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CAMPARI GROUP

Sale of Campari shares by certain employees, following the concurrent exercise of stock options, via a block trade transaction

Milan, May 13th, 2019 - Davide Campari-Milano S.p.A. (**'Campari'**) announces that an amount of 6,903,053 Campari shares (**'Shares'**), which will be purchased by 49 stock option beneficiaries (**'Relevant Beneficiaries'**) following exercise of stock options in accordance with the terms and conditions of the applicable Campari's Stock Options Regulation, will be simultaneously sold by the Relevant Beneficiaries via a block trade.

The relevant stock option grant, which is part of an ongoing long-term incentive plan consisting of multiple rolling grants, was approved by Campari shareholders' meeting on April 27th, 2012. In particular, under this 2012 plan, on May 11th, 2012, stock options were assigned (i) with a seven-year vesting period, (ii) a subsequent two-year exercise period and (iii) a strike price equal to EUR 2.62 (each option entitling the beneficiary to purchase one Campari share). Currently, net of certain early exercises and cancellations (for early retirements or employment terminations), the outstanding stock options assigned in 2012 are equal to 15,852,997 (inclusive of the above 6,903,053 options) and are distributed across 135 beneficiaries (inclusive of the Relevant Beneficiaries).

In order to ensure an orderly process for the sale of the 6,903,053 Shares by the Relevant Beneficiaries (corresponding to approx. 0.6% of Campari's share capital), the above transaction will be fully implemented through a block trade with Goldman Sachs International that will then launch the distribution of the Shares to institutional investors only.

Amongst the Relevant Beneficiaries, Robert Kunze-Concewitz, CEO of Campari Group, will exercise 1,330,000 options (corresponding to approximately 27% of the overall amount of all his grants) and will sell the resulting 1,330,000 Campari shares; Paolo Marchesini, CFO of Campari Group, will exercise 950,000 stock options (corresponding to approximately 28% of the overall amount of all his grants) and will sell the resulting 950,000 Campari shares.

As disclosed by Campari on April 16th, 2019, Robert Kunze-Concewitz continues to own 300,170 Campari shares that are not part of this transaction.

The terms of the stock option exercise and the Share sale transactions will be disclosed upon their completion pursuant to applicable laws and regulations.

FOR FURTHER INFORMATION

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Goldman Sachs is acting on behalf of the Relevant Beneficiaries only and no one else in connection with any offering of the Shares and will not be responsible to any other person for providing the protections afforded to its clients nor for providing advice in relation to any offering of the Shares.