

CAMPARI GROUP

APPROVAL OF THE STOCK OPTION PLAN PURSUANT TO ARTICLE 114-BIS OF THE TUF

Dear shareholders,

The assignment of stock options relating to shares in Your Company is governed by the relevant “*Regulation for the assignment of stock options*” (the “Regulation”), approved by the Remuneration and Appointments Committee based on a mandate from the Board of Directors dated 13 May 2014. The Regulation (which is available on the website www.camparigroup.com) sets out in general terms the principles underlying the assignment of stock options, and the general regulations governing this area, while the shareholders’ meeting decides on the following when it approves each specific stock option plan:

- (i) the maximum number of options that may be assigned to the categories of Beneficiaries (employees, directors and associates of Campari Group companies);
- (ii) the start and end date of the period during which the options may be exercised; and
- (iii) the time frame within which the competent bodies may actually assign the options.

In accordance with the framework principles set out in the Regulation, the Board of Directors therefore proposes to approve a stock option plan this year:

- for a maximum number of Options equal to the ratio between 73,800,000.00 Euros and the Exercise Price, of which in particular - for the members of the Board of Directors of the Issuer or other Beneficiaries for whom an individual disclosure is required - for a maximum number of options resulting from the ratio between 10,800,000.00 Euros and the Exercise Price and with respect to all other Beneficiaries for a maximum number of options resulting from the ratio between 63,000,000.00 Euros and the Exercise Price
- exercisable in the two-year period following the end of the fifth year following the date of assignment;
- the competent bodies are granted all necessary powers to implement the Plan within 30 June

2019.

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In the following section of this report, the Board of Directors sets out all the details regarding the stock option plan (the key features of which have just been explained) in accordance with the instructions for preparing the information memorandum shown in Schedule 7 of Attachment 3A of the Consob Issuer Regulation.

Foreword: some definitions of terms not in common use and the key features of the stock option plan

Shares: the shares of Davide Campari-Milano S.p.A.;

Beneficiaries: the employees and/or directors and/or associates of the Campari Group to whom Options have been assigned;

Issuer: Davide Campari-Milano S.p.A., the parent company of the Campari Group;

Group: the Campari Group headed by the Issuer;

Options: the options assigned by the Issuer to the Beneficiaries for the subscription and/or purchase of shares;

Exercise period: the period stipulated by the Plan during which the Options may be exercised;

Plan: the stock option plan prepared by the Issuer's Board of Directors, after consultation with the Remuneration and Appointments Committee, and subsequently approved by the Issuer's ordinary shareholders' meeting;

Exercise price: the value equal to the arithmetic mean of the official stock exchange price during the month prior to assignment;

Regulation: the Regulation that contains the framework principles and the general regulations governing the Plan, attached to this report for information purposes only, and available on the Issuer's website www.camparigroup.com

The Beneficiaries.

1.1. The following Beneficiaries of the Options are members of the Issuer's Board or of companies controlling the Issuer:

Robert Kunze-Concewitz – Chief Executive Officer (*)

Paolo Marchesini – Chief Financial Officer (*)

Giovanni Berto

1.2. The Regulation stipulates that Beneficiaries may belong to one of three categories in the Campari Group: employees, directors or associates.

1.2.1. The Options assigned are governed by the same regulations regardless of the category to which each Beneficiary belongs.

1.2.2. The category of Beneficiary is only relevant in terms of any total or partial loss of the Options assigned in the event that he/she loses his/her position (as employee, director or associate) by virtue of which the Options were assigned, through his/her own fault or otherwise (see paragraphs 4.7. and 4.8).

1.3 Beneficiaries marked with an asterisk in the list as per paragraph 1.1 have executive roles at the Issuer.

Reasons for adopting the Plan.

2.1. The assignment of stock options is the main long-term incentive plan used to:

- (i) attract and retain talented managers who hold key positions in the Group;
- (ii) align the interests of management (through adequate remuneration) and shareholders (through adequate financial gain).

2.1.1. The timescale stipulated – a two-year exercise period running from the end of the fifth year following the date of assignment – was determined in order to prevent short-term considerations from compromising the effectiveness of the management incentive scheme, as the achievement of certain targets can only be measured several years after they are set and implemented.

