



2010 Nine Months Results

Conference call

11 November 2010



Results highlights

Bob Kunze-Concewitz, CEO



GRUPPO
CAMPARI

Nine months results ended 30 September 2010 - 2

2010 Nine Months Results - Highlights

	9M 2010 €million	Published change	Organic change	FX effects	Perimeter change
Net sales	794.9	14.1%	6.8%	3.3%	4.0%
Contribution after A&P	324.6	16.5%	8.9%	3.3%	4.3%
EBITDA pre one-off's ⁽¹⁾	205.3	15.5%	10.7%	3.2%	1.6%
EBIT pre one-off's ⁽¹⁾	186.4	16.9%	12.3%	3.3%	1.2%
Group Pretax profit	156.3	16.9%			

⁽¹⁾ One-off's of (€ 3.1) m in 9M 2010 vs. (€ 1.9) m in 9M 2009

- > **Continued strong results** across all indicators
- > **Organic performance:**
 - **sales growth of +6.8% in 9M 2010**, with positive Q3 2010 (+3.7% despite tough comps), driven by continued strong results of spirits brands
 - **strong growth in CAAP and EBIT** thanks to favourable **sales mix**
- > **Perimeter change:**
 - **sales growth of +4.0% higher than EBITDA growth of +1.6%** due to structure costs linked to set up of new Australian organization
- > **A&P spend (17.1% on net sales)** up by +14.7% vs. 9M 2009
- > **Net debt at € 590.5 m** (from € 656.2 m at 30 June 2010) driven by healthy cash generation and positive forex change

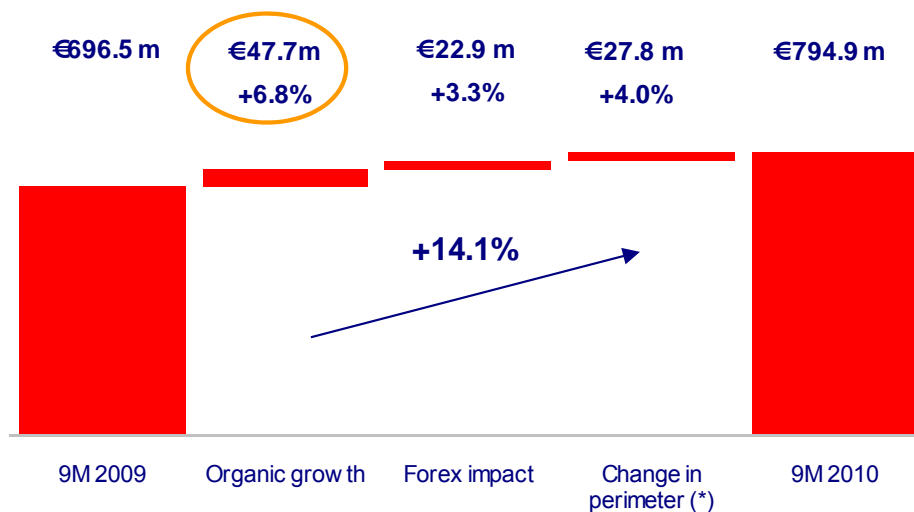


Sales review

Bob Kunze-Concewitz, CEO



2010 Nine Months Net Sales - Growth drivers



(*) Breakdown of change in perimeter

	€ m
Acquisitions ⁽¹⁾	28.1
Agency brands, net ⁽²⁾	(0.3)
Total external growth	27.8

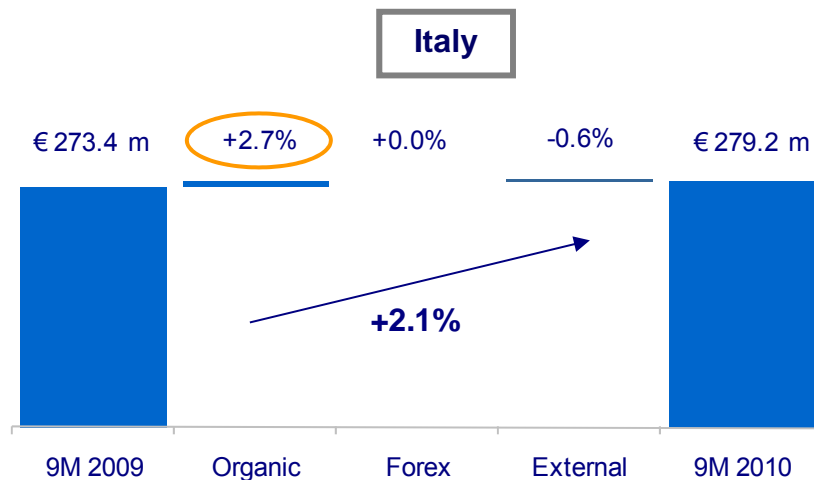
(1) Wild Turkey for € 27 m (Jan-May 2010) and Odessa sparkling wines for € 1.1 m (Jan-April 2010)

