

## Luca Garavoglia Curriculum vitae

### Biographical notes and education

Born in Milan, Italy on the 27 February 1969. Italian citizen.

In 1988 he received a baccalaureate in classical studies with top grades at Milan's Leone XIII institute.  
In 1994 he graduated in business with top grades from Milan's Università Commerciale Luigi Bocconi.

He speaks English, French and Spanish and literature is one of his hobbies.

### Executive membership

Since 1994 he serves as chairman of Davide Campari-Milano, parent company of the Campari Group, and from 2020 he sits on the Board of Campari Schweiz.

Since he took office, Campari has experienced intense growth and has diversified its international presence, through both organic growth and several acquisitions, i.e.:

- Crodino, Cynar and Biancosarti, acquired in 1994 from Wessanen;
- Ouzo 12 and Cinzano, acquired in 1999 from Diageo;
- the leading Brazilian brands Dreher, Old Eight and Drury's and the leading Uruguayan brand Gregson's, acquired in 2000 from Diageo;
- SKYY Vodka, acquired in 2001 from its inventor Maurice Kanbar;
- Zedda Piras, acquired in 2002 from the Bonomi Group;
- Riccadonna, acquired in 2003 from Bersano;
- Aperol and Mondoro, acquired in 2003 from C&C (then owned by BC Partbers, the private equity fund);
- GlenGrant and Old Smuggler Scotch whiskies, acquired in 2005 from Pernod Ricard;
- Cabo Wabo, one of the leading ultra premium tequilas on the US market, acquired in 2007 from its inventor, rock star Sammy Hagar;
- X-Rated Fusion Liqueur, acquired in 2007 from its inventors;
- Espolòn tequila, acquired in 2008 from its founding family;
- Sabia (now Campari Argentina), an Argentinian spirit company, acquired in 2008 from management;
- Wild Turkey and American Honey, acquired in 2009 from Pernod Ricard;
- Frangelico, acquired in 2010 from William Grant&Sons;
- Sagatiba, a leading super premium cachaça brand, acquired in 2011 from its inventor;
- Lascelles deMercado&Co., a company listed on the Jamaica stock exchange, producing among others, the premium rums Appleton, Wray&Nephew and Coruba, acquired in 2012 from CL Financial, with subsequent tender offer;
- Forty Creek Distillery, a leading independently owned spirits company in Canada, producing, among others, the eponymous Canadian whisky, acquired in 2014 from its founder John Hall;
- Fratelli Averna, with its brands Averna, Braulio and Frattina, acquired in 2014 from the eponymous family;
- Société des Produits Marnier, a company listed on the French stock exchange, producing, among others, Grand Marnier, acquired in 2016 from the eponymous family, with subsequent tender offer;
- Bulldog London Dry Gin, an independently owned brand, acquired in 2017;
- Bisquit Cognac, acquired in 2017 from the South African group Distell;
- Trois Rivières, Maison La Maury and Duquesne Martinican rums acquired in 2019 from Groupe Chevrillon;
- Ancho Reyes and Montelobos and Duquesne, acquired in 2019 from Casa Lumbre;
- Baron Philippe de Rothschild France Distribution (now Campari France Distribution), a company specialized in the distribution of international premium spirits, wine and champagne brands in France, acquired in 2020 from the Rothschild Group;

- Champagne Lallier, acquired in 2020 from Ficoma, the holding of the Tribaut family;
- a 49% participation in Tannico, the leading e-commerce platform for wines and premium spirits in Italy, acquired in 2020 from venture capital P101 and partners.

Under his chairmanship, Campari has become the industry's leader in Italy. It is a major player in the Americas as well as in the Eurozone and has consolidated its presence in the rest of the world, mainly in Australia, China, Japan, Russia and Switzerland.

Today, the Campari Group is present in 190 countries and derives more than 80% of its turnover from international markets.

The Group's main brands are the Aperol, Appleton, Campari, Grand Marnier, SKYY and Wild Turkey franchises and the Ancho Reyes, Averna, Biancosarti, Bisquit, Braulio, Cabo Wabo, Coruba, Cynar, Dreher, Drury's, Duquesne, Espolòn, Forty Creek, Frangelico, Frattina, GlenGrant, Gregson's, La Mauny, Montelobos, Old Eight, Old Smuggler, Ouzo 12, Sagatiba, Trois Rivières, Wray&Nephew, X-Rated Fusion Liqueur and Zedda Piras brands in spirits; the Cinzano, Lallier, Mondoro and Riccadonna franchises in wines and the Crodino franchise in soft drinks.

