual pension plans</i>	(3)
<i>o/w 'Europension' policies</i>	(3)
<i>o/w Investment policies</i>	1
<i>o/w Index-linked policies</i>	1
Other	2

Experience variances: business related **30**



EV Earnings Components (2)

Value Added by New Business

€ mn - does not incorporate 'Lehman Bros.' operation

FY08 FY07

Earnings on Initial EV (669) (206)

Life New Business	133	319
o/w AP	103	235
o/w SP	30	84
A.M. New Business	51	52
Banking New Business	7	18

Value added by New Business 191 389

EV Earnings (478) 183



Life New Business Margins

Domestic Market*

€ mn

FY08 FY07 Change

Term Insurance

Value of New Business - 'moment of sale'	1	(not previously reported)	
Net present value NB (PVNBP)	8		

Term Insurance New Business Margin (%PVNBP) 10.8%

Unit-Linked

Value of New Business - 'moment of sale'	96	255	-62%
Net present value NB (PVNBP)	1,330	2,822	-53%

U-L New Business Margin (%PVNBP) 7.2% 9.0%

Index-Linked

Value of New Business - 'moment of sale'	23	40	-42%
Net present value NB (PVNBP)	1,047	1,322	-21%

I-L New Business Margin (%PVNBP) 2.2% 3.0%

Total Life

Value of New Business - 'moment of sale'	120	295	-59%
Net present value NB (PVNBP)	2,385	4,143	-42%

Life New Business Margin (%PVNBP) 5.0% 7.1%



A.M. New Business Margins Domestic Market*

€ mn

	FY08	FY07	Change
Value of New Business - 'moment of sale'	50	46	+9%
Net present value NB (PVNBP)	1,724	1,942	-11%
A.M. New Business Margin (%PVNBP)	2.9%	2.4%	

* Banca Esperia not included



Life APE Margins Domestic Market*

€ mn

	FY08	FY07	Change
Term Insurance			
Value of New Business - 'moment of sale'	1 (not previously reported)		
Recurring premiums (APE)	1		
Term Insurance New Business Margin (%APE)	74.2%		
Unit-linked			
Value of New Business - 'moment of sale'	96	255	-62%
Recurring premiums	141	264	-47%
Single premiums	127	622	-80%
APE	154	326	-53%
U-L New Business Margin (%APE)	62.4%	78.5%	
Index-linked			
Value of New Business - 'moment of sale'	23	40	-43%
Single premiums	1,047	1,322	-21%
APE	105	132	-21%
I-L New Business Margin (%APE)	22.3%	30.5%	
Total Life			
Value of New Business - 'moment of sale'	120	295	-59%
APE	260	458	-43%
Life New Business Margin (%APE)	46.3%	64.4%	

* Banca Esperia not included



A.M. APE Margins Domestic Market*

€ mn

	FY08	FY07	Change
--	------	------	--------

Value of New Business - 'moment of sale'	50	46	+9%
Instalment plans	99	93	+6%
Lump sum investments	1,086	1,396	-22%
APE	207	233	-11%

A.M. New Business Margin (%APE)	24.1%	19.8%
--	--------------	--------------

* Banca Esperia not included



Spain Embedded Value

€ mn

	FY08	FY07
--	------	------

VIF Life Business	29	29
VIF A.M. Business	9	16
Value of In-force Business	38	45
Life New Business	10	14
A.M. New Business	(1)	4
Value added by New Business	9	18



2009 New Products








2009
New Products

80

'Freedom' Bank Account

An innovation on the Italian market







**All the valuable characteristics of our flagship 'Riflex' account
plus an automatic high-yield investment**

-  All normal banking operations included
 - 5€/mo. flat fee
 - No fee with €12,000 avg. balance or €30,000 in managed assets
-  Deposits less than €12,000 are not remunerated
-  Deposits in excess of €12,000 are automatically and seamlessly transferred to a Life policy with an attractive interest rate, pre-set quarterly (currently 3% net of taxes)
-  Optional P&C coverage:
 - Home insurance (Light, €100/yr ; Full, €200/yr)
 - Medical assistance (Light, €50/yr ; Full, €100/yr)
-  Comes in different versions targeted to specific needs (students, professionals,...)



'Freedom' Cards

The most sophisticated multi-function cards available on the Italian market

-  Credit (Visa or Mastercard) / ATM / POS Cards
-  Two credit payment modes:
 - Monthly balance paid in full
 - Revolving (6 to 24 monthly payments)Customers are free to split their purchase(s) between the two modes
-  Advanced credit features:
 - 'Easy Credit' (funds transfer from credit line to bank account)
 - 'Delay-a-payment' (to the end of a revolving credit plan)
-  Classic version in three colour choices, with or without photo
-  'Basic' low-cost, introductory version (€500 spending limit, no revolving credit, no photo)
-  'Gold' version featuring high spending limit & additional 'concierge service'



'Freedom' Marketing Campaign








On air
starting March 2009



'Mediolanum Bond'





'Freedom' Edition

-  € 25 mn subordinated bond issued by Banca Mediolanum
-  6-year duration, with capital reimbursed in 5 equal annual instalments starting from the end of the second year
-  First-year quarterly coupons: 4% per annum
-  Subsequent years' quarterly coupons: 3-month Euribor + 200bps
-  € 50,000 minimum investment



'Mediolanum Super 10'

High-yield Banca Mediolanum bond with coupons reinvested in equity instalment plan

-  € 25 mn subordinated bond issued by Banca Mediolanum
-  10-year duration, with capital+interests (1 month Euribor + 200bps) paid back in 132 monthly instalments
-  Each instalment is automatically invested into a 'Best Brands' or 'Challenge' equity fund
-  € 50,000 minimum investment



