

CAMPARI GROUP

Campari Group enters into exclusive negotiations to acquire its French distributor Baron Philippe de Rothschild France Distribution S.A.S.

Milan, November 15th, 2019-Campari Group announced today that it **has entered into exclusive negotiations to acquire its current French distributor Baron Philippe de Rothschild France Distribution S.A.S.** (the 'Target'). The Target is currently 100% owned by Baron Philippe de Rothschild S.A., to which a put option was also granted by Campari Group.

The transaction is subject to the completion of the appropriate social processes and to customary antitrust approval. Upon a hopefully positive conclusion of the negotiations, Campari Group will communicate thereupon and provide the key financial terms of the deal.

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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, Campari, SKYY, Grand Marnier, Wild Turkey** and **Appleton Estate**. 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. 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>. Please enjoy our brands responsibly.