

## Giorgio Frasca

Senior Advisor, Mediobanca



Born on October 13th, 1941 in Rome  
PHD from Rome Law University  
Assistant Professor on administrative law at Rome Law University, specialized in Public Law for Joint Public/Private-owned companies  
Lawyer

**Giorgio FRASCA is actually Senior Advisor of MEDIOBANCA since January 2010.**

**Giorgio Frasca has been appointed in November 2006 Vice Chairman of LAZARD INTERNATIONAL until June 2009.**

**Giorgio Frasca, Senior Vice President of FIAT SpA, was the Head of International Department of FIAT SpA, reporting directly to the Group Chief Executive Officer. He was also Chairman and Chief Executive Officer of FIAT France from 1981 until October, 2006.**

From Billion € 1.5 sales in 1981, FIAT France reached around Billion € 5.5 in 2005 with 11,000 direct and 20,000 indirect employees and 18 manufacturing firms.

FIAT France is the largest installation of FIAT SpA outside Italy and one of the leading multinational Group operating in France.

In the course of his 25 years at the head of FIAT France, Giorgio Frasca managed a significant number of strategic transactions among which the most important ones :

- Full reorganization of Group french activities at financial and patrimonial level including setting up of finance companies to support wholesale and retail sales and leasing activities and negotiation of FIAT / SUEZ / SOFINCO agreements ;
- Setting up of a French automobile component Business Unit (MATRA, MAGNETI MARELLI, JAEGER and SOLEX) ;
- Transaction between FIAT and ALCATEL groups including cross-holdings ;
- Sale of Telecom assets TELETTRA to ALCATEL ;
- Acquisition and disposal of CEAC (industrial batteries) ;

- Transactions FIAT/ RHONE-POULENC, RHONE-POULENC/SNIA and FIAT AVIO / ARIANESPACE ;
- Agreements RIZZOLI / HACHETTE and following dissolution ;
- Coordination of negotiations FIAT / RENAULT with the support of MEDIOBANCA and LAZARD ;
- Acquisition, reorganization and disposal of EUROPE ASSISTANCE group ;
- Acquisition of FRAIKIN and recent disposal ;
- Sundry key real-estate investments.

Since 1981, FIAT France has always been a profit-making company contributing positively to Group mother company's results with regular distribution of dividends.

Furthermore, Giorgio Frasca took an active part in sundry transactions of AGNELLI Group in France such as ACCOR, WORMS, BOLLORE Group.

During his mandate, he settled important institutional operations to promote Group image among which :

- Fondation FIAT France – Institut de France ;
- Tour de France with FIAT AUTO France ;
- Agreements with Ecole Polytechnique ;
- Corporate sponsorship in the context of large exhibitions in France such as « LE SEICENTO, LES ETRUSQUES, ... »

**Giorgio Frasca started his professional activity in 1966 at BANCA NAZIONALE DEL LAVORO**, where he held several positions in various departments of the short term commercial bank in Italy.

On behalf of BANCA NAZIONALE DEL LAVORO, he was appointed **in 1969 Director of the International Banking Consortium** of medium and long term credit called « Société Financière Européenne » and based in Paris.

**In 1973, he joined LAZARD Frères Bank in Paris**, where he participated in various transactions between France and Italy.

**In 1976, Giovanni Agnelli appointed him Managing Director of IFI INTERNATIONAL** to settle his Paris office and follow his foreign investments, notably in Europe.

**In 1978, Giovanni Agnelli and Cesare Romiti gave him the responsibility for opening FIAT USA Headquarters in New York** and appointed him **Chief Executive Officer** to organize and manage FIAT Group investments in the US.

**In 1981, he was appointed Chairman and Chief Executive Officer of FIAT France.**

Giorgio Frasca held in the passed other positions in others companies of FIAT Group (IVECO France, FIAT Finances & Services) and he was also :

- Director of RHONE-POULENC for 6 years and Member of the Audit Committee and of the Merger Committee of RHONE-POULENC and HOECHST Groups (became AVENTIS)
- Member of Supervisory Committee of LE MONDE SA
- Chairman of LE MONDE EUROPE SAS
- Independent Director of GEODIS (SNCF Group)
- Member of the International Advisory Board of DEUTSCHE BANK France
- Member the the Committee for reforming the MEDEF

Now, he is :

- Independent Director of LA COMPAGNIE DES ALPES
- Member of the « SIECLE »
- Knight of the « Legion d'Honneur » (the Legion of Honour)