

Press Release

**24 ORE GROUP: FEDERICO SILVESTRI  
NEW GENERAL MANAGER OF 24 ORE SYSTEM**

Milan, 3 October 2018 - With the reorganization of the Sales Area and the assignment of the relating strategic activities directly to Giuseppe Cerbone, Chief Executive Officer of the 24 ORE Group, Federico Silvestri has been named General Manager of 24 ORE System, the Group's advertising agency.

Silvestri, 47, brings to the 24 ORE Group the skills and professional qualities he has developed during the course of his professional career, holding a number of positions for top publishing groups and advertising agencies.

He started out in the personal finance area at Deutsche Bank, and then moved on to the Radiocor division of the 24 ORE Group as Account Manager for Major Clients. In 2001, he took part in the start-up of e.Biscom (later Fastweb), dealing with the Ap.Biscom agency. After three years in the Broadcast division of RCS Mediagroup, which dealt with radio and content production, he was appointed Business Development Manager at Ansa.

During his 10-year stint at PRS Mediagroup, where he was CEO of all the Group's companies, he was in charge of advertising sales, taking part in the launch of over 20 new TV channels such as K2, Frisbee, Giallo, Focus, Gazzetta Tv and Effe; additionally, he built a strong presence in the radio market through the news syndication CNR Radio and setting up the Best Radio circuit. As director of the AGR news agency, he was responsible for its repositioning from radio agency to content provider. He also led the Group in expanding business in the publishing industry.

Media contacts:

*Press Office Manager 24 ORE Group*

Ginevra Cozzi Mob: 335 1350144; e-mail: [ginevra.cozzi@ilsole24ore.com](mailto:ginevra.cozzi@ilsole24ore.com);

*Investor Relations:*

Raffaella Romano Tel: 02 30223728; e-mail: [investor.relations@ilsole24ore.com](mailto:investor.relations@ilsole24ore.com)