

CAMPARI GROUP

PRESS RELEASE

CAMPARI GROUP PRESENTS THE STAMP TO CELEBRATE 160 YEARS OF CAMPARI ISSUED BY THE MINISTRY OF ECONOMIC DEVELOPMENT

The Stamp that reinterprets Leonetto Cappiello's famous work "Lo Spiritello" was unveiled today at Camparino in the heart of Galleria Vittorio Emanuele II

Milan, 14 September 2020

On the occasion of the 160th anniversary of its foundation, Campari Group today presented the "160 Years of Campari" stamp issued by the Ministry of Economic Development and belonging to the thematic series 'Excellencies of the Italian productive and economic system'.

The novelty was announced during the press conference at the Camparino in Galleria with an opening speech by CEO Bob Kunze-Concewitz. *"We are honored to be able to present today the **stamp issued by the Ministry of Economic Development** on the occasion of our 160th anniversary, celebrating **Campari as an excellence of the Italian productive and economic system**. My special thanks go to the Ministry and to **Poste Italiane**, who made it possible to create this splendid stamp that reinterprets a very symbolic work for us: *The Spiritello* by Leonetto Cappiello, an artist who was able to capture the soul of Campari, that spirit of optimism and always looking to the future that has distinguished us from the outset. I also **thank the artist Francesco Poroli**, who was able to reinterpret such an important and significant work for Campari in a contemporary way."*

*"We are honored," said Aldo Davoli, Campari Group's Global Public Affairs and Sustainability Senior Director, "by the tribute that the Ministry of Economic Development has dedicated to Campari Group, including it among 'The excellencies of the productive and economic system', which we have supported since 1860 in all aspects of the entrepreneurial, social and cultural life of our country. The issue of the stamp dedicated to Campari's 160th anniversary represents **an important recognition for a Group that has transformed the ritual of the Italian aperitif into a real source of national pride.**"*

The stamp is rotogravure printed by the **Istituto Poligrafico e Zecca dello Stato S.p.A.** in a limited edition of four hundred thousand copies. The design depicts the reinterpretation of "Lo Spiritello", an advertising poster that became an icon of the Campari brand, created by the Livorno-based artist Leonetto Cappiello in 1921, which portrays the brand's first 'testimonial'. The logo created for Campari's 160th anniversary is reproduced in the center. The stamp is completed by the wording "ITALY" and the tariff indication "B".

160 YEARS OF ITALIAN HISTORY

The history of Campari began in **1860**, when the **liqueurist Gaspare Campari invented the red aperitif that bears his name** and which immediately conquered Milanese society. With his son Davide, gifted with an extraordinary entrepreneurial spirit, Campari experienced a period of great development thanks to forward-looking investments and innovative intuitions.

In **1904, Davide founded the first plant in Sesto San Giovanni**, which began the industrial production of Bitter Campari, and in 1915 he opened Camparino in Galleria, soon a symbol of the aperitif ritual. Collaborating with the best artists of his time, Davide built the Campari brand through the first forms of advertising in Italy, immediately considered as works of art.

Over the years, Davide's heirs have successively obtained **solid results thanks to investments in technology and innovation**, up to the chairmanship of Domenico Garavoglia, who strengthened Campari on the Italian market, both consolidating its international presence and preparing the ground for its extraordinary subsequent growth.

Over the past 25 years, **the company's story has been marked by numerous acquisitions, the listing on the Italian Stock Exchange and the expansion of the portfolio, which** now includes over 50 brands. Besides Campari, some of the most iconic ones are: Aperol, Grand Marnier, SKYY Vodka, Appleton Estate and Wild Turkey. Campari Group has become one of the top players in the spirits sector worldwide.

The company is represented by about **4,000 Camparistas** and currently has **21 in-market companies** and **22 production plants** around the world, with a **distribution network** that reaches **over 190 markets**.

About Campari Group

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses.

Headquartered in Milan, Italy, Campari Group owns 22 plants worldwide and has its own distribution network in 21 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano N.V. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: www.camparigroup.com/en

Please enjoy our brands responsibly

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