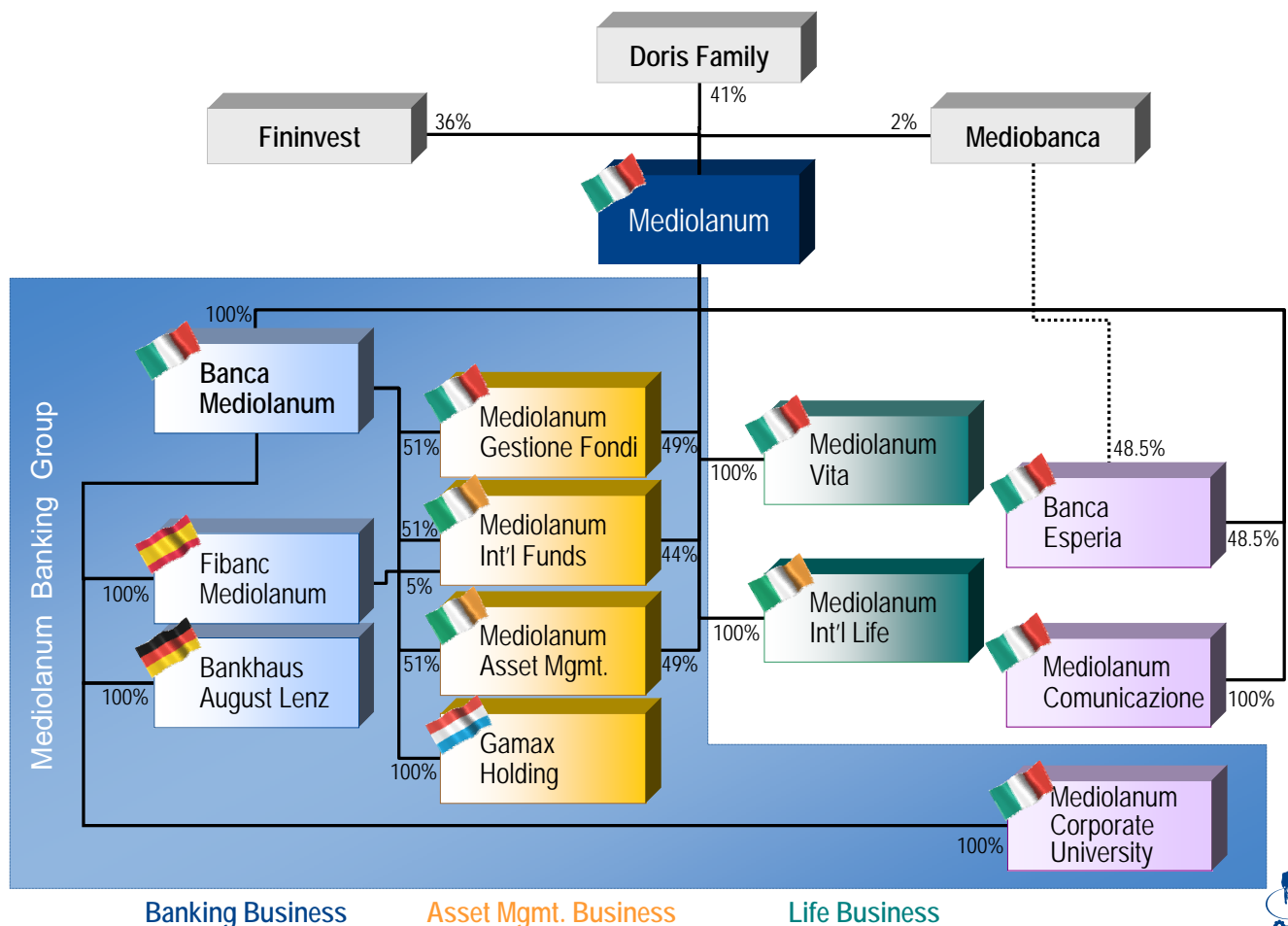
Mediolanum Facts



Mediolanum
Facts

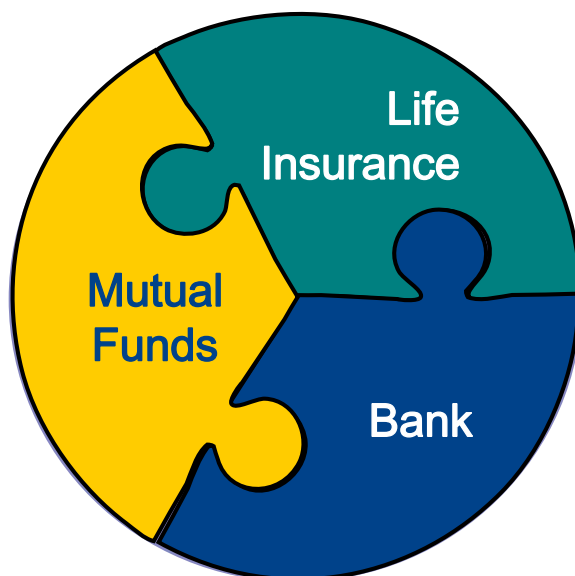
86

Mediolanum Group Structure



Mediolanum Integrated Structure

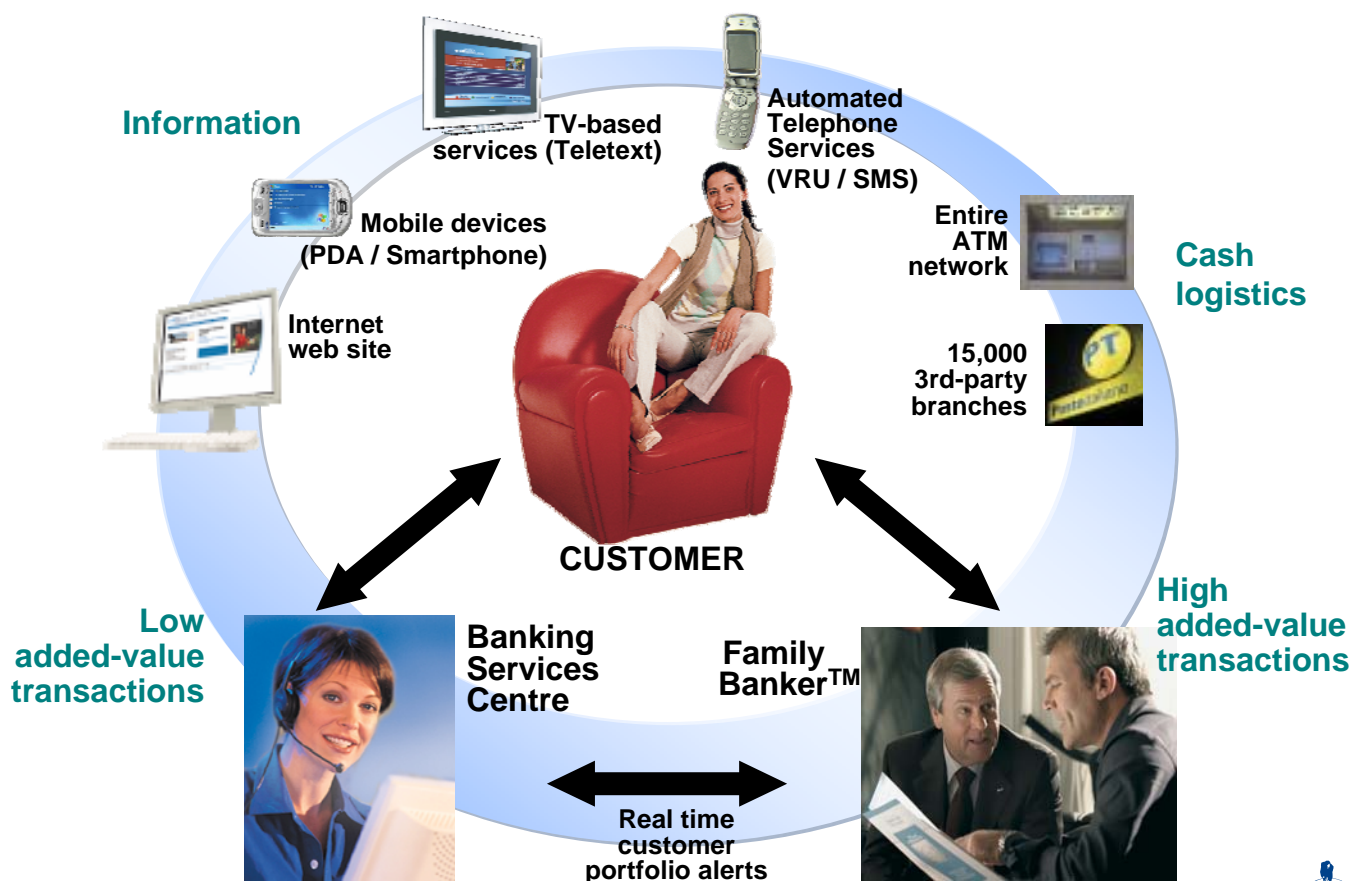
We integrate the asset gathering business of Life & mutual funds with the banking business...