Moreover, under his tenure, the Group:

- in 2001 it was listed on the Milan stock exchange;
- in 2002, 2003 and 2009 it finalised three private placements on the US market of, respectively, US\$170, US\$300 and US\$250 million, with maturities between 7 and 15 years which were among the most successful issues ever made by an Italian company;
- in 2015 it successfully launched a €600 million unrated five-years Eurobond, following the previous 2012 €400 million seven-years and 2009 €350 million seven-years issues, the latter having effectively reopened the Eurobond market for Italian unrated issuers after many years;
- in 2017 it successfully completed the placement of an unrated 7-year bond issue and an unrated 5-year bond issue, targeted at institutional investors, of, respectively, €100 million and €50 million. At the same time, it launched a tender offer on certain previously issued existing notes of €400 million with maturity 25 October 2019 and €600 million with maturity 30 September 2020;
- in 2019 it successfully placed a €150 million unrated 5-year bond issue with fixed rate reserved for institutional investors;
- in 2020 the Group completed the issuing of a new 7-year Eurobond of €550 million at a coupon of 1.25;
- in 2020 it transferred its corporate seat to the Netherlands.

### Non executive membership

Past roles:

- between 2016 and 2019 he participated into WPP's Italian Advisory Board;
- between 2014 and 2017 he seated on the board of directors of Coesia, a global group of industrial solutions;
- between 2013 and 2016 he served on the strategic committee of Fondo Strategico Italiano, the Italian sovereign fund, controlled by Cassa Depositi e Prestiti;
- between 2013 and 2014 he was a member of the board of directors, the control and risk committee and the remuneration and appointments committee of Amplifon, world leader in the business of hearing loss treatment, listed on the Italian stock exchange;
- between 2012 and 2015 he was a member of the board of directors and of the control and risk committee, that he chaired from 2013 to 2015, of RCS MediaGroup, a leading media company listed on the Italian stock exchange. From 2014 to 2015 he also sat on the remuneration and appointments committee;

- between 2011 and 2019 he was a member of the Borsa Italiana Corporate Governance Committee;
- between 2011 and 2019 he served among the Industrial Partners advisory network of InvestIndustrial, a private equity fund, active mainly in Italy and Spain;
- between 2007 and 2010 he sat on the board of directors of Indesit Company, a leading electric household appliances group listed on the Italian stock exchange, where he also served as a member of the innovation and technology committee;
- between 2003 and 2012 he sat on the board of directors of FIAT (now part of Stellantis), then Italy's largest industrial group, listed on the Italian stock exchange, where he also served as a member of the audit, nominating, corporate governance and sustainability and of the compensation committees;
- between 1999 and 2002 he was a board member of Banca Popolare di Lodi, Italy's then ninth banking group, listed on the Italian stock exchange.

### Other roles

#### Current:

- since 2019 he is a member of the San Telmo Foundation's Board;
- since 2019 he is a member of the Family Advisory Council of the Saïd Business School, Oxford;
- since 2003 he is a member of the Giunta (governing body) of Assonime, Associazione fra le società italiane per azioni, where he also seats on the chairman's committee since 2015. He is vice chairman since 2017 and a board member since 2004.

#### Past:

- in 2019 he was a member of the Italian Committee of Market Operators and Investors of Consob;
- between 2016 and 2019 he was a member of the Advisory Board of Confindustria and between 2008 and 2012 he chaired its tax and corporate governance committee;
- between 2006 and 2013 he was vice chairman of EuropeanIssuers, European listed companies' association;
- between 2004 and 2019 he was a member of the Italian council (that he also chaired from 2004 to 2009) of INSEAD, Fontainebleau, Europe's most highly regarded business school;
- between 2004 and 2017 he was a member of the board of directors of Federvini and since 2005 he was also its vice president. Besides, between 2004 and 2008 he served as vice president of Federvini's Sindacato Nazionale 'C', representing the spirits producers' constituency;
- between 2001 and 2007 he served on the board of directors of AidAF-Associazione Italiana *delle* Aziende Familiari, the Italian chapter of the international association F.B.N.-The Family Business Network, which regroups all the most important Italian family-controlled companies. He also served as chairman of the lobbying committee, in charge of lobbying activities on behalf of associated companies;
- between 2003 and 2004 he was a member of the executive committee of the aforementioned International association F.B.N.-The Family Business Network.