(2) New agency brands for € 3.0 million offset by termination of Grand Marnier in Germany and Italy € (3.3 m)

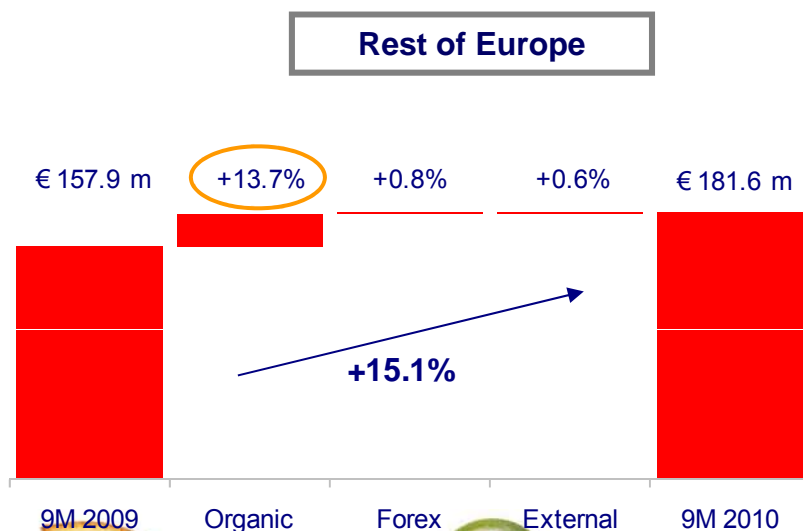
- > **Good organic performance** in 3Q 2010 (+3.7%, vs. +2.1% in Q3 2009), driven by good performance across categories, led to a continued strong organic growth in 9M 2010: **+6.8%**.
- > **Forex impact of +3.3%** mainly due to the **appreciation of BRL (+21.0%)** and **USD (+3.7%)** average rate
- > **Positive perimeter effect of +4.0%** driven by acquisitions (mainly **Wild Turkey**, consolidated as of June 2009)



2010 Nine Months Net Sales - analysis by region



- > **Continued positive momentum** in a still weak overall consumption environment. Strong growth across the **entire spirits portfolio (+6.5% organic growth)** with remarkable performances by **Aperol** and **Campari**
- > Overall results softened by performance of wines and soft drinks (which, however recovered in Q3: +1.5%)
- > Negligible perimeter change due to the termination of the Grand Marnier agency

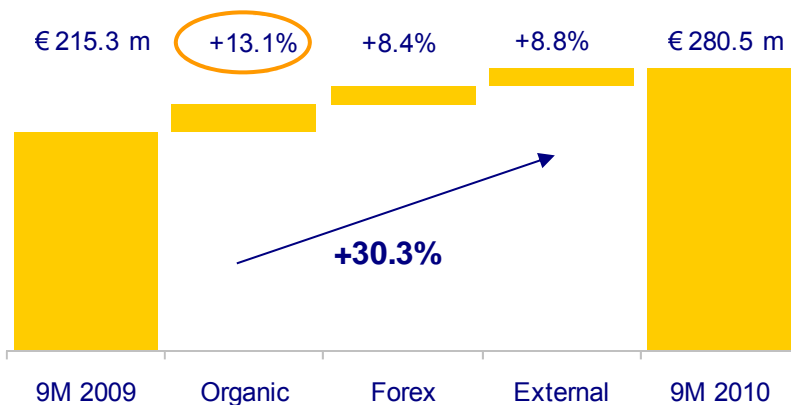


- > **Strong organic growth** continues across **key Western markets** (Germany, Austria, Switzerland)
- > **Good recovery in Eastern European countries** (especially **Russia**) in addition to favourable comparison base
- > Change in perimeter attributable to **Odessa** which more than offset termination of the Grand Marnier agency (Germany and Belgium)
- > **Forex**: positive effect driven by CHF



