

PROXY TO PARTICIPATE IN THE MEETING

_____¹,
identity document (type) _____ no _____ (attach copy),

as _____
_____²,

owner of / rights to vote relating to n. _____ ordinary shares of Cairo Communication S.p.A.

held in share account no. _____ at stock broker
_____ ABI _____ CAB _____

APPOINTS

_____³,

who shall have the right to be replaced by _____

or alternatively by _____

or alternatively by _____
_____⁴

to represent him/her in the ordinary meeting of the shareholders of the mentioned company, to be held at Sala Buzzati Milan, via Balzan n. 3, at 10:00 AM on 27 April 2018 (sole call), with the following agenda:

1. Financial statements at 31 December 2017 - Reports by the Board of Directors, Board of Statutory Auditors and Audit Firm, Consolidated Financial Statements at 31 December 2017, allocation of net profit for the year and partial allocation of reserves. Resolutions pertaining thereto and resulting therefrom;

¹ Enter first name and surname, or company name (as indicated in the notice for participation in the meeting as per Art. 83-sexies, Legislative Decree No. 58/1998), tax code or VAT number, complete address of the domicile or registered office of the principal.

² Indicate the quality of the principal (e.g. shareholder, legal representative of a shareholder, person entitled to vote; in this latter case, specify the legal title – pledge, usufruct, etc. – pursuant to which the right to vote has been granted to a person other than the owner of the shares).

³ Enter first name and surname or company name of the delegate, tax code or VAT number, complete address of the domicile or registered office of the delegate.

⁴ Enter first name and surname or company name of one or more substitute of the delegate, tax code or VAT number, complete address of the domicile or registered office of the substitutes.

2. Compensation Report pursuant to art. 123-ter of Legislative Decree 57/1998; resolutions pertaining thereto and resulting therefrom;
3. Assignment of the statutory audit for the period 2020-2028 and approval of relating fees;
4. Authorization to purchase and sell treasury shares pursuant to art. 2357 et seq. of the Civil Code, prior to revocation of the decision of the Shareholders of 8 May 2017:

entrusting him/her with the necessary powers to exercise⁵

pursuant to the specific instructions given,

at his/her own discretion,

the right to vote, in his/her name and on his/her behalf with reference to:

_____ ordinary shares of Cairo Communication S.p.A.

or

all the ordinary shares of Cairo Communication S.p.A. for which the notification of attendance at the Shareholders' Meeting has been requested

Date and place

Signature of the principal

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Notice of the proxy shall be sent to the Company before the start of the meeting, alternatively:

- (i) by e-mail to the certified e-mail address assemblea@cairocommunication.legalmail.it;
- (ii) by uploading from the webpage "*Area for electronically transmitted proxy*" on the website www.cairocommunication.it, section "*assemblea2018*";
- (iii) by sending it to the operational headquarters of the company in Via Rizzoli, 8 – 20132 - Milan by registered mail with return receipt;
- (iv) by delivering it to the operational headquarters in Via Rizzoli, 8 – 20132 - Milan, from 9.00 to 13.30 and from 14.30 to 18.00 to the attention of dott. Graziella Rebonato.

Should the representative deliver or send a copy of the proxy to the Company, he/she shall attest, under his/her own responsibility when receiving accreditation to attend the meeting, the compliance of the proxy to the original document, as well as the identity of the delegating person, by using the appropriate form "*statement of the delegate in case of delivery or transmission of copy of the proxy*" available on the website www.cairocommunication.it, section "*assemblea2018*". The representative shall keep the original of the proxy and trace of the voting instructions received, if any, for one year starting from the completion of the meeting.

⁵ Tick the selected entry.

⁶ The document may also be electronically signed in accordance to art. 21, 2nd paragraph, of Legislative Decree n. 82/2005, provided that the electronic certificate shall be valid at the time of the signature.

PERSONAL DATA

In accordance with art. 13 of the Legislative Decree n. 196/2003, we inform that all the data contained in the proxy form will be treated by the Company – the Data Controller (titolare del trattamento) - in order to operate the shareholders' meeting and such treatment will be made in accordance with the law in force as to the personal data protection.

The data can be made known and available to our consultants specifically authorised to their treatment - in their capacity as Data Supervisors (responsabile del trattamento) or Persons in Charge of the Processing (incaricato al trattamento) - for the above mentioned reason. The data can be transmitted or communicated to specifically identified entities in compliance with a requirement set forth by law, regulations or European Union law, or by Authorities being entitled by law or by surveillance and controlling authority.

The interested party has the right to know, in every moment, which are his/her data in the possession of the Company, their source and the way they are made use of; he/she has also the right to ask for such data to be updated, modified, integrated or deleted, and their treatment to be stopped and forbidden with request addressed to the Data Supervisor (responsabile del trattamento), Cairo Communication SpA, Corso Magenta n. 55, 20123 Milan.