

CAMPARI GROUP

PRESS RELEASE

CAMPARI GROUP GOES LIVE WITH A NEWLY REDESIGNED SUSTAINABILITY SECTION

Milan, 24 September 2021

Campari Group renews online the section dedicated to sustainability highlighting its main initiatives, objectives and results in the **constant and growing commitment to create value** in its business areas and in the communities in which it operates.

Renewed design, evolution and expansion of the section that describes the company's approach to sustainability with the **four key areas** through which the commitment of the whole Group is articulated: **People, Responsible Practices, Environment, Community Involvement**.

The new section highlights the Group's ever-growing commitment to issues that are fundamental to corporate responsibility both in the social sphere, for example with the declaration of a **new global strategy to foster diversity, equity and inclusion** in workplaces, and in the environmental field with the definition of the main **environmental targets for 2025 and 2030** in line with the United Nations Sustainable Development Goals for the protection of the planet.

Great attention is also paid to the area of **Responsible Practices**, within which the Group formalized a new **Global Strategy on Responsible Drinking** in 2020, confirming short-medium term commitments from which internal and external initiatives will derive.

The active role that Campari has always played in association with the **world of art, design and cinema** is emphasized in the **Community Involvement** area, but also the promotion of culture in a broader sense, i.e. focusing on **education** through targeted efforts to **support local communities** and **training and learning projects dedicated to young people** to support their integration into the world of work.

Contents are displayed in a **data-oriented** perspective, designed to follow a constantly evolving and updated flow. The renewed design of the section aims to make the information fully usable, extrapolating the most significant and relevant data for the user.

The new section also dedicates space to a selection of the Group's latest initiatives such as [the global energy efficiency and decarbonisation project](#) launched in 2020 and the recent Share buy-back programme to which a [renewable electricity project at the Group's main production site](#), in Novi Ligure, is linked.

*"The newly redesigned sustainability section symbolizes the **culmination of a huge project of strategic evolution in our approach to sustainability**, which in the past year has led us to define important specific objectives and priorities within each key area for the Group, in order to reflect the values and culture of the company."* comments Aldo Davoli, Global Public Affairs and Sustainability Sr. Director in Campari Group.

The new sustainability section is available at
<https://www.camparigroup.com/en/page/sustainability>

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 22 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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