MEDIOLANUM 9M 2013 RESULTS





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9M 2013 **Group** Results



9M 2013 Group

Income Statement - Group

| | 9M13 | 9M12 | Change |
|------------------------------------------------------------|-----------------|------------------|--------------|
| Net premiums written | 3,657.6 | 5,663.4 | -35% |
| Amounts paid & change in technical reserves | (3,620.4) | (5,636.0) | -36% |
| Insurance revenues ex U-L commissions | 37.2 | 27.4 | +36% |
| Entry fees | 104.6 | 78.9 | +33% |
| Management fees | 420.9 | 346.2 | +22% |
| Performance fees | 129.2 | 133.8 | -3% |
| Banking service fees | 71.4 | 71.9 | -1% |
| Other fees | 24.4 | 29.3 | -17% |
| Total commission income | 750.6 | 660.1 | +14% |
| Net interest income | 209.5 | 237.9 | -12% |
| Net income on investments at fair value | 13.7 | 110.2 | -88% |
| Net financial income | 223.2 | 348.1 | -36% |
| Equity Contribution (Mediobanca & Banca Esperia) | (4.0) | (56.9) | -93% |
| Net income on other investments | 34.0 | 0.5 | n.s. |
| Other revenues | 15.8 | 19.6 | -19% |
| Total Revenues | 1,056.8 | 998.9 | +6% |
| | /= / / = \ | /\ | |
| Acquisition costs | (314.5) | (260.0) | +21% |
| Other commission expenses | (38.6) | (33.0) | +17% |
| G&A expenses | (292.0) | (272.0) | +7% +46% |
| Amortisation & depreciation Provisions for risks & charges | (15.2) (2.2) | (10.4) (18.6) | +46% -88% |
| · | , , | | |
| Total Costs | (662.5) | (594.0) | +12% |
| PROFIT BEFORE TAX | 394.3 | 404.9 | -3% |
| Income tax | | | |
| income tax | (93.0) | (113.4) | -18% |
| NET INCOME | 301.2 | 291.5 | +3% |



Income Statement by Quarter

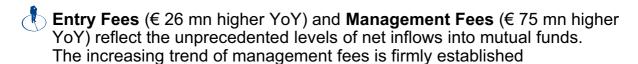
€ mn

| | Q112 | Q212 | Q312 | Q412 | Q113 | Q213 | Q313 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------|
| Insurance revenues ex U-L commissions | 13.4 | 5.6 | 8.4 | 5.9 | 9.9 | 12.7 | 14.6 |
| Entry fees Management fees Performance fees Banking service fees Other fees Total commission income Net interest income Net income on investments at FV Net financial income | 26.1 112.8 61.8 22.5 8.5 231.7 83.5 95.5 | 27.8 113.6 13.6 24.6 12.3 191.8 74.9 (15.4) 59.5 | 25.0 119.9 58.5 24.8 8.5 236.6 79.5 30.1 | 36.8 126.0 38.1 23.9 9.2 233.9 76.7 7.9 84.6 | 34.5 131.9 59.3 25.5 9.8 260.9 71.9 3.8 75.8 | 42.1 141.8 25.0 24.0 7.6 240.5 63.6 5.1 68.7 | 28.0 147.2 44.9 21.9 7.0 249.1 74.0 4.8 78.8 |
| Equity contribution Net income on other investments Other revenues | 1.4 (0.9) 6.4 | 0.5 (0.7) 7.8 | (58.9) 2.2 5.4 | 1.7 (4.4) 6.9 | 1.8 37.8 4.6 | (1.2) (1.2) 5.9 | (4.7) (2.6) 5.3 |
| Total Revenues | 431.0 | 264.4 | 303.4 | 328.4 | 390.8 | 325.5 | 340.5 |
| Acquisition costs | (81.5) | (95.2) | (83.3) | (104.1) | (103.4) | (112.0) | (99.0) |
| Other commission expenses G&A expenses Amortisation & depreciation Provisions for risks & charges | (10.2) (86.5) (3.2) (5.3) | (10.8) (99.1) (3.5) (8.8) | (12.1) (86.3) (3.7) (4.5) | (8.2) (109.1) (3.8) (7.5) | (11.9) (91.6) (3.8) (3.0) | (13.5) (107.2) (5.6) 3.1 | (13.2) (93.2) (5.8) (2.3) |
| G&A expenses Amortisation & depreciation | (86.5) (3.2) | (99.1) (3.5) | (86.3) (3.7) | (109.1) (3.8) | (91.6) (3.8) | (107.2) (5.6) | (93.2) (5.8) |
| G&A expenses Amortisation & depreciation Provisions for risks & charges | (86.5) (3.2) (5.3) | (99.1) (3.5) (8.8) | (86.3) (3.7) (4.5) | (109.1) (3.8) (7.5) | (91.6) (3.8) (3.0) | (107.2) (5.6) 3.1 | (93.2) (5.8) (2.3) |
| G&A expenses Amortisation & depreciation Provisions for risks & charges Total Costs | (86.5) (3.2) (5.3) (186.7) | (99.1) (3.5) (8.8) (217.4) | (86.3) (3.7) (4.5) (189.9) | (109.1) (3.8) (7.5) (232.8) | (91.6) (3.8) (3.0) (213.7) | (107.2) (5.6) 3.1 (235.2) | (93.2) (5.8) (2.3) (213.6) |
| G&A expenses Amortisation & depreciation Provisions for risks & charges Total Costs PROFIT BEFORE TAX | (86.5) (3.2) (5.3) (186.7) | (99.1) (3.5) (8.8) (217.4) | (86.3) (3.7) (4.5) (189.9) | (109.1) (3.8) (7.5) (232.8) 95.7 | (91.6) (3.8) (3.0) (213.7) | (107.2) (5.6) 3.1 (235.2) | (93.2) (5.8) (2.3) (213.6) |

9M 2013 Group

Income Statement Salient Points

YoY comparison



- Performance Fees (€ -5 mn YoY) remain relatively unchanged as growth in the asset base compensated for the lower number of bps
- Net Interest Income (€ 28 mn lower YoY) reflects the lower interest rate environment, whose effect was mitigated by a lower cost of funding
- Net Income on Investments at Fair Value (€ 97 mn lower YoY) are at normal levels again, in contrast to the huge recuperation in value during 2012 (Q1)
- Net Income on Other Investments (€ 33 mn higher YoY) includes € 44 mn of capital gains realised in Q1 on Italian govies
- Acquisition Costs (€ 55 mn higher YoY) reflects both increase in volumes and our focus on asset management flows through incentivisation. See the Domestic section for a detailed breakdown.



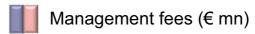
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9M 2013 Group

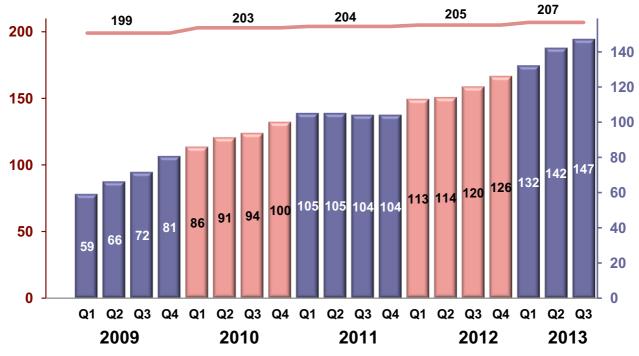
Quarterly Commission Income from Management Fees

7

€ mn



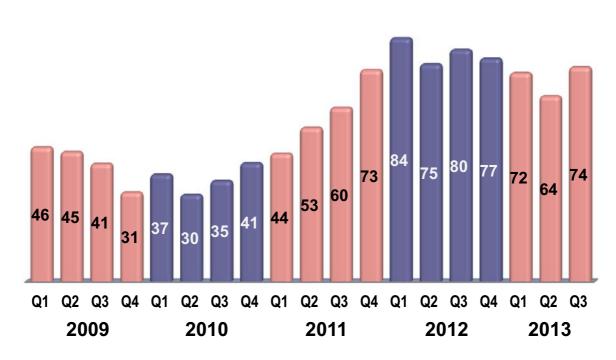
yearly bps on average assets



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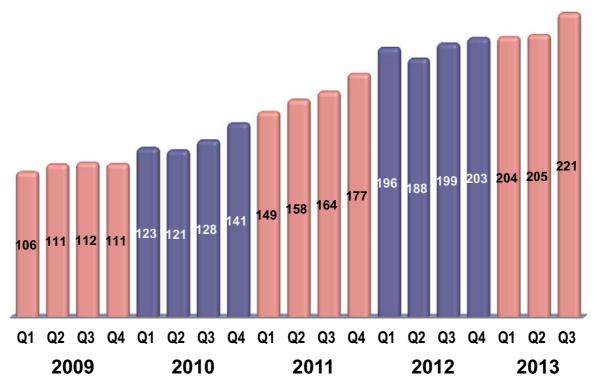
9M 2013 Group

Quarterly Net Interest Income





Commission Income from Management Fees + Net Interest Income (€ mn)



