PRESS RELEASE

SHARE BUY BACK INFORMATION

Pontedera, 18th January 2016 - Piaggio & C. S.p.A. announces the purchase, from 11th January 2016 to 15th January 2016 of no. 770.000 treasury shares at an average price of 1,9303 Euro per share, for a total amount of 1.486.337 Euro, pursuant to the resolution passed at the Shareholders’ Meeting held on 13 April 2015 (previously communicated as per article 144 bis of Consob Regulation no. 11971/1999).

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

<table>
<thead>
<tr>
<th>Data</th>
<th>N. azioni acquistate</th>
<th>Prezzo medio (euro)</th>
<th>Controvalore (euro)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/01/2016</td>
<td>200.000</td>
<td>1,9555</td>
<td>391.100</td>
</tr>
<tr>
<td>12/01/2016</td>
<td>250.000</td>
<td>1,9185</td>
<td>479.625</td>
</tr>
<tr>
<td>14/01/2016</td>
<td>120.000</td>
<td>1,9421</td>
<td>233.052</td>
</tr>
<tr>
<td>15/01/2016</td>
<td>200.000</td>
<td>1,9128</td>
<td>382.560</td>
</tr>
</tbody>
</table>

Following these transactions, Piaggio & C. S.p.A. holds a total of no. 1.416.000 treasury shares, equal to 0.392% of the share capital.

For further information:

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