

CAMPARI GROUP

Davide Campari-Milano N.V. €550 million unrated 7-year bond due 2027 now admitted to trading on the ExtraMOT PRO, the professional segment of the Italian Stock Exchange's ExtraMOT market for the listing of bonds

Milan, 15 December 2020-Davide Campari-Milano N.V.'s **€550 million unrated 7-year bond due 2027**, which was successfully placed on 29 September 2020 (see our press release dated 29 September 2020) and settled on 6 October 2020, has now been admitted to trading on the ExtraMOT PRO, the professional segment of the Italian Stock Exchange's ExtraMOT MTF market, the reference market for the listing of debt instruments already admitted to trading on a European Union regulated market. The Notes, **the first issued by Campari Group to be listed on this segment**, are targeted at institutional investors.

The listing on the ExtraMOT PRO is a secondary listing for the Notes. The Notes continue also to be listed on the Official List and admitted to trading on regulated market of the Luxembourg Stock Exchange.

With this dual listing Campari Group intends to further enhance the diversification of its bondholder base leveraging the international reach of the ExtraMOT PRO market.

The notes will only be offered and sold outside the United States to institutional investors that are non-U.S. persons under Regulation S and have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the Securities Act), or any other securities laws. The notes may not be offered or sold in the United States, or to, or for the account or benefit of, US persons absent registration or an applicable exemption from registration requirements. This press release shall not constitute an offer to sell the notes or an offer of financial products, nor shall there be any sale of these notes in any state or jurisdiction in which such an offer or sale would be unlawful. No action has been or will be taken to permit a public offering of the notes in any jurisdiction.

This press release is not an offer of securities for sale or an offer of financial products in the United States or any other jurisdiction. The securities of the Issuer may not be offered or sold in the United States or to or for the account or benefit of U.S. persons (as such term is defined in Regulation S under the Securities Act) unless registered under the Securities Act or pursuant to an exemption from such registration. Any offer of securities will be made by means of a prospectus that will contain detailed information about, inter alia, the Issuer and its management.

The offering of the notes has not been registered pursuant to Italian securities legislation. Accordingly, the notes have not been and will not be offered, sold or delivered in Italy except in circumstances which are exempted from the rules on public offerings pursuant to Italian applicable laws and regulations, and the notes may only be offered, sold or delivered in Italy in compliance with all applicable Italian laws and regulations.

In member states of the European Economic Area (including, for these purposes, the United Kingdom) (the "EEA"), this press release is directed only at persons who are 'qualified investors' within the meaning of Regulation (EU) 2017/1129 (the 'Prospectus Regulation').

This press release is directed only (i) at persons who are outside the United Kingdom, (ii) to investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended or (ii) at persons falling within Article 49(2) (a) to (d) ('high net worth companies, unincorporated associations, etc.') of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (all such persons together being referred to as 'relevant persons'). This press release must not be acted on or relied on by persons who are not relevant persons. Any investment activity to which this press release relates is reserved for relevant persons only and may only be engaged in by relevant persons.

Manufacturer target market (MIFID II product governance) is eligible counterparties and professional clients only (all distribution channels). No PRIIPs key information document (KID) has been prepared as not available to retail investors in EEA.

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CAMPARI GROUP

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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 operates in 22 production sites 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 N.V. (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.