

## **2012 First Quarter Results**

#### Presentation to Analysts and Investors

15 May 2012



#### Sales review

- by region
- by segment
- by brand

Consolidated income statement

Operating working capital and Net debt

- New developments
- **Conclusion & Outlook**



## 2012 First Quarter Results - Highlights

	1Q 2012 € million	Reported growth	Organic growth	Forex	Perimeter
Net sales	279.3	+4.0%	+2.8%	+1.6%	-0.4%
Contribution after A&P	117.0	+7.1%	+4.6%	+2.5%	+0.0%
EBITDA pre one-off's <sup>(1)</sup>	71.4	+2.9%	+2.6%	+3.1%	-2.7%
EBIT pre one-off's <sup>(1)</sup>	63.8	+3.4%	+3.2%	+3.3%	-3.1%
Group pre-tax profit	52.8	+4.6%			

- > Q1 2012 results in line with expectations showing positive organic growth in sales and operating profit performance
- Overall results impacted by tough comparison base and expected one-off's, as anticipated during FY2011 results announcement
- Organic performance shows sales growth of +2.8%, driven by core spirit segment, +4.4% in Q1 2012, benefitting from positive performance of key brands
- > Growth rates in **operating profit indicators negatively** impacted by **investments in route-to-market**, partly offset by different phasing in A&P, as planned
- Net financial debt at € 589.5 million as of 31 March 2012 (€ 636.6 million as of 31 Dec 2011) thanks to healthy cash flow generation of € 47.0 million in Q1 2012

<sup>(1)</sup> Negative one-off's of € (1.3) m in Q1 2012 vs. € (0.8) m in 1Q 2011. Change in EBITDA reported +2.2%. Change in EBIT reported : +2.7%

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- by segment
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- **Conclusion & Outlook**



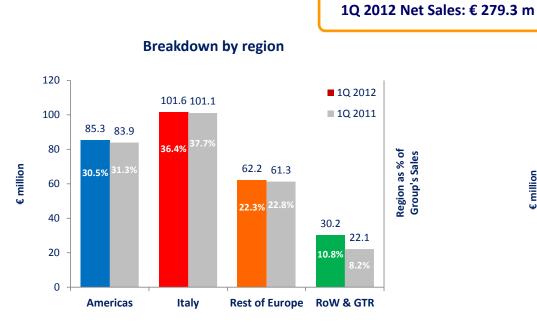
### 2012 First Quarter Net Sales - Growth drivers



- Organic performance in Q1 2012: +2.8% in the context of a tough comparison base (+10.5% in Q1 2011) and expected one-off's
- Favourable forex impact of +1.6% mainly due to the strengthening of USD (average rate +4.3%), AUD (average rate +9.5%) and CHF (average rate +6.6%), partly offset by the depreciation of BRL (average rate -1.6%), ARS (average rate -3.6%) and MXN (average rate -3.1%)
- Net negative perimeter impact of -0.4% entirely driven by changes in distribution agreements (termination of Cutty Sark US distribution agreement, more than offsetting new Russian agency brands and third party still wines)

First quarter ended 31 March 2012 -

### 2012 First Quarter Net Sales breakdown

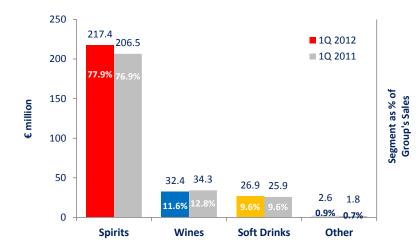


#### 1Q 2012 Sales organic growth by region

Americas	+2.1%
Italy	+0.3%
Rest of Europe	-1.0%
RoW and GTR	+27.2%
Total organic growth	+2.8%

- > Sales split by region driven by business seasonality and one off's
- > Business outside Italy grew as % of Group's sales in Q1 2012

#### Breakdown by segment



#### 1Q 2012 Sales organic growth by segment

Spirits	+4.4%
Wines	-8.1%
Soft drinks	+3.8%
Other	+6.9%
Total organic growth	+2.8%

- > Sales split by segment impacted by business seasonality and one off's
- > Key spirits segment gained share from wines in Q1 2012

