

CAMPARI GROUP

TOGETHER

STRONGER

TOGETHER

STRONGER

TOGETHER

PRESS

KIT

STRONGER

TOGETHER

STRONGER

TOGETHER

TOASTING LIFE TOGETHER

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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, Appleton Estate, Campari, SKYY, Wild Turkey e Grand Marnier.

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.

Headquartered in Sesto San Giovanni, Italy, Campari Group owns 22 plants worldwide and has its own distribution network in 22 countries. The 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.



CAMPARI GROUP FIGURES

€ **1,772**

MILLION
NET SALES (FY 2020)

22

DIRECT
MARKETS

22

PLANTS WORLDWIDE

4.000

PEOPLE

OUR STRATEGY

Campari Group's growth strategy aims to combine organic growth through strong brand building with shareholder value enhancing acquisitions.



Spirits are the company's core business and where it focuses its acquisition efforts.

The group's strategic thinking is driven by the desire to reach or enhance critical mass in key geographic markets.

This strategy has led Campari Group to the acquisition, in 25 years, of over 30 most recognizable brands from all over the world.

Among the most recent operations conducted in 2020 is the acquisition of the French distributor Baron Philippe de Rothschild, the acquisition of a 49% stake in Tannico S.p.A, market leader in online sales of wines and premium spirits in Italy, and the Champagne Lallier which marks the entry of Campari as the first Italian company in the Champagne category.

OUR STORY

The history of Campari began in 1860, when the liqueurist Gaspare Campari invented the red aperitif that bears his name and which immediately conquered Milanese society. With his son Davide, gifted with an extraordinary entrepreneurial spirit, Campari experienced a period of great development thanks to forward-looking investments and innovative intuitions.

In 1904, Davide founded the first plant in Sesto San Giovanni, which began the industrial production of Bitter Campari, and in 1915 he opened Camparino in Galleria, soon a symbol of the aperitif ritual. Collaborating with the best artists of his time, Davide built the Campari brand through the first forms of advertising in Italy, immediately considered as works of art.



Over the years, Davide's heirs have successively obtained solid results thanks to investments in technology and innovation, up to the chairmanship of Domenico Garavoglia, who strengthened Campari on the Italian market, both consolidating its international presence and preparing the ground for its extraordinary subsequent growth.

Over the past 25 years, the company's story has been marked by numerous

acquisitions, the listing on the Italian Stock Exchange and the expansion of the portfolio, which now includes over 50 brands. Besides Campari, some of the most iconic ones are: Aperol, Grand Marnier, SKYY Vodka, Appleton Estate and Wild Turkey. Campari Group has become one of the top players in the spirits sector worldwide.

The company is represented by about 4,000 Camparistas and currently has 21 in-market companies and 22 production plants around the world, with a distribution network that reaches over 190 markets.

OUR COMMITMENT

Art and Culture

Art and culture have always been intertwined with the story of Campari, right from the beginning of the twentieth century, when the son of Gaspare, Davide Campari, started strong collaborations with the most influential artists of the epoch, to help him make of Campari an unmistakable icon.

Among the most important collaborations of the time we remember the one with Leonetto Cappiello who in 1921 creates the Spiritello, the first 'testimonial' of Campari, capturing the spirit of the brand. And among the most fruitful encounters, the one with the futurist Fortunato Depero, who contributed to the creation of Campari Soda, the first premixed drink in history, whose bottle, was designed by the artist and still today is an example of the excellence of Italian design.



The Spiritheque

Halfway between the rediscovery of a secret archive and a virtual art gallery, The Spiritheque tells about places and people, mysteries and fascinating anecdotes from the worlds of its brands.

The creativity of the artists, individually selected as belonging to the countries of origin of each of the brands featured in the stories, will offer an opportunity to experience the atmosphere of eclectic San Francisco, birthplace of Skyy Vodka, or to 'meet' an unusual Davide Campari, or even discover the origin of the name of Grand Marnier.



The Spiritheque is an evocative journey beyond the borders of time and space that transports readers to the lands of each brand's origin, so they can experience the creation of each first-hand in an unprecedented and unforgettable way.