...on the strength of an **avant-garde model**



Our Integrated & Comprehensive Retail Banking Model





Mediolanum vs. Current Bank Models



Traditional bank
(the human relationship)

On-line bank
(freedom)

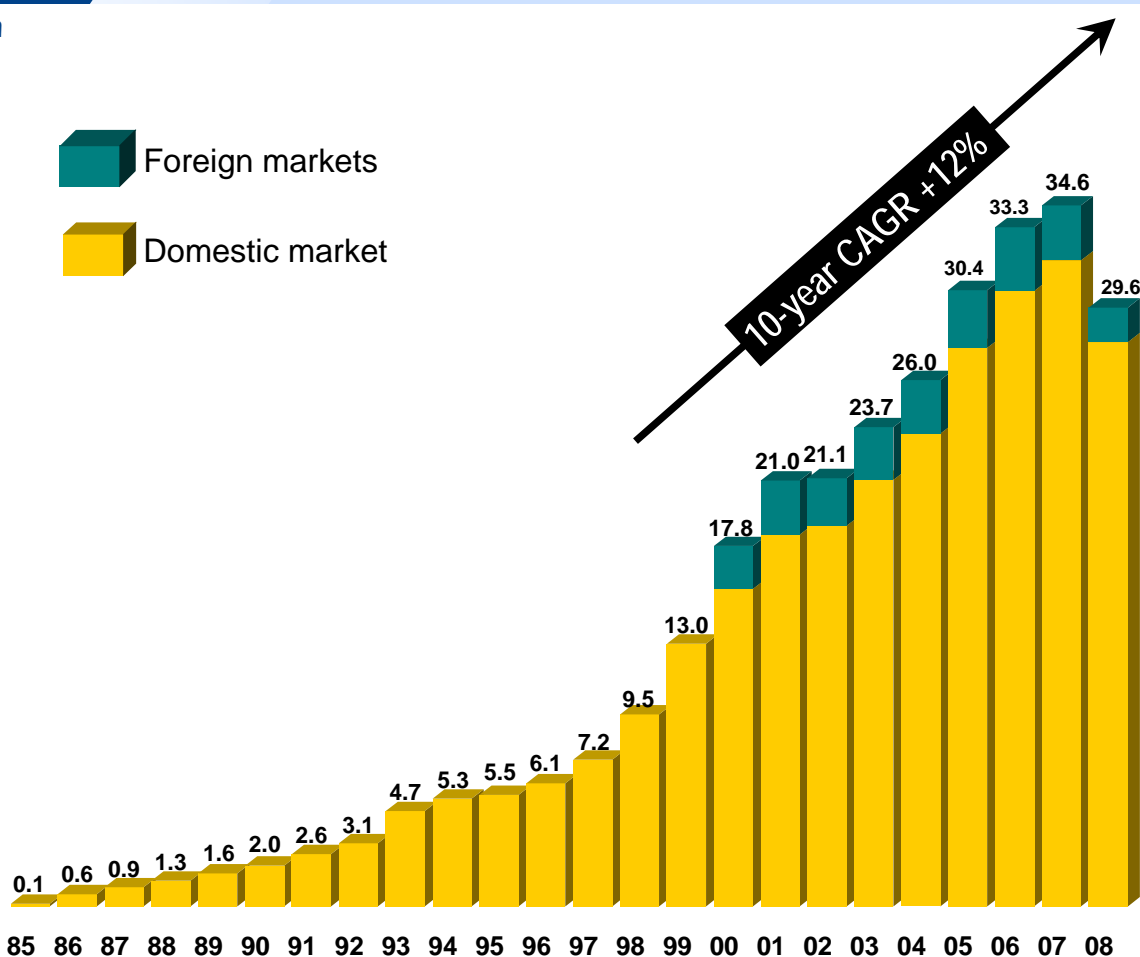
The Mediolanum model unifies the advantages of the on-line with the traditional

