

Damiani S.p.A.: Stock Grant Plan 2009

“ Additional information released as per Art. 84 bis, paragraph 5, lett. a) of the R.E. in conformance with the requisites of Chart 7, attachment 3A of the Issuers Regulation”

Qualifying Subjects

The “*Stock Grant Plan 2009*” (hereinafter called the “Plan”) approved by the Shareholders of the company on July 22, 2009, having as its objective the assigning – in one or two lots – a maximum of 1.000.000 own shares, is intended for the general employee work force of Damiani S.p.A. and other companies controlled by the Damiani Group (the “Damiani Group”), with the exception of employees who are residents of, or who live in the USA, or who are classified as “*US persons*” as per *Regulation S* of the *US Securities Act* of 1933.

To implement the Plan in the current cycle of assignments, the Board of Directors, with the assistance of the Compensation Committee, has selected a total of 580 Beneficiaries, divided as follows (please note: some beneficiaries are selected more than once due to the categories they belong to):

CATEGORY	ISSUE
ISSUERS' EMPLOYEES	n. 242
EMPLOYEES OF CONTROLLED COMPANIES OF THE ISSUER	n. 335
EMPLOYEES OF CONTROLLING COMPANIES OF THE ISSUER	n. 0
MEMBERS OF THE ISSUER'S BOARD OF DIRECTORS	n. 1
MEMBERS OF THE BOARD OF DIRECTORS OF CONTROLLED COMPANIES	n. 7
MEMBERS OF THE BOARD OF DIRECTORS OF CONTROLLING COMPANIES	n. 0
TOTAL	n. 582

1.1. Indication of the beneficiaries who are members of the Board of Directors of the Issuer, the controlling companies and those, directly or indirectly, controlled.

The following table lists the names of those eligible for the Plan who are part of the category indicated in section 1.1 of Chart n. 7 (members of the Board of Directors of the company, of those controlled by the same and of the companies that control it) in reference to the date that the Plan is implemented.

SURNAME AND NAME	MEMBER ISSUERS' BOARD OF DIRECTORS	MEMBER CONTROLLED BOARD OF DIRECTORS	MEMBER CONTROLLING BOARD OF DIRECTORS
GRAIDI STEFANO	Director	Director Damiani International B.V.	--
LONGAGNANI CARLO	--	Managing Director Rocca S.p.A.	--
PONTA MAURIZIO	--	Managing Director Laboratorio Damiani S.R.L.	--
QUESTA ANDREA	--	Director Alfieri & St. John S.p.A., Damiani Manufacturing S.R.L., Laboratorio Damiani S.R.L. and New Mood S.p.A.	--
RIZZETTO SIMONE	--	Managing Director Damiani Manufacturing S.R.L.	--
RIZZETTO CHRISTIAN	--	Director Damiani Manufacturing S.R.L.	--
ZUBER ASAYO	--	Director Damiani Japan	--

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1.2 Categories of employees or of collaborators of the Issuer and the controlling or controlled companies.

The following table shows the number of *Stock Grant 2009* beneficiaries in each of the categories of employees indicated in Chart 7, of Attachment 3A of Consob Regulation number 11971/99 in reference to the date of activation of the Plan by the Board of Directors.

CATEGORY	ISSUER	CONTROLLED BY THE ISSUER	CONTROLLING THE ISSUER
MANAGER	n. 13	n. 9	n. 0
STAFF	n. 14	n. 15	n. 0
OTHER EMPLOYEES	n. 215	n. 311	n. 0
TOTAL	n. 242	n. 335	n. 0

1.3 List of names of beneficiaries belonging to specific categories

The Plan has specific applicability as per Art. 114 *bis*, paragraph 3° of TUF and Art. 84 *bis*, paragraph 2° of the Issuers' Regulation, in so much as it is reserved to subjects that carry out directional activities indicated in Art. 152-*sexies*, paragraph 1°, lett. c)-c.2 and lett. c)-c.3.

The following tables list the beneficiaries by name who have been singled out in the procedure adopted according to the activity of "*internal dealing*" of the Damiani Group (the "**Internal Dealing Procedure**").

(i) Subjects with titles the director's level of the Issuer who are applicable as per the Internal Dealing Procedure

NAME AND SURNAME	JOB TITLE
GRAIDI STEFANO	Advisor to the board of directors, Damiani S.p.A.

