

**CAMPARI  
GROUP**

**CORPORATE  
PRESENTATION  
2026**

CAMPARI  
GROUP

WE UNLOCK  
HUMAN CONNECTIONS  
SINCE 1860

# CAMPARI GROUP'S HISTORY

**Campari was founded in 1860**, the year in which Gaspare Campari invented the vibrant red aperitif in downtown Milan.

From 1888 onwards, his successor and son, **Davide Campari**, developed and implemented an extensive campaign to grow the brand globally, featuring a winning marketing strategy; the **creation of the first single-serve aperitif, Campari Soda, in 1932**; and a patronage of the arts to enhance product promotion.

By the 1960s, Campari Group's distribution network had already reached over 80 countries. In **the second half of the 1990s**, the beverage industry was characterized by a **strong M&A trend** which led to the creation of global corporations with extensive portfolios appealing to a broad consumer base.

Therefore, Campari pursued both organic and external growth, evolving from a single-brand company as recently as 1995 into a **multinational group** with a solid, diversified portfolio and strong international appeal.



*Campari Family Portrait*

# CAMPARI GROUP TODAY

Campari Group is now a major player in the global branded spirits industry, with a portfolio of more than 50 brands spanning aperitifs, agave spirits, whiskies, rums, as well as cognac and champagne. It has a global distribution reach, with its brands marketed and sold in over 190 markets worldwide, and strong leadership positions in both Europe and the Americas.

**Campari Group is one of the fastest growing global spirits companies and the undisputed leader in the aperitif category\*.**

The Group employs around 4,800 people. Shares of the parent company, Davide Campari–Milano N.V., have been listed on the Italian Stock Exchange since 2001.



# WORLDWIDE PRESENCE



## OUR DIRECT PRESENCE

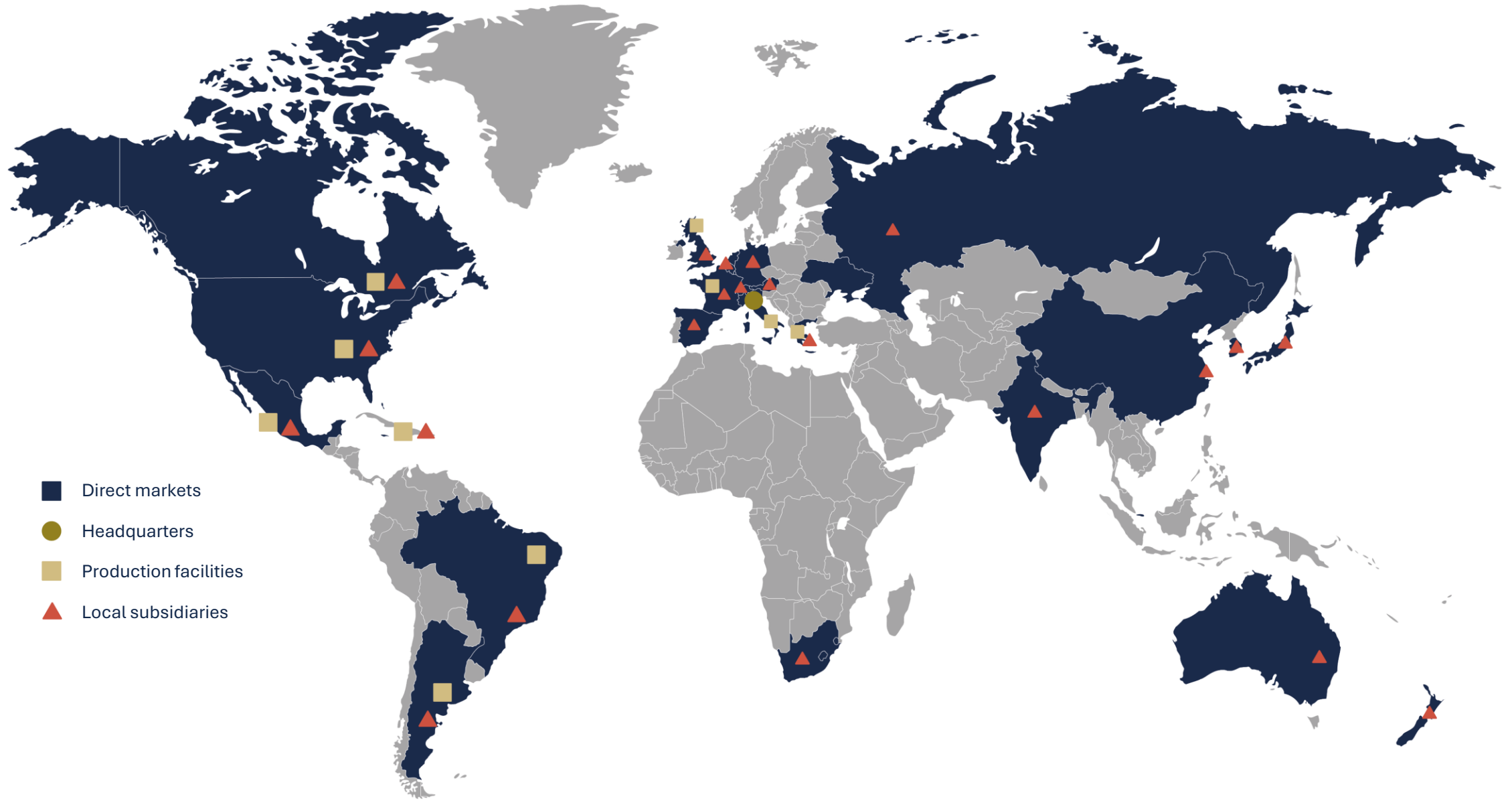
Headquartered in Sesto San Giovanni (Milan), Campari Group reaches **190 countries** around the world with its brands.