-  invalidating the concept of branch proximity
-> 'Freedom in Banking'
-  at the same time enhancing the 'human touch'
-> one-to-one relationship with the Family Banker™



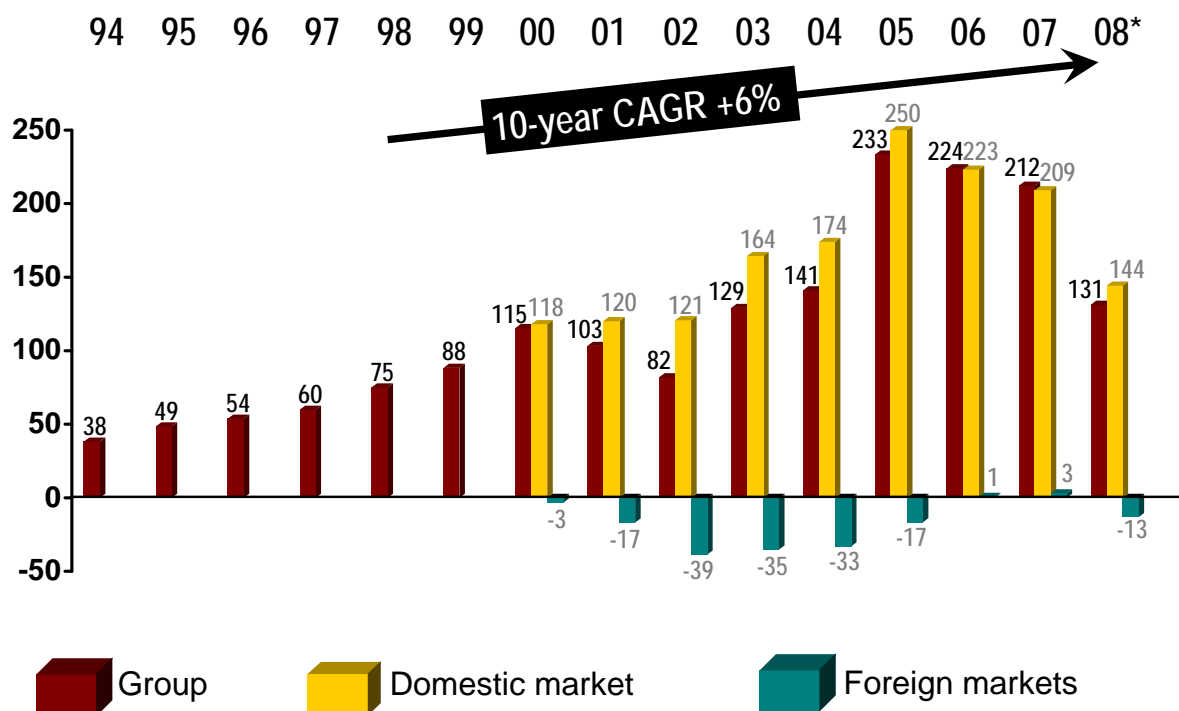
Assets under Administration

