



GRUPPO CAMPARI STORY



GRUPPO CAMPARI IS A MAJOR PLAYER IN THE GLOBAL BEVERAGE SECTOR, TRADING IN MORE THAN 190 NATIONS AROUND THE WORLD WITH A LEADING POSITION IN THE ITALIAN AND BRAZILIAN MARKETS AND A STRONG PRESENCE IN THE US AND CONTINENTAL EUROPE. THE GROUP HAS AN EXTENSIVE PORTFOLIO THAT SPANS THREE BUSINESS SEGMENTS: SPIRITS, WINES AND SOFT DRINKS. THE GROUP EMPLOYS 2,000 PEOPLE. THE SHARES OF THE PARENT COMPANY, DAVIDE CAMPARI-MILANO SPA, ARE LISTED ON THE ITALIAN STOCK EXCHANGE.

Gaspare Campari, founder, with his family

AN ITALIAN LEGEND IS BORN

In **1860** Gaspare Campari concocted the bright red, mid-proof aperitif that today bears his name. The business started in downtown Milan at the historical Caffè Campari where the Galleria Vittorio Emanuele II is found today, selling a large number of diverse beverages. In **1904**, Davide, Gaspare's son, initiated production at Sesto San Giovanni and limited the company's range to just the Campari brand. In **1926**, Davide began exporting Campari, first to France and then further afield, originating the brand's international presence.

In **1932** CampariSoda, the world's first single serve aperitif, was launched. Fortunato Depero, one of the then most famous futurist artists, designed the bottle, which has become a symbol of everyday design objects.

By the **1960s**, Campari brands were distributed in more than 80 countries. Thirty years later, the number of countries where these brands could be found had doubled.

In early **1990s**, a series of mergers and acquisitions meant the industry consolidated and global groups with wide-ranging portfolios emerged. Gruppo Campari chose to expand through carefully selected acquisitions designed to enhance both the portfolio and shareholder value.





GRUPPO CAMPARI STORY

ACQUISITION STRATEGY

Today Gruppo Campari's portfolio spans a range of sectors and markets: it represents a balanced selection of segments with varying levels of profitability in both mature and emerging markets. The value of its brands, their geographical spread and product variety in leading market positions are the main sources of the company's strength. The first step towards building a world-class portfolio was in **1995** when Gruppo Campari bought Crodino, Cynar, Lemonsoda and a number of other brands.

In **1998** the Group bought a minority stake and world distribution rights (except for the USA) in Skyy Spirits, LLC, owner of SKYY Vodka, the number one domestic premium vodka in the US and the fifth premium vodka globally.

(Source: IMPACT February 2009).

This was part of a strategic alliance with Skyy Spirits, LLC, which became the distributor for the whole Campari portfolio in the USA.

One year later, the company bought Ouzo 12, the anise-based Greek spirit that is a market leader in its category and a best seller in Greece



and Germany. Gruppo Campari also acquired Cinzano, a global leader in vermouth and sparkling wines and one of the most internationally known Italian brands.

In **2001**, the company snapped up leading brands in Brazil such as Dreher aguardente, Old Eight and Drury's. The market offered excellent growth potential.

In **2001**, the Gruppo Campari took control of Skyy Spirits, LLC.

PREMIUM WINES AND APEROL

The following year, in 2002, Gruppo Campari completed its purchase of Sardinia-based Zedda Piras SpA (Mirto di Sardegna), which owned the following brands: Sella & Mosca, a range of prestigious Sardinian wines, the French wines Château Lamargue and the Chinese wines Catai.

In **2003** Gruppo Campari acquisitions included Riccadonna, which is the market leader in Asti sparkling wine in Australia and New Zealand and has significant presence in Italy, Portugal and Russia.

In December **2003** Gruppo Campari announced the purchase of Barbero 1891 SpA, owner of a wide portfolio of brands

including Aperol, Aperol Soda, Barbieri liqueurs, and Mondoro and Enrico Serafino wines.

In **2005** the Group announced the acquisition of Teruzzi&Puthod, one of the leading Tuscan wineries, which produces high-quality wines sold in 20 countries. Its portfolio includes the renowned Vernaccia di San Gimignano portfolio.