Over the years, the Group has expanded its direct presence in **27 countries**, which today account for approximately **91% of FY 2025 Group revenues**.



## GLOBAL MANUFACTURING

The Group increased its manufacturing plants from **8 in 2004 to 21 today**: Italy, Greece, Scotland, Jamaica, France, Mexico, United States, Canada, Argentina, Brazil.



- Direct markets
- Headquarters
- Production facilities
- Local subsidiaries

WHAT  
MAKES US  
UNIQUE

A vibrant scene of a group of people socializing at an outdoor cafe. In the foreground, a man in a dark denim shirt sits at a light green table, holding a glass of Aperol Spritz. To his left, a woman in a patterned dress is engaged in conversation. In the background, a man in a bright yellow t-shirt stands holding another glass of the drink. The setting is a sunny outdoor terrace with buildings in the distance.

# SPIRITO ITALIANO

A close-up shot of a hand holding a glass of Aperol Spritz. The glass is filled with a red-orange liquid, ice cubes, and a slice of orange. The hand is wearing a gold chain bracelet. The background is blurred, showing other people and glasses of the same drink.

# CREATORS OF THE MODERN SPRITZ



# PIONEERS OF READY-TO-DRINK



# 60 YEARS OF EXPERIENCE IN NON-ALCOHOLIC BEVERAGES



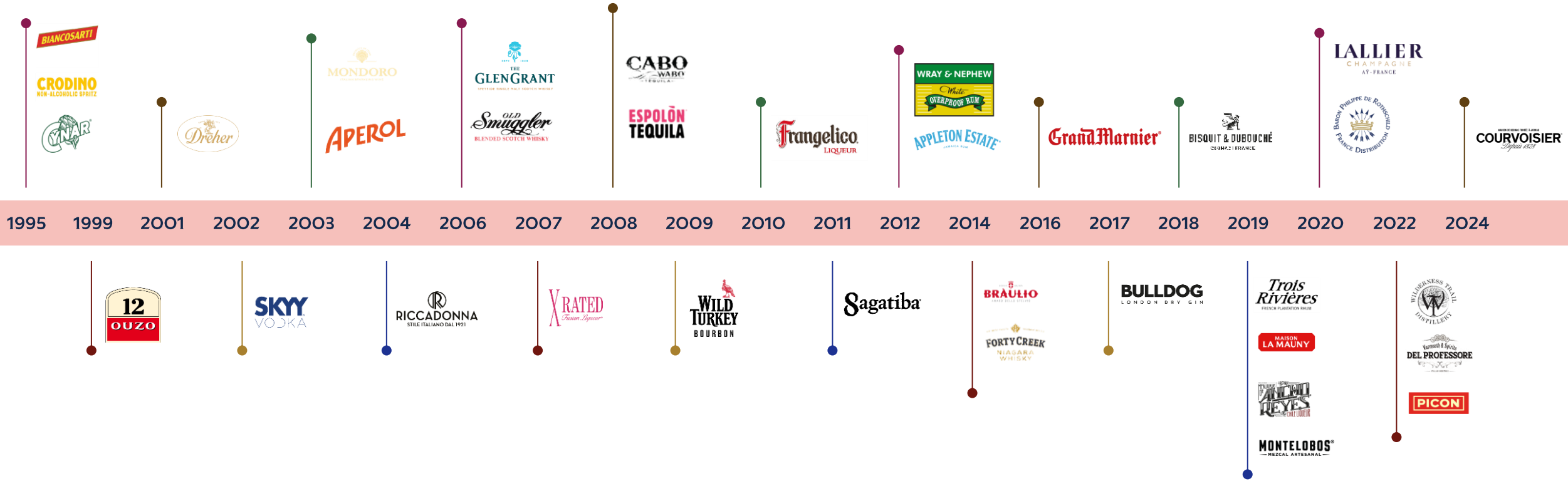
**A TEAM OF  
PASSIONATE  
CAMPARISTAS**