€ bn



Net Profit

€ mn

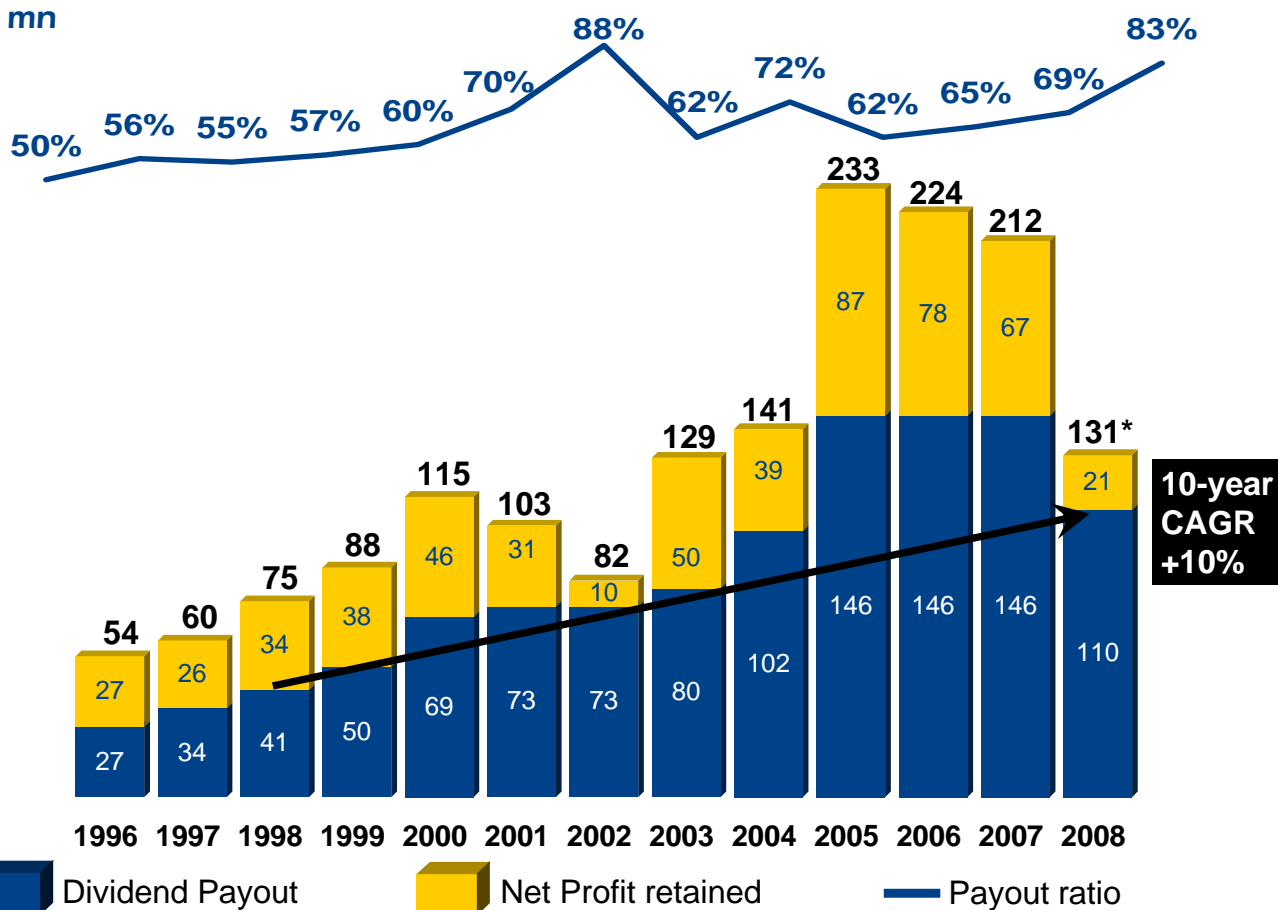


* 2008 Adjusted Net Income ex 'Lehman Bros.'



Dividend Payout

€ mn



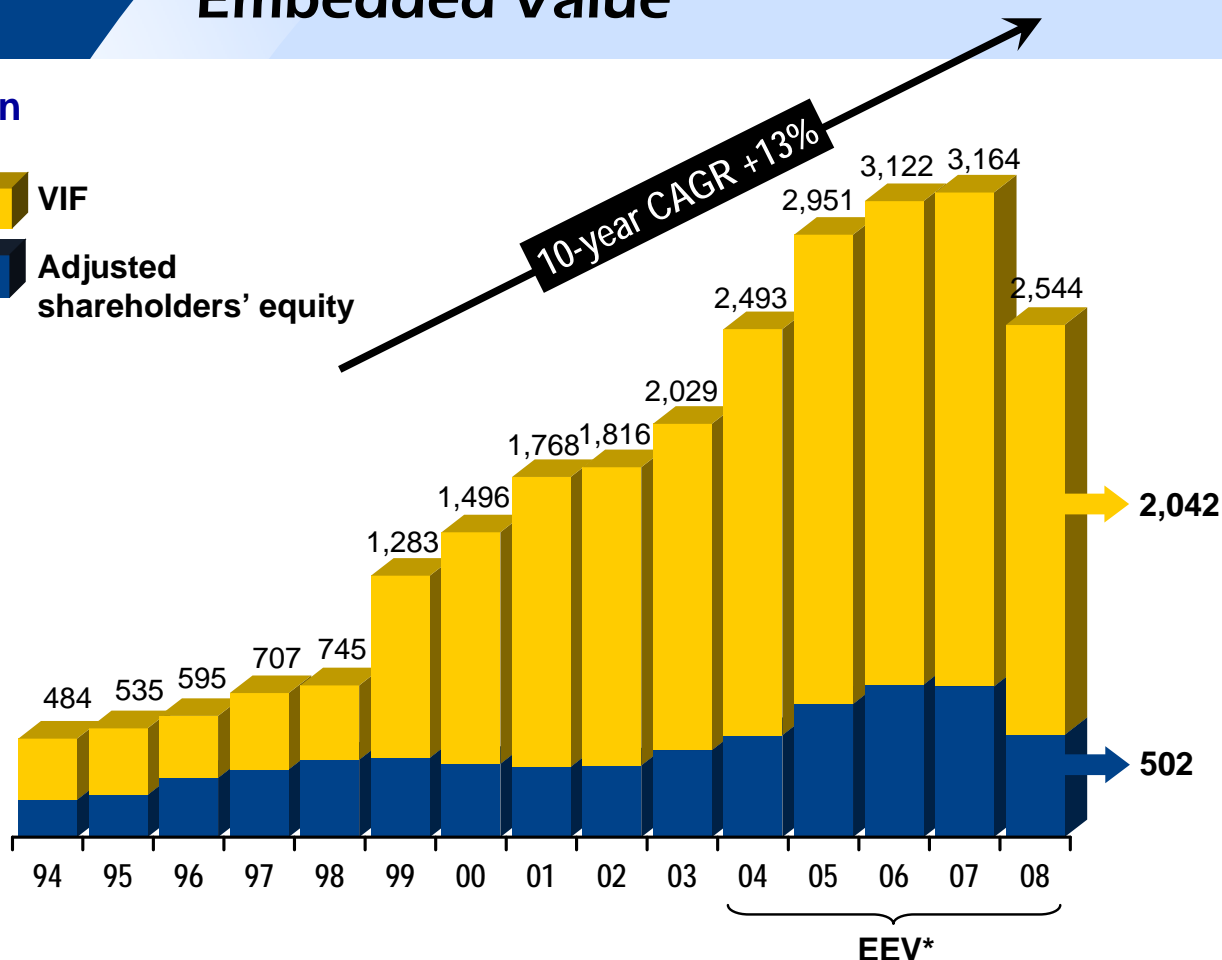
* 2008 Adjusted Net Income ex 'Lehman Bros.'