Infinito Campari

In 2020, Campari Group has celebrated its 160th anniversary with a sculpture that is a hymn to life and represents the values that have guided the Group since its foundation, in 1860, and throughout its evolution and growth all over the world, always with an eye to the future.

"Infinito Campari" is a work of art designed and created by the internationally renowned sculptor Oliviero Rainaldi. A legacy that strengthens the company's bond with Italy, the city of Sesto S. Giovanni and the world of art. The work is a gift for the Camparistas, the more than 4,000 employees who work for the Group around the world, for the fans and admirers of Campari, and for the present and future generations.



A complex work of art, Infinito Campari consists of two elements: a work of landscape art entitled the Telescopic Labyrinth and a monumental sculpture in Carrara marble that lies inside it. The 320-square-meter Telescopic Labyrinth is composed of the monogram CG, the initials of Campari Group that together create the symbol of infinity: this element, which recalls the botanical origins of Campari, contains the marble sculpture at its center, a dynamic and open geometric shape that recalls a sphere with a diameter of 2.50 m.

The sculpture was made from a single block of white Carrara marble weighing 74 tons. The work, inspired by the orange peel that envelops Cappiello's Spiritello, consists of two circles that again represent an intertwined C and G. Inside the marble work there is a special sealed niche that houses a bottle of Bitter Campari: the beating and secret heart of Infinito Campari.

SUSTAINABILITY

Campari Group operates according to criteria of social responsibility and sustainability in the management of its business activities, consistently with the system of values that has always guided it and that it considers of fundamental importance for a company's growth.



Integrity, passion, pragmatism and 'together' are the values that every day guide the 4,000 Camparisti of more than 60 nationalities, the first and most direct ambassadors of the company throughout the world.

The Campari Group's sustainability strategy is based on **four key areas: our people, responsible practices, the environment and community involvement**. In 2020, Campari Group sustainability commitments have been formalized setting specific priorities within each area and that reflect the company's values and culture.

The Group strongly believes in developing the skills of its People as a means of responding to business needs, investing more than €3.2 million in training programs. In Campari Group, people development is strongly connected with the organizational growth, both supporting performance and developing people's potential. Being it the pillar for sustaining individual development and a key competitive advantage for the business, the **Learning Distillery** has been introduced, a new Learning Culture based on pervasive growth mindset, a greatly enhanced learning offer, and a brand-new digital ecosystem to enable anytime/anywhere learning experiences. Continuous attention is also paid to training and raising awareness among Camparistas on health and safety issues and to ensuring safe working conditions, both in the offices and in plants.

A new strategy to foster **diversity, equity and inclusion** in the workplace has been put in place, aimed at ensuring a true meritocracy where individual talents can flourish to their full potential, thus continuing to nurture a corporate culture in which its people, bonded by the company's Values, feel welcome, trusted and encouraged to bring their whole self to work so they can truly feel that they belong.



NEW GLOBAL STRATEGY ON **RESPONSIBLE DRINKING** HAS BEEN FORMALIZED

The Group is in fact committed to fostering multi-ethnicity in all its locations, aware of the value of diversity as a driver of growth and continues to attract and value in all its business units people who are different in terms of age, culture, gender, origins and backgrounds. Women make up 39% of the Campari Group's workforce, a figure that is increasing over the years, also considering that the proportion of new female Camparistas recruited in 2020 was 43% worldwide.

The result of this strategy is the satisfaction of the entire population of Camparistas, whose team spirit and dedication to the company, even more reinforced during the global pandemic, is going to be rewarded through the roll out of an Employee Stock Ownership Plan (ESOP), a breakthrough reward and engagement program to allow Camparistas to become company shareholders, awarding their culturally strong sense of belonging.

The great attention paid to people is also reflected in the involvement projects the Group

develops for the benefit of the local communities in the countries in which it has a significant presence. Work, education and culture are key areas where the Group has decided to concentrate its efforts, identifying local best practices to be exported in other geographies across the world.

