

CAMPARI GROUP

Share buyback programme to service stock option plans

Commitment to sustainability: amounts deriving from reward mechanism to be allocated to a renewable electricity project in Campari Group's main production site in Italy, in line with its energy efficiency and decarbonation agenda

Davide Campari-Milano N.V. ('Campari' or the 'Company') announced on May 31st, 2021, pursuant to article 2 of the Delegated Regulation (EU) no. 1052/2016, the launch of a share buyback programme under article 5 of Regulation (EU) no. 596/2014 (the 'Programme').

The Programme is intended to meet the obligations arising from share option programmes and other incentive plans currently in force or to be adopted, the beneficiaries of which are (or will be) employees or other members of the administrative or management bodies of either the Company or other Campari Group's companies. The Programme includes a contractually-agreed reward mechanism. An amount deriving from the outperformance¹ in the purchase cost of the shares during the Programme will be allocated by Campari to an energy efficiency project, namely the installation of photovoltaic panels in Campari's main plant located in Italy (Novi Ligure), allowing the Company to insource the production of renewable electricity and reduce emissions, in line with Campari Group's energy efficiency and decarbonation agenda. By introducing this additional initiative, Campari further confirms its strong commitment to the responsible use of resources and reduction of the environmental impact of its production activities, one of the four pillars of Campari Group's sustainability roadmap.

Campari will update the market on the progress of the Programme in accordance with applicable laws and regulations. More information on the Programme are also published on the Investors section of Campari Group's website.

FOR FURTHER INFORMATION

<https://www.camparigroup.com/en/page/sustainability>

<http://www.camparigroup.com/en>

<https://www.youtube.com/c/camparigroup>

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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.

¹ The outperformance is the difference between the purchase price and the average VWAP (Volume Weighted Average Price) during the execution period