Embedded Value

€mn

VIF

Adjusted
shareholders' equity

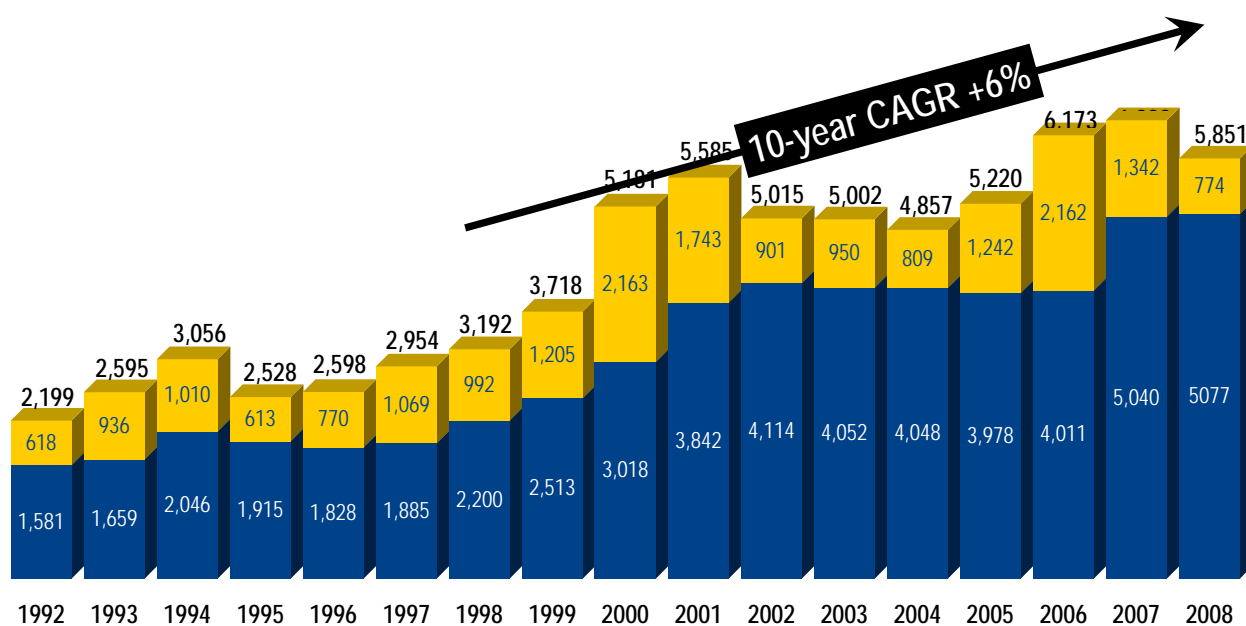
* including Spain & Italian banking business