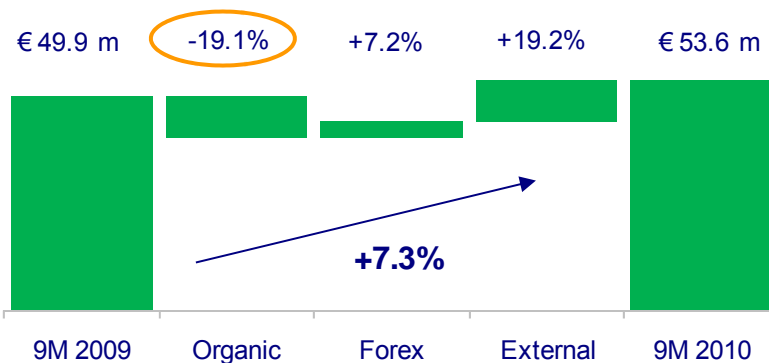
2010 Nine Months Net Sales - analysis by region (cont'd)

Americas



- > **Positive organic growth** driven by:
 - **US organic trend (+6.0%)** softened due to tough comps. (-3.1% in Q3 2010 vs. +8.4% in Q3 2009)
 - **Brazil (+31.4%)**: return to regular trading after successful execution of new commercial policy and easy comps (-18.0% in 9M 2009)
- > **Positive change in perimeter** due to the acquisition of Wild Turkey (USA)
- > **Forex**: positive effect driven by the appreciation of the BRL and to a lesser extent the USD

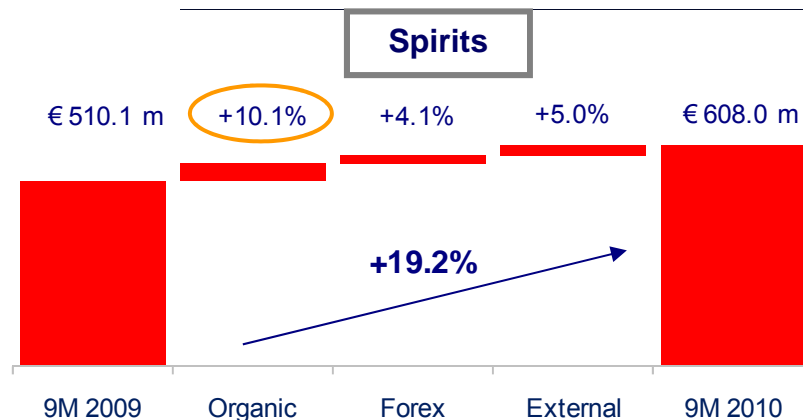
RoW and DF



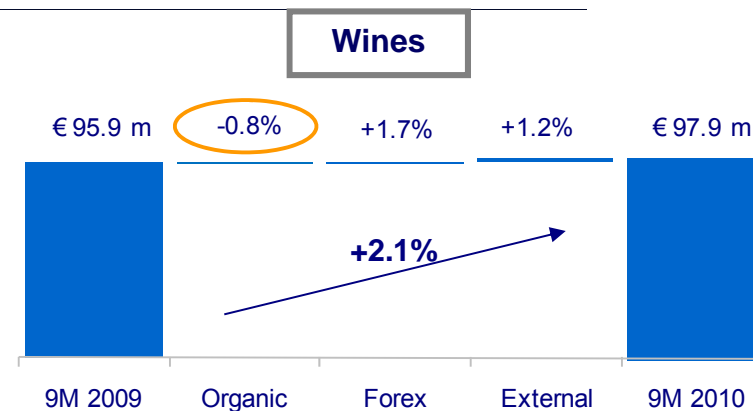
- > Overall growth driven by positive change in perimeter due to **Wild Turkey** in **Australia, Japan** and **duty free**
- > Whilst **consumption remains strong** across the portfolio in **Australia**, shipments are negatively affected by the transition phase
- > **Forex**: positive effect driven by the AUD



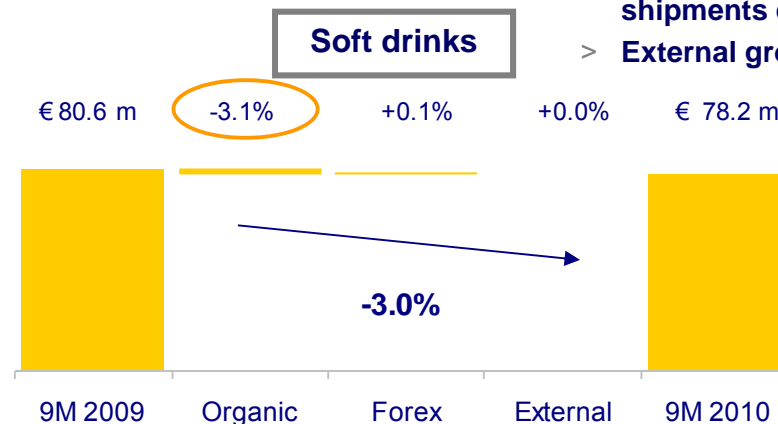
2010 Nine Months Net Sales - analysis by segment



