



PRESS RELEASE

- **URBAN PLANNING AGREEMENT SIGNED FOR URBAN RENEWAL AND REDEVELOPMENT PROJECT AT THE FORMER MANIFATTURA TABACCHI SITE IN MILAN OWNED BY THE 50:50 JOINT VENTURE BETWEEN PIRELLI RE AND FINTECNA IMMOBILIARE**
- **REDEVELOPMENT WORK BY THE JV RELATES TO AN AREA OF OVER 83,000 SQM WITH A MIX OF PRIVATE FUNCTIONS (MOSTLY RESIDENTIAL, COMMERCIAL AND HOTEL) AND PUBLIC ONES**
- **SITE REMEDIATION AND DEMOLITION WORK TO START IN SEPTEMBER; BUILDING WORK TO START BY SUMMER 2008 AND FIRST RESIDENTIAL UNITS TO BE READY AT THE END OF 2010**
- **VALUE OF END PRODUCT ESTIMATED AT APPROX. €250 MILLION**

Milan, August 7th, 2007 - Quadrifoglio Milano S.p.A., owned by the 50:50 **Pirelli RE-Fintecna Immobiliare** joint venture, today signed the **urban planning agreement** with the **City of Milan** and the **State Monopolies Autonomous Administration** for the **urban renewal and redevelopment project** at the former **Manifattura Tabacchi** complex, an extensive industrial site closed down in 1999, located near the Grande Bicocca zone in **Milan**.

The **site** covering an **area of over 83,000 sqm** is bounded by Viale Fulvio Testi and Viale Suzzani and is crossed by Via Esperia and Via Santa Monica; work on the MM5 subway line has already started and the Bicocca station will be on the corner of Via Esperia and Viale F. Testi.

Having signed the urban planning agreement, **it is now possible to present the application for the building permits**. The agreement also involves the planning and construction of **primary and secondary urbanization works** such as green areas, public car parks and pedestrian paths.

The redevelopment work managed by the Pirelli RE-Fintecna Immobiliare joint venture involves creating a mix of buildings with both **private and public functions**: **over 54,000 sqm** is designated for **private functions** - of which some 33,000 sqm for residential use, 8,500 sqm for commercial use, 6,500 sqm for hotels and 6,400 sqm for related uses - and **over 29,000 sqm** for **public functions**.

An important series of **public functions** will be located in the central part of the complex: the Experimental Cinema Centre for television drama and advertising, Italy's only film school of excellence; the Civic Schools of Cinema and an audio-visual-cine centre for the Region of Lombardy, which will make up a small **Multimedia Citadel**. The general interest functions will include a municipal old people's centre, a nursery, the barracks of the military police (already present in the area) and student residences. There are also plans to construct a residential building which is subject to certain restrictions.

The general objective of the urban renewal and redevelopment project of the former Manifattura Tabacchi site, prepared by **Studio Canali Associati**, a firm of architects in Parma, is to revitalize and redevelop a complex that will be returned to the City of Milan with **new functions** and **adequate accessibility**. Particular attention will be given to **conservation of the existing buildings**, in accordance with demands by the related government offices, which will define the overall architectural style of the development; this means that the alignments of the new buildings to the existing ones and their height will be defined by the current structure of the former Manifattura complex. Apart from integrating the existing buildings, the project entails the **construction** of a **New North Sector**, which will house buildings some 50 metres tall containing residential units with large terraces and loggias, allowing the space to be distributed in the most functional fashion and to the highest architectural standards, while blending harmoniously with the existing architecture. Other special housing will be developed in the existing buildings (facing onto Viale Suzzani): these apartments will be highly flexible, full of light and offering different kinds of floor plan and finish.

The conservation order will protect the chimney of Manifattura's former heating plant, which will continue to represent a strong symbolic emblem, visible from afar in the Milan skyline.

Site remediation and demolition work will start in **September of this year**, while **restructuring and construction work will begin by the summer of 2008**. The **value of the end product is estimated at around €250 million**. The first residential units should be delivered at the end of 2010.

The specialized real estate services are managed exclusively by the Pirelli RE-Fintecna Immobiliare joint venture.

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