

NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION, IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, IN OR INTO OR FROM THE UNITED STATES, CANADA, AUSTRALIA, JAPAN OR ANY OTHER COUNTRY WHERE OFFERS OR SALES WOULD BE FORBIDDEN UNDER APPLICABLE LAWS OR TO RESIDENTS THEREOF



PRESS RELEASE

Sisal Group: information related to the proposed IPO of Sisal Group S.p.A.

Milan, June 17, 2014 – Following the press release dated 27 May 2014 related to the filing of the request for the admission to list and trade its shares on the *Mercato Telematico Azionario* managed and organised by Borsa Italiana S.p.A., and with the intention to provide information to the holders of Senior Secured Notes traded on the Euro MTF of the Luxembourg Stock Exchange and on ExtraMOT PRO of the Italian Stock Exchange, Sisal Group S.p.A. (the “**Company**”), announces that in the context of the proposed IPO of the Company – following the admission to listing by Borsa Italiana and the approval of a prospectus in Italian by CONSOB – the plan is to restructure the Sisal group’s indebtedness through:

- the effects of the selling shareholder’s waiver, subject to the completion of the IPO, of the shareholder loans granted to the Company; and
- the use of the eventual proceeds to the Company to redefine its existing indebtedness.

* * *

Sisal, established in 1946, was the first Italian firm to operate in the gaming sector as State concessionaire. For more than 65 years it has been a leading participant in the Italian gaming industry. Today, **Sisal Group**, led by the Chief Executive Officer **Emilio Petrone**, is leader in the gaming and payments and services markets, with more than 45 thousand points of sales spread across the country. Sisal Group manages the games **SuperEnalotto**, **SiVinceTutto - SuperEnalotto**, **Vinci per la Vita - Win for Life** and **Eurojackpot**. It is active also in the sport betting business with **Sisal Matchpoint**, online through the website www.sisal.it and dedicated mobile applications. In September 2010 the firm launched the new concept retail **Sisal Wincity**, which combines entertainment and restoration, with its nine point of sales in the relevant Italian business centres. Furthermore, with **SisalPay**, innovation is at the consumer’s service through easy payment methods, simple and safe for bills, phone cards, prepaid cards and more. Dating back to its origins Sisal has been driven by a strong sense of responsibility: an undertaking embodied in a complex **Social Responsibility** strategy, [declined in educational, cultural, sportive and scientific projects finalized to talent enhancement, education of youngsters and scientific research and development, together with a **Responsible Game** programme, which represents the central and distinctive element of Sisal Group’s strategy of social sustainability .

* * *

Sisal Group uses the simplification regime set forth in Article 70, paragraph 8, and 71, paragraph 1, of CONSOB Regulation on Issuers No. 11971/1999, and therefore avails itself of the exemption from the duty to publish the information documents required by Article 70, paragraph 6, and 71, paragraph 1, of the aforementioned Regulation on Issuers applicable to mergers, demergers, capital increases with contribution in kind, acquisitions and sales.

For further information:

Sisal Group – Communications Dept.

sisalcomunicazione@sisal.it – tel. +39 02 8868971 – www.sisal.com

Community Group:

sisal@communitygroup.it - tel. +39 02 89404231

* * *

The shares mentioned in this press release have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the “**Securities Act**”).

This press release is directed only to (i) persons outside the United Kingdom or (ii) persons with professional experience in matters relating to investments falling within Article 19(2) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended from time to time (the “**Order**”) or (iii) high net worth entities, and other persons to whom it may lawfully be communicated, falling within the definition under Article 49(2) of the Order or (iv) certified high net worth individuals and certified and self-certified sophisticated investors as described in Articles 48, 50, and 50A respectively of the Order or (v) persons to whom this communication may otherwise be lawfully communicated (all such persons together being referred to as “**Relevant Persons**”). Any investment activity to which this communication relates will only be available to and will only be engaged with, relevant persons. Any person who is not a Relevant Person should not act or rely on this press release or any of its contents.

This communication is distributed, in any member state of the European Economic Area which applies Directive 2003/71/EC (this Directive together with any implementing measures in any member state, the “**Prospectus Directive**”) (except for Italy), only to those persons who are qualified investors for the purposes of the Prospectus Directive in such member state, and to such other persons as this press release may be addressed on legal grounds, and no person that is not a Relevant Person or qualified investor may act or rely on this press release or any of its contents.

Any offer to the public in Italy will be done on the basis of a prospectus approved by Consob and published within the terms set forth by the applicable laws.