Campari Group Holding Company

Early redemption: redemption of Euro 536,400,000 3.50 per cent. exchangeable bonds due 2028 (ISIN code XS2630795404) (Bonds**) pursuant to Condition 11(b)(B)(ii) of the terms and conditions of the Bonds (**Conditions**)**

Luxembourg/Milan, **13 August 2026** – Lagfin S.C.A. acting through its Italian Branch (**Lagfin** or the **Issuer**) – the controlling shareholder of Davide Campari-Milano N.V. (**Campari**) – hereby informs of the exercise of the option to redeem the Bonds (**Redemption**) following the repurchase and subsequent cancellation of 4,476 Bonds (representing Euro 447,600,000.00 in principal amount and representing 80 per cent. or more of the Bonds originally issued).

In accordance with Condition 11(b)(B)(ii), the Issuer intends to redeem the Bonds in whole on **24 September 2026** (*at least 40 days following the date of this redemption notice and which is a T2 Business Day*) (**Redemption Date**) at their principal amount plus interest accrued to (but excluding) the Redemption Date (**Redemption Amount**).

Bondholders shall have the right to exercise the exchange right until **14 September 2026 (included)** (*8th Milan Business Day (included) before the Redemption Date*).

The exchange property per Bond is 6,193.8865 Campari Shares (rounded to 4 decimal places solely for the purposes of this PR) for each Euro 100,000 principal amount of Bonds and the value of the exchange property per Bond attributable to each Euro 100,000 principal amount of Bonds is equal to Euro 36,915.56 based on the volume weighted average price of the ordinary shares of Campari on the **12 August 2026** (*the most recent practicable date prior to the giving of this Optional Redemption Notice*).

Upon the exercise of the exchange right by the Bondholders, the Issuer may make a cash election to satisfy all or part of its obligation to deliver the exchange property by making payment of a cash alternative amount, in accordance with Condition 7(e).

Following the Redemption, all the Bonds redeemed will be cancelled in accordance with Condition 11(f). In connection with the Redemption, the Bonds will be de-listed from the Vienna MTF operated by the Vienna Stock Exchange.

This Notice to Bondholders, which is irrevocable, is attached to this press release *sub* Annex A.

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ABOUT LAGFIN

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lagfinsca.italianbranch@pec.it
Registro Imprese di Milano Monza Brianza Lodi, Codice Fiscale e Partita I.V.A.
10445150963

Lagfin is a Luxembourg-based company organized under the form of limited partnership by shares. Its main corporate purpose is the holding of a controlling stake in Campari and hence in the Campari Group, one of the most prominent players in the spirits industry worldwide.

As of 31 July 2026, Lagfin owns approximately 50.3% of the listed share capital of Campari and 81.9% of the voting rights.

Lagfin may also carry out transactions aimed at acquiring and maintaining relevant shareholdings in companies of any kind, both in Luxembourg or abroad, as well as financial, commercial and real estate transactions. Lagfin's strategy is based on long-term investments in companies and financial and real estate assets with solid potential for value creation and divesting them as they are deemed to have reached their full potential value.

Further information including financial disclosure on Lagfin is available on its website (http://www.lagfin.lu/).

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ANNEX A

Notice of redemption of Euro 536,400,000 3.50 per cent. exchangeable bonds due 2028 (ISIN code XS2630795404)

* * *

LAGFIN S.C.A.
acting through its Italian Branch
Société en commandite per actions
3, rue des Bains, L-1212 Luxembourg
Grand Duchy of Luxembourg
R.C.S. Luxembourg: B51599

To the Bondholders

Notice given through Bloomberg pursuant to Article 19 of the Conditions

To the Trustee:

BNY Mellon Corporate Trustee Services Limited
Via email: Corpsov4@bnymellon.com
Attention: Corporate Trust Administration. Project Paper Plane – Lagfin S.C.A. acting through its Italian Branch – ISIN XS2630795404

Cc: The Bank of New York Mellon, London Branch

(as Principal Paying and Exchange Agent)
Via email: Corpsov4@bnymellon.com
Attention: Corporate Trust Administration (Project Paper Plane – Lagfin S.C.A., acting through its Italian Branch – ISIN XS2630795404)

Cc: Conv-Ex Advisors Limited

(as Calculation Agent)
Via email: calculation.agent@conv-ex.com

Cc: Euroclear / Clearstream

Via email: eb.ca@euroclear.com; primarymarketrelationst@clearstream.com

13 August 2026
Dear Sirs, Madams

Notice of redemption of Euro 536,400,000 3.50 per cent. bonds exchangeable for existing ordinary shares of Davide Campari-Milano N.V. due 2028 (ISIN code XS2630795404)

We refer to:

(A) the Euro 536,400,000.00 3.50 per cent. bonds exchangeable for existing ordinary shares of Davide Campari-Milano N.V. due 2028 (the "**Bonds**") issued by Lagfin S.C.A. acting through its Italian branch (the "**Issuer**") on 8 June 2023;

(B) the terms and conditions of the Bonds (the "**Conditions**");

(C) the trust deed (the "**Trust Deed**") between the Issuer and BNY Mellon Corporate Trustee Services Limited (the "**Trustee**");

(D) the paying and exchange agency agreement (the "**Paying and Exchange Agency Agreement**") between the Issuer, the Bank of New York Mellon, London Branch as Principal Paying and Exchange Agent, the Bank of New York Mellon SA/NV, Luxembourg Branch, as Registrar and Transfer Agent, and the Trustee;

(E) the calculation agency agreement (the "**Calculation Agency Agreement**") between the Issuer and Conv-Ex Advisors Limited ("**Calculation Agent**") as the calculation agent; and

(F) the repurchase and subsequent cancellation of 4,476 Bonds (representing Euro 447,600,000.00 in principal amount and representing 80 per cent. or more of the Bonds originally issued).

Capitalised terms used in this notice but not defined in this notice shall have the meanings given to them in the Conditions.

* * *

In accordance with Condition 11(b)(B)(ii), the Issuer hereby informs that it intends to redeem the Bonds in whole on **24 September 2026** (*at least 40 days following the date of this redemption notice and which is a T2 Business Day*) (**Redemption Date**) at their principal amount plus interest accrued to (but excluding) the Redemption Date (**Redemption Amount**).

Bondholders shall have the right to exercise the Exchange Right until **14 September 2026 (included)** (*8th Milan Business Day (included) before the Redemption Date*).

The Exchange Property per Bond is 6,193.8865 Campari Shares (rounded to 4 decimal places solely for the purposes of this notice) for each Euro 100,000 principal amount of Bonds and the Value of the Exchange Property per Bond attributable to each Euro 100,000 principal amount of Bonds is equal to Euro 36,915.56 (rounded to 2 decimal places solely for the purposes of this notice) based on the Volume Weighted Average Price of the Campari Shares on the **12 August 2026** (*the most recent practicable date prior to the giving of this Optional Redemption Notice*).

Upon the exercise of the Exchange Right by the Bondholders, the Issuer may make a Cash Election to satisfy all or part of its obligation to deliver the Exchange Property by making payment of a Cash Alternative Amount, in accordance with Condition 7(e).

Following the Redemption, all the Bonds redeemed will be cancelled in accordance with Condition 11(f). In connection with the Redemption, the Bonds will be de-listed from the Vienna MTF operated by the Vienna Stock Exchange.

Yours faithfully

Lagfin S.C.A. acting through its Italian branch

Francesca Tarabbo

(Legal representative)