

PRESS RELEASE



Gruppo Campari chooses team of WPP agencies as a preferred global partner for marketing and communication services

Milan, 31 August 2017 - Gruppo Campari, a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, including Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier, has chosen a team drawn from WPP agencies ("Team Campari") as a preferred global partner for marketing and communication services.

The agreement ensures Gruppo Campari has the choice, within the WPP group, of companies and agencies most in line with the development plans of each brand and product, for advertising, public relations, media investment, digital, data management, research, live communication and branding services, both internationally and locally.

"This agreement with WPP allows us to choose amongst a wide array of best-in-class options for our brand building purposes at global level," stated Bob Kunze-Concewitz, Gruppo Campari CEO. "WPP's strategy of offering the customer horizontal access to every marketing and communications discipline guarantees us very important strategic synergies."

"We are delighted with this agreement that will see us stand alongside one of the most successful Italian companies in the world," said Massimo Costa, Country Manager at WPP Italia. Team Campari will be based at offices in Milan, near Gruppo Campari's headquarters, allowing each brand to access all of WPP's marketing and communications services around the world.

For further information:

Gruppo Campari Corporate Communications

Enrico Bocedi

T: +39 02 6225 680

E: enrico.bocedi@campari.com

WPP

Feona McEwan

T: +44 (0) 20 7408 2204

E: feona.mcewan@wpp.com

ABOUT GRUPPO CAMPARI

Gruppo Campari 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 and 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. The 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 owns 18 plants worldwide and has its own distribution network in 20 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001.

For more information: www.camparigroup.com/en

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ABOUT WPP

WPP is the world's largest communications services group with billings of US\$74 billion and revenues of over US\$19 billion. Through its operating companies, the Group provides a comprehensive range of advertising and marketing services including advertising & media investment management; data investment management; public relations & public affairs; branding & identity; healthcare communications; digital, eCommerce and shopper marketing and specialist communications. The company employs over 200,000 people (including associates and investments) in over 3,000 offices across 112 countries.

For more information, visit www.wpp.com

WPP was named Holding Company of the Year at the 2017 Cannes Lions International Festival of Creativity for the seventh year running. WPP was also named, for the sixth consecutive year, the World's Most Effective Holding Company in the 2017 Effie Effectiveness Index, which recognizes the effectiveness of marketing communications. In 2017 WPP was recognised by Warc 100 as the World's Top Holding Company (third year running).