

STAKEHOLDER DIALOGUE POLICY

This is the policy for effective dialogue with stakeholders (**Stakeholder Dialogue Policy**) of Davide Campari-Milano N.V. (the **Company**) as prepared and adopted by the Board on 14 December 2023 in accordance with best practice provision 1.1.5 of the Dutch Corporate Governance Code.

1. INTRODUCTION

The Company believes that stakeholder engagement is key to its business and that it contributes to sustainable long-term value creation. To ensure that the interests of the relevant stakeholders of the Company are considered in determining the sustainability aspects of the Company's strategy, the Company is committed to facilitating a dialogue with its relevant stakeholders unless such dialogue is, in the opinion of the Board, not in the interests of the Company and its affiliated enterprise. The purpose of this Stakeholder Dialogue Policy is to provide a general framework for the dialogue between the Company and its stakeholders, focusing specifically on the sustainability aspects of the Company's strategy and its implementation. This dialogue can take many forms and depends on the topic and on the type of stakeholder involved.

In addition to this Stakeholder Dialogue Policy, the Company has, in accordance with the Dutch Corporate Governance Code, a policy on bilateral contacts with shareholders in place to facilitate an open and constructive dialogue with shareholders.

2. STAKEHOLDERS

The environment in which the Company and its subsidiaries (the **Group**) operate is influenced by multiple factors driven by the variation of the business, the market, as well as the geographies and legislation of the countries in which the Group operates. Key stakeholders are identified based on their potential to influence or be affected by the Group's strategy and activities. The Company monitors and evaluates the stakeholder mapping, on a global and local level, and the quality of the stakeholder engagement periodically.

The Company has identified the following stakeholders with which it maintains an ongoing dialogue:

Stakeholder	Engagement and channels of dialogue	Key issues
Consumers	Market research and customer satisfaction; tests and focus groups; social media; company websites; events.	Product quality and safety; transparency of information; responsible communication.
Bartenders	Campari Academy courses; Campari Academy Truck; Campari Barman Competition; events; sustainability questionnaire.	Professional, high-quality and responsible serving.
Local communities	Corporate volunteering; Negroni Week; charity activities for NGOs; Covid-19-related supporting initiatives; visits to Campari Gallery; contributions to external shows and exhibitions.	Investments and aid for the community; social and environmental impacts generated; job creation.
Press	Press releases and PR material; websites; preparation and coordination of interviews with senior management; events.	Timely and transparent communication, information/statements on the relevance of sustainability issues and their impact on the company's strategy; targets and activities prepared, involvement of top management in business and sustainability-related issues.
Camparistas (employees)	Biennial survey on internal morale (Great Place to Work survey); internal and external training courses; performance appraisal; internal	Business climate; career development and growth; remuneration and incentives; training; work/life balance; corporate

	communication tools (press review, intranet, mailing); 'Yammer' international social network; internal events for Camparistas; business meetings; management committees.	welfare; equal opportunities; health and safety at work; internal communication.
Suppliers, distributors and commercial partners	Supplier Code; Sedex; co-product development; innovation projects; business meetings; third-party verification; validation and certification of documents and reports.	A solid and transparent relationship that is subject to continuous check; contractual terms and conditions; order planning; compliance with Group policies.
Competitors	Participation in sector association conferences.	Protection of sector interests; promotion of responsible consumer behaviors and models.
Shareholders, investors and analysts	Shareholders' meeting; management board reports, press releases and investor presentations; analyst calls, investor meetings, road shows and investor conferences; dedicated email address investor.relations@campari.com	Dividends; stock performance; investor relations; capital base.
Trade associations	Regular meetings; preparation and sharing of projects and best practices; participating in meetings and activities of associations.	Protection of sector interests; promotion of responsible consumer behaviors and models.
Trade unions	Collective and supplemental bargaining; meetings with company union representatives; conferences.	Ongoing dialogue and fulfilment of obligations arising from collective bargaining with the trade union associations.
Institutions	Participation in national and international conferences on issues facing the industry.	Transparent communication; compliance with laws and sound business management.
Schools and universities	Undertaking projects in partnership; graduate programs; Company testimonials at educational institutions; guided tours for students at Campari Gallery; Company testimonials.	Partnerships and projects; financing.

3. MISCELLANEOUS

The Board will periodically review the Stakeholder Dialogue Policy and amend its contents if deemed necessary.