

PRESS RELEASE

AZIMUT BOSPHORUS CAPITAL MERGES WITH AZIMUT PORTFOY TO EXTRACT STRONGER COMMERCIAL SYNERGIES AND OPERATIONAL EFFICIENCIES IN THE LARGEST TURKISH INDEPENDENT ASSET MANAGEMENT PLAYER

Milan, 3rd September 2015

Azimut, Italy's leading independent asset manager, through its Luxembourg holding company, AZ International Holdings S.A. ("**AZIH**"), and the minority partners in Azimut Bosphorus Capital Portföy Yönetimi A.S. ("**AZB**"), have signed today an agreement to merge AZB in Azimut Portföy Yönetimi A.S. ("**AZP**"), the other product factory of Azimut Group in Turkey. The resulting entity will maintain the name Azimut Portföy Yönetimi with the aim of consolidating further the Azimut brand in Turkey.

AZB was established in 2011 by 4 partners with an average of 20 years investment experience. Currently AZB is the largest independent asset management company in Turkey thanks to its consistent and positive track record in excess of local time-deposit rates, its direct funds raising capabilities and the implementation of a successful distribution model via the banking channel.

On April 16th, 2015 Azimut had acquired 70% of AZB's capital to strengthen its integrated financial advisory platform built upon its first Turkish product factory AZP and its discretionary portfolio management arm AZ Notus ("**AZN**"). The commercial and industrial integration of these three companies has consolidated the **largest independent asset management player in Turkey with AuM in excess of TL 2.3bn** (equivalent to more than € 700mn) with a **market share of 4.9%** (excluding pension funds). The AuM includes TL 740mn (€225mn) invested in AZ Fund Global Sukuk, the world's largest UCITS and Shariah compliant fund investing in Islamic bonds, and AZ Fund Lira Plus, aiming to extract a positive hard currency return from local interest rates.

The transaction envisages a two-step process: (i) firstly, AZIH will purchase the remaining 30% of AZB equity capital it does not currently own using the same metrics applied in April 2015; (ii) secondly, subject to the regulatory approval by the competent authorities, AZIH will merge AZB by incorporation in its fully owned AZP. **AZB founding partners will remain fully committed in AZP to develop its product range and grow the business in line with the 5-year business plan** originally agreed. To this end Azimut and AZB Partners have agreed to continue to work together over the long term to widen the business in Turkey and beyond.

The Turkish asset management industry has €30.8bn in AuM as of July 2015 (of which more than 90% is invested in short term fixed income strategies) with around 47 asset management companies (of which 31 are independent) licensed by the Turkish Capital Market Board. The industry AuM accounts only for 5% of the country's GDP making it one of the less penetrated markets in the world. Despite the dominance of banks time deposits absorbing almost 95% of the country savings, the track record of Azimut companies in Turkey shows the potential of an alternative business model to serve banks' clients financial needs also underpinned by the recent structural regulatory changes now empowering asset management companies to gain market share against conventional banking products.

Murat Salar, Mustafa Doğan, Hüseyin Yener and Tanju Günel, AZB Partners, comment that *"following the transaction in April 2015, we have realized the huge potential of working within Azimut integrated financial advisory platform in Turkey. Over the last months the significant commercial results achieved within the platform have ignited our desire of extracting stronger industrial and marketing synergies by combining our efforts in one single company. In the new AZP we have extended and reaffirmed our full commitment to work within the Azimut Group and deliver professional investment services and performance to our clients, also leveraging on Azimut international know-how with the aim of becoming a leading player in Turkey and the regional markets"*.

Pietro Giuliani, Chairman and CEO of Azimut Holding, comments that *“together with all our partners and employees across the world we are building a significant presence with the objective of replicating Azimut achievements. Azimut is today an international and consolidated player in the asset management industry and thanks to its flexibility, speed of action and innovative approach is able to create strong independent asset management and distribution companies in several markets. We are very satisfied that this approach is recognized by AZB founding partners and that they, as us, do not make any distinction between Azimut and their company: we work together for the benefit of all stakeholders and to deliver to our clients a professional service to meet their investment needs”*.

** Based on a TL/€ exchange rate of 1/0.3068*

Azimut is Italy's leading independent asset manager (active since 1989). The Parent Company Azimut Holding was listed on the Italian stock exchange on 7 July 2004 (AZM.MI) and, among others, is a member of the main Italian index FTSE MIB and of the Eurostoxx 600. The shareholder structure includes over 1,400 managers, employees and financial advisors, bound by a shareholders' agreement that controls ca. 14% of the company. The remaining is free float. The Group comprises various companies active in the sale, management and distribution of financial and insurance products, with Registered Offices in Italy, Luxembourg, Ireland, China (Hong Kong and Shanghai), Monaco, Switzerland, Taiwan, Brazil, Singapore, Mexico, Australia and Turkey. In Italy, Azimut Capital Management SGR sells and manages Italian mutual funds, Italian hedge funds, as well as being active in the discretionary management of individual investment portfolios. Azimut Consulenza SIM, through its divisions, distributes Group and third party products in Italy via a network of financial advisors while Azimut Global Counseling provides consulting services. Overseas main operations are AZ Fund (founded in Luxembourg in 1999), which manages the multi strategy funds AZ Fund 1 and AZ Multi Asset and the Irish AZ Life Ltd, which offers life insurance products.

Azimut Bosphorus is a Turkish-based asset management company founded in 2011 by four partners with a focus on Turkish capital markets, managing both hedge funds and segregated accounts with individual strategies with proven performances in all asset classes for retail and institutional clients. The company has 4 portfolio managers, 8 employees and is based in Istanbul. Azimut Bosphorus is regulated by the Capital Markets Board of Turkey and became operational in June 2011.

AZIMUT HOLDING SpA – www.azimut.it

INVESTOR RELATIONS

Vittorio Pracca tel +39.02.8898.5853 +39.342.0368994
Gabriele Blei tel +39.02.8898.5849 +39.340.532.9911

MEDIA RELATIONS

Viviana Merotto tel +39.02.8898.5026 +39.338.7496248