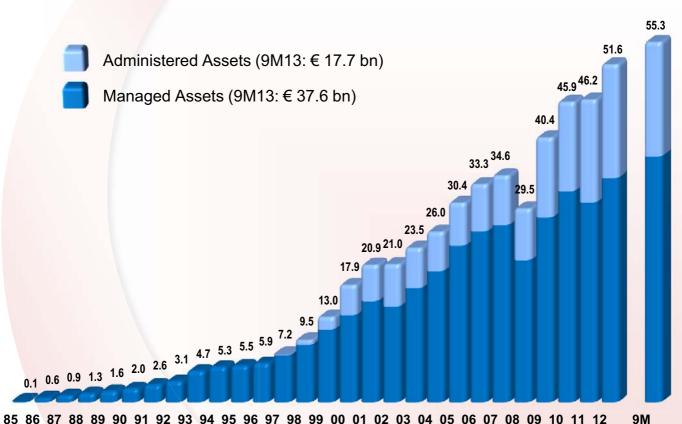


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9M 2013 Group

Managed & Administered Assets

€ bn



Assets under Administration

€ mn

| | 30/09/13 | 31/12/12 | Change | 30/09/12 | Change |
|--------------------------------------------|------------|-----------|--------|-----------|--------|
| Life | 13,453.7 | 13,795.7 | -2% | 14,182.5 | -5% |
| 'Freedom' Life Policies | 1,889.8 | 3,433.0 | -45% | 3,867.0 | -51% |
| Asset management | 27,322.2 | 23,384.4 | +17% | 22,440.5 | +22% |
| Banking* | 12,577.6 | 11,336.5 | +11% | 10,978.7 | +15% |
| Consolidation adjustments | (10,120.8) | (9,515.3) | +6% | (9,601.3) | +5% |
| Italy - Banca Mediolanum | 45,122.5 | 42,434.3 | +6% | 41,867.3 | +8% |
| | | | | | |
| Italy - Banca Esperia (Mediolanum's share) | 7,506.7 | 6,900.1 | +9% | 6,802.9 | +10% |
| Life | 596.0 | 564.0 | +6% | 530.5 | +12% |
| Asset management | 991.4 | 788.2 | +26% | 755.1 | +31% |
| Banking* | 934.9 | 703.3 | +33% | 686.9 | +36% |
| Consolidation adjustments | (296.3) | (255.9) | +16% | (251.5) | +18% |
| Spain - Banco Mediolanum | 2,226.0 | 1,799.6 | +24% | 1,721.0 | +29% |
| Life | 117.6 | 102.1 | +15% | 91.9 | +28% |
| Asset management | 310.6 | 299.2 | +4% | 280.6 | +11% |
| Banking | 69.2 | 86.5 | -20% | 82.9 | -17% |
| Consolidation adjustments | (62.8) | (44.9) | +40% | (42.4) | +48% |
| Germany - B. A. Lenz & Gamax | 434.6 | 442.9 | -2% | 413.0 | +5% |
| AUA | 55,289.8 | 51,576.9 | +7% | 50,804.3 | +9% |

^{*} retail only



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9M 2013 **Domestic Market** Results



Income Statement - Domestic

€ mn

| | 9M13 | 9M12 | Change |
|--------------------------------------------------|----------------|----------------|--------------|
| Net premiums written | 3,538.7 | 5,578.7 | -37% |
| Amounts paid & change in technical reserves | (3,517.2) | (5,564.0) | -37% |
| Insurance revenues ex U-L commissions | 21.5 | 14.6 | +47% |
| Entry fees | 98.5 | 75.1 | +31% |
| Management fees Performance fees | 404.1 123.8 | 332.8 130.0 | +21% -5% |
| Banking service fees | 57.5 | 59.8 | -5 % -4% |
| Other fees | 23.3 | 28.3 | -18% |
| Total commission income | 707.1 | 626.0 | +13% |
| Net interest income | 192.6 | 212.0 | -9% |
| Net income on investments at fair value | 13.0 | 107.8 | -88% |
| Net financial income | 205.6 | 319.9 | -36% |
| Equity contribution (Mediobanca & Banca Esperia) | (4.0) | (56.9) | -93% |
| Net income on other investments Other revenues | 24.4 14.8 | 1.0 18.3 | n.s. -19% |
| Total Revenues | 969.4 | 922.8 | +5% |
| Total Revenues | 303.4 | 922.0 | T3 /0 |
| Acquisition costs | (294.4) | (244.9) | +20% |
| Other commission expenses | (26.9) | (23.0) | +17% |
| G&A expenses | (260.5) | (241.6) | +8% |
| Amortisation & depreciation | (13.7) | (8.7) | +57% |
| Provisions for risks & charges | (2.3) | (14.9) | -85% |
| Total Costs | (597.7) | (533.2) | +12% |
| PROFIT REFORE TAY | 274.7 | 200.7 | E0/ |
| PROFIT BEFORE TAX | 371.7 | 389.7 | -5% |
| Income tax | (87.2) | (109.6) | -20% |
| NET INCOME | 284.5 | 280.1 | +2% |



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9M 2013 Domestic Market

Income Statement by Quarter

| Emn | | | | | | | |
|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|-------------------------------------------|---------------------------------------------|--------------------------------------------|---------------------------------------------|
| | Q112 | Q212 | Q312 | Q412 | Q113 | Q213 | Q313 |
| Insurance revenues ex U-L commissions | 7.7 | 2.6 | 4.3 | (0.3) | 4.3 | 8.6 | 8.7 |
| Entry fees Management fees Performance fees Banking service fees Other fees | 25.0 108.4 59.8 19.0 8.3 | 26.4 109.2 13.3 20.5 11.8 | 23.7 115.3 56.8 20.2 8.2 | 35.3 121.1 37.6 21.4 8.9 | 32.7 126.7 56.9 21.5 9.1 | 39.8 136.2 23.8 19.1 7.5 | 26.0 141.2 43.0 16.9 6.6 |
| Total commission income | 220.5 | 181.2 | 224.3 | 224.3 | 246.9 | 226.4 | 233.8 |
| Net interest income Net income on investments at FV | 75.9 94.7 | 65.6 (16.4) | 70.5 29.5 | 67.8 7.4 | 65.9 3.4 | 60.2 5.1 | 66.4 4.5 |
| Net financial income | 170.7 | 49.2 | 100.0 | 75.3 | 69.4 | 65.3 | 70.9 |
| Equity contribution Net income on other investments Other revenues | 1.4 (0.7) 6.1 | 0.5 (0.7) 7.1 | (58.9) 2.3 5.1 | 1.7 (5.0) 6.9 | 1.8 28.0 4.4 | (1.2) (1.1) 5.3 | (4.7) (2.4) 5.0 |
| Total Revenues | 405.8 | 239.9 | 277.2 | 302.7 | 354.8 | 303.3 | 311.3 |
| Acquisition costs Other commission expenses G&A expenses Amortisation & depreciation Provisions for risks & charges | (76.3) (7.3) (76.8) (2.7) (5.2) | (90.5) (7.4) (89.7) (2.9) (5.3) | (78.2) (8.2) (75.1) (3.2) (4.4) | (97.8) (6.6) (96.8) (3.3) 1.3 | (97.1) (8.5) (81.6) (3.3) (2.9) | (105.2) (9.2) (96.1) (5.1) 2.7 | (92.0) (9.2) (82.9) (5.3) (2.0) |
| Total Costs | (168.3) | (195.7) | (169.1) | (203.1) | (193.4) | (212.9) | (191.5) |
| PROFIT BEFORE TAX | 237.5 | 44.1 | 108.1 | 99.6 | 161.4 | 90.4 | 119.8 |
| Income tax | (64.3) | (7.2) | (38.1) | (31.1) | (36.2) | (27.5) | (23.5) |
| NET INCOME | 173.2 | 36.9 | 70.0 | 68.5 | 125.3 | 62.9 | 96.3 |

Acquisition Costs in detail

€ mn

| | 9M13 | 9M12 | Change |
|--------------------------------------------|-------|-------|--------|
| | | | |
| One-time commissions | 114.3 | 100.7 | +14% |
| Ongoing commissions | 109.2 | 91.2 | +20% |
| Total commissions | 223.5 | 191.9 | +16% |
| | | | |
| Costs related to the agency agreement | 28.1 | 24.6 | +14% |
| | | | |
| Incentives on individual net inflows | 18.9 | 12.7 | +48% |
| Contests & bonuses | 12.6 | 8.5 | +49% |
| Reimbursement of costs for customer events | 11.3 | 7.2 | +56% |
| Total incentives & bonuses | 42.7 | 28.4 | +51% |
| | | | |
| TOTAL ACQUISITION COSTS | 294.4 | 244.9 | +20% |



9M 2013 Domestic Market

Total Net Inflows

16

| | 9M13 | 9M12 | Change |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------|-------------------------------------------------------|
| Life premiums Asset management products Managed Assets Inflows | (1,213.8) 3,482.0 2,268.2 | (575.1) 1,351.1 775.9 | +111% +158% +192% |
| 3rd-party Structured Bonds | (19.4) | 145.5 | n.s. |
| Managed Assets incl. Structured Bonds | 2,248.9 | 921.4 | +144% |
| Cash deposits Repurchase agreements Mediolanum bonds Other securities under custody Administered Assets Inflows 'Freedom' Life Policies (change in assets) Administered Assets incl. 'Freedom' accts. | 1,173.0 122.6 17.9 (249.1) 1,064.4 (1,543.2) (478.9) | (35.2) 63.9 1,643.4 | +15% -79% n.s. n.s. -35% +142% n.s. |
| BANCA MEDIOLANUM | 1,770.0 | 1,927.9 | -8% |
| BANCA ESPERIA (Mediolanum's share) | (12.5) | (369.2) | -97% |
| TOTAL NET INFLOWS | 1,757.5 | 1,558.7 | +13% |
| | | | 0=1 |