Sales review

- by region

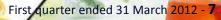
- by segment

- by brand

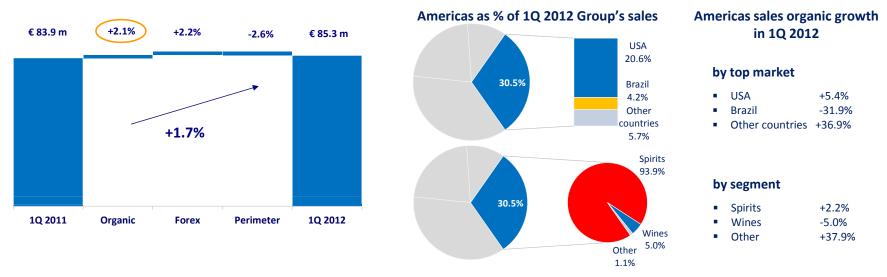
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Operating working capital and Net debt

New developments

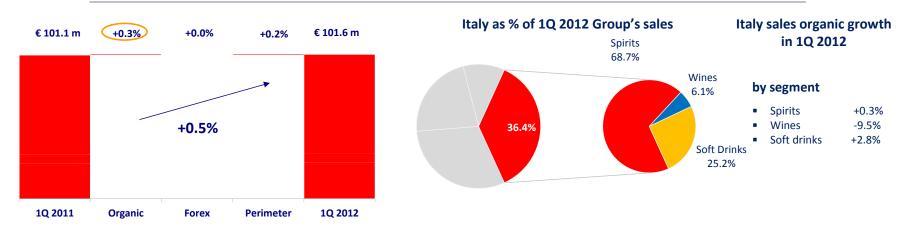


## Sales analysis by region: Americas



- > Americas (30.5% of Group's sales): positive organic growth (+2.1% in Q1 2012), despite weakness in Brazil
- > US (20.6% of Group's sales)
  - positive sales organic growth of +5.4% in Q1 2012 driven by Wild Turkey franchise, SKYY, Campari, Carolans and Espolon
  - positive forex impact of +4.3%
  - negative perimeter impact of -3.8% due to termination of Cutty Sark agency brand (June 2011)
- > Brazil (4.2% of Group's sales)
  - negative organic performance of -31.9% driven by pre-buying in Q4, ahead of January price increase, as well as slowdown in consumption in overall beverage sector. All brands except SKYY Vodka decreased
  - negative forex impact of -1.1%
- > Other countries (5.7% of Group's sales)
  - continued very strong organic growth of +36.9% in Q1 2012 driven by Argentina (Campari, Old Smuggler and the local brands), Canada (SKYY Vodka and Carolans) and Mexico (SKYY ready-to-drink)
  - negative perimeter impact of -1.4% was due to agency brands in Argentina
  - negative forex impact of -2.6% due to Argentine and Mexican Pesos

# Sales analysis by region: Italy



- > Italy: 36.4% of Group's sales in Q1 2012 (from 37.7% in Q1 2011)
- > Sales organic growth of +0.3% in Q1 2012
  - spirits +0.3%, driven by Aperol (+7.3%), Aperol Spritz home edition (+18.7%), Campari (+4.8%), more than offsetting weak performances of CampariSoda (-6.4%) and Glen Grant (-9.8%)
  - wines -9.5%, driven by weak Cinzano sparkling wines sales and difficult still wines business in the restaurants channel, in part offset by new still wine agency brands
  - soft drinks +2.8%, thanks to positive performance of Lemonsoda range (+9.2%) and Crodino (+1.0%)
- > Positive perimeter impact of +0.2% attributable to new still wine agencies
- Overall satisfactory results in the context of reduced credit terms to traditional wholesalers for the summer season, in connection with strained credit situation, and a weak economic environment



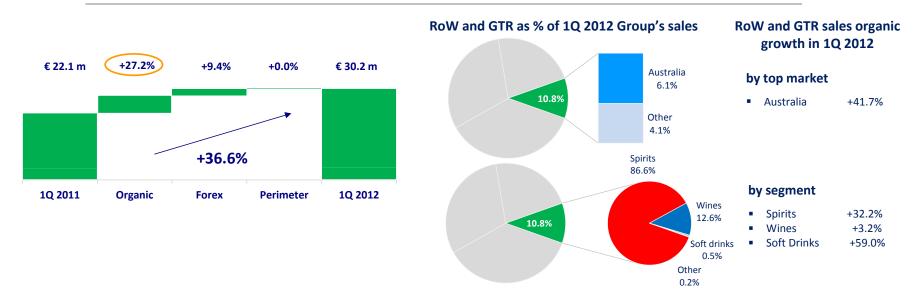
# Sales analysis by region: Europe (excluding Italy)