WHAT MAKES US UNIQUE

# BOLD IN GROWTH

c. 40 ACQUISITIONS SINCE 1995

OVER €5.0 BILLION OF TOTAL VALUE



### Disposals

over 15 for approx. €600 million

# OUR BRANDS

# A UNIQUE BLEND OF PREMIUM SPIRIT BRANDS

## HOUSES OF BRANDS OPERATING MODEL

### HOUSE OF APERITIVI



Aperol, Campari, Sarti Rosa, Crodino, Picon, Cynar, Campari Soda, Aperol Spritz

### HOUSE OF WHISKEY & RUM



Wild Turkey, Russell's Reserve, American Honey, The Glen Grant, Wilderness Trail, Appleton Estate, Wray & Nephew, Wild Turkey RTD

### HOUSE OF AGAVE



Espolòn, Montelobos, Cabo Wabo, Ancho Reyes, Espolòn RTD

### HOUSE OF COGNAC & CHAMPAGNE



Courvoisier, Grand Marnier, Lallier, Bisquit & Dubouché

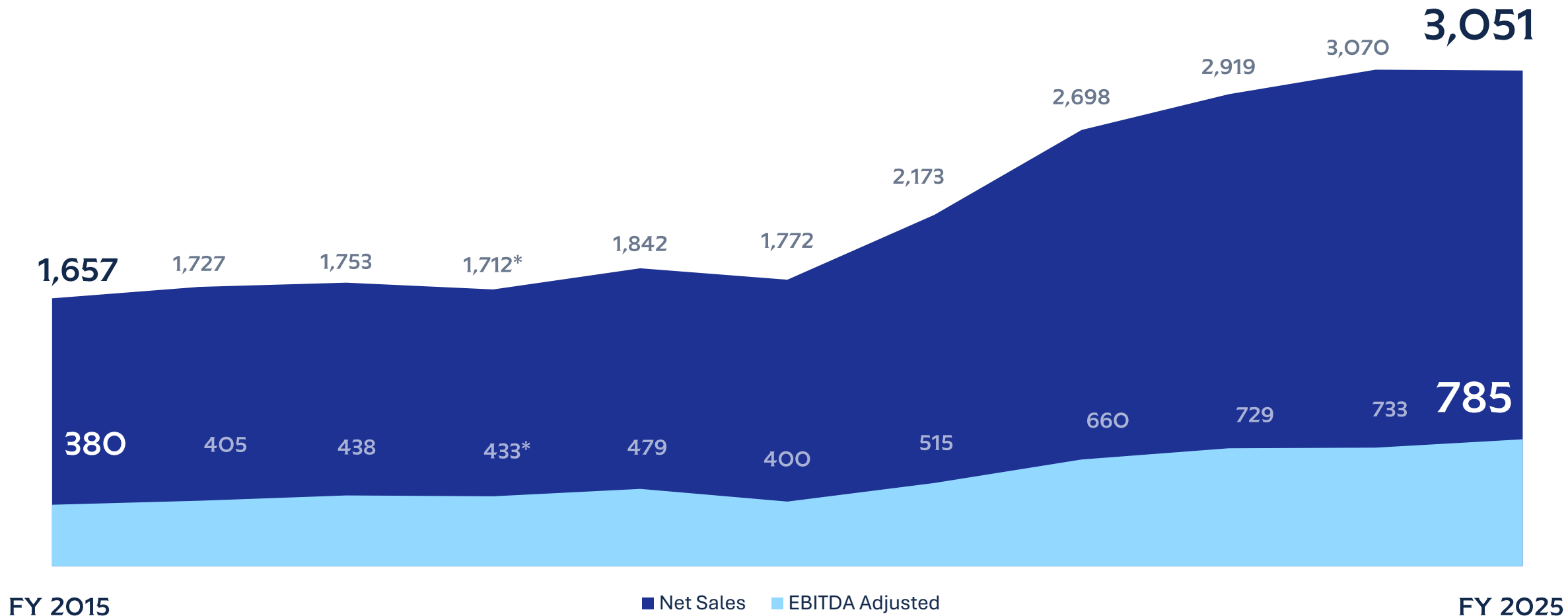
# CHAMPION AND GLOBAL BRANDS



# OUR PERFORMANCE

# PERFORMANCE

2025 Figures - € Millions

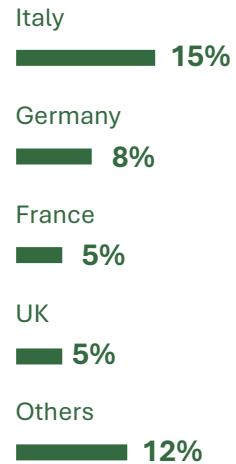
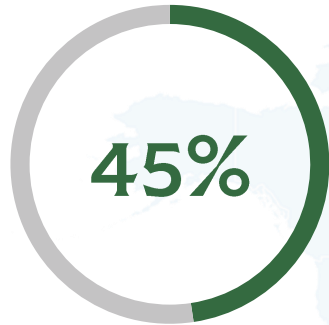


\*The values shown for 2017 have been restated following the implementation of the accounting standard IFRS 15-Revenue from contract with customers

# BREAKDOWN BY REGION

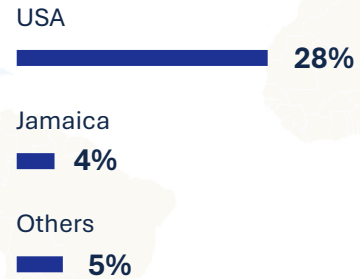
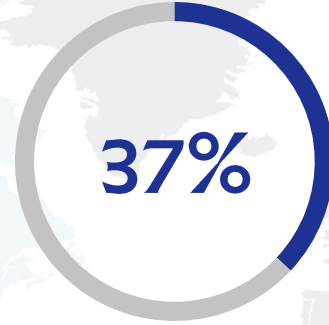
Data refer to FY 2025 financial results, restated for the change in business unit structure

## EUROPE



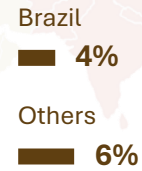