Profit by Segment

€ mn

| | 9M13 | 9M12 | Change |
|-------------------|--------|--------|--------|
| | 4.47.0 | 1000 | 201 |
| Asset Management | 147.2 | 136.8 | +8% |
| Insurance | 128.9 | 193.0 | -33% |
| Banking | 110.2 | 127.2 | -13% |
| Other | (14.6) | (67.4) | -78% |
| | | | |
| PROFIT BEFORE TAX | 371.7 | 389.7 | -5% |

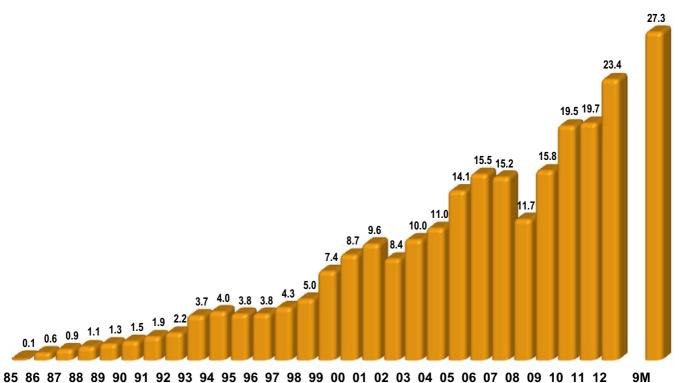


18

9M 2013 Domestic Market

Asset Management Segment Assets in Mutual Funds*

€bn

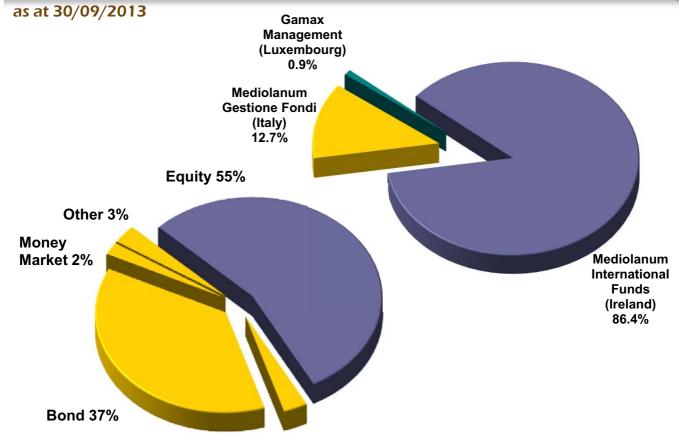


85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 00 01 02 03 04 05 06 07 08 09 10 11 12

13



Asset Management Segment Assets* by category and A.M. company



Balanced



20

19

9M 2013 Domestic Market

Asset Management Segment Assets under Management

€ mn - including U-L assets

| | 30/09/13 | 31/12/12 | Change | 30/09/12 | Change |
|----------------------------------------------------|----------|----------|--------|----------|--------|
| | | | | | |
| 'Best Brands' funds of funds (IRL) | 10,563.5 | 7,676.9 | +38% | 6,980.8 | +51% |
| 'Portfolio' funds of funds (IRL) | 538.7 | 578.5 | -7% | 647.2 | -17% |
| 'Challenge' mutual funds (IRL) | 12,329.3 | 11,980.7 | +3% | 12,084.2 | +2% |
| Funds of Hedge Funds (IRL) | 173.7 | 193.8 | -10% | 198.4 | -12% |
| 'Fondi Italia' mutual funds (ITA) | 3,460.2 | 2,839.6 | +22% | 2,450.0 | +41% |
| 'Real estate' fund (ITA) | 426.8 | 436.6 | -2% | 430.2 | -1% |
| Other funds & managed accounts | 402.5 | 321.2 | +25% | 322.6 | +25% |
| Adj. for own mutual funds in FoFs & managed accts. | (572.3) | (642.9) | -11% | (672.9) | -15% |
| ASSET MANAGEMENT ASSETS | 27,322.2 | 23,384.4 | +17% | 22,440.5 | +22% |



^{3%*} including U-L assets . Flexible funds are classified according to their equivalent risk level.

Asset Management Segment Gross Inflows

€ mn - U-L assets not included

| | 9M13 | 9M12 | Change |
|-------------------------------------|---------|---------|--------|
| | | | |
| 'Best Brands' funds of funds (IRL) | 4,487.5 | 2,448.5 | +83% |
| 'Challenge' mutual funds (IRL) | 524.6 | 779.1 | -33% |
| 'Fondi Italia' mutual funds (ITA) | 1,113.0 | 600.9 | +85% |
| 'Real estate' fund (ITA) | 0.0 | 18.2 | n.s. |
| Other funds & managed accounts | 16.1 | 22.4 | -28% |
| | | | |
| GROSS INFLOWS INTO ASSET MANAGEMENT | 6,141.2 | 3,869.1 | +59% |



9M 2013 Domestic Market

Asset Management Segment Net Inflows

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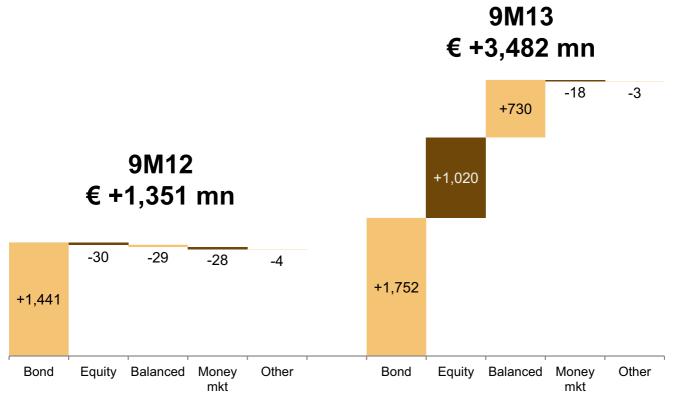
€ mn - U-L assets not included

| | 9M13 | 9M12 | Change |
|------------------------------------|---------|---------|--------|
| | | | |
| 'Best Brands' funds of funds (IRL) | 3,019.1 | 1,158.4 | +161% |
| 'Challenge' mutual funds (IRL) | (203.5) | 23.3 | n.s. |
| 'Fondi Italia' mutual funds (ITA) | 737.6 | 240.1 | +207% |
| 'Real estate' fund (ITA) | 0.0 | 0.6 | n.s. |
| Other funds & managed accounts | (71.2) | (71.3) | -0% |
| | | | |
| NET INFLOWS INTO ASSET MANAGEMENT | 3,482.0 | 1,351.1 | +158% |



Asset Management Segment Net Inflows by Category*

€ mn



^{*} Flexible funds are classified according to their equivalent risk level



9M 2013 Domestic Market

Insurance Segment Revenues

24

| | 9M13 | 9M12 | Change |
|------------------------------------------------------------------------------|--------------------|----------------------|----------------------|
| Premiums less Amounts paid & change in reserves | 21.5 | 14.6 | +47% |
| | | | |
| Commission income | 232.4 | 217.1 | +7% |
| Net Interest Income Net income on investments at fair value o/w unrealised | 16.0 2.2 0.6 | 10.2 77.7 35.0 | +56% -97% -98% |
| Net financial income | 18.2 | 88.0 | -79% |
| Net income on other investments | (2.0) | 7.0 | n.s. |
| Other fees & Other revenues | 9.1 | 9.3 | -2% |
| INSURANCE REVENUES | 279.2 | 336.0 | -17% |



Insurance Segment Life - Gross Premiums Written

€ mn

| | 9M13 | 9M12 | Change |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-----------------------------|----------------------------|
| U-L pension plans U-L endowment policies U-L whole-life investment policies | 13.6 12.2 8.2 | 17.6 15.8 9.7 | -23% -23% -15% |
| Recurring policies (AP)* | 33.9 | 43.1 | -21% |
| Term, Group, Investment policies U-L whole-life investment policies U-L 'Synergy' 'Tax Benefit New' inbound portability Single premium policies (SP) | 8.0 40.1 9.2 17.1 74.4 | 7.8 63.8 37.2 17.7 | +4% -37% -75% -4% |
| emg.o promism ponoreo (or) | | 0.0 | 1170 |
| TOTAL NEW BUSINESS | 108.4 | 169.6 | -36% |
| Pension plans in force Endowment policies in force Whole-life investment policies in force | 360.0 198.6 131.4 | 377.7 215.8 151.3 | -5% -8% -13% |
| TOTAL IN-FORCE BUSINESS | 690.0 | 744.9 | -7% |
| TOTAL GROSS PREMIUMS WRITTEN (EX-'FREEDOM') | 798.4 | 914.4 | -13% |
| 'Freedom' Life Policies | 2,734.6 | 4,672.5 | -41% |
| ncludes automatic increase in premiums & discretionary increases paid (also | o on discon | itinued prodi | ucts) |

