

Notice of the publication of the offer document pursuant to Art. 38, paragraph 2, of the regulation approved with CONSOB resolution No. 11971 of 14 May 1999, as amended.

MANDATORY TENDER OFFER

pursuant to Art. 102 and 106, paragraph 1, of Legislative Decree No. 58 of 24 February 1998, as amended,
for ordinary shares of

Indesit Company S.p.A.



OFFEROR

Whirlpool Italia Holdings S.r.l.
with registered office at Viale Guido Borghi 27, 21025 Comerio (Varese)

SECURITIES SUBJECT TO THE OFFER

34,244,635 ordinary shares, equal to 29.99% of the share capital of
Indesit Company S.p.A.

PER SHARE CONSIDERATION

EUR 11 per each ordinary share

DURATION OF THE TENDER PERIOD AGREED TO WITH BORSA ITALIANA S.P.A.

from 8:00 a.m. (Italian time) on 3 November 2014 until 5:30 p.m. (Italian time) on 21 November 2014,
inclusive, subject to extensions

CONSIDERATION PAYMENT DATE

28 November 2014, subject to extensions

OFFEROR'S FINANCIAL ADVISOR



INTERMEDIARY RESPONSIBLE FOR COORDINATING THE COLLECTION OF TENDERS



GLOBAL INFORMATION AGENT



Comerio, 30 October 2014. The offer document relating to the mandatory tender offer (the “Offer”) launched by Whirlpool Italia Holdings S.r.l. (the “Offeror”) on the ordinary shares of Indesit Company S.p.A. (“Indesit” or the “Issuer”), approved by Consob with resolution No. 19055 of 29 October 2014, accompanied by the Issuer’s notice approved pursuant to Art. 103, paragraph 3, of Legislative Decree No. 58 of 24 February 1998, and the relevant tender form are available to the public:

- at the Issuer’s registered office at Viale Aristide Merloni 47, 60044 Fabriano (Ancona);
- at the Offeror’s registered office at Viale Guido Borghi 27, 21025 Comerio (Varese);
- at the offices of the Intermediary Responsible for Coordinating the Collection of Tenders at Largo Mattioli 3, 20121 Milan;
- at the offices of the Responsible Intermediaries listed in the offer document;
- on the website of the Issuer (www.indesitcompany.com);
- on the website of the Global Information Agent (<http://sodali-transactions.com>).

Notice to U.S. resident shareholders of Indesit

The Offer described in this notice is made for the shares of Indesit, an Italian company with shares listed on the Electronic Stock Market (MTA) organized and managed by Borsa Italiana S.p.A., and is subject to Italian disclosure and procedural requirements, which are different from those of the United States of America. This notice is neither an offer to purchase nor a solicitation of an offer to sell shares of Indesit. Prior to the beginning of the tender period of the Offer, the Offeror will disseminate the offer document as required by applicable law and shareholders of Indesit should review such document carefully.

To the extent permissible under applicable law or regulation, in accordance with normal Italian practice and pursuant to Rule 14e-5(b)(10) of the U.S. Securities Exchange Act of 1934, as amended, the Offeror, the Issuer and their affiliates or brokers (acting as agents for the Offeror, the Issuer or any of their respective affiliates, as applicable) have purchased since July 10, 2014 (as detailed below), and may from time to time after the date of this notice, and other than pursuant to the Offer, directly or indirectly purchase, or arrange to purchase, shares of Indesit or any securities that are convertible into, exchangeable for or exercisable for shares of Indesit. No such purchases have been made prior to the date of this notice other than (i) the purchase of 5,027,731 shares of Indesit, previously held by Claudia Merloni, by Whirlpool Corporation and (ii) the purchase of 63,896,340 shares of Indesit, previously held by Fineldo S.p.A. and the members of the Merloni family, by the Offeror. Any such purchases will not be made at prices higher than the per share consideration (equal to EUR 11) unless such consideration is increased accordingly. To the extent information about such purchases or arrangements to purchase is made public in Italy, such information will be disclosed as required in Italy by means of a press release, pursuant to Art. 41, paragraph 2, letter c) of the regulation approved with CONSOB resolution No. 11971 of 14 May 1999, as amended, or other means reasonably calculated to inform U.S. shareholders of Indesit. In addition, the financial advisors to the Offeror and the Issuer may also engage in ordinary course trading activities in securities of Indesit, which may include purchases or arrangements to purchase such securities.

Notice released by Whirlpool Italia Holdings S.r.l. and distributed by Indesit Company S.p.A. on request of Whirlpool Italia Holdings S.r.l.