



CAPITAL MARKETS DAY

Maranello | September 18, 2018

SAFE HARBOUR STATEMENT



This document, and in particular the section entitled "Financial targets", contains forward-looking statements. These statements may include terms such as "may", "will", "expect", "could", "should", "intend", "estimate", "anticipate", "believe", "remain", "on track", "successful", "grow", "design", "target", "objective", "goal", "forecast", "projection", "outlook", "prospects", "plan", or similar terms. Forward-looking statements are not guarantees of future performance. Rather, they are based on the Group's current expectations and projections about future events and, by their nature, are subject to inherent risks and uncertainties. They relate to events and depend on circumstances that may or may not occur or exist in the future and, as such, undue reliance should not be placed on them.

Actual results may differ materially from those expressed in such statements as a result of a variety of factors, including: the Group's ability to preserve and enhance the value of the Ferrari brand; the success of Ferrari's Formula 1 racing team and the expenses the Group incurs for Formula 1 activities; the Group's ability to keep up with advances in high performance car technology and to make appealing designs for its new models; the challenges and costs of integrating hybrid technology more broadly into Group's car portfolio over time; the Group's ability to preserve its relationship with the automobile collector and enthusiast community; the Group's low volume strategy; the ability of Maserati, the Group's engine customer, to sell its planned volume of cars; changes in client preferences and automotive

trends; changes in the general economic environment, including changes in some of the markets in which we operate, and changes in demand for luxury goods, including high performance luxury cars, which is highly volatile; the impact of increasingly stringent fuel economy, emission and safety standards, including the cost of compliance, and any required changes to its products; the Group's ability to successfully carry out its growth strategy and, particularly, the Group's ability to grow its presence in emerging market countries; the Group's ability to service and refinance its debt; competition in the luxury performance automobile industry; reliance upon a number of key members of executive management, employees and the ability of its current management team to operate and manage effectively; the performance of the Group's dealer network on which the Group depend for sales and services; increases in costs, disruptions of supply or shortages of components and raw materials; disruptions at the Group's manufacturing facilities in Maranello and Modena; the Group's ability to provide or arrange for adequate access to financing for its dealers and clients, and associated risks; the performance of the Group's licensees for Ferrari-branded products; the Group's ability to protect its intellectual property rights and to avoid infringing on the intellectual property rights of others; product recalls, liability claims and product warranties; continued compliance with customs regulations of various jurisdictions; labor relations and collective

bargaining agreements; exchange rate fluctuations, interest rate changes, credit risk and other market risks; changes in tax, tariff or fiscal policies and regulatory, political and labor conditions in the jurisdictions in which the Group operates, including possible future bans of combustion engine cars in cities and the potential advent of self-driving technology; ability to ensure that its employees, agents and representatives comply with applicable law and regulations; the adequacy of its insurance coverage to protect the Group against potential losses; potential conflicts of interest due to director and officer overlaps with the Group's largest shareholders; ability to maintain the functional and efficient operation of its information technology systems, including our ability to defend from the risk of cyberattacks on our in-vehicle technology, and other factors discussed elsewhere in this document.

Any forward-looking statements contained in this document speak only as of the date of this document and the Company does not undertake any obligation to update or revise publicly forward-looking statements. Further information concerning the Group and its businesses, including factors that could materially affect the Company's financial results, is included in the Company's reports and filings with the U.S. Securities and Exchange Commission, the AFM and CONSOB.