FROLA GILBERTO	Manager in charge of editing company accounting data
PISANO ANTONELLA	Director of New Finance and New Project
QUESTA ANDREA	General Director of Operations
SANTORO FEDERICO	Corporate Marketing Director

(ii) **Subjects with director's level titles in the Controlled Companies of the Issuer, applicable as per the *Internal Dealing Procedure***

NAME AND SURNAME	JOB TITLE
GRAIDI STEFANO	Advisor to the board of directors of Damiani International B.V.
GILARDINI EMPRIN MARIO	Sales Director of Wholesale Abroad
ZIONI SERGIO	Sales Director, Wholesale Italia

1.4. Description and numerical indication, divided by categories, of beneficiaries belonging to specific groups

The following tables show descriptions and numbers of beneficiaries of the *Stock Grant 2009 Plan* who are in specific groups indicated in section 1.4 of Chart n. 7, attachment 3A of the Issuers' Regulation in reference to the date that informational document is released.

DESCRIPTION	NUMERICAL INDICATION
<u>Managers</u> who have regular access to classified information and have the power to make management decisions regarding the Issuer, applicable in terms of the Group's <i>Internal Dealing Procedure</i>	n. 4
<u>Managers</u> who have regular access to classified information and have the power to make management decisions regarding the controlled companies of the Issuer, applicable in terms of the Group's <i>Internal Dealing Procedure</i>	n. 2

2. ASSUMPTIONS BEHIND THE PLAN

2.3 Criteria used by the entity to determine the instruments assigned

In the implementation phase of the plan, the Board of Directors, with the assistance of the Compensation Committee, has assigned each beneficiary:

- the right to receive 50 shares as of September 12, 2011, on the condition that the beneficiaries have kept their employment relationship with the Damiani Group;
- The right to receive, again as of September 12, 2011, 100 shares, on the condition that, on the unquestioned judgment of the Board of Directors, the Consolidated Balance as at March 31, 2010

is coherent with the expected results and that, on the date of approving the same balance, the beneficiaries have kept their employment relationship with the Damiani Group.

4. ASPECTS OF THE ATTRIBUTED FINANCIAL INSTRUMENTS

4.6 Obligations of availability bearing on the shares

Beneficiaries of the Plan qualify for the availability plan of shares assigned starting on September 12, 2011 on the condition that the conditions indicated by the Board of Directors in the implementation phase of the Plan, as described in point 2.3 above, are verified.

4.12 Evaluation of the responsibility for Damiani on the date of assignment of the shares

It is not at the moment possible to assess the responsibility for the company on the date of issuing the shares, or exactly how many shares will be distributed, in terms of the conditions cited above, on the date of September 12, 2011. Please note that the company will obtain the shares of the Plan from the title's depository of own shares purchased and held by Damiani S.p.A. in conformance with the shareholders' resolution of July 22, 2009 to approve the purchase and the following disposition of own shares, as per Articles 2357 and 2357 *ter* of the Civil Code.

COMPENSATION PLAN BASED ON FINANCIAL INSTRUMENTS

Table n.1 of Scheme n. 7 of attachment 3A of the Issuers' Regulation.

NAME OR CATEGORY (1)	QUALIFICATION	CHART 1						
		Stock Grant						
		<u>Section 2</u>						
		Newly assigned instruments based on the decision of the Board of Directors – with assistance from the Internal Auditors – to implement the resolution of the Shareholders' meeting on 22/07/09						
		Date of the Shareholders' resolution	Type of instrument (13)	Number of financial instruments assigned per subject or category by the Board of Directors (10)	Assignment date by the Board of Directors (11)	Purchase price of the instruments	Market price at the date of assignment	End date for restrictions on the sale of instruments
MEMBERS OF THE BOARD OF DIRECTORS OF THE ISSUER								
(2) GRAIDI STEFANO	Director	22/07/2009	Damiani ordinary shares	50 + 100	10/09/2009	Euro 0	Euro 1,14	None

			(*)					
Note: (*) The shares will be transferred to the beneficiaries starting on 12/09/2011, upon verification of the conditions described above.								
MEMBERS OF THE BOARD OF DIRECTORS OF THE CONTROLLED COMPANIES								
(2) GRAIDI STEFANO	Director Damiani International B.V.	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
(2) LONGAGNANI CARLO	C.E.O. Rocca S.p.A.	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
(2) PONTA MAURIZIO	C.E.O. Laboratorio Damiani S.R.L.	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
(2) QUESTA ANDREA	Director in Alfieri & St. John S.p.A., Damiani Manufacturing S.R.L., Laboratorio Damiani S.R.L. and New Mood S.p.A.	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
(2) RIZZETTO SIMONE	C.E.O. Damiani Manufacturing S.R.L.	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None

