

# CAMPARI GROUP

**Campari announces its commitment to underwrite up to 100% of Tannico's proposed capital increase in order to fund its expansion into France via the majority acquisition of Ventealapropriete.com, a French major e-commerce platform for premium wines and spirits**

Milan, May 10<sup>th</sup>, 2021-Campari Group, which holds 49% of Tannico, has confirmed its **commitment to underwrite up to 100% of a €32 million proposed increase in Tannico's share capital**. Such capital increase is aimed at funding the acquisition by Tannico, signed today, of **68.5% of Ventealapropriete.com** ('VAP').

Founded in 2008, VAP is a **major e-commerce platform for the sale of premium domestic and international wines, as well as high-end spirits in France**. In fiscal year 2020, VAP achieved **net sales of €34.5 million** (under local GAAP).

The transaction is expected to close by end of July 2021.

With this funding, Campari Group confirms its **commitment to the strategic e-commerce channel**, set to continue to grow strongly thanks to the **positive trend in the home consumption of spirits cocktails**. In 2020 Tannico delivered a record full year growth with net sales up by **+82% to €37.5 million**<sup>1</sup>.

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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, 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 22 plants worldwide and has its own distribution network in 22 countries. Campari Group employs approximately 4,000 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.

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<sup>1</sup> Tannico's accounts are not consolidated by Campari Group.