



# BORSA ITALIANA

## PRESS RELEASE

[www.borsaitaliana.it](http://www.borsaitaliana.it):

### **IN 2006 NEW RECORD OF 190 MILLION VISITED PAGES AND 4.3 MILLION OF VISITORS**

The web site of Borsa Italiana ([www.borsaitaliana.it](http://www.borsaitaliana.it)) in 2006 achieved a record of 190 million visited pages, as compared with the 126 million pages in 2005 (+50%). The amount of unique visitors was 4.3 million (+22%).

The registered users were 62 thousand, raised up 77% vs. 2005, and 24 thousand of virtual portfolios have been created (+ 243%).

"These results", Bruno Siracusano, Head of New Business unit of Borsa Italiana, states, "confirm the efficacy of all the initiatives to enrich the web contents set out by Borsa Italiana, aimed at enabling the site to be a learning and information tool more and more complete and close to the users' needs".

During 2006 a number of activities have been implemented: the review of the sections dedicated to the IPOs with the launch of a new video service aimed at highlighting the communication of listed companies and of those close to listing; the introduction of a new glossary in partnership with the Catholic University in Milan including over 1,100 financial terms; the creation of "thematic paths" for journalists, institutional investors, companies, students and traders; the review and enhancement of the search engine inside the web site and of the personal page through the integration of image snapshots of Borsa Italiana's most relevant events.

In the first days of 2007 the contents of the Home Page have been reviewed also including a news section managed by the press wire Ansa. Services of technical analysis on all the stocks, ETFs and Borsa Italiana's indices have also been launched.

Among the main initiatives for 2007 to be soon implemented: the enriched version of the Virtual Portfolio with the launch of a Community dedicated to the "virtual investors"; the launch of a html version of Borsa Italiana's regulation; a video broadcast news by Ansa which will include 16 editions a day and three economic in-depth analysis.

Milan, January 17th 2007