



## **Daive Campari-Milano S.p.A. successfully placed an inaugural €350 million unrated bond issue on the Euro market**

- **The bond issue, for a notional amount of €350 million, has a 7 year maturity and pays a fixed annual coupon of 5.375%.The issue price is 99.431%, corresponding to an effective gross yield to maturity of 5.475%**
- **The bond, Campari's inaugural issue on the Eurobond market, raised total orders in excess of €2.7 billion and was 9 times over-subscribed**
- **Market response was very positive among institutional investors, both in Italy and the international markets**

Milan, 8 October 2009 - Following its announcement dated 1 October 2009, **Campari today successfully completed the placement of an unrated seven-year Eurobond issue** targeted to **institutional investors**. The offering is of **€ 350 million** in principal amount and **pays a fixed annual coupon of 5.375%**; the **issue price is 99.431% corresponding to an effective gross yield to maturity is 5.475%**. The notes are **due on 14 October 2016** and will be issued with denominations of € 50,000 and integral multiples of € 1,000 up to and including € 99,000. Application will be made for the notes to be admitted for trading on the regulated market of the Luxembourg Stock Exchange. The subscription settlement is expected on 14 October 2009.

**Bob Kunze-Concewitz, Chief Executive Officer: “The transaction has been very successful both in Italy and the international markets. The bond issue was very well received by investors, reflecting Gruppo Campari's excellent global brand recognition and reputation in the capital markets.”**

The orderbook was closed after raising a **total demand of €2.7 billion**, corresponding to an **over-subscription of 9 times the offer**. As a result, the **offer** was increased to € 350 million from the originally planned €300 million.

With regard to distribution, Gruppo Campari's transaction attracted a **geographically well diversified base of European high quality investors**. The bonds were allocated to investors mostly based in **Italy, United Kingdom, France, Germany and Switzerland**.

The **proceeds of the issue** of the notes will be used by the issuer for **debt refinancing** and **general corporate purposes**.

Banca IMI, BNP Paribas and Calyon are acting as joint lead managers and bookrunners for the offer of the Notes.

The Notes will only be offered and sold outside the United States to institutional investors that are non-U.S. persons under Regulation S and have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the Securities Act), or any other securities laws. The Notes may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements. This press release shall not constitute an offer to sell or an offer of financial products, nor shall there be any sale of these Notes in any state or jurisdiction in which such an offer or sale would be unlawful. No action has been or will be taken to permit a public offering of the notes in any jurisdiction.

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The offering of the Notes has not been cleared by the Commissione Nazionale per le Società e la Borsa (CONSOB), pursuant to Italian securities legislation. Accordingly, the Notes have not been and will not be offered, sold or delivered in Italy in a public offering ("offerta al pubblico") except in circumstances which are exempted from the rules on public offerings pursuant to applicable laws and regulations, and the Notes may only be offered, sold or delivered in Italy in compliance with all applicable laws and regulations.

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Stabilisation/FSA

### **Not for distribution in the United States**

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**Gruppo Campari** is a major player in the global beverage sector, trading in over 190 nations around the world with a leading position in the Italian and Brazilian markets and a strong presence in the USA and Continental Europe. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment its internationally renowned brands, such as Campari, SKYY Vodka and Wild Turkey stand out. It also has leading regional brands including Aperol, Cabo Wabo, CampariSoda, Cynar, Glen Grant, Ouzo 12, X-Rated, Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury's. Its wine segment boasts the global brand Cinzano, as well as important regional brands including Liebfraumilch, Mondoro, Odessa, Riccadonna, Sella & Mosca and Teruzzi & Puthod. The soft drinks segment comprises the non-alcoholic aperitif Crodino and Lemonsoda as well as its respective line extension dominating the Italian market. The Group employs over 2,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange. [www.camparigroup.com](http://www.camparigroup.com)

#### **FOR FURTHER INFORMATION:**

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