

# CAMPARI GROUP

## Campari Group launches a new share buyback program to service long-term share-based incentives

**Milan, 29 October 2024**-Davide Campari-Milano N.V. ('**Campari**' or the '**Company**') announces, pursuant to article 2 of the Delegated Regulation (EU) no. 1052/2016 (the '**Delegated Regulation**'), the **launch of a share buyback program** under article 5 of Regulation (EU) no. 596/2014 (the '**Program**').

The Program is intended to meet the obligations arising from stock option plans and other share-based incentive plans, currently in force or to be adopted, the beneficiaries of which are (or will be) employees or members of the administrative and/or or management bodies of either the Company or other Campari Group's companies. The Program will be implemented in accordance with the resolution adopted by the Company's General Meeting held on April 11, 2024, which authorized the Board of Directors to acquire, in one or more transactions, a maximum number of shares in the capital of the Company which, when added to the treasury shares already held by Campari, will not exceed the legal limit, for a period of 18 months from April 11, 2024, to October 11, 2025 (the '**Authorization**'). The Authorization has also set out that purchases shall take place for (i) a minimum price, excluding expenses, of the nominal value of Campari's shares, and (ii) a maximum price of an amount equal to 10% above the opening price on the day of acquisition of the share concerned.

In any case, as set forth in the Delegated Regulation, the shares will not be purchased at a price higher than the higher of the price of the last independent trade and the highest current independent bid on the market on the trading venue where the purchase is carried out. The Program will be carried out (also in relation to the volume of shares to be purchased) in compliance with all applicable laws and regulations including the Delegated Regulation, and the Regulation (EU) no. 596/2014

The main features of the Program are as follows:

- **duration:** the Program will start on 30<sup>th</sup> of October 2024 and will end no later than 12<sup>th</sup> of November 2025 (in case of Authorization renewal);
- **maximum value allocated to the Program:** €40,000,000;
- the Program will be coordinated by UBS Europe SE which will purchase Campari shares independently of the Company at the most appropriate time and price (in any case, within the limits set out by the Authorization and all applicable laws and regulations).

Any subsequent changes to the Program will be promptly disclosed to the public by the Company in compliance with all applicable laws and regulations.

As of today, Campari holds no. 27,788,445 treasury shares, equal to 2.3% of its ordinary share capital, and no entity controlled by Campari holds any Campari shares.

Campari will update the market on the progress of the Program in accordance with applicable laws and regulations. This information will also be published on Campari's website.

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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, Espolòn, Courvoisier, 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 operates in 25 production sites worldwide and has its own distribution network in 26 countries. Campari Group employs approximately 4,900 people. The shares of the parent company Davide Campari-Milano N.V. (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.