- > **Strong organic sales growth** across the whole portfolio
- > **External growth** due to the **Wild Turkey** acquisition



- > **Positive performance of Cinzano vermouths and sparkling wines** (thanks to recovery in **Russia**), counterbalanced by temporary reduction in **Riccadonna shipments** due to change in route-to-market in Australia
- > **External growth** due to **Odessa sparkling wines**



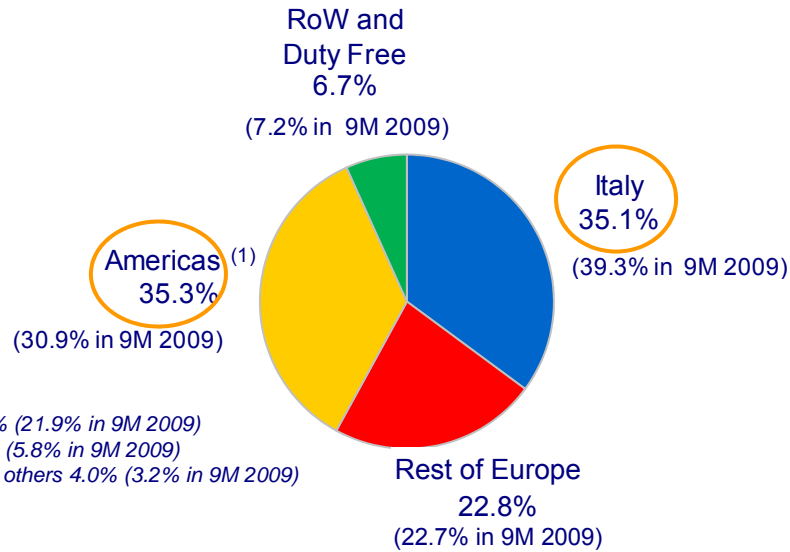
- > Negative variation registered at June, reduced to -3.0% at September, thanks to **positive results in Q3 2010 (+1.9%)**. Whilst carbonated soft drinks were impacted by bad weather, **Crodino sales began to recover in Q3 (+1.8%)**



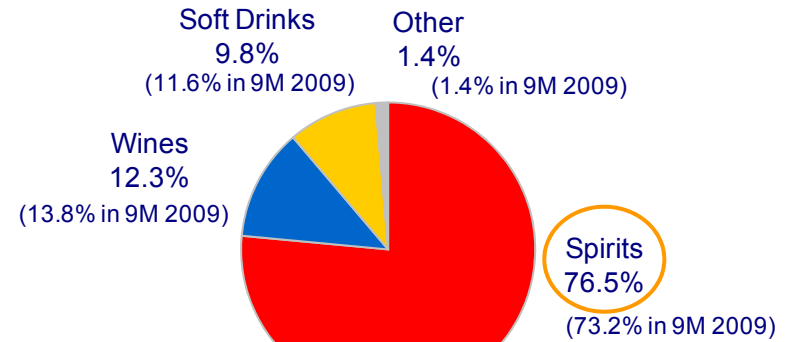
2010 Nine Months Net Sales breakdown

9M 2010 Net Sales: €794.9 m

Breakdown by region



Breakdown by segment



Review of top brands

Spirits

Net Sales as % of Group 9M 2010

% change in sales value 9M 2010 / 9M 2009

At constant FX At actual FX

SKYY
VODKA

13%

+3.9%

+ 8.0%

> Continued positive results driven by steady SKYY core performance in US (Infusions outperformance) and increased momentum in key int'l markets (notably Brazil, Canada and Italy)

CAMPARI

12%

+8.6%

+ 12.1%

> Strong results driven by positive performances across key European markets and strong recovery in Brazil

APEROL

10%

+36.6%

+ 36.7%

> Continued outstanding growth led by strong performances in core Italian market (now representing 60% of sales) as well as development in int'l markets (notably Germany and Austria, from 25% to 35% of sales y.o.y.)