2.2. Rights to Options do not accrue on the basis of performance indicators. As long as the individual has maintained his/her position as a director, employee or associate – by virtue of which he/she has been assigned the Options – until their natural expiry, such rights shall accrue. If the Beneficiary loses his/her position on the basis of which he/she was assigned the Options, through no fault of his/her own, the number of Options may be reduced on a *pro rata temporis* basis, and he/she has the right (but not the obligation) to exercise the Options early.

2.3. Pursuant to art. 4 of the Regulation, for the purposes of determining the number of Options

that can be assigned to each Beneficiary, the competent body considers the importance of the position held by each Beneficiary in the Group, and the Issuer's interest in scaling long-term incentives as part of its strategy.

2.4. Not applicable.

2.5. The approval of the Plan was not influenced by tax or accounting considerations and will be implemented, in the Issuer's interests, in compliance with tax and accounting provisions in force from time to time.

2.6. The Plan will not benefit from the support of the *Fondo speciale per l'incentivazione della partecipazione di lavoratori nelle imprese* (the Italian fund to promote employee shareholding).

Approval procedure and timetable for assigning Shares

3.1. Regulations of the framework principles underlying the assignment of stock options and the general regulations applicable to Options assigned from time to time are contained in the Regulation. The Regulation specifies the following procedure:

- after consultation with the Remuneration and Appointments Committee, the Board of Directors prepares a specific stock option plan to be submitted for approval at the Issuer's shareholders' meeting;
- the shareholders' meeting approves the Plan, specifying:
 - (i) the maximum number of Options to be assigned;
 - (ii) the start and end date of the period during which the Options may be exercised; and
 - (iii) the deadline by which the Plan must be implemented;
 - on the proposal of the Remuneration and Appointments Committee, the Issuer's Board of Directors identifies the Beneficiaries and determines the number of Options to be assigned to each, in compliance with the limits established by the shareholders' meeting and according to the criteria set out in paragraphs 1.2 and 2.3.

3.2. Pursuant to art. 20 of the Regulation, the Plan's operational administration is conducted by the Issuer's Legal Affairs Department, in conjunction with its Human Resources Department and Treasury Services. With regard to the operational administration of its Plans, always in accordance with the above-mentioned art. 20, the Issuer is assisted by BNP Paribas Securities Services, which operates according to a specific management mandate received from the Issuer.

3.3. Pursuant to art. 18 of the Regulation, the general regulations applicable to the Options that have already been assigned may be modified, with the Beneficiary's agreement, by the Issuer's Board of Directors (after consultation with the Remuneration and Appointments Committee) provided that this is in the Issuer's interests. The Board of Directors is not, however, allowed to assign new Options in excess of the quantitative limits established by the shareholders' meeting when the Plan was approved. Pursuant to art. 19 of the Regulation, the Regulation itself (i.e. the framework regulations governing the assignment of stock options) may be modified by the Board of Directors (after consultation with the Remuneration and Appointments Committee). The modifications only apply to Options assigned subsequently.

3.4. Pursuant to art. 5 of the Regulation, the competent bodies may acquire and/or issue the Shares to service the Plan in accordance with applicable legislation and regulations. It is within the discretionary powers of the Issuer's executive body to decide whether to acquire the Shares on the market when the Options are assigned or to enter into derivatives contracts to hedge the risk of price fluctuations, or to raise the capital to service the Options by another means (e.g. a capital increase).

3.5. In the absence of specific delegation of powers and notwithstanding the ordinary administration of the Plan, each director who is not a member of the Issuer's Remuneration and Appointments Committee contributes to the implementation of the Plan only in his capacity as a member of the Issuer's management body. If a conflict of interest arises, the general provisions and procedures governing transactions in the event of conflicts of interest shall apply. None of the members of the Issuer's Remuneration and Appointments Committee is a Beneficiary of Options under the Plan.

3.6. The Issuer's Remuneration and Appointments Committee proposed the Plan and the Issuer's Board of Directors approved it on 27 February 2018 in view of its submission to the shareholders' meeting on 23 April 2018.

