



Campari Group Holding Company

PRESS RELEASE

LAGFIN ANNOUNCES THE PURCHASE OF UP TO EURO 100 MILLION CAMPARI ORDINARY SHARES

CONFIRMATION OF LAGFIN LONG-TERM COMMITMENT IN CAMPARI GROUP

Luxembourg-Milan, 18 September 2024 – Lagfin S.C.A. acting through its Italian Branch (**Lagfin**) announces its intention to purchase up to Euro 100 million of Campari ordinary shares, as it believes that the current market price of the Campari ordinary share does not accurately reflect the true value of Campari Group.

This intention confirms once again Lagfin's strong long-term commitment in Campari Group and its full support to Campari's long-term growth strategies.

The purchases will be executed in the upcoming days subject to market conditions and the relevant details of the transactions will be disclosed to the market in compliance with the terms and conditions provided for by applicable laws and regulations.

* * *

ABOUT LAGFIN

Lagfin S.C.A., Société en Commandite par Actions (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 Davide Campari-Milano N.V. and hence in the Campari Group, one of the most prominent players in the spirits industry worldwide. As of 31 August 2024, Lagfin owns approximately 51,4% of the listed share capital of Davide Campari-Milano N.V. and 82,5% 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/>).

LAGFIN CONTACT DETAILS

Email: lagfin@lagfin.lu

Phone number: +39 02 62694051