CAMPARISODA

6%

+ 0.7%

+ 0.8%

> Overall stable results

Dreher **Drury's** **OLD EIGHT**

5%

+31.2%

+ 58.7%

> Very strong performance in Brazilian brands sales driven by successful transition to new commercial policy and easy comps (9M 2009: -15.8%)

GLENGRANT
SINGLE MALT

1%

+5.6%

+ 5.9%

> Good performance in all key countries (Italy, France and Germany, also driven by line up premiumization)

CYNAR

1%






- 1.2%

+ 4.8%

> Good results in key Italian market offset by softer performance in int'l markets



Review of top brands (cont'd)

	Net Sales as % of Group 9M 2010	% change in sales value 9M 2010 / 9M 2009		
		At constant FX	At actual FX	
Wines				
 Sparkling wines	4%	+7.8%	+ 8.4%	> Positive performance mainly attributable to the good recovery in Eastern European countries (Russia)
 Vermouths	3%	+6.5%	+ 8.6%	> Positive performance mainly attributable to the strong recovery in Eastern European countries (mainly Russia) and positive trends in other key markets
 SELA & MOSCA <small>CASA FONDATA NEL 1898</small>	2%	- 1.7%	- 1.6%	> Positive performance in key international markets in Q3, almost offset weaker sales in the restaurant channel in Italy
	1%	- 43.4 %	- 37.4%	> Poor performance mainly attributable to Australia, due to the change in route-to-market
Soft drinks				
	6%	- 2.6%	- 2.5%	> Return to positive results in Q3 2010 (+1.8%) alleviating soft performance registered in 1H 2010



9M 2010 consolidated results

Paolo Marchesini, CFO



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Consolidated CAAP

(€million)	9M 2010		9M 2009		Change at actual forex	Organic growth	FX	Perimeter
Net sales	794.9	100.0%	696.5	100.0%	14.1%	6.8%	3.3%	4.0%
COGS ⁽¹⁾	(334.5)	-42.1%	(299.4)	-43.0%	11.7%			
Gross margin	460.4	57.9%	397.1	57.0%	15.9%			
Advertising and promotion	(135.7)	-17.1%	(118.4)	-17.0%	14.7%			
Contribution after A&P	324.6	40.8%	278.8	40.0%	16.5%	8.9%	3.3%	4.3%

⁽¹⁾ COGS= cost of materials, production and logistics expenses

- > Decrease in **COGS** on sales by 90 bps, due to:
 - **In existing business, margin improvement of 80 bps:**
 - **favourable sales mix** (organic growth in spirits +10.1% vs. rest of portfolio -2.0%)
 - **input costs moderate growth**
 - **In perimeter, accretive effect of Wild Turkey reduced to 10 bps in 9M from 40 bps in 1H 2010.**
(Acquisition related transition agreements had led to positive non recurring margin improvement in H2 2009)
- > **A&P spend (17.1% on net sales)** up by +14.7% vs. 9M 2009 due to strengthened brand building activities. A&P spend in Q3 stable in value terms vs. last year, due to delayed phasing on SKYY above the line investments and strengthened plans on the rest of the portfolio
- > **Contribution after A&P up by 16.5%** due to:
 - organic growth of +8.9%
 - perimeter effect of +4.3%
 - exchange rate effect of 3.3%



Consolidated EBIT

(€million)	9M 2010		9M 2009		Change at actual forex	Organic growth	FX	Perimeter
Contribution after A&P	324.6	40.8%	278.8	40.0%	16.5%	8.9%	3.3%	4.3%
SG&A ⁽¹⁾	(138.3)	-17.4%	(119.3)	-17.1%	15.8%			
EBIT before one-off's	186.4	23.4%	159.4	22.9%	16.9%	12.3%	3.3%	1.2%
One-off's	(3.1)	-0.4%	(1.9)	-0.3%	-			
Operating profit = EBIT	183.3	23.1%	157.5	22.6%	16.4%	11.7%	3.4%	1.3%
<i>Other information:</i>								
Depreciation	(18.9)	-2.4%	(18.4)	-2.6%	2.9%			
EBITDA before one-off's	205.3	25.8%	177.8	25.5%	15.5%	10.7%	3.2%	1.6%
EBITDA	202.2	25.4%	175.8	25.2%	15.0%	10.2%	3.2%	1.6%

⁽¹⁾ SG&A: selling expenses + general and administrative expenses

- > Increase in **SG&A** by **+15.8%** driven by:
 - organic growth of +4.4%
 - perimeter impact of +8.3%, due to new operating subs. (Australia, Belgium and Ukraine)
 - FX effect of +3.1%
- > **Negative one off's** of **€3.1 m** related to provisions and restructuring expenses, partly offset by value adjustment of put options
- > **EBITDA** and **EBIT** up **15.5%** and **16.9%** respectively, primarily driven by strong growth in existing business and, to a lesser extent, to both perimeter and FX