Organic Sales Growth:  
**+2%**

## NORTH AMERICA



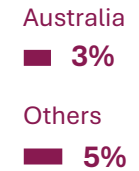
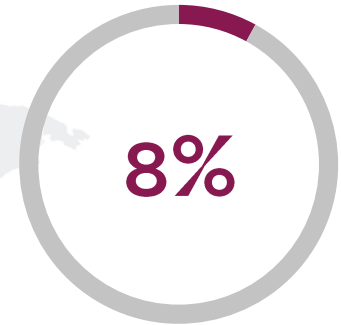
Organic Sales Growth:  
**flat**

## DEVELOPING MARKETS



Organic Sales Growth:  
**+11%**

## APAC & GTR

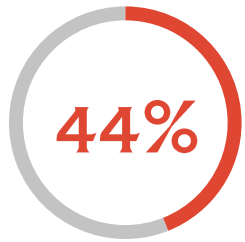


Organic Sales Growth:  
**+6%**

# SPLIT BY BRAND HOUSE

Data refer to the FY 2025 Financial Results

## HOUSE OF APERITIVI



- Aperol Franchise **26%**
- Campari **11%**
- Crodino & Other Aperitifs **7%**

Organic Sales Growth:  
**+2%**

## HOUSE OF WHISKEY & RUM



- Wild Turkey & Russell's Reserve **5%**
- Jamaican Rum Portfolio **5%**
- Other Whiskeys & Rum **4%**

Organic Sales Growth:  
**+2%**

## HOUSE OF AGAVE



- Espolòn **9%**
- Other Agave Brands **1%**

Organic Sales Growth:  
**+3%**

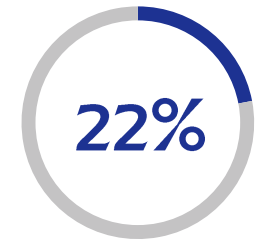
## HOUSE OF COGNAC & CHAMPAGNE



- Grand Marnier **4%**
- Courvoisier **5%**
- Other Cognac & Champagne **1%**

Organic Sales Growth:  
**+14%**

## LOCAL BRANDS



- SKYY **4%**
- Sparkling Wines & Vermouth **5%**
- Other Local Brands **13%**

Organic Sales Growth:  
**-1%**



# IT IS ALL ABOUT THE MIX

## SOLID GROWTH AND A STRENGTHENED GLOBAL REACH

The Group showed **positive growth in both regions and houses**, with resilient sales in over **190 countries**.