3.7. See Table 1 attached to this information memorandum;

3.8. See Table 1 attached to this information memorandum;

3.9. As explained in point 4.19 below, the exercise price for the Options is based on the arithmetic mean of the official stock market prices in the 30 days preceding the assignment of the Options. This cancels out the effect of any sudden increases or decreases in the price of the Issuer's shares close to the assignment date. Moreover, the Options have a medium to long term exercise period, which makes short-term fluctuations in the price of the Issuer's shares less relevant. The Issuer therefore reserves the right to suspend the exercise of Options in certain situations, including, but not limited to, the approval of the annual or interim financial statements; the distribution of dividends; the execution of capital transactions which require the number of shares constituting the share capital to be accurately stated at a preliminary stage, or transactions that involve changes to the capital; or substantial changes to the structure of the Company's profit and loss statement or balance sheet.

4. The features of the assigned instruments

4.1. The Plan is structured as a typical stock option plan. It grants Beneficiaries the right to acquire, during the exercise period, the Issuer's shares at a price established in advance (equal to the arithmetic mean of the official stock market prices in the 30 days prior to the assignment date). The Shares are assigned upon payment of the corresponding price (known as "settlement with physical delivery"). However, should the Beneficiary require it – and with the Issuer's agreement – the difference between the value of the Shares on the date that the Options are exercised and the corresponding Exercise Price may be paid.

4.2. The exercise period has been set as a two-year period running from the end of the fifth year after the date that the Options were assigned.

4.3. The competent corporate bodies may assign Options under the stock option plan until the deadline of 30 June 2019.

4.4. Until the deadline for the stock option plan (see previous paragraph), the competent corporate bodies may grant:

- a maximum number of Options equal to the ratio between 10,800,000.00 Euros and the Exercise Price to Beneficiaries who are directors of the Issuer or other persons for whom an individual disclosure is required as specified in Table 1 attached hereto;
- a maximum number of Options equal to the ratio between 63,000,000 Euros and the

Exercise Price to all other Beneficiaries.

4.5. Rights to Options do not accrue on the basis of performance indicators. As long as the individual has maintained his/her position as a director, employee or associate – by virtue of which he/she has been assigned the Options – until their natural expiry, such rights shall accrue. If the Beneficiary loses his/her position on the basis of which he/she was assigned the Options, through no fault of his/her own, the number of Options may be reduced on a *pro rata temporis* basis and he/she has the right (but not the obligation) to exercise the Options early.

4.6. The Options allocated may not be transferred except in *mortis causa*. The Shares deriving from the exercise of Options are not subject to a lock-up period.

4.7. The Options lapse in the sole event that the Beneficiary loses his/her position (director, employee or associate) by virtue of which he/she was assigned the Options, before they expire, through his/her own fault. If the individual loses his/her position through no fault of his/her own or by mutual written agreement, the Options are reduced on a *pro rata temporis* basis with the additional right (but not the obligation) to exercise the Options early (see paragraph 4.5.).

4.8. If the employment relationship ends due to dismissal or resignation, before the expiry of the Options, the assigned Options automatically lapse. If the employment relationship ends due to retirement, events beyond the individual's control or by mutual written agreement, the number of Options assigned is reduced on a *pro rata temporis* basis and the individual has the right (but not the obligation) to exercise the Options early (see the previous paragraph and paragraph 4.5).

4.9. Except as stated in the above paragraphs, there are no grounds for cancelling the stock option plan approved at the shareholders' meeting.

4.10. The Shares allocated through the exercise of the Options are not redeemable by the Issuer.

4.11. No loans or other financial assistance shall be granted to Beneficiaries to acquire the Shares deriving from the exercise of the Options.

4.12. The Issuer's expected liability shall be calculated with reference to the actual dates on which the Options are assigned, according to the Black-Scholes method.

4.13. Any dilutive effects from the implementation of the Plan will depend on whether the Issuer has chosen to raise capital through purchases on the market or through a capital increase. Notwithstanding the Regulation authorising the Issuer to implement the Plan through either the

purchase of Shares that have already been issued or via a capital increase, the Issuer has, to date, always chosen to purchase own Shares on the market (in compliance with applicable legislation) and, therefore, there has been no dilutive effect.