### Charity

#### Past roles:

- between 2011 and 2019 he was a member of the board of directors of Fondazione Telethon;
- between 2006 and 2009 he served as a member of the board of directors of Fondazione dell'Istituto Europeo di Oncologia;
- between 2005 and 2017 he was a member of the board of directors of FAI-Fondo per l'Ambiente Italiano and between 2006 and 2017 he also served as a member of the executive board;
- between 1999 and 2004 he was vice chairman of Fondazione Orchestra Guido Cantelli, a non-profit organisation active in promoting and financing educational programmes for promising young musicians.

## Decorations

In 2007 he received the Paul Harris Fellow recognition from the Rotary Club Milano Porta Vittoria.

In 2006 he received the medal of the Order of Grimaldi from Albert II, Prince of Monaco.

## **ROBERT KUNZE-CONCEWITZ**

Robert Kunze-Concewitz, an Austrian citizen, was born in Istanbul (Turkey), in 1967. After graduating from Hamilton College (USA), he earned an MBA from the Manchester Business School. Bob joined Procter & Gamble as FP&A analyst, position that he covered for two years. He then continued his career in the marketing department occupying various positions of increasing responsibility within an international realm. Following numerous assignments in strategic planning and business ownership he became Group Marketing Director in the Global Prestige Products division. He joined Campari Group as Group Marketing Director in October 2005 developing and implementing new marketing strategies for the Group's international brands. Since May 2007, he is Chief Executive Officer of Campari Group.

Robert is also Board Member of Lavazza S.p.A. and Imperial Brands PLC.

## **PAOLO RINALDO ANTONIO MARCHESINI**

Paolo Rinaldo Antonio Marchesini, an Italian citizen, was born in 1966, in Milan where he took his degree in Economics and Business Administration from Bocconi University in Milan. He joined a private consultancy firm in 1991. Since 1993, he is a Professional Chartered Accountant and a Registered Accounting Auditor of the Italian Ministry of Economy and Finance. Paolo joined the Group in 1997 occupying various positions in the Finance division. In 2000 he was appointed Chief Financial Officer. In 2001, he joined the Board of Directors of Davide Campari-Milano S.p.A. and was appointed Managing Director in 2004. During his 22-year tenure as Group CFO, he led in 2001 the IPO of Davide Campari-Milano SpA at the Italian Stock Exchange, developed an effective relationship with the Investors' Community and managed several deals supporting the Group's expansion through external growth. In 2015 he has been assigned the additional responsibility of Group Information Technology and Global Supply Chain.

Paolo is also Board Member of Borsa Italiana S.p.A. since 2016.

## **FABIO DI FEDE**

Fabio Di Fede, an Italian and Australian citizen, was born in 1972 in France where he completed a Master in International Business Law at the University of Aix-Marseille. He also graduated from the Master of Commerce Program of the University of Sydney.

He began his career at Ernst & Young in Monaco and then joined Campari Group in 1999 as International Legal Counsel to become Business Development Manager in 2003. He then joined Campari International in 2008 to take the Market Development Director role, quickly rising to the position of Deputy Managing Director the following year. In March 2011, Fabio was appointed Managing Director International.

After serving as CEO of a family office based in Monaco, Fabio joined the Société des Produits Marnier-Lapostolle in May 2016 as Managing Director. Starting from January 1 2018, Fabio Di Fede holds the position of General Counsel and Business Development Officer and also the position of secretary of the board.