SCOTCH WHISKY, X-RATED AND TEQUILA

At the end of **2005** Gruppo Campari also entered the whisky category with the acquisition of Glen Grant and Old Smuggler whiskies from Pernod Ricard. The acquisition included the Glen Grant distillery in Scotland.

In **2007** it entered the tequila business when it bought an 80% stake in Cabo Wabo tequila. Cabo Wabo is one of the fastest growing tequilas in the luxury and super premium category, and was founded by rocker and entrepreneur Sammy Hagar.

In July **2007** Gruppo Campari also announced the acquisition of X-Rated Fusion Liqueur, one of the hottest super premium category brands in the US market.





GRUPPO CAMPARI STORY

EMERGING MARKETS EXPANSION

The whole of **2008** was characterised by a number of acquisitions in strategic emerging markets, such as India, Mexico, Argentina and Ukraine.

In India, Gruppo Campari announced the acquisition of a 26% stake in Focus Brands Trading India Ltd, in an effort to become a player in the Indian spirits and wines business, an attractive market for international premium brands. In Mexico, Campari announced the acquisition of Destiladora San Nicolas, SA de CV. This deal offered significant potential for further expansion into Mexico's growing market for premium spirits through a well-established production and distribution platform. In Argentina, the Group finalised the acquisition of 70% of Argentinian company Sabia SA, which manages a portfolio of strong international and local brands



and is one of the leading distributors of spirits and wines in Argentina.

Last but not least, Gruppo Campari purchased Ukraine-based CJSC – “Odessa Plant of Sparkling Wines”. The business includes a plant and a portfolio of sparkling wine brands led by Odessa. This deal represented an important step towards the further strengthening of Campari's position in key Eastern European markets.

WILD TURKEY JOINS GROUP

In 2009 Gruppo Campari announced the largest acquisition in its history, buying the world's top premium Kentucky bourbon whiskey, Wild Turkey. Along with the iconic Wild Turkey bourbon, American Honey liqueur, a honey and bourbon based cordial, joined the portfolio. In addition to bolstering the company's share of the US premium



spirits market, Gruppo Campari also strengthened its position in key markets including Australia and Japan. The Group also took ownership of the distillery in Lawrenceburg, Kentucky as part of the deal.

As part of its external growth strategy, Campari is also dedicated to expanding its business into new regions by leveraging distribution networks from new third party brands.

Gruppo Campari's mission is to become a highly-profitable top player in the global spirits industry by combining its passion for brand building with entrepreneurial drive and functional excellence. To accomplish that, it embraces a two-pronged approach with external growth through acquisitions and distribution deals alongside focus on organic growth.

Source: Impact's top 100 Premium spirits brands worldwide by company, February 2009





GRUPPO CAMPARI - OUR BRANDS

GRUPPO CAMPARI HAS AN EXTENSIVE PORTFOLIO THAT SPANS THREE BUSINESS SEGMENTS - SPIRITS, WINES AND SOFT DRINKS - AND INCLUDES INTERNATIONAL, REGIONAL AND LOCAL BRANDS.



INTERNATIONAL BRANDS

Campari, Cinzano, SKYY Vodka and Wild Turkey.

REGIONAL BRANDS

Aperol, Cabo Wabo, Cynar, Glen Grant, Mondoro, Ouzo 12, Riccadonna, Sella&Mosca and X-Rated.

LOCAL BRANDS

American Honey, Aperol Soda, Biancosarti, CampariSoda, Crodino, Lemonsoda and Zedda Piras in Italy; Dreher, Drury's and Old Eight in Brazil; Odessa in Ukraine.

An attractive distribution portfolio of other companies' brands completes its quality product offering.

Some of Gruppo Campari's portfolio, called specialty brands, are a unique product in their own category.





GRUPPO CAMPARI – OUR BRANDS

INTERNATIONAL BRANDS

CAMPARI (SPECIALTY BRAND)



Campari, the Group's signature brand, is a spirit made by infusing bitter herbs, aromatic plants and fruit in alcohol and water. With its distinct colour, aroma and flavour, Campari, distributed in more than 190 countries, is world famous as an icon of Italian style and excellence. Campari's recipe has remained unchanged since its inception in Novara in 1860.