**€3,051 million in FY 2025**

## BRAND HOUSES OPERATING MODEL

Structured into **four Brand Houses**: Aperitivi, Whiskey & Rum, Agave, and Cognac & Champagne.

## PORTFOLIO OF PREMIUM YET ACCESSIBLE BRANDS ACROSS THE MOST ATTRACTIVE CATEGORIES

Portfolio of premium brands, making Campari Group **the fastest growing global spirits companies and the undisputed leader in the aperitif category.\***

**4 proprietary cocktails** in the world's best-selling classic cocktail ranking (The bestselling classic cocktails at the world's best bars 2026 by Drinks International):

**1st** Negroni, **7th** Aperol Spritz, **15th** Americano, **18th** Boulevardier

## A WINNING STRATEGY



**SPIRITO ITALIANO**



**CREATORS OF THE MODERN SPRITZ**



**PIONEERS OF READY-TO-DRINK**



**60 YEARS OF EXPERIENCE IN NON-ALCOHOLIC BEVERAGES**

\*based on 2018–2024 CAGR IWSR data of the top 10 spirits companies by value.

# STRATEGY & CULTURE

# OUR MISSION

**TO WIN THE FIRST, SHARED DRINK,  
EVERY DAY, EVERYWHERE**

OUR CULTURE

# OUR VALUES DRIVE US

**PASSION**

**INTEGRITY**

**TOGETHER**

**PRAGMATISM**



# THE SUSTAINABLE MIX

# SUSTAINABILITY



## OUR PEOPLE

The **global community of Camparistas** is the Group's unique asset, its greatest ambassador, and a crucial ingredient in its business success. The Group is constantly dedicated to fostering a **corporate culture** and environment where people feel not only welcomed but also trusted and encouraged to bring their authentic selves to work, creating a genuine sense of belonging. It is firmly believed that individual growth is a catalyst for organizational growth. Empowering and recognizing team performance and development is thus a cornerstone of the Group's competitive advantage.

Also, Campari Group considers **the health, integrity, and well-being** of its employees, business partners, and the communities in which it operates to be primary and fundamental elements in conducting and developing its activities.

## ENVIRONMENT

The protection of the environment is a fundamental milestone for Campari Group. The responsible use of resources and the reduction of the environmental impact of our production activities guide the Group' initiatives to pursue sustainable development. Therefore, Campari Group has set short-term (2025) and medium-term (2030) **ambitious targets** to deliver on its environmental commitments, and it monitors and reports on its performance in a transparent manner, adhering to internationally recognized protocols.

The targets are aligned with the UN Sustainable Development Goals to protect the planet and aim to **reduce GHG emissions and water consumption** at the Group's production sites and along the value chain, embed **circularity** principles in its **packaging** and production processes and **minimize waste to landfill** from direct operations.



# SUSTAINABILITY



## RESPONSIBLE PRACTICES

Campari Group actively promotes a **culture of responsible drinking and serving**, having the deep conviction that its brands are a way to enjoy pleasurable sociable occasions.

Our Group strongly condemns any form of abuse or misuse of alcoholic beverages, including excessive consumption. A major focus is on providing the best products possible to our customers and consumers by always choosing superior, **top-tier business partners**. **Establishing fair, transparent and loyal relationships** enables our Group to offer products of the highest quality and safety while constantly delivering a competitive advantage.

The Group's focus on ensuring and developing good business practices applies to its suppliers and distributors as well as its own activities and business units.

## COMMUNITY INVOLVEMENT

In the last few years, Campari Group has grown significantly both in terms of geographical expansion and number of people employed, and it is now directly present in several countries with different social landscapes.

**Culture is a key element of the Campari Group's DNA.** The 'Campari' name, in fact, has always been associated with the world of art, design and cinema. The promotion of culture and its dissemination also means focusing on people's education and well-being.

**Solidarity, education and culture** will continue to be key areas on which the Group has decided to concentrate its efforts, identifying local best practices to be exported to other geographies across the world. The Group is, indeed, **sensitive to the needs of the communities in the countries in which it has a significant presence.**



**CAMPARI  
GROUP**

**CAMPARIGROUP.COM**

SOCIAL MEDIA

