

CAMPARI GROUP

Campari Group announces the signing of the agreement for the acquisition of French rums Trois Rivières and La Mauny, following the successful conclusion of the announced negotiations

Milan, September 5th, 2019-Further to the communication of July 20th, 2019, regarding the exclusive negotiations with Groupe Chevrillon and a group of minority shareholders for the acquisition of the French company Rhumantilles SAS, **Campari Group announces today the signing of the deal.**

French company Rhumantilles SAS is the owner of 96.5% of the **Martinique based Bellonnie&Bourdillon Successeurs**, owner of French rums **Trois Rivières** and **Maison La Mauny**, premium brands with a strong presence in France and potential for international growth, as well as **Duquesne**, a brand designed for the local market.

The **Enterprise Value** of the deal is **€60.0 million**. The **historic multiple of the Contribution After Advertising&Promotion (CAAP) in 2018**, which is equal to €6.5 million reclassified as per IFRS, is approximately 9.5 times.

The deal is expected to close during the fourth quarter of 2019.

With this acquisition Campari Group will add **prestigious agricole rum brands to its offering** and **enhance its exposure to rum, a premiumising category** currently at the heart of the mixology trend and growing cocktail culture. Moreover, Campari Group will add **significant critical mass in France, poised to become one of the Group's strategic markets.**

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, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier**. Campari 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 owns 18 plants worldwide and has its own distribution network in 20 countries. Campari Group employs approximately 3,700 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: <http://www.camparigroup.com/en>

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