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

9M 2013 Domestic Market

Insurance Segment Life - Amounts Paid in detail

€ mn - ex 'Freedom' Life Policies

Change 9M13 9M12 Claims 49.8 -19% 40.3 +0% 45.8 45.7 Coupons **Maturities** 1,005.3 679.5 +48% +62% o/w index-linked 710.1 438.9 +29% Surrenders 920.8 714.4 **LIFE AMOUNTS PAID** 2,012.2 1,489.4 +35%



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Insurance Segment Life - Surrender Rate

expressed as a % of average reserves

| | 9M13 | 9M12 |
|------------------------------------|-------|-------|
| | | |
| U-L Individual pension plans | 2.3% | 2.8% |
| Traditional pension plans | 1.2% | 1.1% |
| U-L endowment policies | 6.2% | 5.5% |
| U-L whole-life investment policies | 17.9% | 15.9% |
| Traditional investment policies* | 4.4% | 3.5% |



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9M 2013 Domestic Market

Insurance Segment Life - Policyholders' Assets

| | 30/09/13 | 31/12/12 | Change | 30/09/12 | Change |
|----------------------------------------------------------|---------------------|--------------------|---------------------|--------------------|-------------|
| Traditional | 1,242.4 | 1,372.0 | -9% | 1,283.4 | -3% |
| Index-linked | 1,770.2 | 2,572.7 | -31% | 2,969.7 | -40% |
| Unit-linked pension plans Unit-linked endowment policies | 4,227.5 3,724.1 | 3,728.2 3,620.7 | +13% +3% | 3,651.0 3,663.5 | +16% +2% |
| Unit-linked investment policies Unit-linked | 2,489.5 10,441.1 | 2,502.1 9,851.0 | -1% +6% | 2,614.9 9,929.4 | -5% +5% |
| o/w equity LIFE ASSETS (EX-'FREEDOM') | 72.9% 13,453.7 | 74.1% | -2% - 2 % | 74.1% | -2% -5% |
| 'Freedom' Life Policies | 1,889.8 | 3,433.0 | -45% | 3,867.0 | -51% |



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

Banking Segment Revenues

€ mn

| | 9M13 | 9M12 | Change |
|------------------------------------------------------------------------------|----------------------|-----------------------|----------------------|
| Securities trading fees o/w 3rd-party structured bonds | 22.6 15.7 | 24.1 <i>16.6</i> | -6% -5% |
| Service fees | 35.0 | 35.7 | -2% |
| Fee income | 57.5 | 59.8 | -4% |
| Net interest income Net income on investments at fair value o/w unrealised | 186.8 10.8 9.1 | 211.7 30.1 18.9 | -12% -64% -52% |
| Net financial income | 197.6 | 241.8 | -18% |
| Net income on other investments | 26.4 | (5.6) | n.s. |
| Other fees & Other revenues | 9.6 | 17.8 | -46% |
| | | | |
| BANKING REVENUES | 291.2 | 313.8 | -7% |



30

9M 2013 Domestic Market

Banking Segment Mortgage Update

| | 9M 2013 | FY 2012 |
|----------------------|---------|---------|
| Stock | | |
| Mortgage portfolio | 3,351.5 | 2,991.8 |
| Avg. spread | 1,64% | 1.58% |
| Avg. duration in yrs | 20 | 20 |
| Avg. initial LTV | 63% | 63% |
| | | |
| New business | | |
| Total amount granted | 503.4 | 753.6 |
| Avg. spread | 2.86% | 2.26% |
| Avg. amount granted | 143 | 150 |
| Avg. initial LTV | 67% | 69% |
| | | |



Banking Segment Assets under Administration*

€ mn

| | 30/09/13 | 31/12/12 | Change | 30/09/12 | Change |
|--------------------------------|----------|----------|--------|----------|--------|
| | | | | | |
| Cash deposits | 8,796.1 | 7,623.1 | +15% | 6,511.9 | +35% |
| Repurchase agreements | 135.5 | 12.9 | n.s. | 803.0 | -83% |
| Mediolanum bonds | 427.8 | 409.7 | +4% | 469.9 | -9% |
| | | | | | |
| 3rd-party structured bonds | 1,279.7 | 1,216.1 | +5% | 1,107.7 | +16% |
| Other securities under custody | 1,938.4 | 2,074.8 | -7% | 2,086.1 | -7% |
| | | | | | |
| BANKING ADMINISTERED ASSETS | 12,577.6 | 11,336.5 | +11% | 10,978.7 | +15% |

* retail only



9M 2013 Domestic Market

Banca Esperia (100%) Highlights

32

| | 9M13 | 9M12 | Change | vs. FY12 |
|-------------------------------------------------|-------------------------|-------------------------|---------------------|----------|
| Net Income o/w Mediolanum share | 1.1 0.5 | 9.8 4.9 | -89% -89% | |
| Assets under Administration % in Managed Assets | 15,013 <i>51.5</i> % | 13,606 <i>5</i> 9.2% | +10% -13% | +9% |
| Net Inflows o/w Managed Assets Inflows | (25) (208) | (738) (350) | -97% <i>-41%</i> | |
| Private Bankers | 76 | 80 | -5% | +6% |
| Clients | 3,684 | 3,852 | -4% | -4% |



H1 2013 Foreign Markets Results



9M 2013 Foreign Markets

Spain Highlights

34

| | 9M13 | 9M12 | Change | vs. FY12 |
|---------------------------------------|---------|---------|--------|----------|
| | | | | |
| Net Income | 20.0 | 14.3 | +39% | |
| | 4 000 = | 4 400 4 | 0.407 | 4=0/ |
| Managed Assets | 1,386.7 | 1,120.1 | +24% | +17% |
| Administered Assets | 839.3 | 601.1 | +40% | +36% |
| Total Assets | 2,226.0 | 1,721.1 | +29% | +24% |
| | | | | |
| Gross Inflows into Managed Assets | 356.2 | 192.8 | +85% | |
| Net Inflows into Managed Assets | 177.4 | 58.1 | +206% | |
| Net Inflows into Administered Assets | 168.7 | 25.1 | n.s. | |
| Total Net Inflows | 346.1 | 83.2 | +316% | |
| | | | | |
| Financial Advisors (Mediolanum model) | 613 | 512 | +20% | +11% |
| Traditional agents | 37 | 41 | -10% | |
| Total Sales Network | 650 | 553 | +18% | +10% |
| | 22 222 | | 20/ | =0/ |
| Total Customers | 82,688 | 78,068 | +6% | +5% |

Germany - B. A. Lenz Highlights

€ mn

| | 9M13 | 9M12 | Change | vs. FY12 |
|-----------------------------------------------------------------------|--------|-------|--------|----------|
| | | | | |
| Net Income | (4.7) | (4.1) | +15% | |
| | | | / | |
| Managed Assets | 151.0 | 117.0 | +29% | +18% |
| Administered Assets | 69.2 | 82.9 | -17% | -20% |
| Total Assets | 220.2 | 199.9 | +10% | +3% |
| | | | | |
| Gross Inflows into Managed Assets | 31.7 | 25.2 | +26% | |
| Net Inflows into Managed Assets | 12.7 | 17.6 | -28% | |
| Net Inflows into Managed Assets Net Inflows into Administered Assets | | 24.3 | | |
| | (15.3) | | n.s. | |
| Total Net Inflows | (2.6) | 41.9 | n.s. | |
| | | | | |
| Financial Advisors | 46 | 42 | +10% | |
| | | | | |
| Total Customers | 4,493 | 4,314 | +4% | -1% |
| | | | | |

9M 2013 Foreign Markets

Germany - Gamax Highlights

36

| | 9M13 | 9M12 | Change | vs. FY12 |
|-----------------------------|--------|--------|--------|----------|
| Net Income | 1.4 | 1.1 | +23% | |
| Assets under Administration | 214.4 | 213.1 | +1% | -6% |
| Gross Inflows | 98.7 | 36.2 | +173% | |
| Net Inflows | (32.3) | (10.3) | +215% | |



Germany - Total Highlights

€ mn

| | 9M13 | 9M12 | Change | vs. FY12 |
|----------------------------------------------------------------------|------------------|-------------|--------------|----------|
| | | | | |
| Net Income | (3.3) | (2.9) | +12% | |
| Managed Assets | 365.4 | 330.1 | +11% | +3% |
| Administered Assets | 69.2 | 82.9 | -17% | -20% |
| Total Assets | 434.6 | 413.0 | +5% | -2% |
| | | | | |
| Gross Inflows into Managed Assets | 130.4 | 61.3 | +112% | |
| Net Inflows into Managed Assets Net Inflows into Administered Assets | (19.7) (15.3) | 7.3 24.3 | n.s. n.s. | |
| Total Net Inflows | (35.0) | 31.6 | n.s. | |
| Total Sales Network | 46 | 42 | +10% | - |
| Total Customers | 4,493 | 4,314 | +4% | -1% |
| | | | | |

