

# CAMPARI GROUP

## Campari Group acquires Bisquit Cognac for an enterprise value of € 52.5 million

Milan, December 20<sup>th</sup>, 2017-Campari Group announced today that it has **signed an agreement to acquire Bisquit Dubouché et Cie. from South Africa based Distell Group**. The company, **owner of Bisquit Cognac, is a cognac producer located in the heart of the French city of Cognac.**

The **Enterprise value is € 52.5 million** and the price is subject to the customary price adjustment mechanisms. The acquired business includes the inventory, particularly **maturing stock valued approx. € 33 million**, the trademarks as well as production facilities consisting of warehouses, blending cellars and a bottling plant.

The deal is **expected to close during the first quarter of 2018.**

**Established in 1819 by Alexandre Bisquit, the Bisquit Cognac brand is renowned for its excellence and luxuriousness, thanks to its unique distillation process that allows a superior concentration of aromas and smoothness.** The brand offering includes a **classic range of cognacs**, namely **Bisquit V.S. Classique, Bisquit V.S.O.P., Bisquit Prestige and Bisquit X.O.**, together with **rare collections and limited editions**, characterized by craft and unique features.

The **Bisquit Cognac brand** is expected to achieve pro-forma net sales of approx. € 9 in million in FY2018. The **brand's key markets** include **South Africa, Belgium, Global Travel Retail and Switzerland.**

Bob Kunze-Concewitz, Chief Executive Officer: *'We are very pleased to have acquired Bisquit Cognac, as it gives us the opportunity to **expand our offering into the premium and growing cognac category**. Thanks to the super premium brand Bisquit Cognac and its strong heritage, we **further enhance our premium brands portfolio, driving richer product mix**. Moreover, we acquire a **significant stock of high quality cognac and take full control of the cognac ageing process, thus enabling brand innovation opportunities in the future**. From a distribution standpoint we **further strengthen our route-to-market, particularly in our recently established South African market, with potential upsides to further develop the newly acquired business internationally, particularly in US and China, the key regions for the premium cognac category**. Moreover we **further increase our exposure to the premium on-premise distribution channel, across both developed markets and emerging markets**.'*

### CLOSING THE DISPOSAL OF THE LEMONSODA BUSINESS

With regards to the agreement signed by Campari Group to sell the Lemonsoda business to Royal Unibrew A/S, as for Company announcement of October 4<sup>th</sup>, 2017, the conditions for the disposal are now satisfied and the transaction is expected to be completed on January 2<sup>nd</sup>, 2018.

# CAMPARI GROUP

## FOR FURTHER INFORMATION

### Investor Relations

<b>Chiara Garavini</b>	Tel. +39 02 6225 330	Email: <a href="mailto:chiara.garavini@campari.com">chiara.garavini@campari.com</a>
<b>Jing He</b>	Tel. +39 02 6225 832	Email: <a href="mailto:jing.he@campari.com">jing.he@campari.com</a>
<b>Thomas Fahey</b>	Tel. +44 (0)20 31009618	Email: <a href="mailto:thomas.fahey@campari.com">thomas.fahey@campari.com</a>
<b>Elena Tiozzo</b>	Tel. +39 02 6225 290	Email: <a href="mailto:elena.tiozzo@campari.com">elena.tiozzo@campari.com</a>

### Corporate Communications

<b>Enrico Bocedi</b>	Tel.: +39 02 6225 680	Email: <a href="mailto:enrico.bocedi@campari.com">enrico.bocedi@campari.com</a>
----------------------	-----------------------	---

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

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

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

<https://twitter.com/GruppoCampari>

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, 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**. Campari 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 18 plants worldwide and has its own distribution network in 20 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