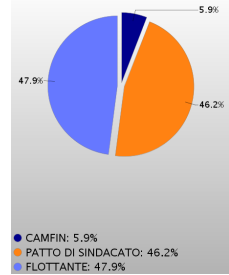




**PIRELLI & C.**

Viale Piero e Alberto Pirelli 25  
20126 MILANO  
Tel. +39 02 6442.1  
Fax: +39 02 6442444  
http://www.pirelli.com

**SHAREHOLDERS \***



Source: Company  
Update: 25/06/10

**INVESTOR RELATIONS \***

Valeria Leone  
mail: ir@pirelli.com  
Tel: +39 02 64422949  
Fax: +39 02 64424686

**AUDITING COMPANY \***



**BUSINESS DESCRIPTION \***

Pirelli & C is the limited company, listed on the Milan Stock Exchange since 1922, that heads the multinational group specialised in the tyre sector that also has a strategic presence in the real estate and photonics sectors, and in broadband access, air quality and emission control technologies. In over 130 years of business, the Group has grown thanks to its capacity to generate innovative products in a range of sectors. Tyres represent the strategic asset of the group identified as Pirelli Tyre. Tyre design, research & development, production and marketing are organised by the Group holding company. In the property sector, Pirelli RE manages the property-owning funds and companies. Pirelli RE holds a leading position in the Italian market. The Group is active in other high technological innovation sectors, such as broadband access and photonics: Pirelli's constant attention to environmental issues (19% of 2008 Group revenues), and its emphatic focus on product innovation, has led to the birth of new businesses: Pirelli Ambiente operates in the renewable energy and sustainable development sector, supplying 100% green electricity obtained from photovoltaic installations. Pirelli Eco Technology is active in a wide range of latest generation Feelpure antiparticulate filters. Pirelli Labs, a centre of technological excellence, is at the service of all these businesses, and represents the engine of innovation for all the businesses of the Group.

**CORPORATE GOVERNANCE \* (CG)**

Executive Non Executive Independent	BOARD MEMBERS	I.C.C. (1)	C.C. (2)	N.C. (3)	TOP MANAGEMENT	
					Chairman and CEO	Deputy Chairman
•	<b>Alberto Pirelli</b> Vice-Chairman				<b>Marco Tronchetti Provera</b> Chairman and CEO	
•	<b>Carlo Alessandro Puri Negri</b> Vice-Chairman				<b>Alberto Pirelli</b> Deputy Chairman	
•	<b>Carlo Acutis</b> Board member				<b>Carlo Alessandro Puri Negri</b> Vice-Chairman	
•	<b>Gilberto Benetton</b> Board member				<b>Claudio De Conto</b> General Manager Operation and Chief Financial Officer Pirelli & Co, CEO Finance Pirelli RE	
•	<b>Alberto Bombassei</b> Board member				<b>Francesco Gori</b> CEO and General Manager Pirelli Tyre	
•	<b>Franco Bruni</b> Board member					
•	<b>Berardino Libonati</b> Board member					
•	<b>Giulia Maria Ligresti</b> Board member					
•	<b>Massimo Moratti</b> Board member					
•	<b>Giovanni Perissinotto</b> Board member					
•	<b>Giampietro Pesenti</b> Board member					
•	<b>Carlo Secchi</b> Board member					
•	<b>Enrico Tommaso Cucchiani</b> Board member					
•	<b>Luigi Roth</b> Board member					
•	<b>Carlo Angelici</b> Board member					
•	<b>Cristiano Antonelli</b> Board member					
•	<b>Luigi Campiglio</b> Board member					
•	<b>Renato Pagliaro</b> Board member					
•	<b>Umberto Paolucci</b> Board member					

(1): Internal Control Committee  
(2): Compensation Committee  
(3): Nomination Committee