(2) RIZZETTO CHRISTIAN	Director Damiani Manufacturing S.R.L.	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
(2) ZUBER ASAYO	Director Damiani Japan K.K.	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
Note: (*) The shares will be transferred to the beneficiaries starting on 12/09/2011, upon verification of the conditions described above.								
SUBJECTS WITH POWERS OF DIRECTION IN THE ISSUER AS PER INTERNAL PROCEDURES								
(3) GRAIDI STEFANO	Director Damiani S.p.A.	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
(3) FROLA GILBERTO	Executive in charge of drawing up the Company's accounting documents	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
(3) PISANO ANTONELLA	Director Finance and New Project	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
(3) QUESTA ANDREA	General Manager Operation	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
(3) SANTORO FEDERICO	Director Corporate Marketing	22/07/2009	Damiani ordinary shares	50 + 100	10/09/2009	Euro 0	Euro 1,14	None

			(*)					
Note: (*) The shares will be transferred to the beneficiaries starting on 12/09/2011, upon verification of the conditions described above.								
SUBJECTS WITH POWERS OF DIRECTION IN THE CONTROLLED COMPANIES OF THE ISSUER RELEVANT AS PER THE INTERNAL DEALING PROCEDURE								
(3) GRAIDI STEFANO	Director Damiani International B.V.	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
(3) GILARDINI EMPRIN MARIO	Sales Manager Wholesale Abroad	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
(3) ZIONI SERGIO	Sales Manager Wholesale Italy	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
Note: (*) The shares will be transferred to the beneficiaries starting on 12/09/2011, upon verification of the conditions described above.								
MANAGERS OF THE ISSUER RELEVANT AS PER THE INTERNAL DEALING PROCEDURE								
(5) MANAGERS OF THE ISSUER RELEVANT AS PER THE INTERNAL DEALING PROCEDURE N. 4		22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
Note: (*) The shares will be transferred to the beneficiaries starting on 12/09/2011, upon verification of the conditions described above.								

MANAGERS OF THE CONTROLLED COMPANIES OF THE ISSUER RELEVANT AS PER THE *INTERNAL DEALING PROCEDURE*

(6)		22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
<p align="center">MANAGERS OF THE CONTROLLED COMPANIES OF THE ISSUER RELEVANT AS PER THE <i>INTERNAL DEALING PROCEDURE</i></p> <p align="center">N. 2</p>								

Note: (*) The shares will be transferred to the beneficiaries starting on 12/09/2011, upon verification of the conditions described above.

MANAGERS OF THE ISSUER

(7)	MANAGERS OF THE ISSUER	22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
<p align="center">N. 13</p>								

Note: (*) The shares will be transferred to the beneficiaries starting on 12/09/2011, upon verification of the conditions described above.

MANAGERS OF THE CONTROLLED COMPANIES

(7) DIRIGENTI DELLE SOCIETA CONTROLLATE		22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
N. 9								

Note: (*) The shares will be transferred to the beneficiaries starting on 12/09/2011, upon verification of the conditions described above.

STAFF OF THE ISSUER

(7) QUADRI DELL'EMITTENTE		22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
N. 14								

Note: (*) The shares will be transferred to the beneficiaries starting on 12/09/2011, upon verification of the conditions described above.

STAFF OF THE CONTROLLED COMPANIES

(7) STAFF OF THE CONTROLLED COMPANIES		22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
N. 15								

Note: (*) The shares will be transferred to the beneficiaries starting on 12/09/2011, upon verification of the conditions described above.

OTHER EMPLOYEES OF THE ISSUER									
(7)	OTHER EMPLOYEES OF THE ISSUER N. 215		22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
Note: (*) The shares will be transferred to the beneficiaries starting on 12/09/2011, upon verification of the conditions described above.									
OTHER EMPLOYEES OF THE CONTROLLED COMPANIES									
(7)	OTHER EMPLOYEES OF THE CONTROLLED COMPANIES N. 311		22/07/2009	Damiani ordinary shares (*)	50 + 100	10/09/2009	Euro 0	Euro 1,14	None
Note: (*) The shares will be transferred to the beneficiaries starting on 12/09/2011, upon verification of the conditions described above.									