

CAMPARI GROUP

Campari UK employees come together to make personal donation to The Drinks Trust

Staff donate £16,000+ to support drinks industry during pandemic - an amount matched by the company to give grand total of more than £32,000

LONDON, April 2020: In response to the COVID-19 pandemic, the 60-strong employees of Campari UK have pulled together to help their fellow colleagues in the drinks industry - by making personal donations amounting to more than £16,000 for The Drinks Trust.

Hearing about the staff initiative, the Campari UK business made a decision to match this personal donation - bringing the grand total to more than £32,000, which will provide urgent care, support and assistance to those who work in the drinks industry during these challenging times. This gesture forms part of Campari Group's global initiative, *Shaken not Broken* - a series of charitable donations taking place across the world by the Group, in support of those hardest hit by COVID-19.

Indeed, The Drinks Trust - the drinks industry charity - is receiving unprecedented demand for its services because of the profound impact the virus has had on the sector and its employees. The Campari UK donation will go towards supporting those who have lost their income as a result of COVID-19, delivering much needed mental health and well-being services and enabling thousands more drinks industry workers to access the services the Trust delivers.

Brad Madigan, Managing Director, Campari UK, says, *"We as a business were moved by the team's personal fundraising effort, and there was no question that we had to match this for The Drinks Trust - which is doing such valuable work with those hit hardest in these uncertain times.*

"No one could have predicted the situation we find ourselves in today as a global community, as a country, and as an industry. What is important now more than ever is to pull together and support one another, so we come out the other side stronger and more resilient."

Ross Carter, Chief Executive, The Drinks Trust UK, says, *"The impact of COVID-19 on the drinks industry will be felt for years to come. As the drinks sector's charity, we are doing all we can to support our employees who ask for help, but we can do more and reach more people, with donations from our partners like Campari UK."*

For more information please contact georgie.bentinck@campari.com

#ShakenNotBroken | #StrongerTogether | @camparigroupuk

ENDS

ABOUT CAMPARI UK

Campari UK the distribution, sales and marketing division of Campari Group's subsidiary in the United Kingdom and is based in London. A multicultural and dynamic team, Campari UK comprises more than 60 'Camparistas' of over 10 different nationalities.

At the heart of Campari UK are three main portfolio offerings. The first is the Aperitivo Champions portfolio, led by the iconic Italian brands Aperol and Campari. The second is the Urban Disruptors portfolio, featuring distinctive brands like Wray & Nephew Rum, BULLDOG Gin and Magnum Tonic Wine. Finally, there is the Prestige Challengers portfolio, including exquisite brands such as Appleton Estate Jamaican Rum, Wild Turkey Bourbon and Grand Marnier.

In total, the company is proud to offer an unrivalled portfolio of more than 40 distinctive and desirable premium spirit brands.

Visit www.campariuk.com to find out more about the company and range of brands or follow Campari UK on Instagram or Twitter at @CampariGroupUK.

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. 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. The 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. The Group employs approximately 4,000 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: www.camparigroup.com/en

Please enjoy our brands responsibly.

ABOUT THE DRINKS TRUST

The Drinks Trust is the drinks industry community organisation. Since 1886, The Drinks Trust (formerly The Benevolent) has provided care and support to the people who form the UK drinks industry workforce, both past and present. The Drinks Trust is run by drinks industry professionals, funded by drinks industry partners and supported by thousands of drinks industry fundraisers, volunteers and contributors.