- > Rest of Europe (22.3% of Group's sales)
- > Overall soft organic performance in Q1 2012 (-1.0%), as expected, driven by one-off's
- > Key drivers
  - **Germany: positive organic performance of +1.9%** despite commercial dispute (client accounting for 15% of sales on key spirits brands)
  - Russia: down by -23.0% in the context of a tough comps base (+170.8% in Q1 2011) attributable to:
    - pre-buying activities in Q1 2011 ahead of renewals of distribution licenses
    - strong sell-in of previous distributors in Q4 2011 ahead of transition of key brands (Cinzano and Mondoro) into own sales platform in January 2012
  - Strong performance continues in Switzerland and Austria
- > Positive forex impact of +0.8% attributable to CHF
- > Positive net perimeter impact of +1.6% driven by third party brands in Russia and new still wine agency brands

## Sales analysis by region: RoW and GTR



- > Rest of World and GTR: 10.8% of Group's sales in Q1 2012
- Strong organic growth of +27.2% in Q1 2012 thanks to strong performance in all key markets (Australia, Japan, China, South Africa and GTR)
  - **Australia up +41.7**% in Q1 2012, outperforming market trends, behind strong performance of Wild Turkey franchise, Campari, SKYY, Frangelico, Aperol as well as Riccadonna
  - **Double digit growth** also in **Japan** (Wild Turkey), **China** (Cinzano and SKYY) and **GTR** (Glen Grant and Aperol)
  - Strong progression in South Africa (SKYY)
- > Positive forex impact of +9.4% attributable to the Australian dollar

Sales review

- by region

- by segment

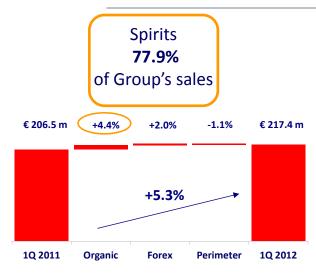
- by brand

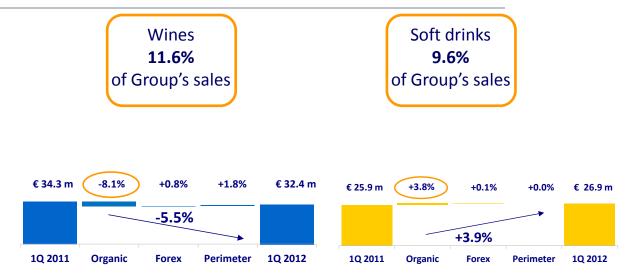
Consolidated income statement

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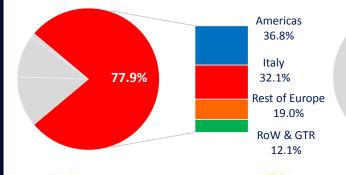
New developments

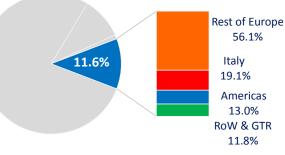
# Sales analysis by segment



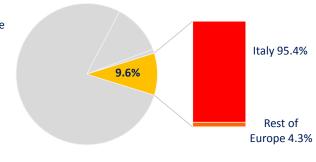


- > Spirits: continued positive organic growth in all regions driven by key brands
- > **Wines**: weak performance in the quarter driven by Russia and Italy
- Soft drinks: positive results driven by good performances of Crodino and Lemonsoda range in Italy





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Sales review

- by region

- by segment

- by brand

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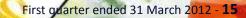
New developments

