

CAMPARI GROUP

AGENDA AND EXPLANATORY NOTES OF THE EXTRAORDINARY GENERAL MEETING OF DAVIDE CAMPARI-MILANO N.V.

Agenda and explanatory notes for the extraordinary general meeting (the ‘**EGM**’) of Davide Campari-Milano N.V., having its official seat in Amsterdam, the Netherlands (the ‘**Company**’) to take place on 15 January 2025, at 9.30 a.m. CET at Hilton Amsterdam Airport Schiphol with address Schiphol Boulevard 701, 1118 BN Schiphol Airport, the Netherlands.

AGENDA

The EGM agenda includes the following items:

- 1. Opening**
- 2. Appointment of Simon Hunt as Executive Director of the Company (*voting item*)**
- 3. Close of meeting**

All EGM documents are available for inspection at the corporate offices of the Company (Via Franco Sacchetti 20, Sesto San Giovanni, Milan, Italy). Copies may be obtained free of charge by shareholders and other persons entitled to attend the meeting. These documents are also available at www.camparigroup.com.

**EXPLANATORY NOTES TO THE AGENDA
OF THE ANNUAL GENERAL MEETING**

Item 1: Opening

The EGM will be opened by the Chairman of the Company, Luca Garavoglia.

Item 2: Appointment of Simon Hunt as Executive Director of the Company (*voting item*)

Following the resignation of Matteo Fantacchiotti, the Remuneration and Appointment Committee, together with the Leadership Transition Committee, initiated a thorough process to identify a suitable successor for the role of CEO. In line with the best governance practices, the committees assessed several highly qualified candidates, both internal and external. After careful evaluation, Mr. Simon Hunt was identified as the most suitable candidate for the role.

Consequently, the Board of Directors, acting upon the recommendations of the Remuneration and Appointment Committee, resolved to submit Mr. Simon Hunt's appointment as Executive Director to the forthcoming General Meeting for approval, designating him as Chief Executive Officer, conditional upon the effectiveness of the formal approval by the General Meeting.

The Board of Directors is confident that Mr. Simon Hunt will bring exceptional professional expertise, strong managerial capabilities, and valuable interpersonal skills to the Company, as evidenced by his distinguished career.

Name:	Simon Hunt
Age:	53
Nationality:	British/Australian
Current position:	Chief Executive Officer at Catalyst Spirits Limited
Other positions and directorships:	Director at Blackeye Spirits LTD Director at Berry Bros. & Rudd Limited Director at Simon Hunt Consulting LTD
Number of Company shares held:	None

Please find below a short *curriculum vitae* of Simon Hunt.



He has dedicated nearly three decades to the drinks industry, holding a range of senior positions. He spent 13 years at the family-owned business William Grant & Sons, where he served as CEO and, before that, as President of North America and global Chief Commercial Officer.

Throughout his career, Simon has established a strong reputation for expanding premium and super-premium brands on a global scale. Prior to his tenure at William Grant & Sons, he was CEO of Malibu Kahlua International, a subsidiary of Pernod Ricard, and served as Senior Vice President of Marketing for Allied Domecq. Additionally, he held various global marketing roles at Diageo. Simon has also been a Scotch Whisky Association (SWA) Board Member and participated in the International Alliance for Responsible Drinking (IARD) CEO Forum. Recognized as a Keeper of the Quaich and a Liveryman of the Worshipful Company of Distillers, Simon has been honored for his contributions to the industry.

For an overview of the proposed key terms of engagement please refer to the key terms overview as attached to the EGM Notice.

On 4 December 2024, the Board of Directors made a binding nomination pursuant to which it recommends the General Meeting appointing Mr. Simon Hunt as Executive Director of the Company until the annual General Meeting to be held in 2028.

As Mr. Hunt holds British-Australian nationality, his appointment as Executive Director will be effective upon the successful obtainment of the requisite work and residence permits for Italy.

Upon the General Meeting Simon will be the new Chief Executive Officer effective at the date of the meeting or, if later, at the date of the obtainment of the required Italian visa.

Item 3: Close of meeting

The Chairman of the Company will close the EGM.