## CURRICULUM VITAE

# ALESSANDRA GARAVOGLIA

### Personal data

Born on February 6th, 1960 in Rome  
Divorced, three children  
Italian citizen

### Education

#### **State University of Milan**

Academic year: 1985 – 1986 :

University degree in Modern Foreign Languages and Literatures

Title of thesis : Domestic universe in the literary cycle: “Little Women”

### Languages

Italian  
English  
French

## **Eugenio Barcellona**

Eugenio Barcellona, an Italian citizen, was born in Catania, Italy in 1969. He graduated in law from the University of Catania in 1993 and subsequently he specialised in corporate law at the Catholic University of the Sacred Heart (*Università Cattolica del Sacro Cuore*) of Milan writing his first monograph. From 1994 to 1995 he was Visiting Scholar at Harvard Law School in Cambridge, MA, and in 2001 at the Law School of the Albert-Ludwigs-Universität, in Freiburg, Germany. In 1996 he joined Grande Stevens Law Firm in Turin, Italy, where he became equity partner in 2000. In 2011 he joined the partnership of Pedersoli Studio Legale, where he is practicing corporate and commercial law and litigation still today. Since 2005, he is Associate Professor of Corporate Law at the University of Eastern Piedmont. Since 2013 is qualified as Full Professor of Corporate Law. Eugenio Barcellona is author of several articles and books in corporate and financial law relating in particular to governance issues, agency problems and gatekeepers institution.

## **Mr. Emmanuel Babeau**

### **PMI Chief Financial Officer**

Mr. Babeau, a French citizen, 55 years old, was appointed as PMI Chief Financial Officer in May 2020. Prior to joining PMI in May 2020, Mr. Babeau served as the Deputy Chief Executive Officer of Schneider Electric, an energy and automation digital solutions company. In this position he was in charge of Finance and Legal Affairs. Mr. Babeau joined Schneider Electric in 2009 as Executive Vice President Finance and a member of the Management Board. Mr. Babeau started his career in 1990 at Arthur Andersen, and from 1993 to 2009, he progressed through various positions at Pernod Ricard, a beverage company, the latest being Chief Financial Officer and Group Deputy Managing Director. Mr. Babeau also served on the board of Sanofi S.A. from 2018 until 2020, and as a non-executive Director at Sodexo, a French food services and facilities management company, from January 2016 until December 2021.

## **Margareth Henriquez PhD**

### **CEO of Maison Krug**

Margareth Henriquez, 65 years old, Dutch/Venezuelan citizen, is a seasoned professional with over 43 years of experience, 32 of which she has spent as President and/or CEO of multinational or global companies in Venezuela, Mexico, Argentina and now France.

In these top management roles, Henriquez has become renowned for developing and implementing the right strategies to manage companies in difficult contexts and circumstances, leading their way to success. Over these 32 years, she has contributed to the growth of different companies producing and distributing wine and spirits in Venezuela, food in Mexico, as well as sparkling and still wines in Argentina. Since 2009 she is President and CEO of the House of Krug in Reims.

Margareth Henriquez, better known as Maggie, was also president of the Association of Manufacturers in Venezuela and Mexico. She actively participated in the transformation of the wine Industry of Argentina, where she became deeply connected with viticulture and winemaking over the eight years she spent at the head of Moët Hennessy's properties in the country. During her career, Maggie was also a member of the international executive committees of Seagram, Nabisco, Moët Hennessy (Latin America, Caribbean, Canada and Middle East), Moët Hennessy Estates Wines and now belongs to the Moët Hennessy International Executive and Operational Committee. While living in Mexico, Maggie was a Professor of New Product Development for International Markets and Strategic Alliances at the Universidad Panamericana for the post graduate and Master's programs. She has also conducted seminars on topics ranging from Wine, Champagne, Luxury Brand Building, Strategy and Marketing Facing Crisis, Leadership and Women's Development. Among other recognitions, she was honored with the title of "Keeper of the Quaich" by the Scotch Whisky Association in 1993. In 2008 for the tenth consecutive year, she was named among the top five executives of the year by the Argentinian Fundación Konex which promotes talent and culture in all its expressions. In 2013 she was recognized as Woman of the Year by Drinks International, the UK's most important trade publication. In 2018 Maggie ranked 37th among the 200 most influential people in the wine industry by the Revue du Vin de France and was designated one of the sector's 10 most influential women, a category that was not ranked. In 2020 she was recognized as Personality of the Year by Bettane et Dessauve, most important wine guide in France, and in 2021 she was appointed as Chevalier de la Legion d'Honneur by the French Government (Reserve of the President). She is also the mother of two sons and the grandmother of four children.