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Business **Update**

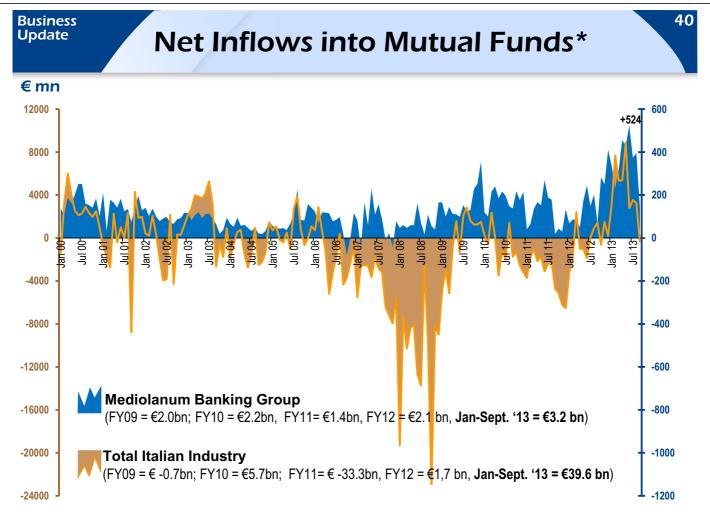


Banca Mediolanum October 2013 Net Inflows

€ mn - Preliminary data subject to adjustments

| | Oct. 13 | Jan-Oct 13 | Jan-Oct 12 |
|----------------------------------------------------------------|----------------------------|----------------------------------|------------------------------|
| Life premiums Asset management products Managed Assets Inflows | (153) 338 185 | (1,367) 3,820 2,453 | (731) 1,656 925 |
| 3rd-party Structured Bonds | (12) | (31) | 129 |
| Managed Assets incl. Structured Bonds | 173 | 2,422 | 1,054 |
| Administered Assets Inflows | 305 | 1,369 | 1,420 |
| 'Freedom' Life Policies (change in assets) | (39) | (1,582) | (469) |
| Administered Assets incl. 'Freedom' accts. | 266 | (213) | 951 |
| | | | |
| BANCA MEDIOLANUM | 439 | 2,209 | 2,005 |





^{*} including Managed Accounts & Unit-linked policies source: Assogestioni monthly reports; total figures integrated with quarterly reports



Mediolanum: the Market Leader in Mutual Funds Net Inflows

Italian Networks by group - € thousands

| | Ja | nuary – September 2 | 013 | | | |
|----------------------------------|-------------------------|---------------------|-----------|--|--|--|
| | Total Net Inflows o/w M | | | | | |
| Banca Fideuram (incl. Sanpaolo) | 2.062.202 | 4.192.218 | 907.176 | | | |
| Unicredit (Finecobank) | 1.960.232 | 1.878.904 | 2.043.954 | | | |
| Azimut | 1.909.750 | 1.860.034 | 501.498 | | | |
| Banca Generali | 1.845.714 | 2.075.415 | 1.222.220 | | | |
| Banca Mediolanum | 1.810.197* | 2.308.498* | 3.485.299 | | | |
| Allianz Bank | 1.779.431 | 1.885.212 | 285.054 | | | |
| Deutsche Bank (Finanza & Futuro) | 546.671 | 650.947 | 340.397 | | | |
| Credem | 239.653 | 255.449 | 179.978 | | | |
| Veneto Banca | 98.753 | 169.362 | 67.513 | | | |
| Banca Pop. Vicenza (Banca Nuova) | -31.825 | 43.813 | 42.018 | | | |
| Hypo Alpe-Adria-Bank | -52.922 | -4.470 | 12.835 | | | |
| Monte dei Paschi di Siena | -280.028 | -6.186 | 26.299 | | | |



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Business Update

Source: Assogestioni

Ranking of Italian A.M. Groups by Mutual Funds Assets

| Source: Assog | | (M&A operatio | | | | |
|---------------------|-----------------|-----------------|-----------------|------------------|-----------------|-----------------|
| December 2007 | December 2008 | December 2009 | December 2010 | December 2011 | December 2012 | September 2013 |
| | | | | | | |
| 1. Intesa Sanpaolo | Intesa Sanpaolo | Intesa Sanpaolo | Intesa Sanpaolo | Intesa Sanpaolo | Intesa Sanpaolo | Intesa Sanpaolo |
| 2. Pioneer | Pioneer | Pioneer | Pioneer | Pioneer | Pioneer | Pioneer |
| 3. UBI Banca | UBI Banca | UBI Banca | UBI Banca | AM Holding | Generali * | Generali * |
| 4. Arca | Arca | Bipiemme/Anima | Mediolanum | Mediolanum | AM Holding | AM Holding |
| 5. Banco Popolare | MPS | Arca | Bipiemme/Anima | F. Templeton | F. Templeton | F. Templeton |
| 6. MPS | Mediolanum | Mediolanum | Arca | Generali | Mediolanum | Mediolanum |
| 7. Crédit Agricole | BNP Paribas | Prima | BNP Paribas | BNP Paribas | Ubi Banca | UBI Banca |
| 8. BNP Paribas | Generali | BNP Paribas | Prima | UBI Banca | Azimut | Azimut |
| 9. JPMorgan | Azimut | Azimut | Generali | Azimut | Arca | Arca |
| 10. Mediolanum | Banco Popolare | Generali | Azimut | Arca | BNP Paribas | JPMorgan |
| 11. Azimut | JPMorgan | JPMorgan | Amundi | Amundi | Amundi | BNP Paribas |
| 12. Generali | Bipiemme | Crédit Agricole | JPMorgan | JPMorgan | JPMorgan | Amundi |
| 13. Bipiemme | Crédit Agricole | Credem | Credem | Schroders | Schroders | Banco Popolare |
| 14. Allianz | Allianz | Banco Popolare | Banco Popolare | Pictet | Pictet | Pictet |
| 15. Anima | Credem | Allianz | Allianz | Societé Générale | Banco Popolare | Schroders |
| | | | | | | |
| Market share: 2.79% | 2.94% | 3.81% | 4.44% | 4.83% | 4.93% | 5.27% |
| Assets (€ bn) 15.9 | 12.0 | 16.4 | 20.1 | 20.2 | 24.0 | 28.0 |

^{*} October 2012: change in Assogestioni criteria allowed the newly created Generali Investments Europe to report all AUM, a majority of which is not related to the Italian market

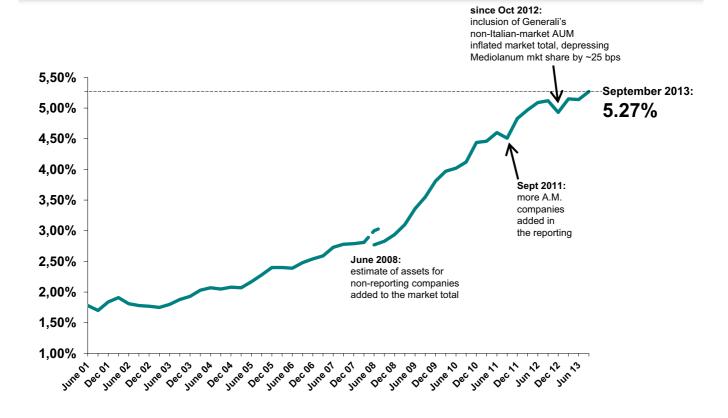


^{*} accounts for approximately € -710 mn in maturities of discontinued Index-Linked policies source: Assoreti

Business Update

Mutual Funds AuM - Italian Market Mediolanum's Market Share





source: Assogestioni monthly reports



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Business Update

'InMediolanum' Deposit Account An aggressive move to amass assets

launched May 2011



No-cost deposit account for both new & existing customers of Mediolanum with a competitive interest rate paid when money is locked in for one year (3.00% through November 2013)



May-November 2013 Promo: up to 100 bps more when a customer also invests in managed products and/or transfers securities under custody



Lower, competitive rates offered for 3- and 6-month lock-in



Quarterly interest payments introduced in 2012

No sales network involvement necessary

Can be opened via internet (direct access) The Family Banker steps in later to develop the customer



'InMediolanum' Results

from 07/05/2011 to 30/09/2013 – also includes other locked-in products

| New customers | 42,174 |
|---------------------------------------------|---------|
| o/w direct access | 29% |
| o/w through Family Banker | 71% |
| Total assets from new customers (€ mn) | 989 |
| Existing customers | 98,535 |
| Total assets from existing customers (€ mn) | 2,258 |
| | |
| Total customers | 140,709 |
| Total assets in locked-in products (€ mn) | 3,246 |
| | |



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Business Update

'Freedom+' Current Account The New Generation

Jaunched March 2012

Now a pure banking product

Maintains its role as strategic tool to acquire high quality customers through competitive remuneration of liquidity

- Fiscal advantages of the existing bank account + life policy combowere greatly reduced by 2012 reform
- New product brings about significant reduction of administrative costs
- Non-interest-bearing threshold kept at € 15,000
- Interest paid quarterly, rate offered (currently 2.00%) higher than the original 'Freedom' account to encourage switching into 'Freedom+'
- Optional: 1-yr locked-in amounts are remunerated at 3.00% (no need to open a separate InMediolanum deposit account)