Top markets

Brazil
Italy
Germany
France
Japan

CINZANO

(VERMOUTH AND SPARKLING WINES)



Founded in 1957, Cinzano, a global leader in vermouth and sparkling wines and one of the most internationally known Italian brands, has been part of Gruppo Campari since 1999. Its range includes sweet and dry sparkling wines, such as the sweet Asti DOCG Cinzano and the dry Pinot Chardonnay Cinzano as well as Cinzano Vermouths [Bianco, Rosso, Extra-Dry and Rosè]. Cinzano's recipes are unique and have been kept secret for more than 250 years.

Top markets for Cinzano Vermouth

Russia
Germany
Italy
Spain
Brazil

Top markets for Cinzano sparkling wines

Germany
Italy
Russia
Sweden

SKYY VODKA



SKYY Vodka, the No. 1 domestic premium vodka in the United States and the fifth premium vodka globally, has the fewest impurities among leading vodkas. Maurice Kanbar, the inventor of the first Multiplex cinemas on the east coast of the US, in 1988 developed its innovative production method. Skyy Spirits LLC in 1992 introduced SKYY Vodka, the first quadruple-distilled and triple-filtered vodka. It enjoyed 12 consecutive years of double-digit sales growth from 1992. Skyy Spirits LLC joined Gruppo Campari in 2001.

Top markets

USA
Canada
Italy
Australia
Japan

Other SKYY brands are: SKYY Infusions, which launched in 2008, is a unique experience made with premium SKYY Vodka in a variety of mouth-watering flavours; SKYY90, which is blended to 90 proof with Sierra Mountain water, is the first modern luxury vodka.

WILD TURKEY



Wild Turkey is the No.1 authentic premium Kentucky bourbon brand worldwide. Since its introduction, Wild Turkey has maintained a distinctive distillation and ageing process that gives it a smooth taste and a lingering flavour. Wild Turkey uses a differentiated process whereby the bourbon is distilled at a low proof to seal in its flavours. Very little water is added to Wild Turkey, resulting in a full-flavoured authentic bourbon taste similar to what one would get straight out of the barrel. Wild Turkey is a genuine drink with a sought-after "burn" that comes from its high proof, an attribute fundamental to the brand and critical in maintaining its authentic bourbon characteristics.

Main markets

USA
Australia
Japan





GRUPPO CAMPARI – OUR BRANDS

KEY REGIONAL BRANDS

APEROL (SPECIALTY BRAND)



Bright orange in colour, Aperol has a unique bitter-sweet taste derived from an infusion of herbs and roots. It is also unique due to its low alcohol content of only 11%. Aperol originated in 1919 in Padova as a product of the Barbieri Brothers who launched the revolutionary idea of an aperitif with a lower alcohol content. Aperol joined Gruppo Campari's portfolio when Campari bought Barbero 1891 in 2003.

Top markets

Italy
Germany
Austria

CABO WABO TEQUILA



Cabo Wabo tequila is the brainchild of American rock guitarist and tequila connoisseur Sammy Hagar. It originated in 1996 on the back roads of Guadalajara, Mexico, and is produced by a well-established tequila family with deep roots in the fields of Jalisco. Gruppo Campari announced its acquisition of Cabo Wabo in 2007.

Top markets

USA
Mexico
Canada

CAMPARISODA



CampariSoda is a single-serve aperitif with a moderate alcohol content of 10%. CampariSoda was first created in 1932 and is considered the first pre-mixed drink in the world. With its unique and incomparable flavour created by combining an optimal mixture of Campari and soda, it has remained a category leader throughout its history. It is still presented in its signature bottle that was designed in the 1930s by Fortunato Depero. Its unmistakable conical shape remains a design icon of the Italian aperitivo.

Top markets

Italy
Switzerland
Austria
Germany

CYNAR (SPECIALTY BRAND)



Cynar is an artichoke-based bitter. Its distinctive flavour is enriched by an infusion of 13 herbs and plants, making it a completely natural and unique tasting drink. Launched in 1952, Cynar became part of Gruppo Campari in 1995. Only moderately alcoholic (16.5%), Cynar is a modern and versatile drink.