Consolidated Group's pretax profit

(€million)	9M 2010		9M 2009		Change at actual forex
Operating profit = EBIT	183.3	23.1%	157.5	22.6%	16.4%
Net financial income (expenses)	(26.3)	-3.3%	(17.8)	-2.6%	47.7%
One-off's financial expenses	0.0	0.0%	(5.0)	-0.7%	0.0%
Income (loss) from associates	(0.2)	-0.0%	(0.5)	-0.1%	
Put option gains (costs)	(0.2)	-0.0%	(0.1)	0.0%	
Pretax profit	156.7	19.7%	134.1	19.2%	16.9%
Minority interests	(0.3)	-0.0%	(0.3)	-0.0%	
Group's pretax profit	156.3	19.7%	133.7	19.2%	16.9%

- > Increase in **Net financial expenses** due to **higher average net financial debt** (€ 617.7 m in 9M 2010 vs. € 487.7 m in 9M 2009) after 2009 acquisitions
- > Average cost of debt of 5.9% excl. exceptional currency gains in 9M 2010 (up from 5.3% in 1H2010), due to higher exposure to fixed interest rates and negative carry of excess cash
- > **Group pre-tax profit up 16.9%** (at 19.7% of net sales from 19.2%)



Operating Working Capital

(€ million)	30 September 2010	31 Dec 2009	Change	30 September 2009	Change
Receivables	197.9	236.2	(38.3)	168.0	29.9
Inventories	326.7	271.4	55.3	294.1	32.6
Payables	(171.8)	(179.1)	7.3	(175.7)	3.9
Operating Working Capital	352.8	328.5	24.3	286.4	66.3
Last Twelve Months (LTM) Sales	1,106.7	1,008.4	98.3	989.3	117.5
OWC / LTM Sales (%)	31.9%	32.6%		29.0%	

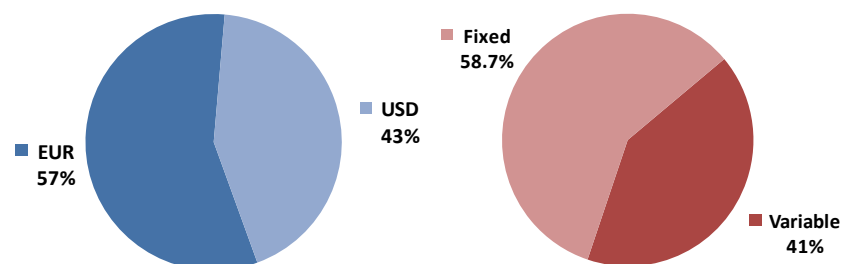
- > **OWC up by €24.3 m from 31 Dec 09 to 31.9% as % of LTM sales** to driven by:
 - > Negative FX impact of € 13 m
 - > Negative perimeter impact of Australian inventory and receivables build up



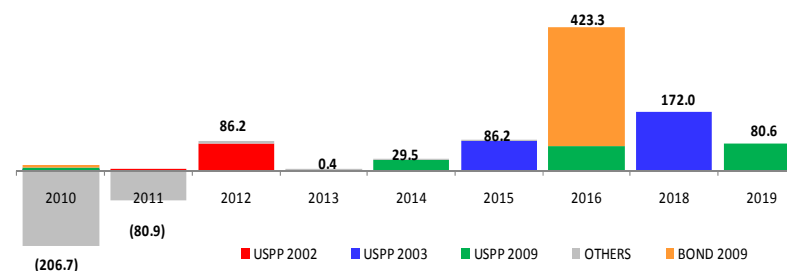
Analysis of debt structure

€ million	30 September 2010	31 December 2009
Cash and cash equivalents	229.9	129.6
Payables to banks	(19.0)	(17.3)
Real estate lease payables	(3.3)	(3.3)
Private placement and bond issues	(6.1)	(5.8)
Other assets or liabilities	74.6	(6.9)
Total short-term cash/(debt)	276.0	96.4
Payables to banks	(0.4)	(0.9)
Real estate lease payables	(3.8)	(6.3)
Private placement and bond issues	(860.5)	(861.8)
Other financial payables	3.8	158.7
Total medium to long-term cash/(debt)	(861.0)	(710.3)
Total cash/(debt) on ordinary activities	(585.0)	(613.9)
Estimated debt for possible exercise of put options and payment of earn outs	(5.6)	(16.9)
Total net cash/(debt)	(590.5)	(630.8)

Analysis of debt by currency and interest rates (as % of gross debt)



Debt maturity profile as of 30 September 2010 (average: 6.8 years)



