The world’s most powerful brand

Ferrari scores highly on a wide variety of measures from desirability, loyalty and consumer sentiment to visual identity, online presence and employee satisfaction.

Rated the world’s most powerful brand

1 of only 11 brands to be awarded an AAA+ brand rating, with the highest overall score
Expertise forged from our rich history

From the 125S, Enzo Ferrari’s first automobile, to our newest models, Ferrari has always succeeded in creating an awe-inspiring combination of style and energy.

Power, flawless design and high technology are the core ingredients in all our models.
Current line-up
the 8-cyl. street cars
Current line-up
the 12-cyl. street cars
The finest expression of marque’s technical capabilities in both GT and F1 engineering

A limited edition supercar, just 499 units
- Orders received 2x production run
- Priced over €1mn, tax excluded

Performance, technological innovation, style, driving emotion
- Over 960hp equipped with V12 6.3L V12 800hp engine coupled with HY-KERS technology delivering 163hp
- Most powerful naturally-aspirated engine ever used on a Ferrari road car
- Top speed over 217mph (350+km/h)
- 0-62mph (0-100km/h) in less than 3 secs
- Emissions reduced by 50% vs. Enzo
Personalization program
unique car for unique drivers
“Atelier”, “Tailor-made” and “One-off” are our three exceptional, made-to-order services
The customer base
Global population and investable wealth of HNWIs* at record levels

Composition of global population by wealth bands (2012)

<table>
<thead>
<tr>
<th>Wealth Band</th>
<th># of Individuals</th>
<th>% of HNWI Wealth</th>
</tr>
</thead>
<tbody>
<tr>
<td>US$30+M Ultra-HNWI</td>
<td>~110k (1% of total)</td>
<td>35%</td>
</tr>
<tr>
<td>US$5M - US$30M Mid-Tier Millionaire</td>
<td>~1.1M (9% of total)</td>
<td>22%</td>
</tr>
<tr>
<td>US$1M - US$5M Millionaire Next Door</td>
<td>~11M (90% of total)</td>
<td>43%</td>
</tr>
</tbody>
</table>

HNWI wealth distribution, 2007-2015E (by region)

<table>
<thead>
<tr>
<th>Year</th>
<th>North America</th>
<th>Asia-Pacific ex Japan</th>
<th>Japan</th>
<th>Europe</th>
<th>Latin America</th>
<th>Mid-East &amp; Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>19%</td>
<td>15%</td>
<td>17%</td>
<td>30%</td>
<td>16%</td>
<td>24%</td>
</tr>
<tr>
<td>2008</td>
<td>16%</td>
<td>20%</td>
<td>19%</td>
<td>28%</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>2009</td>
<td>15%</td>
<td>17%</td>
<td>20%</td>
<td>29%</td>
<td>19%</td>
<td>26%</td>
</tr>
<tr>
<td>2010</td>
<td>19%</td>
<td>15%</td>
<td>17%</td>
<td>30%</td>
<td>16%</td>
<td>24%</td>
</tr>
<tr>
<td>2011</td>
<td>20%</td>
<td>17%</td>
<td>19%</td>
<td>28%</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>2012</td>
<td>19%</td>
<td>15%</td>
<td>17%</td>
<td>30%</td>
<td>16%</td>
<td>24%</td>
</tr>
<tr>
<td>2015E</td>
<td>20%</td>
<td>17%</td>
<td>19%</td>
<td>29%</td>
<td>19%</td>
<td>26%</td>
</tr>
</tbody>
</table>

HNWI allocations to investments of passion (Q1 2013)

- Other collectibles
- Sports investments
- Art
- Jewelry, gems & watches
- Luxury collectibles

Ferrari, a <10,000 units/year luxury maker

* High Net Worth Individuals.
2014-18 roadmap

- Full-line offerings of high-end performance 8- & 12-cylinder street cars
- Launch of a new model every year
  - 4-year life-cycle for each new model, followed by “M” versions lasting another 4 years
  - Selective launch of special series targeting high-end customers
- Sustained profit stream from personalization program and licensing
- Focused investments in F1 racing activities

Margins in excess of 15% by 2018
Plan volumes

Keep production capped to preserve brand's uniqueness, while continuing search for opportunities in emerging markets, maintaining exclusivity in mature ones.

Units

2013  7,000  2018E  ~7,000
Ferrari: some valuation considerations
(Sergio’s views)

Broker estimates average value between €3.3B and €5.4B, with a median of €4.3B
Ferrari: some valuation considerations
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Ferrari is not for sale
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