EXCEED CUSTOMERS' EXPECTATIONS

ENRICO GALLIERA

CHIEF MARKETING AND COMMERCIAL OFFICER



EXCEED CUSTOMERS' EXPECTATIONS



Products



Dealer Network



Customer Experience





FERRARI PRODUCT LINE UP 2018-2022



THE MOST COMPLETE PRODUCT RANGE EVER

Ferrari cars stand out for their extreme performance, distinctive design and state-of-the-art technology



ROAD CARS

RANGE MODELS

SPORTS



V8
488 GTB



V8
488 Spider



V12
812 Superfast

GRAN TURISMO



V8
Portofino



V8
GTC4Lusso T



V12
GTC4Lusso

SPECIAL SERIES MODELS



V8
488 Pista



V8
488 Pista Spider



V8
Ferrari J50



V8
SP38

FUORISERIE AND ONE-OFF

TRACK CARS

FERRARI CHALLENGE



V8
488 Challenge

THE XX PROGRAMME



V12
FXX K EVO

RACING CARS



V8
488 GTE/GT3

NEW FERRARI LINE-UP STRATEGIC PILLARS



SPORT RANGE



GRAN TURISMO RANGE



SPECIAL SERIES



ICONA



SPORT CARS RANGE



Confirm Ferrari as leader in performance and driving emotions

Incorporate F1 inspired technology such as hybridization and track oriented HMI

Two tier mid rear engine product range thanks to new powertrain offers

TWO TIER MID REAR ENGINE OFFERS



- Top of the range model delivering supercar performance
- 488 successor focused on maximum fun to drive
- Opportunity for additional product extensions
- Full hybrid range by 2021



GRAN TURISMO RANGE



Bring Ferrari back to its origins with concepts centered on style, elegance and driving emotions

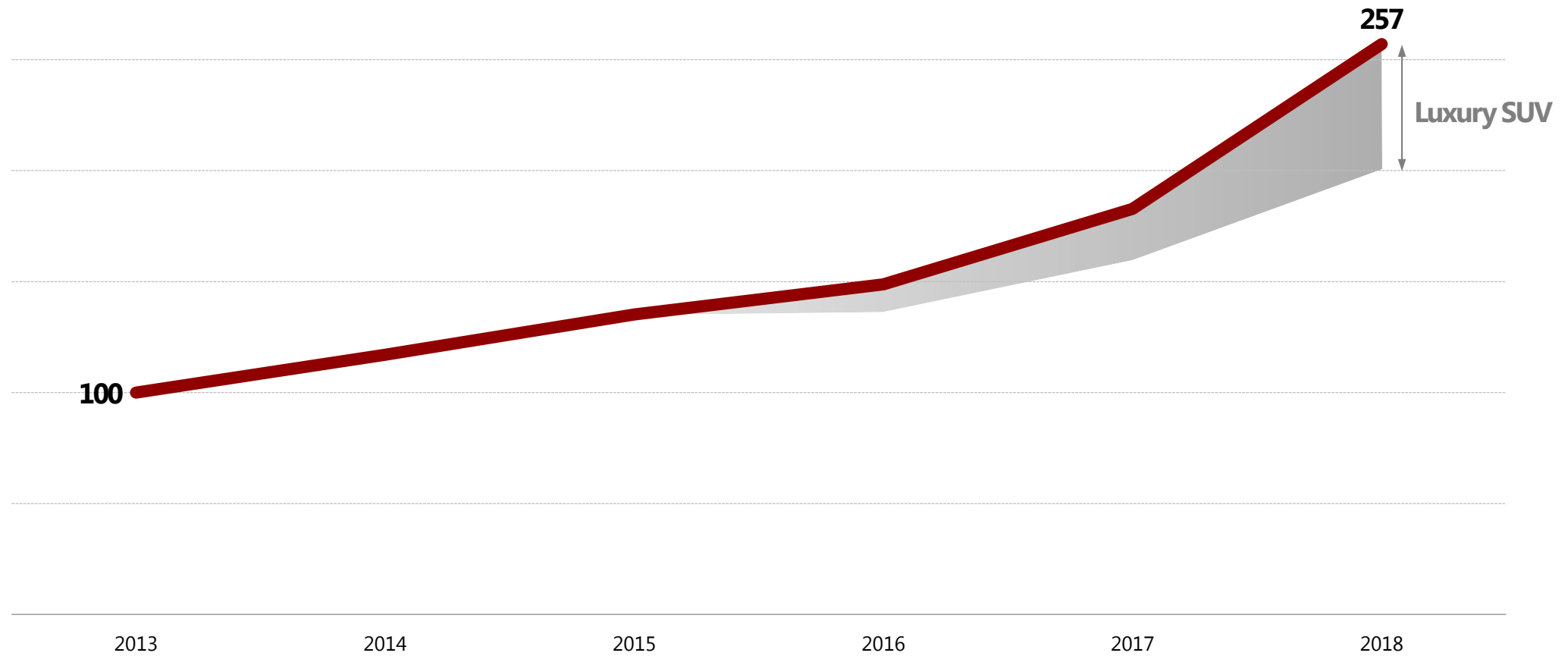
Expand significantly accessible customer base covering growing product segments