- > **Negative FX impact** on net debt of € 14.1 m vs. 31 Dec 2009
- > **Net debt to EBITDA pro-forma ratio** (before the acquisition of Carolans, Frangelico and Irish Mist) **improved to 2.0X**
- > On October 1, 2010, net debt at € 719 m, following the acquisition of Carolans, Frangelico and Irish Mist



Update on business initiatives

Bob Kunze-Concewitz, CEO



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New business initiatives

> Carolans, Frangelico and Irish Mist:

- On October 1, 2010, Campari finalized the acquisition of Carolans, Frangelico and Irish Mist from William Grant & Sons.
- Gruppo Campari paid € 129 million cash to William Grant & Sons. for the brands. The enterprise value of the acquired business corresponds to 7.5 times the pro forma EBITDA 2009
- Fully integrated as of October 1, 2010
- Expect positive contribution in 2011



> New brand development:

- Good progress on innovation: Espolòn and carbonated soft drinks



Conclusion and outlook

Bob Kunze-Concewitz, CEO



Conclusion & outlook

- > Benefitting from **good consumption momentum** across key brand and market combinations, **our performance in the first nine months of 2010 was strong**, especially on spirits
- > **Risks and opportunities remain unchanged** vs. previous outlook
- > **Given the overall positive momentum we continue to be optimistic about our full year and medium term prospects**



Supplementary schedules

- Schedule - 1 Analysis of 9M 2010 net sales growth by segment and region
- Schedule - 2 9M 2010 consolidated income statement
- Schedule - 3 3Q 2010 consolidated income statement
- Schedule - 4 Exchange rates effects



Net sales analysis by segment and region

Consolidated net sales by segment

	9M 2010		9M 2009		Change %	of which:		
	€ m	%	€ m	%		organic	forex	external
Spirits	608.0	76.5%	510.1	73.2%	19.2%	10.1%	4.1%	5.0%
Wines	97.9	12.3%	95.9	13.8%	2.1%	-0.8%	1.7%	1.2%
Soft drinks	78.2	9.8%	80.6	11.6%	-3.0%	-3.1%	0.1%	0.0%
Other revenues	10.9	1.4%	9.9	1.4%	9.9%	-5.4%	2.8%	12.5%
Total	794.9	100.0%	696.5	100.0%	14.1%	6.8%	3.3%	4.0%

Consolidated net sales by region

	9M 2010		9M 2009		Change %	of which:		
	€ m	%	€ m	%		organic	forex	external
Italy	279.2	35.1%	273.4	39.3%	2.1%	2.7%	0.0%	-0.6%
Rest of Europe	181.6	22.8%	157.9	22.7%	15.1%	13.7%	0.8%	0.6%
Americas (1)	280.5	35.3%	215.3	30.9%	30.3%	13.1%	8.4%	8.8%
RoW & Duty Free	53.6	6.7%	49.9	7.2%	7.3%	-19.1%	7.2%	19.2%
Total	794.9	100.0%	696.5	100.0%	14.1%	6.8%	3.3%	4.0%

(1) Breakdown of Americas

	9M 2010		9M 2009		Change %	of which:		
	€ m	%	€ m	%		organic	forex	external
USA	184.4	65.7%	152.4	70.8%	21.0%	6.0%	3.8%	11.2%
Brazil	64.7	23.1%	40.2	18.7%	60.9%	31.4%	27.5%	2.0%
Other countries	31.4	11.2%	22.7	10.5%	38.4%	28.2%	5.3%	4.9%
Total	280.5	100.0%	215.3	100.0%	30.3%	13.1%	8.4%	8.8%



9M 2010 Consolidated income statement

	9M 2010		9M 2009		Change
	€ m	%	€ m	%	%
Net sales ⁽¹⁾	794.9	100.0%	696.5	100.0%	14.1%
COGS ⁽²⁾	(334.5)	-42.1%	(299.4)	-43.0%	11.7%
Gross margin	460.4	57.9%	397.1	57.0%	15.9%
Advertising and promotion	(135.7)	-17.1%	(118.4)	-17.0%	14.7%
Contribution after A&P	324.6	40.8%	278.8	40.0%	16.5%
SG&A ⁽³⁾	(138.3)	-17.4%	(119.3)	-17.1%	15.8%
EBIT before one-off's	186.4	23.4%	159.4	22.9%	16.9%
One-off's	(3.1)	-0.4%	(1.9)	-0.3%	
Operating profit = EBIT	183.3	23.1%	157.5	22.6%	16.4%
Net financial income (expenses)	(26.3)	-3.3%	(17.8)	-2.6%	47.7%
One-off's financial expenses	0.0	0.0%	(5.0)	-0.7%	
Income (loss) from associates	(0.2)	-0.0%	(0.5)	-0.1%	
Put option gains (costs)	(0.2)	-0.0%	(0.1)	0.0%	
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<i>Other information:</i>					
Depreciation	(18.9)	-2.4%	(18.4)	-2.6%	2.9%
EBITDA before one-off's	205.3	25.8%	177.8	25.5%	15.5%
EBITDA	202.2	25.4%	175.8	25.2%	15.0%

