

CAMPARI GROUP

PRESS RELEASE

Campari Group Announces New Chief of Human Resources Officer

Milan, May 21st, 2026- Campari Group announces the appointment of Elena Anfosso as Chief of Human Resources Officer and a member of the company's Executive Team, effective July, 2026.

Elena joins Campari Group following a distinguished career spanning over two decades, with extensive leadership experience across multinational consumer goods and healthcare companies. She brings a strong track record in shaping global HR strategies, leading large-scale transformations and automation initiatives, as well as driving culture change across diverse international markets.

In her most recent experience, Elena held the position of Global HR Lead, Transformation at BAT, having previously covered the role of Regional HR Director for the Americas and Europe. Prior to this, she held senior HR positions at GSK Consumer Healthcare, and earlier in her career she covered senior marketing and commercial roles at Novartis Consumer Healthcare, SC Johnson, and Auchan, building expertise in business operations.

As Chief of Human Resources Officer, Elena Anfosso will drive Campari Group's global people agenda, in line with the company's strategy, further strengthening its culture and its commitment to fostering a dynamic and inclusive workplace where Camparistas can thrive and contribute to the Group's ongoing success.

Elena Anfosso, Chief Human Resources Officer: *'I am excited to join Campari Group, a company I always admired for its unique and distinctive culture. The Group's strong legacy, iconic brands, and clear ambitions for the future closely align with my own commitment to building people-first organisations. In this new role, I look forward to leveraging my experience to further strengthen Campari Group's culture of innovation, inclusion, and excellence, empowering teams to unlock their full potential.'*

Simon Hunt, Chief Executive Officer: *'We are delighted to welcome Elena Anfosso as our new Chief Human Resources Officer. She brings extensive international expertise and a strong track record in leading global HR transformation, balancing culture change, automation, and organizational effectiveness. Her leadership will be a key asset as we continue to evolve our people strategy ensuring it is fully aligned with Campari Group's long-term vision and growth ambitions.'*

CAMPARI GROUP

FOR FURTHER INFORMATION

Corporate Communications

Enrico Bocedi

Tel. +39 02 6225680

Email: enrico.bocedi@campari.com

Marta Andena

Tel. +39 02 6225681

Email: marta.andena@campari.com

<https://www.camparigroup.com/en/page/investors>

<http://www.camparigroup.com/en>

<http://www.youtube.com/camparigroup>

<https://twitter.com/GruppoCampari>

<https://www.linkedin.com/company/campari-group>

Visit *Our Story*

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, spanning across aperitifs, including iconic brands like Aperol and Campari, agave spirits such as Espolòn tequila, whiskeys and rum with Wild Turkey and Appleton Estate, as well as cognac and champagne including Courvoisier and Grand Marnier. Founded in 1860, Campari Group is one of the fastest growing global spirits companies and the undisputed leader in the aperitif category. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. Headquartered in Milan, Italy, Campari Group operates via 24 production sites worldwide and its own distribution network in 27 countries. Campari Group employs approximately 4,800 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: <http://www.camparigroup.com/en>. Please enjoy our brands responsibly.