PRESS RELEASE

SHARE BUY BACK INFORMATION

Pontedera, 25th January 2016 - Piaggio & C. S.p.A. announces the purchase, from 18th January 2016 to 21st January 2016 of no. 300,000 treasury shares at an average price of 1,8183 Euro per share, for a total amount of 545.494 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>18/01/2016</td>
<td>100.000</td>
<td>1,8826</td>
<td>188.260</td>
</tr>
<tr>
<td>19/01/2016</td>
<td>30.000</td>
<td>1,8873</td>
<td>56.619</td>
</tr>
<tr>
<td>20/01/2016</td>
<td>100.000</td>
<td>1,7885</td>
<td>178.850</td>
</tr>
<tr>
<td>21/01/2016</td>
<td>70.000</td>
<td>1,7395</td>
<td>121.765</td>
</tr>
</tbody>
</table>

Following these transactions, Piaggio & C. S.p.A. holds a total of no. 1.716.000 treasury shares, equal to 0.475% of the share capital.

For further information:
Piaggio Group Press Office
Via Broletto, 13
20121 Milan – Italy
+39 02 319612.15/16/17/18/19
press@piaggio.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@piaggio.com