Top markets

Brazil
Italy
Switzerland
Germany
France





GRUPPO CAMPARI – OUR BRANDS

GLEN GRANT (SINGLE MALT WHISKY)



Glen Grant, a single malt Scotch whisky, is the world's No. 3 best-selling single malt whisky and the market leader in Italy. Known for its clear colour and pure taste derived from the purifiers and stills designed by its inventor James Grant, Glen Grant distinguishes itself for its quality, authenticity and versatility.

Top markets

Italy
France
Germany
Spain

SELLA&MOSCA WINES



For over a century Sella&Mosca has been producing prestigious wines in Sardinia. 550 hectares of vineyards with state-of-the-art technology and a strong attention to tradition allows the winery to offer wines of high quality, unifying tradition with innovation. Gruppo Campari acquired Sella&Mosca in 2002.

Top markets

Italy
USA
Germany
Switzerland
Canada

OUZO 12



Ouzo is synonymous with Greece, and Ouzo 12 is one of the most consumed varieties of this aniseed-flavoured spirit worldwide. Ouzo 12 is produced from the distinct aroma of aniseed and obtained from a mixture of aromatic herbs and spices. It has been part of Gruppo Campari since 1999.

Top markets

Germany
Greece
Canada
USA

X-RATED FUSION LIQUEUR (SPECIALTY BRAND)



X-Rated Fusion Liqueur, one of the hottest super premium brands in the US market, fuses ultra premium French vodka and blood oranges from Sicily with mango and passion fruit. It was launched in 2004 by award-winning spirits creators Jean Marc Daucourt and Todd Martin, the former president of Allied Domecq North America, to meet the needs of a luxury market demanding a spirit that was fun, delectable and, above all, pink.

Top markets

USA
Japan
Canada





GRUPPO CAMPARI – OUR BRANDS

KEY LOCAL BRANDS

CRODINO (SOFT DRINK) – THE NUMBER 1 NON-ALCOHOLIC APERITIF IN ITALY



Gruppo Campari's soft drink portfolio includes Crodino, leader in the single-serve non-alcoholic aperitif segment, as well as the Soda range, Crodo soft drinks and mineral water.

DREHER – THE NUMBER 1 BRANDY IN BRAZIL



Dreher, the No. 1 brandy in Brazil, is produced from cane sugar and natural vegetable extracts. Dreher originated in 1910 in the state of Rio Grande do Sul in the country's wine capital, Bento Gonçalves. Dreher has increased its market share since joining Gruppo Campari in 2001.

WILD TURKEY AMERICAN HONEY THE UNITED STATES



Wild Turkey American Honey is an exceptionally smooth liqueur blended with pure American honey and real Wild Turkey Kentucky Straight Bourbon Whiskey. It's perfect served chilled straight from the freezer or over rocks as an after-dinner drink. American Honey is the sweeter, smoother side of Wild Turkey. Launched in 2007, it is the first and only bourbon based honey liqueur in the US market. Since its introduction, Wild Turkey American Honey has experienced double digit growth in the US market.

To know more about the over 40 brands owned by Gruppo Campari, please visit www.camparigroup.com





BOB KUNZE-CONCEWITZ BIOGRAPHY



BOB KUNZE-CONCEWITZ WAS APPOINTED CHIEF EXECUTIVE OFFICER OF GRUPPO CAMPARI IN MAY 2007. HE HAS EMBRACED AND CONTINUED THE GROUP'S AMBITIOUS TWO-PRONGED GROWTH STRATEGY, OVERSEEING A NUMBER OF BRAND ACQUISITIONS WHILE ENSURING ORGANIC GROWTH.

Joining Gruppo Campari in 2005 as Group Marketing Officer, Bob developed and implemented new marketing strategies for most of the Group's core international brands.

Bob launched his international career at Procter & Gamble, where he occupied various positions of increasing responsibility within an international realm. Following numerous assignments in strategic planning and business ownership he became Corporate Marketing Director in the Global Prestige Products division.

An Austrian citizen who was born in Turkey, Bob has studied and worked in many countries. He attended French-style schools in Turkey and Germany before graduating with honours with an Economics degree from Hamilton College in the US. He earned an MBA from Manchester Business School. Fluent in five languages (English, German, French, Italian and Turkish), Bob has worked in Italy, Germany, Great Britain, France, the Benelux, the US and Switzerland.