'Freedom' & 'Freedom+' Accounts Results

as at 30/09/2013 - locked-in amounts not included

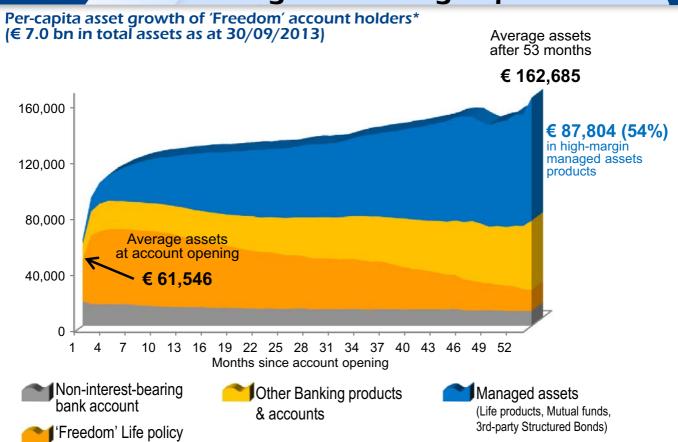
| Total Accounts | 189,517 | |
|----------------------------------------------------------|-----------|--|
| Total assets in 'Freedom' & 'Freedom+' | € 4.91 bn | |
| Asset split: | | |
| - non-interest-bearing current account (< € 15,000) | € 1.57 bn | |
| - high-yield Life policy ('Freedom') | € 1.89 bn | |
| - high-yield portion of the current account ('Freedom+') | € 1.45 bn | |

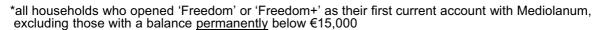


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Business Update

'Freedom' account customers: Cross-selling into managed products



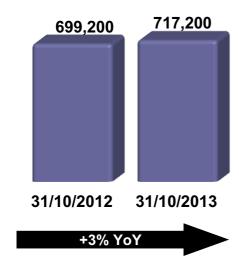




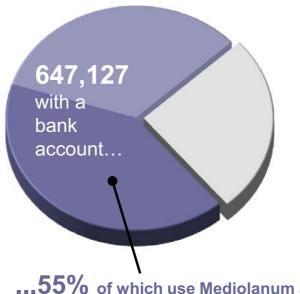
Banca Mediolanum Bank Accounts & Bank Customers

as at 31/10/2013





Customers (867,382 primary account holders)



...55% of which use Mediolanum as their primary banking institution: 355,725, up 17% vs. 31/10/2012

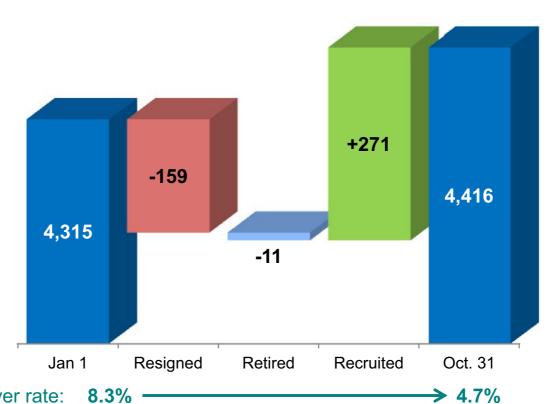


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Business **Update**

Banca Mediolanum Network of Family Bankers

Change in headcount, January- October 2013



8.3% Turnover rate:

(annualised)



'Riparti Italia' **Home Remodeling Mortgages**

launched September 2013

MEDIOLANUM RIPARTI ITALIA

Helping Italy's recovery by stimulating demand in the construction industry



Government reimburses 50% of spending for home remodeling (65% when improving energy efficiency), in the form of tax deductions over 10 years



Mediolanum's newly launched home remodeling mortgages (2.25% spread over Euribor, lower than any competitor) enhance tax advantages allowing customers to spread payments over the same time frame, save on energy costs and increase the value of their property, making remodeling incredibly inexpensive & attractive



"The best investment you can make is in your home" Extensive TV advertising campaign to spread awareness of a little-known opportunity

Priceless return in terms of image and credibility

Reguests for over € 135 million in the first two months 45% of mortgage applications come from perspective customers



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Business Update

Mediolanum Group Bond Portfolio

€ mn - as at 30/09/2013

Financial Conglomerate = Banking Group + Mediolanum Vita Book Value Book Value AD **Book Value** AD **AD** Italian Govies 13,813 2.3 15,673 1.2 1.1 1,860 Italian Financials 1,907 1.0 1,187 0.5 720 1.9 Spanish Govies 603 1.3 550 1.2 53 2.3 0.9 37 0.5 20 1.7 Spanish Financials 57 -17 Core Europe Govies* 2.2 -17 2.2 0 **Greek Govies** 0 0 0 Portuguese, Irish Govies 0 0 0 Other Financials 127 2.0 32 3.3 95 1.6 38 4.2 2.9 28 Other Corporate 10 4.7 Bond issued by EFSF 11 4.8 4.8 0 11 Other ABS 11 4.1 11 4.1 0 Other Supranational 2 2.7 2 2.7 0

TOTAL 18,412 1.2 15,636 1.1 2,776

AD = average duration weighted by absolute nominal value



^{*} includes: Austria, Belgium, Finland, France, Germany, Luxembourg & Holland

Banca Mediolanum Balance Sheet

€ mn – as at 30/09/2013

| | Liabilities | Assets |
|----------------------------------------------|-------------|--------|
| Retail | 9,263 | 4,380 |
| Treasury | 11,040 | 16,013 |
| o/w interbank / intra-group deposits & repos | 1,489 | 1,456 |
| o/w ECB (LTRO & other refinancing) | 3,000 | 3,090 |
| o/w MTS (collateral-backed financing) | 6,551 | 6,780 |
| o/w Securities (bonds) | | 4,687 |
| Other Liabilities / Assets | 1,729 | 1,639 |
| TOTAL | 22,032 | 22,032 |
| Operating Liquidity (24 hr) | 4,9 | 11 |



Business Update

Banca Mediolanum Interest Spread

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| | 9M 2013 | FY 2012 |
|-----------------------------|---------|---------|
| | | |
| Total Cost of Funding | 1.10% | 1.30% |
| Retail | 1.87% | 1.90% |
| ECB/MTS (collateral-backed) | 0.36% | 0.55% |
| Total Interest Income | 2.40% | 3.08% |
| Retail Interest Income | 2.91% | 3.11% |
| | | |
| TOTAL SPREAD | 1.30% | 1.79% |
| Spread on Retail | 1.04% | 1.22% |



Mediolanum Group Capital Adequacy

€ mn

Excess capital calculation criteria have changed after regulators' recognition of Banking as prevailing business

| | 1,088 1,25 637 89 | | | |
|-------------------------------------------|-------------------|-------------------------|--|--|
| | | Insurance prevalence | | |
| Total Regulatory Capital Held | 1,088 | 1,252 | | |
| | | | | |
| Total Required Capital | 637 | 896 | | |
| o/w Required Capital – Banks | 410 | 615 | | |
| o/w Solvency Margin – Insurance companies | 227 | 281 | | |
| | | | | |
| EXCESS CAPITAL | 451 | 356 | | |



Business Update

Mediolanum Banking Group Capital Ratios

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as at 30/09/2013

| | Mediolanum Banking Group |
|----------------------|-----------------------------|
| | |
| Total Capital Ratio | 17.34% |
| Tier 1 Capital Ratio | 13.49% |
| Core Tier 1 Ratio | 13.49% |



Mediolanum Facts



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Mediolanum Group Structure

as at 30/06/2013 **Doris Group Fininvest** Mediolanum Mediobanca (directly & through Mediolanum Vita) 100% Group 50% Banca Mediolanum* Mediolanum Gestione Fondi Mediolanum Banca Mediolanum Banking 100% 50% Vita Esperia Mediolanum 44% Int'l Funds Banco Mediolanum 100% Mediolanum Mediolanum Comunicazione 100% Int'l Life 100% Mediolanum Bankhaus 51% Asset Mgmt. 100% August Lenz Gamax Mediolanum Mediolanum 100% Management Assicurazioni 100% 100% Fiduciaria

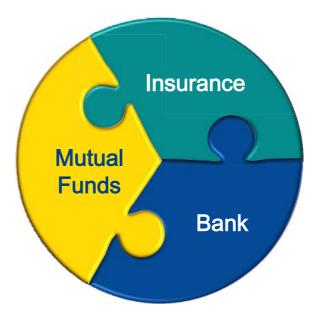
Insurance Business

Asset Mgmt. Business

* Includes Mediolanum Corporate University

The Mediolanum Integrated Business Model

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



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



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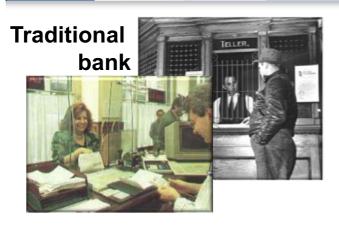
Mediolanum Facts