MED.MI
Total Return Index*

* includes dividend reinvestment, June 3, 1996 – December 29, 2008

source: Datastream





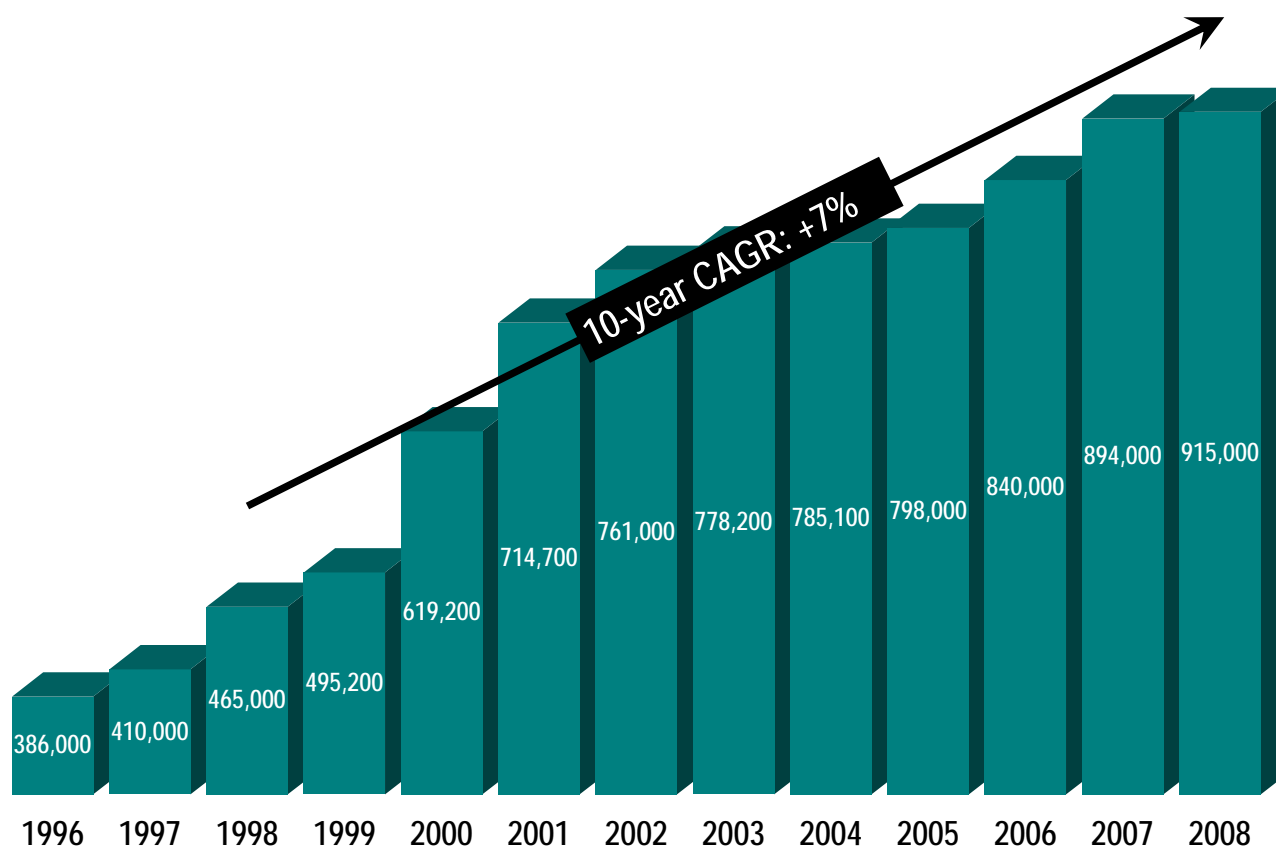
Licensed ('Promotori Finanziari')

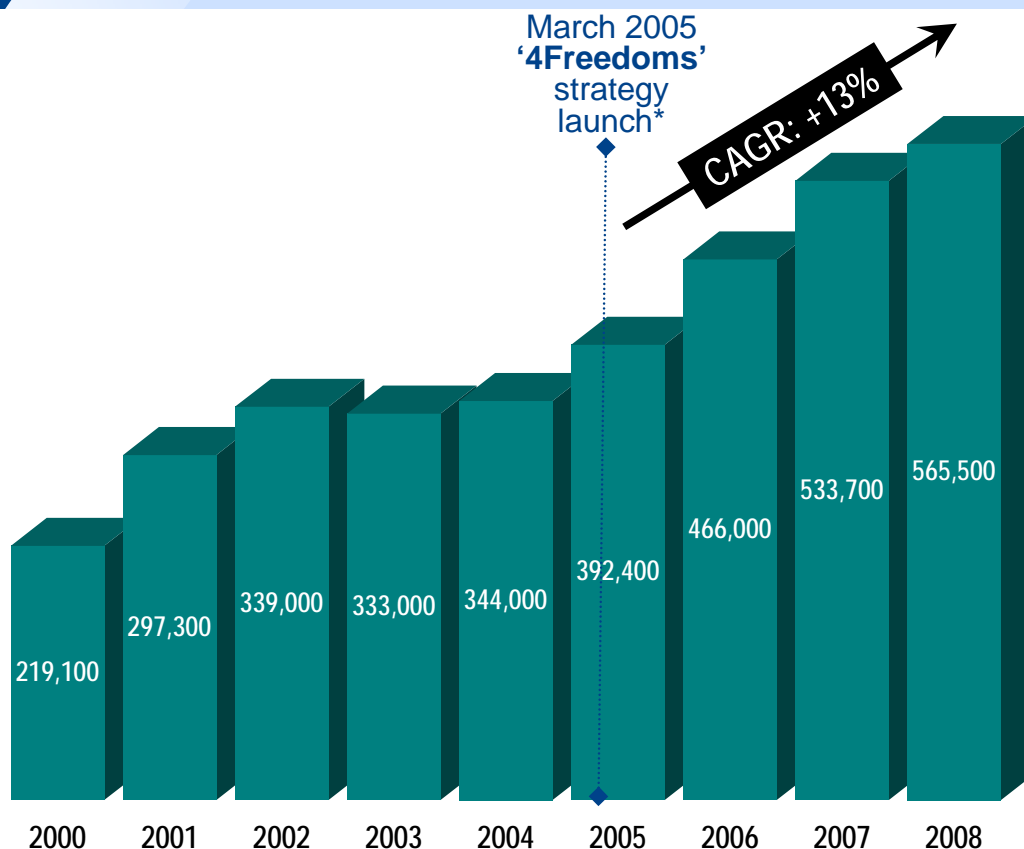


Non-licensed (new recruits)