4.14. Not applicable.

4.15. Not applicable.

4.16. Each Option grants the right to purchase one Share. This ratio may be changed only in the event of extraordinary transactions which impact the Issuer's capital (see paragraph 4.23).

4.17. See paragraph 4.2.

4.18. See paragraph 4.2.

4.19. The Exercise Price of the Options is equal to the arithmetic mean of the official stock market price during the 30 days prior to the assignment date.

4.20. Not applicable.

4.21. There are no variations in the exercise price for different Beneficiaries or categories of Beneficiary.

4.22. Not applicable.

4.23. The effects of transactions on the Issuer's capital are set out in art. 15 of the Regulation, which establishes the following provisions:

a) *paid capital increase*: in the event that the Issuer approves a paid capital increase via the issue of new Shares, while there are still unexercised Options, the Beneficiary shall not have any rights.

b) *mergers or de-mergers*: in the event of extraordinary transactions such as mergers (excluding the absorption by the Issuer of wholly-owned companies) and de-mergers that have an effect on the Issuer's nominal capital, Beneficiaries have the right to exercise Options early, but only in respect of a number of Options reduced on a *pro rata temporis* basis; if the Options are not exercised early, they shall be deemed to have expired, except where the plan for the extraordinary transaction includes (i) the right of Beneficiaries to maintain the Options until their natural expiry (with a change to the exercise price and/or the ratio of Options to Shares, where necessary, to take into account the economic effects of the extraordinary transaction) and/or (ii) the replacement of the Options assigned with new Options that grant the right to purchase Shares of the Issuer after the extraordinary transaction has been completed (to take into account the economic effects of the

extraordinary transaction);

c) *bonus share issue and capital reduction due to losses*: in the event of a capital increase through the conversion of reserves or of a capital reduction due to losses, the ratio of the number of Options assigned and the number of Shares servicing them will be changed correspondingly (e.g. if the capital is doubled, each Option shall grant the right to purchase two Shares);

d) *voluntary capital reduction*: in the event of a voluntary capital reduction, Beneficiaries are granted the right of early exercise of all Options in a number reduced on a *pro rate temporis* basis. If the Options are not exercised early, they shall continue to be exercisable, in total, until their natural expiry;

e) *share splits or reverse share splits*: in the event of share splits or reverse share splits, the ratio of the number of Options assigned to the number of Shares servicing them shall be adjusted accordingly;

4.24. Table 1 is attached, with the relevant fields completed

COMPENSATION PLANS BASED ON FINANCIAL INSTRUMENTS

Table 1, Schedule 7, Attachment 3° of Regulation 11971/1999

Name or category	Position	CHART 2							
		Stock options							
		Section 1 Options relating to plans currently being validated, approved on the basis of previous resolutions by shareholders' meeting							
		Date of shareholders' meeting resolution	Description of instrument	Options held at the end of 2017	Exercised options	Date of assignment	Exercise price	Market price of the underlying shares on the assignment date	Period of possible exercise
Luca Garavoglia	Chairman	April 30, 2010	Options on Campari shares with physical settlement	0,00	760,000	May 13, 2010	1.92	2,05	Two years, starting from fifth year after allocation
		April 27, 2012	Options on Campari shares with physical settlement	380,000	0.00	May 11, 2012	2.62	2.71	Two years, starting from seventh year after allocation. The option is given to bring forward the exercise period to run from the end of the fifth

									year to the end of the seventh year (with a consequent reduction of 20% in options assigned) or to bring forward the exercise period to run from the end of the sixth year to the end of the eighth year (in this case with a reduction of 10% in options assigned)
Bob Kunze-Concewitz	Managing Director	April 27, 2012	Options on Campari shares with physical settlement	1,330,000	0,00	May 11, 2012	2.62	2.71	Two years, starting from fifth year after allocation
		April 30, 2014	Options on Campari shares with physical settlement	1,433,120.	0.00	July 7, 2014	3.14	3.12	Two years, starting from seventh year after allocation. The option is given to bring forward the exercise period to run from the end of the fifth year to the end of the seventh year (with a consequent reduction of 20% in options assigned) or to bring forward the exercise period to run from the end of the sixth year to the end of the eighth year (in this case with a reduction of 10% in options assigned)
		April 29, 2016	Options on Campari shares with physical settlement	1,166,860	0.00	May 11, 2016	4.28	4.30	Two years, starting from fifth year after allocation