## Review of top brands – Spirits

Spirits			in sales value 2 / 1Q 2011		1Q 2012 Sales performance review
		Organic change	Total change		
ADEROL	<b>10%</b> (*)	+7.4%	+7.7%	>	Strong performance across all markets with the exception of Germany, impacted by commercial dispute with key client (continued double digit sell-out growth
	(*) excluding A	perol Spritz hon	ne edition		across all other clients)
CAMPARI	11%	+0.9%	+1.4%	>	<b>Strong growth achieved in core Italian market</b> compensating for temporary weak performance in Brazil and Germany. Good progression continues in high potential <b>Argentine</b> market and in the <b>US</b>
SKYY Vodka	<b>12% (*)</b> (*) including Sk	+8.9%	+12.9%	>	<b>Positive performance</b> in <b>US (+3.4%)</b> driven by SKYY core after good holiday season. Strong momentum in <b>international markets (+29.7%)</b> , driven by successful performance of <b>SKYY in Brazil</b> and <b>South Africa</b>
WILD TURKEY	<b>11%<sup>(*)</sup></b>	+24.0%	+32.7%	>	Good performance across WT franchise in all markets. WT core brand +8.4% organic growth thanks to positive performance across all three core markets. WT ready-to-drink +41.2% organic growth driven by Australia. American Honey
	(*) including: V V	Vild Turkey RTD	rbon (50% of WT franc ) (28% of WT franchise ) (22% of WT franchise,	?)	+49.0% organic growth, driven by US and Australia
	7%	- 6.3%	- 6.3%	>	Sales decline, as a consequence of continued weakness in day-bars channel in Italy

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CAMPARI



## Review of top brands – Spirits (cont'd)

Spirits	Brand Net Sales as % of Group's	% change in sales value 1Q 2012 / 1Q 2011			1Q 2012 Sales performance review
	Spirits sales in 1Q 2012	Organic change	Total change		
Orcher Drucy's Jens Chart	2%	-37.5%	-38.4%	>	Decline in a small quarter due to <b>pre-buying in Q4 2011</b> (+7.0%) ahead of January price increase and general consumption slowdown
Frangelico Carolans	4%	+4.1%	+8.0%	>	Overall performance driven by <b>Carolans in US</b> and <b>Canada</b> . Soft performance of Frangelico due to change in distribution in Spain
GLENGRANT SINGLE MALT	1%	+1.3%	+2.3%	>	Positive performance mainly driven by improving results in target European markets, high potential GTR channel and improved mix
CABO WARO TRAULA	N 1%	+11.7%	+16.3%	>	Strong overall growth in tequilas driven by Espolón in key US market

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## Review of top brands - Wines and Soft Drinks

Wines	Brand Net Sales as % of Group's sales in 1Q 2012	-	in sales value 2 / 1Q 2011 Total change		1Q 2012 Sales performance review
CINZANO Sparkling wines	4%	+3.2%	+3.8%	>	Growth driven by a <b>good performance</b> in <b>Germany</b> , more than offsetting soft sales in Italy and Russia
CINZANO Vermouths	3%	-24.0%	-24.0%	>	Decline entirely attributable to Russia, due to the brand's transition into Group's organisation
SELAMOSCA ENRICO SERAFINO ID Torrect (Particol	<b>3%<sup>(*)</sup></b> <sup>(*)</sup> including r	+2.0%	<b>+12.5%</b>	>	<b>Positive organic growth</b> entirely driven by growth in the <b>international markets</b> compensating for weakness in the Italian on premise channel. Overall double digit growth thanks to new agency brands
MONDORO	2%	-8.0%	-4.6%	>	Decline entirely driven by brand transitions in Russia. <b>Positive performance</b> of <b>Riccadonna</b> and <b>Odessa</b>



Sales review

- by region

- by segment

- by brand

Consolidated income statement

Operating working capital and Net debt

New developments



# Contribution after A&P (CAAP)

	1Q 2012 € million	% of sales	1Q 2011 € million	% of sales	Reported change	Organic growth	Forex impact	Perimeter impact
Netsales	279.3	100.0%	268.4	100.0%	+4.0%	+2.8%	1.6%	-0.4%
COGS <sup>(1)</sup>	(117.6)	-42.1%	(112.3)	-41.8%	+4.7%			
Gross profit	161.7	57.9%	156.1	58.2%	+3.6%	+1.4%	2.2%	+0.0%
Advertising and promotion	(44.8)	-16.0%	(46.9)	-17.5%	-4.6%			
Contribution after A&P	117.0	41.9%	109.2	40.7%	+7.1%	+4.6%	2.5%	+0.0%

<sup>(1)</sup> COGS = cost of materials, production and logistics expenses

#### > Decrease in gross margin by 30 bps due to:

- Expected increase in input costs as well as increase in logistics expenses (primarily attributable to route-tomarket change in Russia) more than offset favourable sales mix and leverage of fixed production costs
- > A&P spend (16.0% on net sales) down by -4.6% or 150 bps on net sales vs. Q1 2011, due a different phasing of A&P investments, as planned

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- > CAAP up by +7.1% quarter-on-quarter due to:
  - organic growth of +4.6%
  - forex impact of +2.5%

