

CAMPARI GROUP

BUYBACK PROGRAMME TO SERVICE THE STOCK OPTION PLANS

Sesto San Giovanni, 6 August 2018 - Davide Campari-Milano S.p.A. announces today the launch of a share buyback programme under art. 5 of (EU) Regulation no. 596/2014: buybacks are in execution of the resolution adopted by the Shareholders' meeting held on April 23th, 2018, authorizing the purchase and sale of own shares, which is, *inter alia*, intended to provide to meet the obligations under the Stock Option Plan for the *management* approved by the Shareholders' meeting.

The programme is aimed at purchasing Davide Campari-Milano S.p.A. ordinary shares in order to replenish the reserve of own shares for their subsequent sale to service the Group's management Stock Option plans, as approved by the Shareholders' meeting.

Details of the share buyback programme are shown below:

- authorization has been requested to purchase, on one or more occasions, ordinary shares of the Company with a par value of € 0.05. The shares acquired must not exceed the overall share capital limit according to article 2357 of the Italian Civil Code also taking into account the own shares already held by the Company;
- authorization has been granted until June 30th, 2019;
- purchases of the Company's own shares will be carried out following the procedures explained in points b) and c) of article 144-bis of the Consob Issuer Regulation;
- buybacks will be made pursuant to (i) the combined provisions of art. 132 of Legislative Decree no. 58/1998 and art. 5 of Regulation (EU) 596/2014, (ii) art. 144-bis of the Issuer Regulation, and (iii) the EU and national legislation on market abuse (including the Delegated Regulation (EU) 2016/1052) and (iv) accepted market practices, in accordance with the resolutions of the above-mentioned Shareholders' meeting of April 23th, 2018, in the terms previously disclosed to the market. Specifically:
 - (i) buybacks will be made on one or more occasions at a minimum unit price not lower than the official Stock Exchange price on the day before the purchase transaction, reduced by 20%, and at a maximum unit price not higher than the official Stock Exchange price on the day before the purchase transaction, increased by 10%;
 - (ii) the definition of volumes and unit purchase prices will be made in accordance with the conditions set out in art. 3 of Delegated Regulation (EU) 2016/1052; specifically, no shares will be purchased at a price higher than the higher between the price of the last independent trade and the price of the highest current independent bid on the trading venue where the purchase is carried out.
- The share buyback programme will be coordinated by Goldman Sachs International.

Any subsequent changes to the above buyback programme will be promptly disclosed to the public by the Company in the manner and time limits of applicable law.

In any case, buybacks will be carried out within the limits of the law and the above-mentioned Shareholders' resolution, taking into account that, as of today, Davide Campari-Milano S.p.A. holds n. 9.897.599 own shares, equal to 0,85% of the share capital, and no entity controlled by Davide Campari-Milano S.p.A. holds shares of the latter.

Davide Campari-Milano S.p.A. will disclose to the market and Consob the transactions carried out in the manner and time limits set out by the applicable law. Specifically, the disclosure will include: 1) in detail: date, hour, volume and purchase price of each transaction; 2) in aggregate: for each day, the volume of own shares purchased and the weighted average price of the aggregated transactions.

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