⁽¹⁾ Net of discounts and excise duties

⁽²⁾ Cost of materials + production costs + logistic costs

⁽³⁾ Selling, general and administrative costs



3Q 2010 Consolidated income statement

	Q3 2010		Q3 2009		Change
	€ m	%	€ m	%	%
Net sales ⁽¹⁾	279.2	100.0%	254.7	100.0%	9.6%
COGS ⁽²⁾	(118.5)	-42.4%	(106.5)	-41.8%	11.2%
Gross margin	160.8	57.6%	148.2	58.2%	8.5%
Advertising and promotion	(45.7)	-16.4%	(46.4)	-18.2%	-1.4%
Contribution after A&P	115.1	41.2%	101.9	40.0%	13.0%
SG&A ⁽³⁾	(44.7)	-16.0%	(40.8)	-16.0%	9.5%
EBIT before one-off's	70.4	25.2%	61.0	24.0%	15.3%
One-off's	(1.5)	-0.5%	(0.4)	-0.1%	
Operating profit = EBIT	68.9	24.7%	60.7	23.8%	13.6%
Net financial income (expenses)	(9.9)	-3.5%	(8.4)	-3.3%	17.4%
One-off's financial expenses	0.0	0.0%	(1.1)	-0.4%	
Income (loss) from associates	0.0	0.0%	(0.2)	-0.1%	
Put option costs	(0.0)	0.0%	(0.1)	0.0%	
Pretax profit	59.0	21.1%	50.8	19.9%	16.1%
Minority interests	(0.1)	0.0%	(0.1)	0.0%	
Group's pre-tax profit	58.8	21.1%	50.7	19.9%	16.1%
<i>Other information:</i>					
Depreciation	(6.3)	-2.3%	(7.7)	-3.0%	-17.8%
EBITDA before one-off's	76.7	27.5%	68.7	27.0%	11.6%
EBITDA	75.2	26.9%	68.3	26.8%	10.1%

⁽¹⁾ Net of discounts and excise duties

⁽²⁾ Cost of materials + production costs + logistic costs

⁽³⁾ Selling, general and administrative costs



Exchange rates effects

Average exchange rate	1 Jan - 30 September 2010	1 Jan - 30 September 2009	% change 9M 2010 vs 9M 2009	1 Jan - 31 Dec 2009	% change 9M 2010 vs FY 2009
US dollar : 1 Euro	1.316	1.365	3.7%	1.393	5.9%
Brazilian Real : 1 Euro	2.344	2.837	21.0%	2.771	18.2%
Australian Dollar : 1 Euro	1.467	1.825	24.4%	1.775	21.0%
Argentine Peso : 1 Euro	5.120	5.056	-1.2%	5.202	1.6%
Pound Sterling : 1 Euro	0.858	0.886	3.4%	0.891	3.8%
Swiss Franc : 1 Euro	1.402	1.510	7.7%	1.510	7.7%
Mexican Peso : 1 Euro	16.726	18.611	11.3%	18.784	12.3%
Chinese Yuan : 1 Euro	8.958	9.326	4.1%	9.517	6.2%

Period end exchange rate	30 September 2010	30 September 2009	% change 30 September 2010 vs 30 September 2009	31 Dec 2009	% change 30 September 2010 vs 31 Dec 2009
US dollar : 1 Euro	1.365	1.464	7.3%	1.441	5.6%
Brazilian Real : 1 Euro	2.320	2.605	12.3%	2.511	8.2%
Australian Dollar : 1 Euro	1.407	1.660	18.0%	1.601	13.8%
Argentine Peso : 1 Euro	5.407	5.628	4.1%	5.462	1.0%
Pound Sterling : 1 Euro	0.860	0.909	5.7%	0.888	3.3%
Swiss Franc : 1 Euro	1.329	1.508	13.5%	1.484	11.6%
Mexican Peso : 1 Euro	17.126	19.745	15.3%	18.922	10.5%
Chinese Yuan : 1 Euro	9.132	9.996	9.5%	9.835	7.7%





For additional information:

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