The Mediolanum Integrated & Comprehensive Retail Banking Model





Mediolanum vs. Current Bank Models





The human relationship

Freedom of use

high prices << Customer >> low prices

high costs but high revenues << Bank >> low costs but low revenues

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

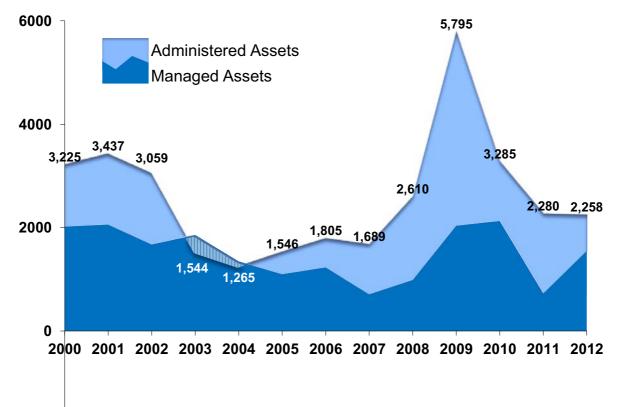


Mediolanum Facts

-2000

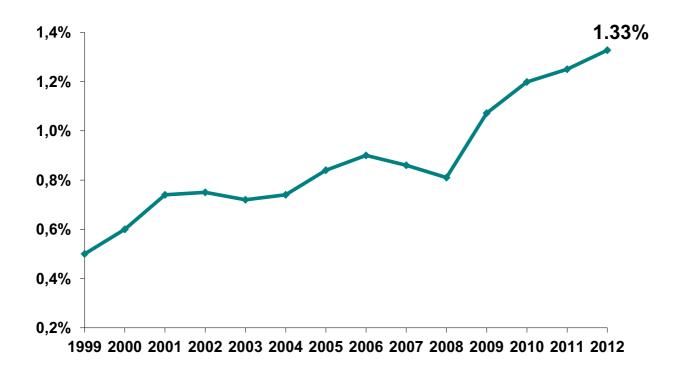
Banca Mediolanum Total Net Inflows Trend

62





Italian Households' Financial Assets Mediolanum's Market Share



based on a total of € 3.7 trillion calculated by Banca d'Italia

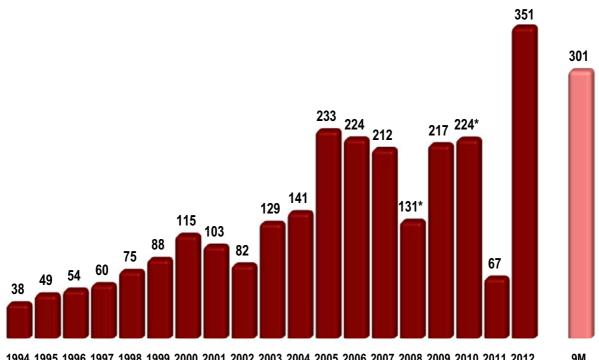


Mediolanum **Facts**

Net Profit

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€ mn

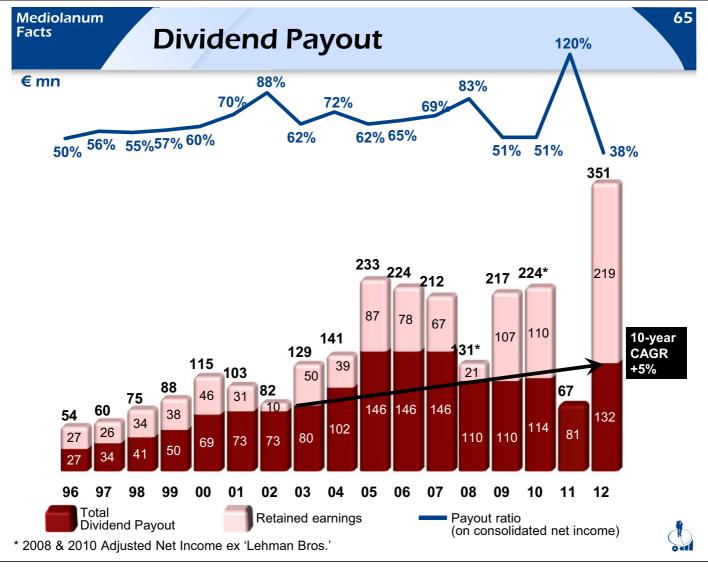


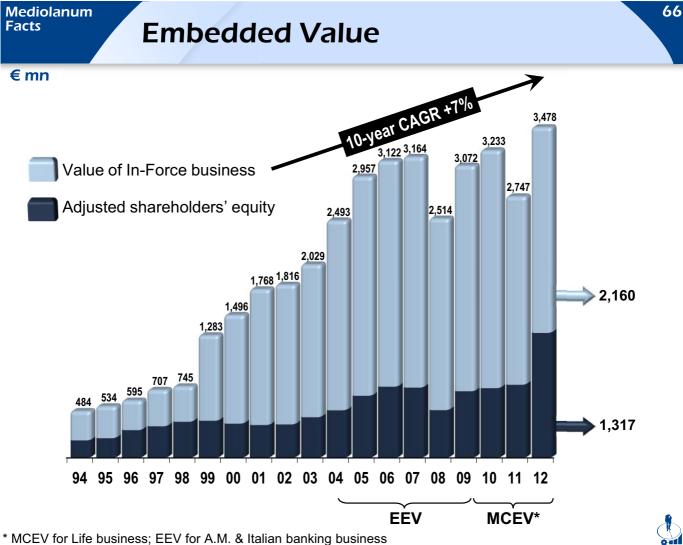
1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012

9M

2013





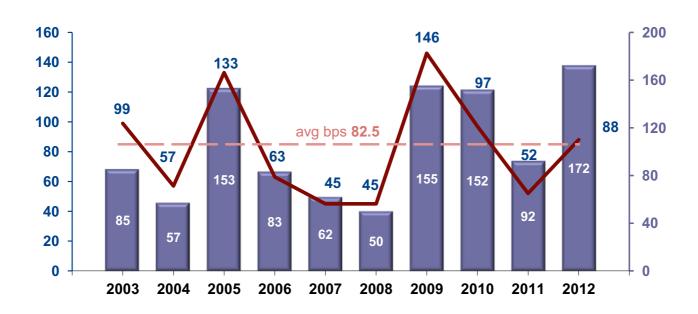


Yearly Commission Income from Performance Fees

Including Managed Accounts & Unit-linked policies

Performance fees (€ mn)

bps on average assets*



^{*} calculated only on those funds subject to performance fees

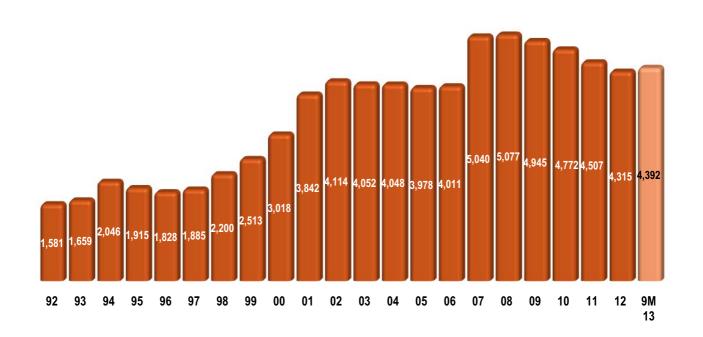


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Mediolanum Facts

Banca Mediolanum Family Banker Network

Licensed Advisors

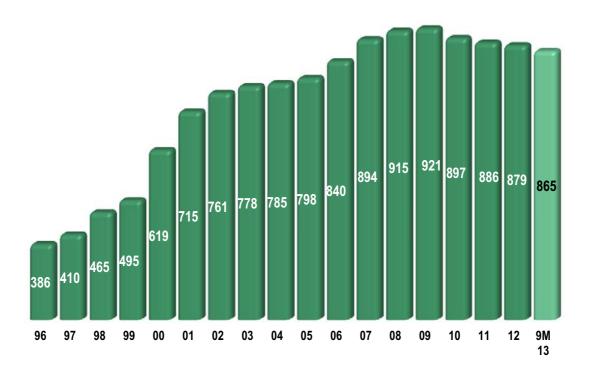




Banca Mediolanum

Customers

Primary account holders (thousands)



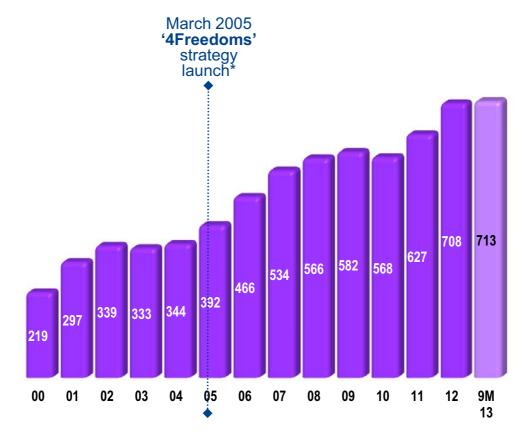


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Mediolanum Facts

Banca Mediolanum Bank accounts

Thousands



^{*} all new customers are acquired through the bank account



Mediolanum Facts

Total Net Inflows by Group: Mediolanum in the top of the ranking

Italian Networks - € thousands

| | | 2008 - 2012 | |
|-----------------------------------|-------------------|--------------------|------------------|
| | Total Net Inflows | o/w Managed Assets | o/w Mutual Funds |
| Mediolanum | 16.588 | 6.558 | 7.473 |
| Fineco (Unicredit) | 8.175 | 1.480 | 3.721 |
| Banca Generali (Group) | 6.717 | 5.296 | 1.420 |
| Fideuram | 6.295 | 4.024 | 7.473 |
| Allianz | 4.878 | 4.327 | 566 |
| Azimut (Group) | 3.333 | 2.969 | 2.027 |
| Finanza & Futuro (Deutsche Bank) | 2.910 | 2.616 | 1.184 |
| Sanpaolo Invest | 2.752 | 1.972 | 2.477 |
| Monte dei Paschi di Siena (Group) | 1.684 | 1.322 | 1.136 |
| Credem | 1.611 | 998 | 753 |
| UBI | 1.028 | 190 | 473 |
| [] | | | |
| TOTAL ITALIAN NETWORKS | 58.808 | 31.678 | 28.989 |

source: Assoreti



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Mediolanum Facts

Mediolanum's Culture Our Competitive Advantage

Our ability to generate positive inflows also in bear markets is explained by our

is explained by our customer-oriented culture especially embodied in two specific areas:

- The **Investment strategy** we advocate to our customers that provides solutions according to an analysis of each customer's **needs** & is based on the concept of 'diversification'
- Our effective, innovative and committed **Training & Communication strategy**



Investment Advisory Strategy

Our investment strategy explains the consistency of our inflows & transfers 'technical performance' into 'customer performance'

- We advise our customers proposing products & services that correspond to each of their **specific needs**
- Investor needs remain fundamentally the same, they are **not influenced by market crises**
- We do not engage in stock-picking, tactical asset allocation decisions, or market-timing
- We recommend a series of **diversification** criteria, the most important being time horizon
- **Equity** investments are only considered for the **long term** (>10 yrs) and are diversified across the global economy to further reduce risk
- We strongly advise investors who have a long-term outlook to view market crises as buying opportunities



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Mediolanum Facts

The Mediolanum Approach vs. Open Architecture



- *Best Brands' family of **Funds of branded Funds** unveiled in April 2008
- This is not the 'Open Architecture' approach
- It is impossible for a private investor to choose among a supermarket-like offer of thousands of funds, if not on the very risky basis of past performance
- Synergy of the best A.M. companies' expertise & pursuit of quality and Mediolanum's capacity to select & coordinate asset managers & give high quality advice to customers
- Funds of **single-brand** funds (the 'Selection' series) are Mediolanum products but also carry the name of the underlying funds' asset manager
- Funds of **multi-brand** funds (the 'Collection' series) do not utilise the underlying brands in the fund name, however they are used in marketing and advertising material



'OgniMese Mediolanum'

launched November 2012



A timely new service for investors who want a monthly income stream

- Money is invested in a bouquet of at least 4 funds, with different strategies and belonging to different categories to ensure real diversification
- Coupon dates are arranged so that investors receive at least one payment per month (two in January and July)
- A total of 13 funds (o/w 6 funds with 30% to 90% equity content) are now available in the service



Mediolanum Facts

Training & Communication: Mediolanum Corporate University

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- Inaugurated March 2009
- Centralises our training know-how, in coordination with top universities, professors and individuals who are experts in the field



- Provides our Family Bankers & employees with a resource for life-long education
- Develops financial education programs dedicated to our customers & the community



Training & Communication: **Corporate TV Channel**

A proprietary state-of-the-art tool established in 1989

Encrypted programs to train, motivate & communicate with our Family Bankers



- Company news
- Product information
- Online training course support
- Inspirational thoughts for personal motivation & sales techniques

Daily specials dedicated to crisis-related topics were added to the ongoing programming in 2008/2009 & 2011



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Mediolanum **Facts**

Marketing Events





More than 7,000 events planned for 2013: local & high-level events, sports events (e.g. Giro d'Italia), talk shows, etc.



Results are measurable:



320,000+ customers took part in 5,320 events in 2012

Net inflows into managed assets of invited customers are measured for 3 months post-event: expenses are reimbursed to Family Bankers only if set commercial target

is met (84% of the time)



Average commercial value of media coverage is also regularly tracked





Total Brand awareness – Italian banks (%)

| | | | | 2013 | | | | | | | |
|---------------------------------|------|------|------|------|-----|-----|-----|-----|-----|-----|-----|
| | 2011 | 2012 | 2013 | Jan | Feb | Mar | Apr | May | Jun | Jul | Sep |
| UNICREDIT | 47 | 47 | 42 | 40 | 46 | 40 | 41 | 43 | 44 | 45 | 39 |
| INTESA SANPAOLO | 42 | 44 | 40 | 39 | 39 | 37 | 44 | 40 | 42 | 37 | 40 |
| MPS | 23 | 28 | 33 | 37 | 42 | 41 | 35 | 30 | 31 | 25 | 23 |
| BANCA MEDIOLANUM | 17 | 17 | 19 | 13 | 16 | 23 | 22 | 23 | 22 | 15 | 14 |
| BNL | 15 | 18 | 18 | 18 | 20 | 17 | 20 | 21 | 17 | 17 | 18 |
| CONTO ARANCIO/ING | 15 | 19 | 16 | 20 | 17 | 17 | 18 | 12 | 11 | 17 | 16 |
| BANCOPOSTA | 9 | 9 | 9 | 9 | 13 | 11 | 7 | 7 | 9 | 10 | 8 |
| BCC | 10 | 11 | 11 | 11 | 10 | 11 | 11 | 11 | 12 | 9 | 11 |
| CHEBANCA! | 10 | 7 | 5 | 4 | 8 | 6 | 4 | 5 | 5 | 5 | 5 |
| BANCO DI NAPOLI | 8 | 8 | 8 | 8 | 9 | 7 | 8 | 9 | 9 | 9 | 8 |
| BANCA POPOLARE DI MILANO/BPM | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 5 |
| FINECO | 2 | 2 | 4 | 3 | 3 | 2 | 5 | 6 | 5 | 3 | 3 |

source: GFK Eurisko



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Mediolanum Facts

Mediolanum Advertising is the most memorable in banking industry

Spontaneous recall of bank advertising – Italy (%)

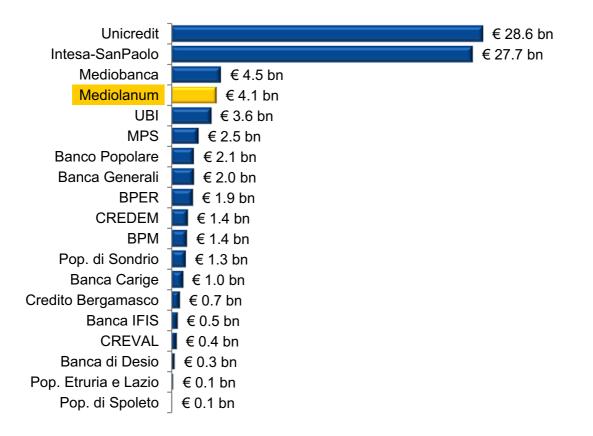
| | | | | 2013 | | | | | | | |
|---------------------------------|------|------|------|------|-----|-----|-----|-----|-----|-----|-----|
| | 2011 | 2012 | 2013 | Jan | Feb | Mar | Apr | May | Jun | Jul | Sep |
| ANY BANK | 46 | 50 | 48 | 52 | 50 | 54 | 52 | 48 | 51 | 44 | 36 |
| BANCA MEDIOLANUM | 12 | 12 | 14 | 10 | 12 | 18 | 17 | 19 | 17 | 10 | 9 |
| CONTO ARANCIO/ING | 10 | 14 | 11 | 14 | 13 | 13 | 11 | 8 | 8 | 12 | 11 |
| INTESA SANPAOLO | 7 | 9 | 9 | 11 | 9 | 11 | 10 | 8 | 7 | 7 | 7 |
| UNICREDIT | 6 | 8 | 6 | 6 | 4 | 3 | 6 | 5 | 11 | 9 | 5 |
| MPS | 4 | 5 | 5 | 9 | 9 | 6 | 5 | 3 | 4 | 3 | 3 |
| CHEBANCA! | 8 | 5 | 3 | 3 | 7 | 4 | 3 | 3 | 2 | 3 | 3 |
| BNL | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 |
| BCC | 0.4 | 0.5 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 |
| BANCO DI NAPOLI | 0.2 | 0.4 | 1 | 0,2 | 1 | 1 | 1 | 1 | 0 | 0 | 0 |
| FINECO | 0.4 | 1 | 1 | 1 | 1 | 1 | 2 | 3 | 1 | 1 | 0 |
| BANCOPOSTA | 0.2 | 1 | 0 | 0,2 | 1 | 1 | 0 | 0 | 0 | 0 | 0 |
| BANCA POPOLARE DI MILANO/BPM | 0.3 | 0.1 | 0 | 0,5 | 1 | 0 | 0 | 0 | 0 | 1 | 0 |

source: GFK Eurisko



Ranking of Italian Banking Groups by Market Capitalisation

September 2013



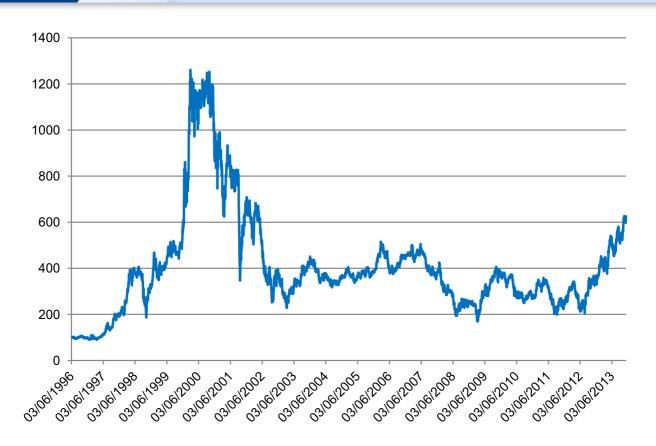


Mediolanum Facts

MED.MI

Total Return Index*

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source: Datastream



Disclaimer

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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



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