## **Consolidated EBIT**

	1Q 2012 € million	% of sales	1Q 2011 € million	% of sales	Reported change	Organic growth	Forex impact	Perimeter impact
Contribution after A&P	117.0	41.9%	109.2	40.7%	+7.1%	+4.6%	2.5%	+0.0%
SG&A <sup>(1)</sup>	(53.2)	-19.1%	(47.6)	-17.7%	+11.9%			
EBIT before one-off's	63.8	22.8%	61.6	23.0%	+3.4%	+3.2%	3.3%	-3.1%
One-off's	(1.3)	-0.5%	(0.8)	-0.3%	-			
Operating profit = EBIT	62.4	22.4%	60.8	22.6%	+2.7%	+2.4%	3.3%	-3.1%
Other information:								
Depreciation	(7.7)	-2.7%	(7.8)	-2.9%	-1.2%			
EBITDA before one-off's	71.4	25.6%	69.4	25.9%	+2.9%	+2.6%	3.1%	-2.7%
EBITDA	70.1	25.1%	68.6	25.5%	+2.2%	+1.9%	3.1%	-2.7%

<sup>(1)</sup> SG&A = selling expenses + general and administrative expenses

#### > Increase in SG&A by +11.9% driven by:

- organic growth of +6.4%, reflecting the strengthening of the Group's central functions
- perimeter impact of +4.0%, due to the creation of new operating subs. in Russia (started in Q3 2011)
- forex impact of +1.5%
- > Negative one off's of € 1.3 million mainly related to restructuring provisions
- > **Depreciation** broadly in line with Q1 2011
- > Operating margin at 22.4% (vs. 22.6% in Q1 2011)
- > Organic growth in EBITDA and EBIT pre one-off's up +2.6% and +3.2% respectively

## Consolidated Group's pre-tax profit

	1Q 2012 € million	% of sales	1Q 2011 € million	% of sales	Reported change
Operating profit = EBIT	62.4	22.4%	60.8	22.6%	+2.7%
Net financing costs	(9.5)	-3.4%	(10.3)	-3.8%	-7.9%
One-off financial costs	(0.1)	0.0%	0.0	0.0%	-
Income from associates	0.0	0.0%	0.1	0.0%	-
Put option costs	(0.0)	0.0%	0.0	0.0%	-
Pretax profit	52.8	18.9%	50.6	18.8%	+4.5%
Minority interests	(0.1)	0.0%	(0.1)	0.0%	-
Group pre-tax profit	52.8	18.9%	50.4	18.8%	+4.6%

Decrease in Net financing costs due to lower average net financial debt (average debt of € 613.1 million in Q1 2012 vs. € 647.9 million in Q1 2011) as well as some positive one-off's (FX gains)

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> Group pre-tax profit +4.6% in Q1 2012

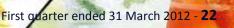
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Consolidated income statement

Operating working capital and Net debt

New developments

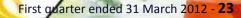


## **Operating Working Capital**

€million	31 March 2012	% of LTM sales	31 December 2011	% of LTM sales	Change	31 March 2011	% of LTM sales	Change
Receivables	247.2	19.2%	278.0	21.8%	(30.8)	237.1	19.8%	10.1
Inventories	357.6	27.8%	331.3	26.0%	26.3	305.8	25.5%	51.8
Payables	(160.7)	-12.5%	(166.8)	-13.1%	6.1	(178.6)	-14.9%	17.9
Operating Working Capital	444.1		442.5		1.6	364.3		79.8
Last Twelve Months (LTM) Sales	1,285.1		1,274.2		10.9	1,197.9		87.3
OWC / LTM Sales (%)	34.6%		34.7%			30.4%		

LTM = Last twelve months

- > **OWC at 34.6%** of LTM sales as of 31 March 2012 in line with year end 2011
- > **OWC at 34.6%** of LTM sales as of 31 March 2012 vs. 30.4% as of 31 March 2011 mainly attributable to the start of the new Russian operations and the step up in maturing Scotch and bourbon inventories
- > **Overall change in OWC** of **€ 1.6 m** determined by:
  - Organic growth of € 7.1.million
  - Positive forex impact of € (5.5) million



