

CAMPARI GROUP

PRESS RELEASE

Campari Group nominates industry veteran Simon Hunt as Chief Executive Officer

Former Chief Executive Officer of William Grant&Sons and with over 30 years of experience in the spirits industry across international markets, particularly in key strategic US, Simon Hunt has an extensive and proven track record in managing premium spirit companies and building and scaling premium iconic brands globally

Successful governance transition succeeding *ad interim* co-CEOs Paolo Marchesini, Chief Financial and Operating Officer, and Fabio Di Fede, Chief Legal and M&A Officer

Milan, December 4th, 2024-The Board of Directors of Davide Campari-Milano N.V. (Reuters CPRI.MI-Bloomberg CPR IM) announces that Simon Hunt has been selected as the nominee for Chief Executive Officer of Campari Group. The selection is the result of a thorough assessment of both internal and external candidates by the Remuneration and Appointment Committee, the Leadership Transition Committee and the Board of Directors.

As Chief Executive Officer Simon Hunt will succeed the *ad interim* co-CEOs Paolo Marchesini, Chief Financial and Operating Officer and Fabio Di Fede, Chief Legal and M&A Officer.

In accordance with Dutch law, the Board of Directors has resolved to call an *ad hoc* General Meeting on 15 January 2025 to appoint Simon Hunt as Executive Director of Davide Campari-Milano N.V.. Upon the General Meeting, Simon will be the new Chief Executive Officer effective at the date of the meeting.

With over 30 years in the premium and luxury spirits industry, industry veteran Simon Hunt is a proven business leader with a strong track record in driving step-change performance and global brand building. He has developed extensive experience in international markets, particularly in the key strategic US, as well as emerging markets, with strong strategic, management and leadership skills gained through growing responsibilities across markets and spirits categories, as well as across leading industry players, both publicly listed and private.

Notably, he spent 14 years at William Grant&Sons, owner of the world's best-selling single malt Scotch whisky portfolio as well as other relevant brands in the gin and tequila categories. Across the years he took on increasing responsibilities, from President&Managing Director of North America to Chief Commercial Officer, and, finally, he served as Chief Executive Officer from 2016 to 2020. During his career at William Grant&Sons, Simon Hunt developed and successfully executed the company's strategy focused on scalable infrastructure, building premium brands, enlarging exposure to emerging markets and innovation.

Simon Hunt began his career at Diageo, where he held various managerial positions in global and local marketing and sales, including Vice President of Smirnoff Global Marketing. He then joined Allied Domecq as Senior Vice President of Global Innovation and Executive Vice President of Marketing North America, before moving into Pernod Ricard as Chief Executive Officer&President of Malibu-Kahlua International.

More recently, following two years as strategic advisor to Chief Executives and Executive Boards of premium spirits companies, Simon Hunt was appointed as the Chief Executive Officer of global spirits incubator Catalyst Spirits in 2022, where he led the company's strategic initiatives and innovation in 'digitally native' premium spirits brands. Catalyst Spirits is the operating company behind brands such as Howler Head, in which Campari Group acquired a minority stake and distribution rights in 2022, which is in the process of being unwound given the Campari Group focus behind the core priority brands.

An Australian and British citizen, Simon Hunt is a graduate of the London School of Economics and London Business School, Simon Hunt has also completed executive programs at Harvard Law School, INSEAD Singapore and Wharton USA.

Luca Garavoglia, Group Chairman: *'We are delighted to welcome Simon as the new Chief Executive Officer of Campari Group. His proven and extensive industry experience and leadership in building and scaling premium and luxury brands on a*

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global scale will be instrumental as he leads Campari Group through its next phase of growth. I am confident that Simon's background, personality, energy, leadership and drive will take Campari Group to new heights as we continue to execute our growth strategy and evolve into our new Houses of Brands operating model. I want to take this opportunity to express my deep gratitude to Paolo Marchesini and Fabio Di Fede for their commitment in their role as ad interim Co-CEOs, ensuring a successful governance transition, and for their continuous support in working with Simon and ensuring a smooth handover. I would also like to sincerely thank the Leadership Transition Committee which has been chaired by non-executive Director Bob Kunze-Concewitz, the Remuneration and Appointment Committee and the entire Board of Directors for their active role and invaluable advice in the selection process.'

Simon Hunt, Chief Executive Officer: 'During my more than three decades of experience within the spirits industry, I have always held Campari Group in the highest regard for its unique history, strong portfolio of iconic brands, company culture, and continuous outperformance and stellar growth story. I am honoured and excited to take on this extraordinary opportunity and I look forward to working with Campari Group's talented leadership team and organization to continue to build on the company's heritage and success built over the past decades, and to take Campari Group's potential and growth ambition to its next level.'

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, Campari, SKYY, Grand Marnier, Espolón, Courvoisier, 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 25 production sites worldwide and has its own distribution network in 26 countries. Campari Group employs approximately 4,900 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.