

Moët Hennessy

CAMPARI GROUP

Campari group and moët hennessy acquire, through their 50-50 joint venture, the remainder of tannico's share capital, Hereby reaching 100% ownership

The two spirits companies, already majority shareholders through the JV, confirm their commitment to creating a leading e-commerce platform in Europe.

Paris, Milan, December 1, 2022- About a year after its creation, the JV acquires the remaining share capital of Tannico, thus reaching the **100% ownership**. The joint venture between Campari Group and Moët Hennessy aims at building a premium pan-European e-commerce player for the benefit of all wine and spirits brands and their European consumers.

Furthermore, from 1 January 2023, **Thierry Bertrand-Souleau will take over the leadership of Tannico with the role of CEO**. This evolution brings a vast international omnichannel and retail business experience, in line with the ambitious growth path of the e-commerce platform and with the aim of establishing Tannico's leadership in Europe for the online sale of wines and premium spirits.

Starting from the same date, the founder and current CEO of Tannico, **Marco Magnocavallo**, will become **Honorary President**, guaranteeing continuity in the strategic direction of the platform.

*"With this operation, we confirm our commitment to making Tannico the leading European platform in the sale of wines and premium spirits." **Said Bob Kunze-Concewitz, CEO of Campari Group.** "Thanks to the excellent work done so far by the team, Tannico is today an established player with market leadership positions in Italy and France, where it owns a majority stake in French e-commerce platform Ventealapropriete.com. We are happy to be able to continue with this project, taking it to an equally ambitious next phase"*

*"Moët Hennessy is pleased to strengthen its partnership with Campari Group, which, through Tannico and Ventealapropriete.com, aims at developing exceptional online shopping experiences in the world of wines & spirits. In this context we warmly welcome Thierry Bertrand Souleau who comes with a strong on- and off-line retail experience, both in Italy and France, and who will be instrumental in bringing this venture to its next level." **Said Philippe Schaus, Chairman and CEO of Moët Hennessy.***

*"I am very proud of the results we have achieved" declared **Marco Magnocavallo, founder of Tannico.** " And, thanks to the great foundations built in the last ten years, I am certain that Tannico's growth potential will develop in the long-term. I wish this adventure to continue with equally positive results, consolidating Tannico's leadership in Italy, France and at a pan-European level."*

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 23 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

About Moët Hennessy

Moët Hennessy is the wines and spirits division of LVMH, which also holds renowned wine estates through "LVMH Vins d'Exceptions". Regrouping twenty-six Maisons, recognized internationally for the richness of their terroirs, the quality of their products and the craftsmanship with which they are created, Moët Hennessy has been committed for many years to its environmental and social program, Living Soils Living Together.

Ao Yun, Ardbeg, Armand de Brignac, Belvedere, Bodega Numanthia, Cape Mentelle, Chandon, Château d'Esclans, Château Galoupet, Cheval des Andes, Clos19, Cloudy Bay, Dom Pérignon, Eminente, Glenmorangie, Hennessy, Joseph Phelps Vineyards, Krug, Mercier, Moët & Chandon, Newton, Ruinart, Terrazas de los Andes, Veuve Clicquot, Volcán de mi Tierra, Woodinville.

<https://www.linkedin.com/company/moethennessy>.

About Tannico

Founded in 2012 by entrepreneur and digital native, Marco Magnocavallo, and his partners, today Tannico offers a catalogue of over 15,000 labels from 2,500 wineries, and the world's largest selection of Italian wines. Tannico leverages five pillars: technology, innovation, passion, vision and courage. The company has revolutionized the distribution network, removing the middlemen to accelerate the delivery process and ensure an optimal consumer experience.

With 90% of its business B2C, Tannico's e-commerce platform is intuitive and straightforward, offering a variety of services ranging from the assistance of a Personal Sommelier to dedicated content for connoisseurs and enthusiasts, such as a rare wines and collectables section. The platform additionally provides wine courses, video tutorials and a mobile app. In the B2B arena, Tannico offers services to wineries professionals in the hospitality industry.

Drink responsibly.

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