

The following is a translation from Italian of the Extract of the Notice of convocation of the Ordinary and Extraordinary Shareholders' Meeting. For any difference between the two texts, the Italian text shall prevail.



FIERA MILANO

FIERA MILANO S.p.A.

Registered office in Milan, Piazzale Carlo Magno 1

Operating and administrative offices in Rho (MI), S.S. del Sempione 28

Share Capital Euro 42,445,141.00 fully paid-up

Milan Register of Companies,

Tax code and VAT number 13194800150

Notice of Call of the Ordinary and Extraordinary Shareholders' Meeting
(Published on the Company's website on 2 September 2021)

The Shareholders' Meeting of Fiera Milano S.p.A. (the '**Company**') is convened in a single call for **5 October 2021 at 3 pm**, to discuss and pass resolutions relating to and resulting from the following

Agenda

Ordinary Session

1. Approval of a partial amendment to the Incentive Plan pursuant to Article 114-bis of Legislative Decree 58/98.

Extraordinary Session

2. Approval of the planned merger by incorporation of Fiera Milano Media S.p.A. into Fiera Milano S.p.A. and simultaneous amendment of article 4 of the latter's articles of association (purpose).
3. Amendment of Article 17.2 (i) of the articles of association (matters reserved for the Board of Directors).

Pursuant to Article 6, section 3 of Law Decree no. 105 of 23 July 2021, which extended the provisions of Article 106, paragraph 4 of Legislative Decree no. 18 of 17 March 2020, among others, to Shareholders' Meetings held within 31 December 2021, **the Company established that attendance at the Shareholders' Meeting shall exclusively take place by way of long distance communications, through proxy granted to Computershare S.p.A., appointed for this purpose as Designated Representative pursuant to Article 135-undecies of Legislative Decree 58/98 (the 'Consolidated Finance Act'), as participation in person or by proxy to third parties is not permitted.**

The details and timing concerning the right to attend and vote (including by proxy) at the Shareholders' Meeting, the right to ask questions before the Meeting, additions to the agenda and the presentation of new resolution proposals, as well as any other legally required information, are contained in the full text of the call notice published - on 2 September 2021 - on the Company's website www.fieramilano.it, in the '*Investors*' section, to which you should refer.

The documentation regarding the Shareholders' Meeting will be made available to Shareholders and the public, within the terms provided for by law and regulations (by 2 September 2021 at the latest), at the Company's registered office, at the operational and administrative offices in Rho (MI), S.S. del Sempione 28, Service Centre, reception offices, on the Company's website www.fieramilano.it (in the '*Investors*' section) and the authorised storage mechanism www.emarketstorage.com.

This extract is published in the daily newspaper Milano Finanza on 3 September 2021.

Rho (Milan), 2 September 2021

The Chairman of the Board of Directors
Carlo Bonomi