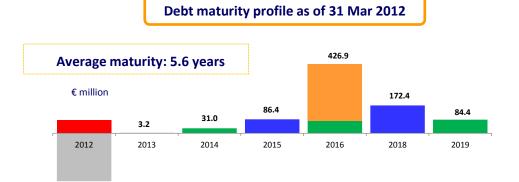
## Net financial debt

€million	31 March 2012	31 December 2011
Short-term cash/(debt) <sup>(1)</sup>	213.2	171.8
Medium to long-term cash/(debt)	(795.0)	(800.6)
Cash/(debt) on ordinary activities	(581.8)	(628.8)
Liabilities for put option and earn-out payments	(7.7)	(7.8)
Net cash/(debt)	(589.5)	(636.6)

<sup>(1)</sup> Inclusive of 2002 US debt private placement repayment of \$ 108 million (€ 81 million) due on 11 July 2012

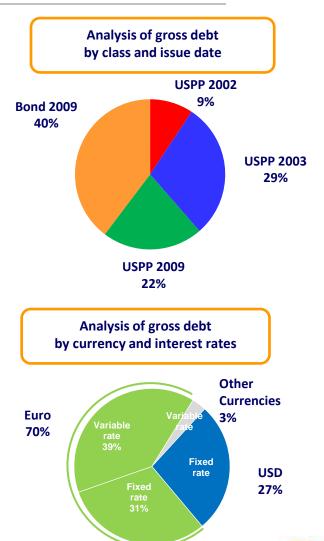
- Net financial debt as of 31 March 2012 at of € 589.5 million (from € 636.6 million as of 31 Dec 2011)
- > Decrease in Net debt by € 47.0 million in Q1 2012 thanks to healthy cash flow generation
- > Net debt / EBITDA pro-forma ratio at 1.8X as of 31 March 2012

(215.2)



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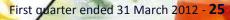
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## Marketing & commercial initiatives

#### COMMUNICATION



American Honey new marketing campaign in Australia



Glen Grant new TV commercial in Germany



Wild Turkey first TV advertising campaign in US, debuted nationally on May 1





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Espolon new outdoor campaign

#### BRAND ACTIVATION



SKYY Vodka as Official Sponsor of Emirates Team New Zealand's Challenge for the 34<sup>th</sup> America's Cup



Campari Soda special edition celebrating 80° anniversary

#### NEW DISTRIBUTION AGREEMENTS

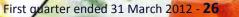


Tullamore Dew distribution agreement in Germany





Still wines: Fazi Battaglia, Urciuolo and Mouton Cadet



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New developments

## **Conclusion & Outlook**

- > First quarter 2012 results in line with expectations
- > Brands
  - Positive growth across all key spirit brands
  - Aperol & Campari negatively affected in Germany by commercial dispute (positive growth in all other clients in the country)
- > Markets
  - **Resilience in Italy** despite rigorous credit management
  - Continued strong performance of new route-to-market (Australia, Argentina and Mexico)
  - Russia progressing in line with plans



> On the back of in line Q1 2012 results, outlook remains cautiously optimistic

## Supplementary schedules

Schedule - 1 Analysis of 1Q 2012 net sales growth by segment and region

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- Schedule 2 1Q 2012 consolidated income statement
- Schedule 3 Exchange rates in 1Q 2012

## Net sales analysis by segment and region

Consolidated net	sales by se	gment							
	1Q 2012		1Q 2011		Change	of which:			
	€m	%	€m	%	%	organic	forex	perimeter	
Spirits	217.4	77.9%	206.5	76.9%	5.3%	4.4%	2.0%	-1.1%	
Wines	32.4	11.6%	34.3	12.8%	-5.5%	-8.1%	0.8%	1.8%	
Soft drinks	26.9	9.6%	25.9	9.6%	3.9%	3.8%	0.1%	0.0%	
Other revenues	2.6	0.9%	1.8	0.7%	44.3%	6.9%	0.7%	36.7%	
Total	279.3	100.0%	268.4	100.0%	4.0%	2.8%	1.6%	-0.4%	

#### Consolidated net sales by region

	1Q 2012		1Q 2011 Change		of which:			
	€m	%	€m	%	%	organic	forex	perimeter
Americas <sup>(1)</sup>	85.3	30.5%	83.9	31.3%	1.7%	2.1%	2.2%	-2.6%
Italy	101.6	36.4%	101.1	37.7%	0.5%	0.3%	0.0%	0.2%
Rest of Europe	62.2	22.3%	61.3	22.8%	1.4%	-1.0%	0.8%	1.6%
RoW & Duty Free	30.2	10.8%	22.1	8.2%	36.6%	27.2%	9.4%	0.0%
Total	279.3	100.0%	268.4	100.0%	4.0%	2.8%	1.6%	-0.4%

