



Campari acquires Copack, a leading contract beverage packer in Australia

HIGHLIGHTS

- **Signed agreement to acquire the business assets of Australian-based Copack Beverage A Limited Partnership ('Copack'), a leading contract beverage packer, currently used by Gruppo Campari for the ready-to-drink sourcing**
- **With this deal Campari acquires its own in-house manufacturing facilities for the key Australian market**
- **This acquisition further strengthens the company's international supply capabilities while supporting the company's future growth in the Asia-Pacific region**
- **Purchase price of Copack is AUD 20 million (or approximately € 14.2 million at current exchange rate) on a cash free / debt free basis**

Milan, June 28, 2013 - Gruppo Campari announces it has signed an agreement to acquire the business assets of **Copack Beverage A Limited Partnership ('Copack')**, a **leading contract beverage packer in Australia**, specialising in can and glass packaging, **currently used by Gruppo Campari for the ready-to-drink sourcing.**

Copack was established in Melbourne in 2007. Since 2010 it has been the **supplier for Campari's Wild Turkey ready-to-drink's in Australia.** Copack's innovation capabilities have supported the introduction of a number of successful brands in Australia, including **American Honey ready-to-drink launched by Gruppo Campari in 2012.** Moreover, Copack supports the production and supply of a number of third party reputable brands in the Australian market. With its established plant and customer base, today **Copack is well-positioned to continue to expand volumes and profitability.**

Following three years of operation in Australia, **Gruppo Campari has achieved a scale making the in-sourcing of manufacturing facilities for the region viable.** The **acquisition of Copack was deemed by the Group as the preferred option** compared to the cost of a possible greenfield initiative.

This acquisition **further strengthens the company's international supply chain capabilities**, whilst adding flexibility to the local organisation, heightening quality control and further supporting innovation capabilities. Moreover, it provides the Group with an opportunity to support the **company's future growth in the Asia-Pacific region.**

Gruppo Campari will pay AUD 20 million (or approximately € 14.2 million at the current exchange rate) on a cash free / debt free basis for land, buildings, production assets and working capital. It is expected that the **acquisition will be completed in the third quarter of 2013.** The **expected payback period** of the Copack acquisition is **approximately 6 years.**

In 2012 the **Australian market accounted for 6.1% of Gruppo Campari's net sales.** Gruppo Campari established its own marketing and sales organisation in Australia in 2010 following the 2009 Wild Turkey purchase, the largest acquisition completed by the Group. Marketing and sale of the Group's products in Australia were previously contracted to third party distributors. The Group's key brands distributed today in Australia include **Wild Turkey ready-to-drink** and **Wild Turkey bourbon.** In 2011 Gruppo Campari introduced the **fast growing brand American Honey**, part of the Wild Turkey franchise and one of the most successful

brands in Australia. In 2012 Gruppo Campari successfully innovated its local portfolio by launching **American Honey ready-to-drink**. The local portfolio includes other Group spirits brands, notably **SKYY Vodka, Campari, Frangelico, Aperol** as well as **sparkling wine Riccadonna**. Moreover, with regard to the Group's business in the Asia-Pacific region, the recently-acquired Lascelles deMercado &co. Ltd. contributed to Gruppo Campari the Jamaican dark rum **Coruba, a leading brand in New Zealand**.

Gruppo Campari currently owns and operates 15 plants in nine countries: Italy (four facilities), Greece, Scotland, Ukraine, Jamaica (three facilities), Mexico, United States, Argentina, Brazil (two facilities). Moreover, it owns and operates four wineries: three in Italy (Sella&Mosca, Teruzzi&Puthod and Enrico Serafino) and one in France (Lamargue).

FOR FURTHER INFORMATION

Investor Relations

Chiara Garavini

Tel.: +39 02 6225 330

Email: chiara.garavini@campari.com

Alex Balestra

Tel. : +39 02 6225 364

Email: alex.balestra@campari.com

<http://www.camparigroup.com/en/investor>

<http://www.camparigroup.com/en>

<http://www.youtube.com/campariofficial>

Corporate Communications

Chiara Bressani

Tel. : +39 02 6225 206

Email: chiara.bressani@campari.com

ABOUT GRUPPO CAMPARI

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in **over 190 nations** around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is **the sixth-largest player worldwide** in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include **Aperol, Appleton, Campari, Cinzano, SKYY Vodka and Wild Turkey**. Headquartered in Sesto San Giovanni, Italy, Campari owns 15 plants and 4 wineries worldwide and has its own distribution network in 16 countries. The Group employs over 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com/>