

CAMPARI GROUP

Campari Group enters into exclusive negotiations for the acquisition of Champagne Lallier

Milan, April 17th, 2020-Davide Campari-Milano S.p.A. announced today that it **has entered into exclusive negotiations with the privately owned French company SARL FICOMA, family holding of Mr Francis Tribaut, (the 'Seller')** for **acquiring an 80% interest**, with a medium-term route to total ownership, in the share capital of **SARL Champagne Lallier and other group companies** (jointly as the **'Company'**). A **put option is granted to the Seller** thereto in such context, whilst the transaction is subject to the completion of French labour law processes.

The Company is the owner of the **Champagne brand 'Lallier'**, which was founded in 1906 in Aÿ, one of the few villages classified as 'Grand Cru' in Champagne, a clear indication of the product's quality. The Company sold approximately 1 million Champagne bottles in 2019, including close to 700,000 bottles of Lallier.

The projected transaction scope includes the **brands, related stocks, real estate assets including owned and operated vineyards, and production facilities.**

With this contemplated acquisition, which would mark the entry of **the first Italian player in the Champagne category**, Campari Group will add a **premium and historical champagne brand, Lallier, mainly sold in selected on-trade outlets and bottle shops, further extending its range of premium offerings to this key channel for brand building.** Moreover, Campari Group will **build further critical mass in the strategic French market** where the Group recently started to sell through its own in-market company.

Upon the hopefully positive conclusion of the negotiations, Campari Group will communicate thereupon and provide the key financial terms of the transaction.

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FOR FURTHER INFORMATION

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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, Campari, SKYY, Grand Marnier, Wild Turkey and Appleton Estate**. 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. Campari 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 21 plants worldwide and has its own distribution network in 21 countries. Campari Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (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.