#### <sup>(1)</sup>Breakdown of Americas

	1Q 2012		1Q 2011		Change	of which:		
	€m	%	€m	%	%	organic	forex	perimeter
USA	57.6	67.5%	54.4	64.8%	5.9%	5.4%	4.3%	-3.8%
Brazil	11.7	13.8%	17.5	20.9%	-33.0%	-31.9%	-1.1%	0.0%
Other countries	16.0	18.7%	12.0	14.3%	32.9%	36.9%	-2.6%	-1.4%
Total	85.3	100.0%	83.9	100.0%	1.7%	2.1%	2.2%	-2.6%

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### 1Q 2012 Consolidated income statement

	1Q 2012		1Q 2011		Change
	€m	%	€m	%	%
Net sales <sup>(1)</sup>	279.3	100.0%	268.4	<b>100.0%</b>	+4.0%
COGS <sup>(2)</sup>	(117.6)	-42.1%	(112.3)	-41.8%	+4.7%
Gross profit	161.7	<b>57.9%</b>	156.1	<b>58.2%</b>	+3.6%
Advertising and promotion	(44.8)	-16.0%	(46.9)	-17.5%	-4.6%
Contribution after A&P	117.0	41.9%	109.2	40.7%	+7.1%
SG&A <sup>(3)</sup>	(53.2)	-19.1%	(47.6)	-17.7%	+11.9%
EBIT before one-off's	63.8	22.8%	61.6	23.0%	+3.4%
One-off's	(1.3)	-0.5%	(0.8)	-0.3%	-
Operating profit = EBIT	62.4	22.4%	60.8	22.6%	+2.7%
Net financing costs	(9.5)	-3.4%	(10.3)	-3.8%	-7.9%
One-off financial costs	(0.1)	0.0%	0.0	0.0%	-
Income from associates	0.0	0.0%	0.1	0.0%	-
Put option costs	(0.0)	0.0%	0.0	0.0%	-
Pretax profit	52.8	18.9%	50.6	18.8%	+4.5%
Minority interests	(0.1)	0.0%	(0.1)	0.0%	-
Group's pre-tax profit	52.8	18.9%	50.4	18.8%	+4.6%
Other information:					
Other information: Depreciation	(7.7)	-2.7%	(7.8)	-2.9%	-1.2%
EBITDA before one-off's	(7.7) <b>71.4</b>	-2.7% <b>25.6%</b>	(7.8) <b>69.4</b>	-2.9% 25.9%	+2.9%
EBITDA BEIGLE GHE-GHT'S	70.1	25.1%	68.6	25.5%	+2.3%

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<sup>(1)</sup> Net of discounts and excise duties

<sup>(2)</sup> Cost of materials + production costs + logistic costs

<sup>(3)</sup> Selling, general and administrative costs

## Exchange rates effects

Average exchange rate	1 Jan - 31 March 2012	1 Jan - 31 March 2011	% change 1Q 2012 vs 1Q 2011
US dollar : 1 Euro	1.311	1.367	4.3%
Brazilian Real : 1 Euro	2.316	2.279	-1.6%
Australian Dollar : 1 Euro	1.242	1.360	9.5%
Russian Ruble : 1 Euro	39.541	40.003	1.2%
Argentine Peso : 1 Euro	5.691	5.485	-3.6%
Pound Sterling : 1 Euro	0.835	0.853	2.2%
Swiss Franc : 1 Euro	1.208	1.287	6.6%
Mexican Peso : 1 Euro	17.014	16.491	-3.1%
Chinese Yuan : 1 Euro	8.271	8.997	8.8%

31 March 2012	31 March 2011	% change 31 March 2012 vs 31 March 2011
1.336	1.421	6.4%
2.432	2.306	-5.2%
1.284	1.374	7.0%
39.295	40.285	2.5%
5.842	5.753	-1.5%
0.834	0.884	6.0%
1.205	1.301	8.0%
17.022	16.928	-0.6%
8.409	9.304	10.6%
	1.336 2.432 1.284 39.295 5.842 0.834 1.205 17.022	1.336 1.421   2.432 2.306   1.284 1.374   39.295 40.285   5.842 5.753   0.834 0.884   1.205 1.301   17.022 16.928

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