

**LORENZO PELLICOLI**  
*(Chairman)*

Born on July 29 1951 in Alzano Lombardo (BG).  
Married, three children. He lives in Paris.

He starts his career as a journalist for the newspaper Giornale Di Bergamo and afterwards he becomes Bergamo TV Programmes Vice President.

From 1978 to 1984, he holds different posts in the sector of the Italian private television for Manzoni Pubblicità, Publikompass up to his nomination as Rete4 General Manager.

In 1984, he enters the Gruppo Mondadori, the first Italian publishing group.  
He is initially appointed General Manager for Advertising Sales and Mondadori Periodici (magazines) Vice General Manager and afterwards President and CEO of Manzoni & C. S.p.A, advertising rep of the Group.

From 1990 to 1997, he is appointed first President and CEO of Costa Cruise Lines in Miami, being part of Costa Crociere Group operating in the North American market (USA, Canada and Mexico) and then he becomes Worldwide General Manager of Costa Crociere S.p.A., based in Genoa.  
From 1995 to 1997 he is also appointed President and CEO of the Compagnie Française de Croisières (Costa-Paquet), the Paris-based subsidiary of Costa Crociere.

As from 1997, he takes part to the privatisation of SEAT Pagine Gialle purchased by a group of financial investors.  
After the acquisition he is appointed CEO of SEAT.

In February 2000, he is also in charge of the "Internet Business Unit" of the Telecom Italia Group following on the selling of SEAT.  
In September 2001, falling the acquisition of Telecom Italia by the Pirelli Group, he resigns.

As from November 2005 he is CEO of the De Agostini Group, an Italian financial group with ownership in the publishing sector (De Agostini Editore), games and lotteries (Lottomatica/GTECH), media and communications (Antena Tres-Spanish Television Leader, Magnolia-Italian television production company, Mikado film industry company), in the financial investments (DeA Capital).

He is Chairman of the Board of Directors of Lottomatica, Chairman of the Board of Directors of DeA Capital, companies listed in the Milan stock market, Deputy Chairman of the Supervisory Board of Générale de Santé and he is member of the Executive Committee and Board of Directors of Assicurazioni Generali S.p.A.

He is also member of the Advisory Boards of Investitori Associati IV, Wisequity II, Macchine Italia and Palamon Capital Partners. From 2006 he is member of the Global Clinton Initiative.

He was formerly also a member of the boards of directors of Enel, INA-Assitalia and Toro Assicurazioni and of the Advisory Board of Lehman Brothers Merchant Banking.