Foster versatility and comfort on board thanks to new PHEV product line

GRAN TURISMO MARKET GROWTH



INDEX



Last recent growth acceleration is mainly driven by Luxury SUV segment

THE RETURN OF THE ELEGANT FERRARI GRAN TURISMO



- Unique design inspired by the classic and refined Ferrari Gran Turismo of 1950s and 1960s
- Elegant addition to the Ferrari family
- Perfect combination of comfort on board and Ferrari driving emotions



- Extend Ferrari driving emotions to multiple occasions and passengers
- Best Performance and Fun To Drive in the segment
- Revolutionary accessibility and state of the art comfort on board
- Opportunity for additional product extensions



SPECIAL SERIES



- Unique product concept in terms of design and driving emotions
- Significant delta performance and technological contents vs. base model
- Limited in time and/or in volumes
- Sustaining pricing power



NEW «ICONA» LIMITED EDITIONS



- Timeless design of iconic Ferraris reinterpreted with innovative materials and state of the art technologies
- First chapter of a new product pillar aimed at Ferrari brand ambassadors



A hand-drawn sketch of a Ferrari silhouette, showing the front and rear wings and the central body. The sketch is composed of several overlapping, expressive black lines.

I C O N A F E R R A R I

FERRARI HYPERCAR



- The apex of performance and technological innovation
- Forerunner of new technologies to be applied in future range models
- Foreseen in next mid-term plan with part of investments already included in this plan