Paolo Marchesini	Managing Director	April 27, 2012	Options on Campari shares with physical settlement	950,000	0.00	May 11, 2012	2.62	2.71	Two years, starting from seventh year after allocation. The option is given to bring forward the exercise period to run from the end of the fifth year to the end of the seventh year (with a consequent reduction of 20% in options assigned) or to bring forward the exercise period to run from the end of the sixth year to the end of the eighth year (in this case with a reduction of 10% in options assigned)
		April 30, 2014	Options on Campari shares with physical settlement	955,414	0.00	July 1, 2014	3.14	3.12	Two years, starting from seventh year after allocation. The option is given to bring forward the exercise period to run from the end of the fifth year to the end of the seventh year (with a consequent reduction of 20% in options assigned) or to bring forward the exercise period to run from the end of the sixth year to the end of the eighth year (in this case with a reduction of 10% in options assigned)
		April 29, 2016	Options on Campari shares with physical settlement	816,802	0.00	May 11, 2016	4.28	4.30	Two years, starting from fifth year after allocation
Stefano Saccardi	Managing Director	April 30, 2010	Options on Campari shares with physical settlement	0.00	140,000	May 13, 2010	1.92	2.05	Two years, starting from fifth year after allocation

		April 27, 2012	Options on Campari shares with physical settlement	950,000	0.00	May 11, 2012	2.62	2.71	Two years, starting from seventh year after allocation. The option is given to bring forward the exercise period to run from the end of the fifth year to the end of the seventh year (with a consequent reduction of 20% in options assigned) or to bring forward the exercise period to run from the end of the sixth year to the end of the eighth year (in this case with a reduction of 10% in options assigned)
		April 30, 2014	Options on Campari shares with physical settlement	955,414	0.00	July 1, 2014	3.14	3.12	Two years, starting from seventh year after allocation. The option is given to bring forward the exercise period to run from the end of the fifth year to the end of the seventh year (with a consequent reduction of 20% in options assigned) or to bring forward the exercise period to run from the end of the sixth year to the end of the eighth year (in this case with a reduction of 10% in options assigned)
		April 29, 2016	Options on Campari shares with physical settlement	816,802	0.00	May 11, 2016	4.28	4.30	Two years, starting from fifth year after allocation
Giovanni Berto	Employee	April 27, 2012	Options on Campari shares with physical settlement	130,000	0.00	May 11, 2012	2.62	2.71	Two years, starting from seventh year after allocation. The option is given to bring forward the exercise period to run from the end of the fifth year to the end of the seventh year (with a consequent

									reduction of 20% in options assigned) or to bring forward the exercise period to run from the end of the sixth year to the end of the eighth year (in this case with a reduction of 10% in options assigned
		April 30, 2014	Options on Campari shares with physical settlement	111,464	0.00	July 1, 2014	3.14	3.12	Two years, starting from seventh year after allocation. The option is given to bring forward the exercise period to run from the end of the fifth year to the end of the seventh year (with a consequent reduction of 20% in options assigned) or to bring forward the exercise period to run from the end of the sixth year to the end of the eighth year (in this case with a reduction of 10% in options assigned
		April 29, 2016	Options on Campari shares with physical settlement	81,680	0.00	May 11, 2016	4.28	4.30	Two years, starting from fifth year after allocation
Others	Various	April 30, 2010	Options on Campari shares with physical settlement	0,00	2,932,606	May 13, 2010	1.92	2.05	Two years, starting from fifth year after allocation
		April 30, 2010	Options on Campari shares with physical settlement	0,00	245,098	June 14, 2010	2.04	2.10	Two years, starting from fifth year after allocation
		April 30, 2010	Options on Campari shares with physical settlement	0,00	133,630	November 11, 2010	2.24	2.31	Two years, starting from fifth year after allocation