**OTHER INFORMATION RELATING GOVERNANCE**

**OTHER LISTED INSTRUMENTS ON BIT MARKET**

- IDEM STOCK FUTURES
- SECURITISED DERIVATIVES
- WARRANTS
- STOCK OPTIONS
- LISTED BONDS

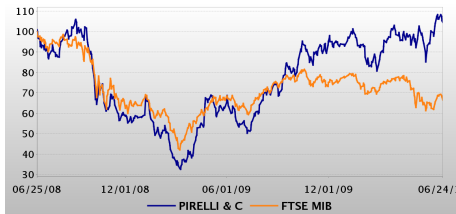
**KEY FIGURES \***

€m	I Quarter		Var % '09 vs '08	Annual Results	
	31/03/09	31/03/08		31/12/08	31/12/07
Total Sales	1,043	1,198	-12.93%	4,660	4,780
Ebitda	98	167	-41.30%	252	573
<i>Ebitda margin</i>	9.42%	13.97%		5.41%	11.99%
Ebit	47	115	-59.13%	43	364
<i>Ebit Margin</i>	4.51%	9.60%		0.92%	7.61%
Ebt	27	97	-71.64%	-403	379
<i>Ebt margin</i>	2.63%	8.06%		-8.65%	7.93%
Net Result	10	34	-71.89%	-413	324
<i>E-Margin</i>	0.91%	2.82%		-8.86%	6.78%

€m	I Quarter		Var % '09 vs '08	Annual Results	
	31/03/09	31/03/08		31/12/08	31/12/07
Net Financial Debt / (Cash)	1,279	851	50.28%	1,028	-302
Net Equity	2,302	3,188	-27.77%	2,374	3,804
Capital Employed	3,581	4,039	-11.32%	3,402	3,502

Source: company data. The year-end closing is at December, 31. Figures are IAS compliant.

**SHARE ANALYSIS**

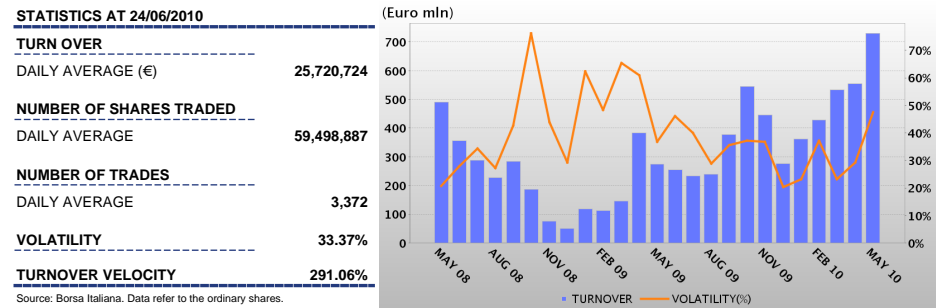


COMPANY	PIRELLI & C.	
SEGMENT	BLUE CHIP	
Ord.	ISIN	BLOOMBERG REUTERS
CODE	IT0000072725	PC IM PECI.MI
NUMBER OF SHARES OUTSTANDING	5,367,906,432	
Of which:	- Ordinary Shares	5,233,142,003
	- Saving Shares Not Conv	134,764,429
NOMINAL VALUE (€)	0.29	
MARKET CAP (€ mln at:)	24/06/2010	2478.94
LATEST DIVIDEND (€)	0.014	
EX-DIVIDEND DATE	24/05/2010	

SECTOR: AUTOMOBILES & PARTS  
SUB-SECTOR: AUTOMOBILES & PARTS

LAST PRICE	Ord (€)		Ris (€)		PERFORMANCE		FTSE MIB INDEX	
	Ord (€)	Ris (€)	Ord	Ris	Ord	Ris	Ord	Ris
24/06/2010	0.47	0.47	-2Y	6.07%	14.35%	-2Y	-32.58%	
PRICE RANGE (-2Y)	0.49	0.56	-1Y	90.47%	85.29%	-1Y	4.74%	
MAX	0.15	0.18	-3M	3.32%	-14.27%	-3M	-12.53%	
MIN			-1M	16.13%	-3.32%	-1M	4.79%	

**TURNOVER AND VOLATILITY**



Source: Borsa Italiana. Data refer to the ordinary shares.

**ANALYST REPORTS**

Reports available on www.borsaitaliana.it from voluntary broker contributions: Cheuvreux (04/05/2010) - Goldman Sachs (30/03/2010) - Kepler (18/03/2010) - Kepler (04/02/2010) - Kepler (04/12/2009) -

\* The above information has been provided and updated by the issuing company  
(CG) Corporate Governance: Traditional Model