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YOU SHOULD BE AWARE THAT THE ISSUER MAY PURCHASE SECURITIES OTHERWISE THAN IN THE CONTEXT OF THE TRANSACTION, SUCH AS IN OPEN MARKET OR PRIVATELY NEGOTIATED PURCHASES.

CAMPARI GROUP

PRESS RELEASE

Completion of the Transaction on 4 July 2020

New ISIN Code starting from 6 July 2020

Information on the Initial Procedures relating to assignment of Special Voting Shares A and registration in the Loyalty Register

Milan, 5th July 2020-With reference to the transfer of the official seat of Davide Campari-Milano S.p.A. (**Campari** or the **Company**) in the Netherlands, with simultaneous transformation into a *Naamloze Vennootschap* (N.V.) governed by Dutch law (**Transaction**), Campari announces as follows.

1. Completion of the Transaction. On 4 July 2020 the Dutch notarial deed for the transfer of Campari's official seat resolved by the extraordinary shareholders' meeting of 27 March 2020 has been executed, with effect on the same date. Therefore, the new company name is 'Davide Campari-Milano N.V.' and the new articles of association have become effective.
2. New ISIN Code. Campari's shares will remain listed on the Mercato Telematico Azionario of Borsa Italiana (MTA) with the new ISIN code (NL0015435975) active from 6 July 2020. No action needs to be taken by the shareholders in this respect.
3. Initial SVS A Assignment. Shareholders of Campari who, as of 4 July 2020, were holders of the increased voting rights benefit (*voto maggiorato*), pursuant to article 127-*quinquies* of the Legislative Decree no. 58 of 24 February 1998 (**TUF**), are automatically registered in the Loyalty Register. Starting on the date of such registration, such Ordinary Shares became Initial Electing Ordinary Shares. Such shareholders are hereinafter referred to as 'Initial Electing Shareholders'.

Initial Electing Shareholders who wish to receive Special Voting Shares A on the Initial Allocation Date A must follow the procedure described in the 'Terms and conditions for the initial allocation of Special Voting Shares A and the carryover of the registration period in the Italian special register' which are available on Campari's website (<https://www.camparigroup.com/en/terms-and-conditions-initial-allocation>).

In particular, the Initial Election Form, which will be made available on Campari's website, must be received by Computershare S.p.A., agent for Campari, within, and no later than, 24 July 2020.

Special Voting Shares A will be assigned no later than 3 August 2020 to eligible shareholders.

4. Carrying over the previous period of registration in Italian Loyalty Register. Shareholders of Campari who, as of 4 July 2020, were registered in the special

register established pursuant to article 127-*quinquies*, paragraph 2, of the TUF but not yet entitled to the increased voting rights (*voto maggiorato*) are entitled to request the Company to consider and carry-over the previous period of registration in the Italian Loyalty Register for the purpose of calculating the two years period of uninterrupted holding of the Ordinary Shares (which constitutes a condition to the assignment of the Special Voting Shares A). Such shareholders are hereinafter referred to as 'Registered Electing Shareholders'.

The Registered Electing Shareholders' who wish to keep their ordinary shares in the special register (and, therefore, carry over the previous period of registration in the Italian Loyalty Register for the purpose of the subsequent allocation of Special Voting Shares A) must follow the procedure described in the 'Terms and conditions for the initial allocation of Special Voting Shares A and the carryover of the registration period in the Italian special register' which are available on Campari's website (<https://www.camparigroup.com/en/terms-and-conditions-initial-allocation>).

In particular, the Registration Confirmation Form, which will be made available on Campari's website, must be received by Computershare S.p.A., agent for Campari, within, and no later than, 24 July 2020.

Capitalized terms used in paragraphs 3 and 4 have the same meaning ascribed to them in the 'Terms and conditions for the initial allocation of Special Voting Shares A and the carryover of the registration period in the Italian special register'.

For further details, please refer to the documentation relating to the Transaction available on the website of Campari, section <https://www.camparigroup.com/en/investor/registered-office-transfer>.

FOR FURTHER INFORMATION

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This press release does not constitute an offer to the public in Italy, within the meaning set forth in Section 1, letter (t) of Legislative Decree no. 58 of 24 February 1998, as subsequently amended and supplemented. The issuance, publication or distribution of this documentation in certain jurisdictions may be restricted by law and, therefore, persons in the jurisdictions in which this document is issued, published or distributed must become informed and comply with such restrictions.

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