Primary account holders

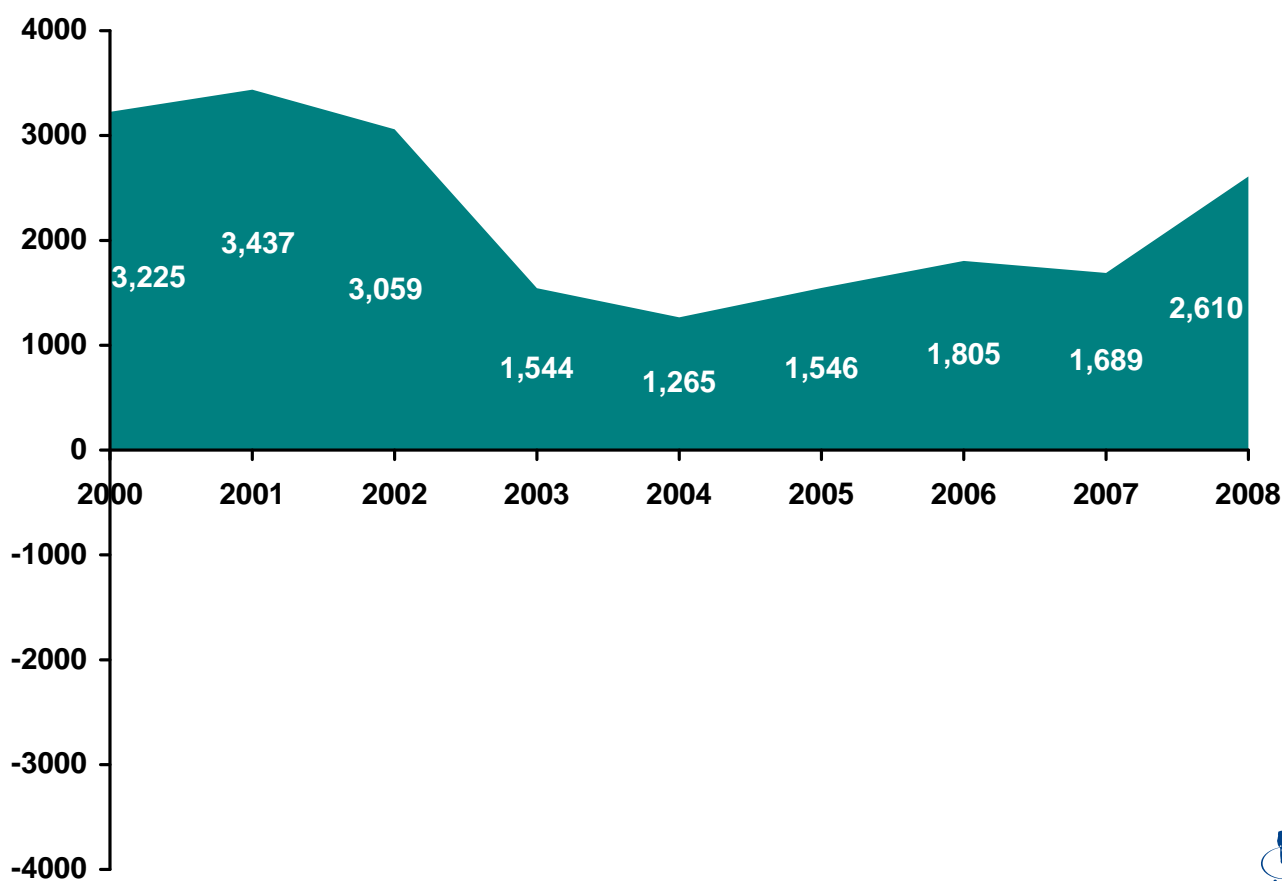




* all new customers are acquired through the bank account



€ mn



Thank you!

Any questions?



Disclaimer

This document has been prepared by Mediolanum S.p.A. for the sole purpose of providing information and presenting the Group's strategies.

The information, opinions, valuations and forecasts it contains have not been audited by any independent body; they may be altered at any time without notice.

No guarantee, express or implicit, is given by Mediolanum S.p.A. or by any of the Mediolanum Group companies as to the reliability, completeness or accuracy of the information or opinions in the present document.

Publication, communication to others, and reproduction of all or any of this document's contents are forbidden, except with the express written consent of Mediolanum S.p.A.

Neither Mediolanum S.p.A., nor the companies belonging to the Mediolanum Group, nor their representatives, managers or employees accept liability for any losses directly or indirectly resulting in any manner whatsoever from use of the present document or of information in any way attributable thereto.

Forecasts in this document has been prepared with the greatest care, but is nevertheless based on assumptions which could prove wrong because of risk factors outside the control of Mediolanum S.p.A. and the Mediolanum Group companies. There is no guarantee that present forecasts will match future performance.

This document is not a recommendation to invest in any financial instrument, nor an invitation to subscribe or purchase shares, nor is any part thereof intended to serve as a basis or reference source for any contract or undertaking whatsoever on the part of Mediolanum S.p.A. or any of the companies belonging to the Mediolanum Group.

Receipt of this document implies acceptance of its limitations as described above.

DECLARATION BY THE SENIOR MANAGER IN CHARGE OF DRAWING UP COMPANY ACCOUNTS

The undersigned, Mr. Luigi Del Fabbro, declares, pursuant to Section 154 bis (2) of Legislative Decree 58/98 "*Testo Unico della Finanza*", that the accounting data set out in this presentation agree with the documentary records, books and accounting entries.

The senior manager in charge of drawing up Company Accounts

Luigi Del Fabbro



Investor Relations Contacts

e-mail: investor.relations@mediolanum.it

Alessandra Lanzone

tel.: +39-02-9049-2039

e-mail: alessandra.lanzone@mediolanum.it

Lisa Maxon

tel.: +39-02-9049-2997

e-mail: lisa.maxon@mediolanum.it

Luca Mirabelli

tel.: +39-02-9049-2721

e-mail: luca.mirabelli@mediolanum.it

Livia Dalla Torre

tel.: +39-02-9049-2337

e-mail: livia.dallatorre@mediolanum.it

