

# CAMPARI GROUP

## Campari Group enters into exclusive negotiations and grants a put option to Groupe Chevrillon in relation to the acquisition of French rhums Trois Rivières and La Mauny

Milan, July 20<sup>th</sup>, 2019-Davide Campari-Milano S.p.A. announced today that it **has entered into exclusive negotiations with Compagnie Financière Chevrillon** and a group of minority shareholders (the 'Sellers'), and granted thereto in such context a put option, with a view to **acquire the French company Rhumantilles SAS**, owner of 96.5% of the **Martinique based company Bellonnie & Bourdillon Successeurs**.

An **iconic 'Rhum Agricole' producer** with **secular know-how rooted in craftsmanship and French Caribbean tradition**, Bellonnie & Bourdillon Successeurs is the owner of **Trois Rivières** and **Maison La Mauny**, strategic premium brands with a strong presence in France and potential for international growth, as well as **Duquesne**, a brand designed for the local market.

Trois Rivières, Maison La Mauny and Duquesne obtained the **Appellation d'Origine Controlée 'Rhum Agricole de la Martinique' certification**, defining production standards and product designation, **globally recognized as synonymous with high quality and link to the territory**. Rhum Agricole, inside the overall rum category, is the only segment claiming such a high-level regulation behind the production process, which provides significant barrier to entry for potential competitors.

The **reported Net Sales value of the Target in 2018** was **€24.1 million**.

The projected transaction scope includes the **brands**, the **land holdings**, the **related distilleries** and **visitor centers** as well as a **high-quality aged rum inventory**.

With this contemplated acquisition Campari Group will have an **opportunity to add prestigious Rhum agricole brands** to its offering and enhance its exposure to **rum**, a **premiumising category** currently at the heart of the mixology trend and growing cocktail culture.

Moreover, **France is poised to become one of the Group's strategic markets** and with this acquisition Campari Group has the opportunity to **add significant critical mass** in this market.

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

### 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**, **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 3,600 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>

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