## **Christophe NAVARRE**

Sixty-three years old, Christophe Navarre was born in Belgium and earned a degree in Business Administration from Liege University before joining the CONTINENTAL BANK in 1980. He later moved to EXXON where he first held Marketing and Sales responsibilities with the ESSO GROUP.

In 1989, he joined INTERBREW where he successfully headed a number of subsidiaries while developing a strategy based on the promotion of premium brands and the launch of very innovative products. Starting as Managing Director of Brasseries Bellevue, he later became Chief Financial Officer of Interbrew Belgium, then President of Interbrew Italy before being appointed as the head of the French subsidiary in 1995.

Christophe Navarre joined the LVMH Group in 1997 as President and CEO of JAS Hennessy & Co where he was deeply involved in restructuring the company while securing its leading position in the cognac industry.

In May 2001, he was appointed CEO of Moët-Hennessy, the Wine and Spirits division of LVMH, the world's leading luxury good company. He manages the prestigious champagne brands Moët & Chandon, Dom Pérignon, Mercier, Veuve Clicquot, Ruinart and Krug as well as Hennessy, Glenmorangie and Ardbeg Scotch whiskies, Belvedere vodka and several wines of the New World.

In October 2017 he left LVMH to start a new career as an entrepreneur and amongs other investment he created his own company in Monaco to become the main shareholder of Vivino. Vivino is the worldwide leader in wine applications. He has been chairman of the board.

Among his various achievements, Christophe Navarre completed the European Marketing course at INSEAD in Fontainebleau. The father of four children, he finds solace in family life, golf and motor sports, while cultivating an entrepreneurial spirit with real passion.

Christophe Navarre was named « Officier de la Légion d'Honneur », « Commandeur de l'Ordre du Mérite Agricole » in France « Commandeur de l'Ordre de Léopold II » and « Officier de l'Ordre de la Couronne » in Belgium and « Chevalier de l'ordre de saint Charles » in Monaco.

Among his other official positions, Christophe Navarre served as a Board Member of the Comité Colbert, Member of the HEINEKEN Supervisory Board and Chairman of the FEVS (Fédération des Exportateurs de Vins et Spiritueux).

He is currently Chairman of the board of Vinexposium and board member of SBM (Société des Bains de Mer in Monaco) and Advini. Also, he has acquired the vineyards “Château Farguet” in Saint-Emilion, Bordeaux.

Otherwise, Christophe Navarre’s member of the board & investor in : Vivino, Alain Ducasse Group, Seven Tails Distillers Ltd and Dominique London NV.

## JEAN MARIE LABORDE

**Name:** Jean-Marie Laborde

**Age:** 73

**Nationality:** French

**Profession:** strategy adviser & Board member

**Other positions and Directorship:**

- Breakthru Beverage Group USA

Group Board Director

- Spirit of Waterford Distillery Limited ( UK/ IRELAND)

Shareholder and Board Director

- Renegade Spirit Grenada Limited ( UK/ GRENADA)

Shareholder and Board Director

- CAMPARI shares hold : None today

- Remy Cointreau 2004-20014

Group CEO

- Maxxium worlwide Amsterdam 2004-2009

Chairman of the board

- LVMH 1996-2003

President and CEO Moët&Chandon ( Moët&Chandon, Dom Perignon,Ruinard, Pommery, Mercier) .

Vineyards and wineries in California, Argentina, Brazil, Spain, Australia ,Germany.

