

BVLGARI

Sede in Roma, Via dei Condotti, 11
Capitale sociale Euro 21.044.086,70 i. v.
Registro delle imprese di Roma n. 2031/59
C.C.I.A.A Roma n. 69511 – C.F. n. 00388360588

The shareholders of Bulgari S.p.A. are called to attend Ordinary Shareholders' Meetings to be held at Hotel VISCONTI in Rome, Via Federico Cesi, 37 on 16 April 2009 at 11 am in first call and in second call if necessary on 21 April 2009 at the same time and place to discuss and resolve on the items on the following agenda:

Ordinary sitting:

1. The financial statements at 31 December 2008, the reports of the Board of Directors, the Board of Statutory Auditors and the Independent Auditors; the allocation of net profit; the presentation of the consolidated financial statements at 31 December 2008; related and ensuing resolutions;
2. Proposal to authorise the Company to purchase and sell its own shares including through transactions involving financial instruments (put and call options); related and ensuing resolutions;
3. Annual disclosures in relation to the system of corporate governance.

Shareholders may attend the meeting if they have deposited the requisite certificates issued by an intermediary authorised under prevailing regulations.

Explanatory reports prepared by the directors on the items included in the agenda, together with the related proposals for discussion and approval, will be made available to the public at the Company's Headquarters at Lungotevere Marzio 11, Rome and at Borsa Italiana S.p.A. within the time period provided for by law. Shareholders may obtain a copy of these documents.

The present notice has been published in issue no. 25 of the Official Journal dated March 3, 2009

For the Board of Directors
The Chief Executive Officer
Francesco Trapani