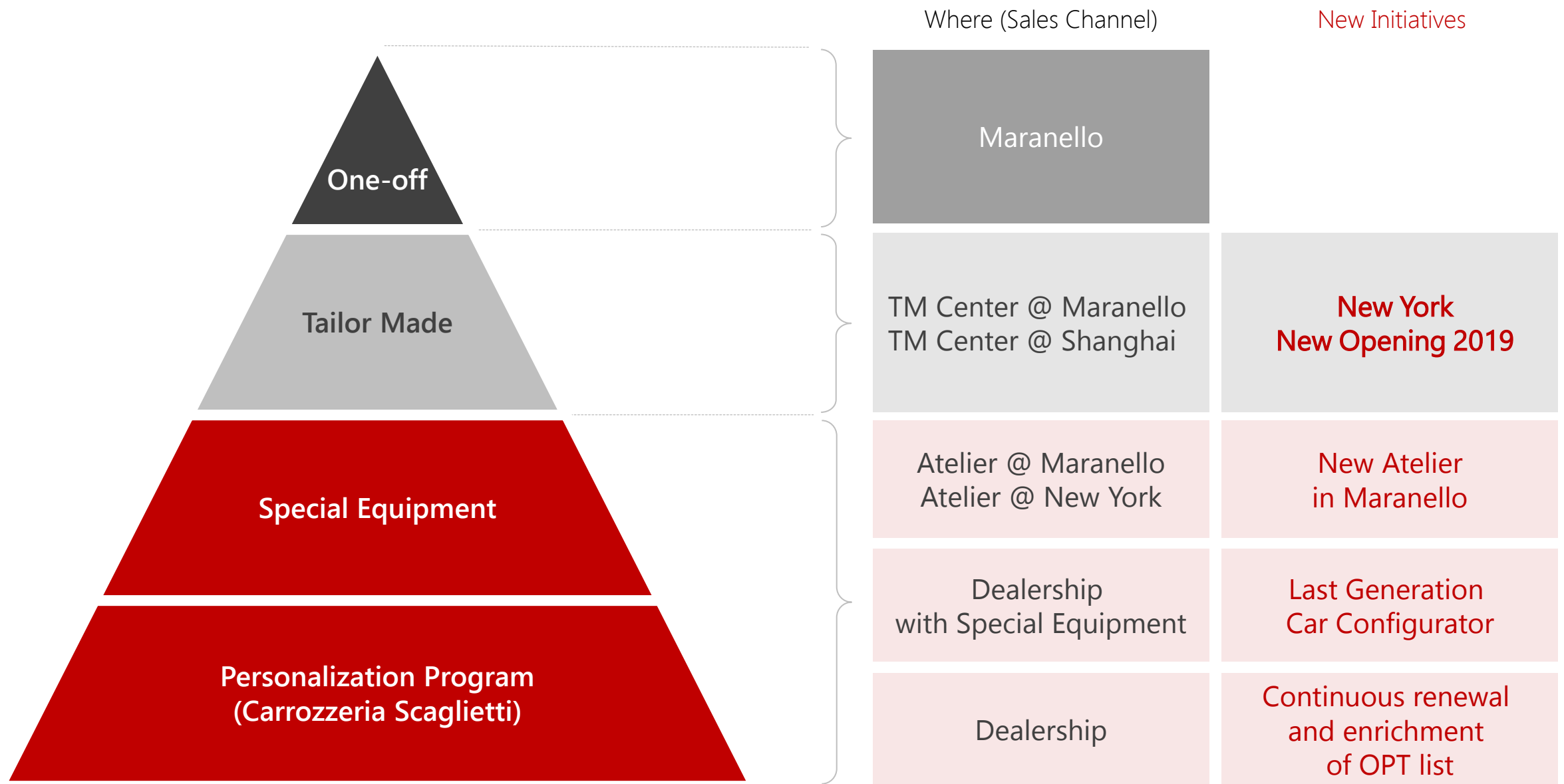
UPCOMING FERRARI PRODUCT LINE UP



- 15 new launches between 2019-22 well balanced across different segments
- ~60% hybrid mix in 2022
- Significant increase in average retail price thanks to price/product mix



FERRARI PERSONALIZATION OFFER





DEALER NETWORK



NETWORK EXCELLENCE

167 Dealers, 189 Points of Sale and 230 workshops covering 60 markets



Global Footprint:

- Showroom +5-10%
- Workshop +20-30%



A Luxury-Focused New Corporate Identity fully deployed by 2019



Already Working on the Point of Sale of the future



PEOPLE & PASSIONE



Fully dedicated,
Ferrari-expert Staff



R-R-R:
Recruit,
Retain,
Reward the Best Talent



New Skills,
with the proprietary
Training of the
Ferrari Academy

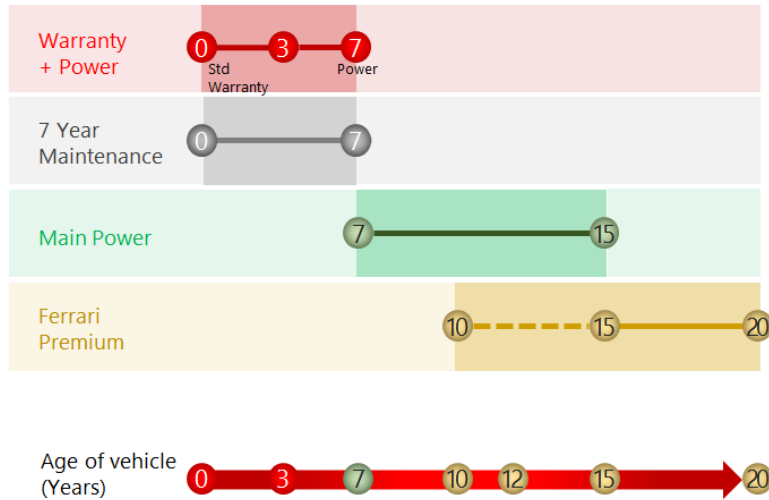


>2,500 PEOPLE EVALUATED AND TRAINED

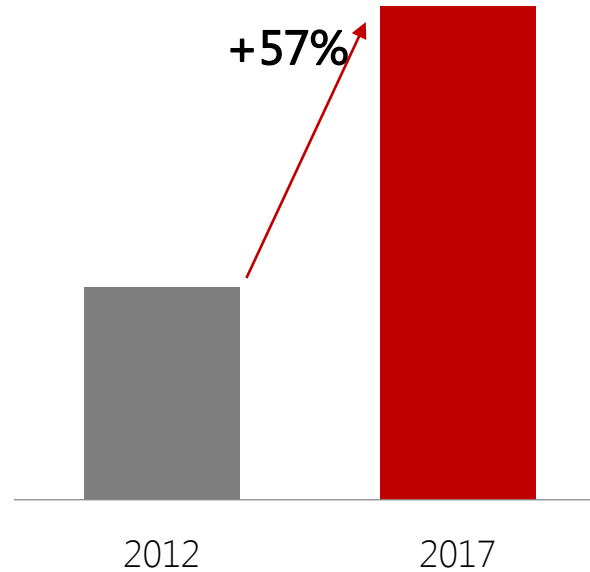
« STATE OF THE ART SERVICE »



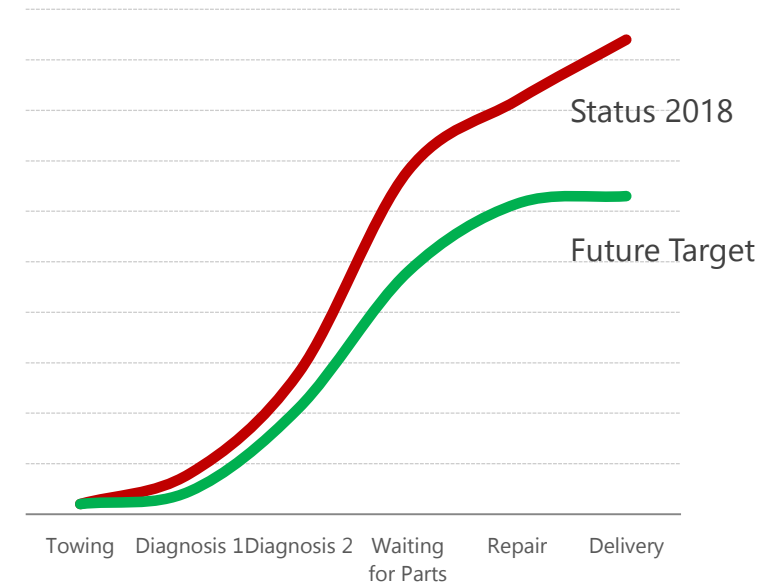
Full control of the entire car park



Product quality Index



Further improvements of the repair time





CUSTOMER EXPERIENCE



THE GROWTH OPPORTUNITY, PRESERVING EXCLUSIVITY



- 18 million^(*) of HNWI in the world
- Ferrari worldwide penetration: 0.05%

FERRARI CUSTOMER EXPERIENCE



**AWARENESS,
RELEVANCE
& ACTIVE
CONSIDERATION**



**PURCHASE
& REPURCHASE**



**EXPERIENCE
& ADVOCACY**