President and CEO Moët Hennessy-Diageo JV for distribution in France

- Pernod Ricard 1979-1996

President and CEO Campbell Distillers ( scotch whisky )1980-1984

CEO then President and CEO 1984-1996 of Ricard

- Renault 1975-1979

Project manager for International Finance

Controller for industrial sister companies

**Education:** Master degree in Economics 1972

MBA of HEC business school 1975



## LISA VASCELLARI DAL FIOLE

### EDUCATION

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- Enrolled in the department of **Law** at Università degli Studi di Milano Bicocca
- September 2012 – **Master’s degree *cum laude* in Corporate Taxation** at Università Bocconi in Milan (Thesis title: “International taxation of artists”)
- March 2008 – **Degree in Law and Business Administration** at Università Bocconi in Milan (Thesis title: “Restrictions, perspectives and criticalities in the recognition of intangible assets in IFRS financial statements”; grade: 110/110)
- July 2005 – **Bachelor’s Degree in Law and Business Administration** at Università Bocconi in Milan (Thesis title: “The audit of companies in financial distress situations”; grade: 105/110)
- July 2002 – **Scientific high school Diploma** at Liceo Scientifico G. Marconi in Conegliano (TV); grade: 100/100
- Other education programmes: several specialization courses on Transfer Pricing at International Bureau of Fiscal Documentation (IBFD), in Amsterdam; specialization course on “Law and taxation in the art market” organised by Sole24Ore (Italian financial newspaper) and the Cultures Museum of Milan (MUDEC)

### PROFESSIONAL HISTORY

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- From January 2022: **Independent** tax and corporate consultant
- June 2011 – December 2021: Associate at **Studio Legale e Tributario Biscozzi Nobili Piazza**, tax and legal firm in Milan, member of **WTS Global** network (relevant experience on corporate and group taxation, national and cross border reorganizations, transfer pricing, patent box, support to start-up and SME’s on growth processes)

Place and date of birth: Conegliano (TV - Italy), 1st June 1983

- March 2009 – May 2011: Associate at **Studio per il Controllo Contabile-Analisi e valutazioni d’azienda, accounting firm** in Milan (material experience on accounting and financial advisory, economic valuation, business plan, international accounting standards)
- July 2007 - February 2009: Junior Associate at Pricewaterhouse Coopers S.p.A. (**PWC**), audit firm in Milan

## MEMBERSHIPS AND POSITIONS

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- Enrolled on the Association of Chartered Accountants and Accounting Experts (**Ordine dei Dottori Commercialisti ed Esperti Contabili**) in Milan
- Member of **Nedcommunity** (Italian Association of Non-Executive Directors, member of EcoDa – The European Voice of Directors)
- From September 2021: Non-Executive Director at **ABC Company S.p.A.** (advisory company and permanent capital vehicle, listed at Euronext Growth Milan)
- From April 2020: Member of the Statutory Board (Sindaco Effettivo) at **Costacurta S.p.A. – VICO** (industrial non listed company)
- June 2014 – July 2019: Member of the Statutory Board (Sindaco Effettivo) at **ACF Fiorentina S.p.A.** (Italian Premier League football club)
- Director at Società Agricola San Vito S.S. (Italian partnership, small family business)

## PUBLICATIONS AND CONFERENCES

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- Speaker at several conferences, education programmes, workshops (in presence or online) at **ELITE** (business unit of Italian Stock Exchange – Euronext Group) and **AIDC** (Associazione Italiana Dottori Commercialisti – Italian Association of Chartered Accountants)
- Author of “Tax Governance Survey” published by Nedcommunity
- Author for tax specialised newspapers / magazines (e.g.: “Sole24Ore”, “Diritto Bancario”, “The Transfer Pricing Law Review”)

Place and date of birth: Conegliano (TV - Italy), 1st June 1983

## FOREIGN LANGUAGES AND IT SKILLS

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- Italian – mother tongue
- English – fluent
- French - intermediate
- Microsoft Products, Bureau Van Dijck and Royalty Range databases

## OTHER PERSONAL INFORMATIONS

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- I'm married with one daughter
- I'm promoter of women networking and of the active role of women in business and family
- I'm passionate about education and a firm believer in personal talents and value appreciation
- I have attended the Wise Humanity personal growth and leadership program, a journey of self-reflection and empowerment
- I've been studying piano and music composition at Venice and Milan Conservatory
- I love photography, art and innovation

<b>Candidates</b>	<b>Number of Company shares held by non-executive directors</b>
LUCA GARAVOGLIA	Luca Garavoglia indirectly controls Lagfin S.C.A. which: (i) holds no. 626,382,132 ordinary shares and no. 592,416,000 special voting shares A of the Company; and (ii) sold n. 2,331,000 outstanding put options on the Company's ordinary shares.
ALESSANDRA GARAVOGLIA	None
EUGENIO BARCELLONA	350,000
EMMANUEL BABEAU	None
MARGARETH HENRIQUEZ	None
CHRISTOPHE NAVARRE	None
JEAN MARIE LABORDE	None
LISA VASCELLARI DAL FIOLE	None