PRESS RELEASE

SHARE BUY BACK INFORMATION

Pontedera, 22nd August 2016 - Piaggio & C. S.p.A. announces the purchase, on the 16th, 17th and 18th of August of no. 140,000 treasury shares at an average price of 1,6699 Euro per share, for a total amount of 233,788,07 Euro, pursuant to the resolution passed at the Shareholders' Meeting held on 14 April 2016 (previously communicated as per article 144 bis of Consob Regulation no. 11971/1999).

Details of the transactions on a daily basis is indicated below:

<table>
<thead>
<tr>
<th>Date</th>
<th>No. of purchased shares</th>
<th>Average price (euro)</th>
<th>Total (euro)</th>
</tr>
</thead>
<tbody>
<tr>
<td>16/08/2016</td>
<td>40,000</td>
<td>1,6981</td>
<td>67,925</td>
</tr>
<tr>
<td>17/08/2016</td>
<td>60,000</td>
<td>1,6626</td>
<td>99,755</td>
</tr>
<tr>
<td>18/08/2016</td>
<td>40,000</td>
<td>1,6527</td>
<td>66,108</td>
</tr>
</tbody>
</table>

Following these transactions, Piaggio & C. S.p.A. holds a total of no. 3,260,472 treasury shares, equal to 0.903% of the share capital.

For further information:

**Piaggio Group Press Office**
Via Broletto, 13
20121 Milan - Italy
+39 02 02.319612.19
press@piaggio.com
piaggiogroup.com
press.piaggiogroup.com

**Corporate Affairs**
Viale Rinaldo Piaggio, 25
56025 Pontedera (PI) – Italy
+ 39 0587 276294
corporate.governance@piaggio.com

**Investor Relations Office**
Viale Rinaldo Piaggio, 25
56025 Pontedera (PI) – Italy
+39 0587 272286
investorrelations@piaggiogroup.com