April 29, 2011	Options on Campari shares with physical settlement	125,212	0,00	May 30, 2011	2.53	2.60	Two years, starting from fifth year after allocation
April 29, 2011	Options on Campari shares with physical settlement	351,920	246,022	November 14, 2011	2.79	2.66	Two years, starting from fifth year after allocation
April 27, 2012	Options on Campari shares with physical settlement	15,116,964	1,058,598	May 11, 2012	2.62	2.71	Two years, starting from seventh year after allocation. The option is given to bring forward the exercise period to run from the end of the fifth year to the end of the seventh year (with a consequent reduction of 20% in options assigned) or to bring forward the exercise period to run from the end of the sixth year to the end of the eighth year (in this case with a reduction of 10% in options assigned)
April 30, 2013	Options on Campari shares with physical settlement	660,670	25,574	May 13, 2013	3.04	3.02	Two years, starting from seventh year after allocation. The option is given to bring forward the exercise period to run from the end of the fifth year to the end of the seventh year (with a consequent reduction of 20% in options assigned) or to bring forward the exercise period to run from the end of the sixth year to the end of the eighth year (in this case with a reduction of 10% in options assigned)

April 30, 2013	Options on Campari shares with physical settlement	467,780	0.00	August 6, 2013	2.87	3.09	Two years, starting from seventh year after allocation. The option is given to bring forward the exercise period to run from the end of the fifth year to the end of the seventh year (with a consequent reduction of 20% in options assigned) or to bring forward the exercise period to run from the end of the sixth year to the end of the eighth year (in this case with a reduction of 10% in options assigned)
April 30, 2014	Options on Campari shares with physical settlement	16,342,308	259,516	July 1, 2014	3.14	3.12	Two years, starting from seventh year after allocation. The option is given to bring forward the exercise period to run from the end of the fifth year to the end of the seventh year (with a consequent reduction of 20% in options assigned) or to bring forward the exercise period to run from the end of the sixth year to the end of the eighth year (in this case with a reduction of 10% in options assigned)
April 30, 2014	Options on Campari shares with physical settlement	537,486	0.00	June 3, 2015	3.53	3.50	Two years, starting from seventh year after allocation. The option is given to bring forward the exercise period to run from the end of the fifth year to the end of the seventh year (with a consequent reduction of 20% in options assigned) or to bring forward the exercise period to run from the end of the sixth year to the end

								of the eighth year (in this case with a reduction of 10% in options)
April 29, 2016	Options on Campari shares with physical settlement	11,575,562	52,089	May 11, 2016	4.28	4.30	Two years, starting from fifth year after allocation	
April 29, 2016	Options on Campari shares with physical settlement	1,147,013	0.00	August 4, 2017	6.19	6.12	Two years, starting from fifth year after allocation	

Table 1, Section 2 of schedule 7, Attachment 3 of Regulation 11971/1999

Name or category		Position	Chart 2					
			Stock options					
			Section 2 Options assigned with a new grant on decision of: <input checked="" type="checkbox"/> of the board for proposal to the shareholders' meeting <input type="checkbox"/> the competent body for the assignment solved by the shareholders' meeting					
		Shareholder's resolution date	Description of instrument	Number of options	Assignment date	Exercise price	Market price of the underlying shares on the assignment date	Period of possible exercise (from - to)
Bob Kunze-Concewitz	Managing Director and Chief Executive Officer	April 23, 2018	Options on Campari shares with physical settlement					
Paolo Marchesini	Managing Director and Chief Financial Officer	April 23, 2018	Options on Campari shares with physical settlement					
Giovanni Berto	Chairman's Assistant	April 23, 2018	Options on Campari shares with physical settlement					
Key Managers	General Counsel & Business Development Officer	April 23, 2018	Options on Campari shares with physical settlement					
Other Beneficiaries	Various	April 23, 2018	Options on Campari shares with physical settlement					

Sesto San Giovanni, 27 February , 2018

Davide Campari-Milano S.p.A.
Chairman

Davide Campari-Milano S.p.A

The official text of the above Approval of the Stock Options Plan has to be considered the Italian version. Any discrepancies or differences arising in the translations are not binding and have no legal effect. In case of any dispute on the content of the document, the Italian original for the Approval text and the English original for the Regulation text shall always prevail.