

**MONDADORI RETAIL S.P.A.: PIERLUIGI BERNASCONI
NEW CEO FROM 5 JUNE**

Segrate, 23 May 2017 – The Mondadori Group announces that Pierluigi Bernasconi will be proposed at the next meeting of the Board of Directors of Mondadori Retail S.p.A. as the new Chief Executive Officer, effective from 5 June 2017.

Born in Milan in 1954 - after ten years at Hitachi, holding increasing responsibilities until becoming director of the audio-video division - in 1989 Pierluigi Bernasconi founded Mediamarket S.p.A., the consumer electronics chain, which operates in Italy under the *Media World*, *Saturn* and *Media World Compra On Line* brands; appointed CEO, in 1991 he opened the first *Media World* store in Curno.

From 2013 to 2015, he was CEO of the Mercatone Uno Group, leading distributor in Italy of furniture, accessories, household products and jewellery. In 2016 he was appointed Chairman and director of B-Retail, a strategic advisory firm in the distribution field. Subsequently was appointed vice president of Iper Montebello S.p.A., the company which manages the chain *IPER La grande I*.

Since 2016, he has been board member of ePRICE.

In 2010, he received the honour of “Cavaliere del Lavoro”.

Mondadori Retail manages the largest network of bookstores in Italy. It operates through more than 600 stores (megastores, bookstores, points and clubs) and four sales channels: directly managed and franchised stores, web and bookclubs.

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