Regarding the environment, the responsible use of resources and reduction of the environmental impact of its production activities are practices that guide the Group's activities with the aim of pursuing sustainable development. In 2020 Campari Group set challenging targets to be reached by 2025, aligned with the UN Sustainable Development Goals to protect the planet.

Campari Group's main environmental goals refer to the reduction of Green House Gases (GHG) emissions from direct operations by 20% in 2025, by 30% in 2030, and from the total Supply Chain by 25% in 2030; to the switch to renewable electricity for all European production sites by 2025; to the reduction of water usage (L/L) by 20% in 2025 and by 25% in 2030; to the safe return of 100% of wastewater from our operations to the environment safely and to reach the zero waste to landfill target by 2025.

During 2020, a new Global Strategy on Responsible Drinking has been formalized, setting a position and short-mid term commitments from which to derive internal and external initiatives in the responsible drinking area Education, involving all Camparistas through virtual sessions on responsible drinking, is our primary focus, being our People the first ambassadors in promoting a responsible style of consumption of alcoholic beverages. Specific training on responsible drinking will be also part of the induction process for new Camparistas hired. Regarding the commercial communications of our products, since 2010, the Group has a voluntary Commercial Communications Code to ensure its communications comply with standards of legality, decency, honesty and fair business practices, conveying at the same time messages and models of behavior that are always attentive to responsible consumption.

Also, distinct projects on responsible serving for bartenders are deployed globally aimed at educating and sensitizing bartenders on principles of responsibility as well as quality of products and service, underlying the importance of quality over quantity and the role of bartenders as representatives of a proper drinking etiquette. With regard to the external communication, the Group commits to promote digital brands' campaigns on responsible drinking, thus reaching a greater audience of final consumers.

STRONGER TOGETHER

Right from the early stages of the pandemic, Campari Group's priority has been to protect the health and safety of its employees. The Group has adapted its way of working, set up dedicated teams to closely monitor the situation and to proactively adopt all the necessary health and safety measures, as well as to guarantee business continuity. Where possible, the Group has adopted smart working and introduced new work and safety protocols in plants and distilleries.



#StrongerTogether

At the same time, in order to continue to build and strengthen the team spirit and sense of belonging of Campari Group's employees, or Camparistas, as they are known, a wide range of communication and internal engagement activities have been promoted on internal channels, thus creating a virtual 'piazza' where employees could share, experience and live the culture of 'togetherness'.

In the outbreak of the emergency in the first wave in Italy, Campari Group wanted to make its own contribution to the healthcare system in Lombardy: first with a donation to the public healthcare institution ASST Fatebenefratelli Sacco; then, donating alcohol for the production of hand sanitiser which was distributed to some hospitals in Lombardy and to a small town near Bergamo, Ambivere, which was among the areas mostly impacted by the pandemic. The overall donation was approximately 45 thousand bottles. A major effort was also made to support the hospitality sector to help face the Covid-19 emergency, with the donation of 1 million dollars in the US to the non-profit organisation Another Round Another Rally, launching the campaign "Shaken Not Broken" which started in the US and was picked up by other countries where the Group operates. Numerous activities have also been made to support other local communities in countries such as Jamaica, Canada, Brazil, Argentina, Australia, France and Benelux.

In the second wave of the pandemic, Campari Group relaunched the "Shaken Not Broken" campaign in the US with an additional donation of US\$100,000 to drinks industry non-profit organisation Another Round, Another Rally and in UK, inviting British companies to devolve part of their unused budgets for corporate parties to the relief fund set up for struggling hospitality workers, which offers financial assistance, mental health and well-being support, as well as grants for education and training. Within the "Shaken Not Broken" relaunch the Group donated also 50,000 dollars to Canada's Bartenders Benevolent Fund.

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Among the most recent initiatives, in May 2021, to support the territorial vaccination campaign, Campari Group decided to collaborate with Gruppo MultiMedica for the creation of the MultiMedica Marelli vaccination center with the aim of taking concrete action to ensure vaccination of the largest possible number of workers of Lombard companies, in the shortest time.

Regular updates on the Group's initiatives in the fight against Covid-19 can be found on the official website: [Stronger Together | Campari Group](#)

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