

# Bit Market Services

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Societa' : DAVIDE CAMPARI - MILANO

Identificativo : 63487

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Diffusione presunta

Oggetto : Davide Campari-Milano S.p.A. successfully placed € 600 million unrated bond issue on the Euro market

*Testo del comunicato*

See attachment



## **Davide Campari-Milano S.p.A. successfully placed € 600 million unrated bond issue on the Euro market**

- **The bond issue, for a notional amount of € 600 million, has a 5 year maturity and pays a fixed annual coupon of 2.75%**
- **In a highly volatile debt capital market, the response was very positive among institutional investors, both in Italy and the international markets, proving the high quality of the Issuer profile**
- **As a result of the strong interest from investors, the initial offer of € 500 million was increased to € 600 million**
- **A successful return to the unrated Eurobond market which enables Gruppo Campari to lengthen its overall debt maturity profile**

Milan, 25 September 2015-Gruppo Campari today **successfully completed the placement of an unrated 5-year Eurobond issue** targeted at institutional investors. The offering is of **€ 600 million in principal amount and pays a fixed annual coupon of 2.75%**; the **issue price is 99.715%**. The notes are **due on 30 September 2020** and will be issued with denominations of € 100,000 and integral multiples of € 1,000 up to and including € 199,000. Application will be made for the notes to be admitted to trading on the regulated market of the Luxembourg Stock Exchange. Settlement is expected on 30 September 2015. This is Gruppo Campari's third bond issue on the Euro market, further to its inaugural € 350 million unrated seven-year Eurobond paying a fixed annual coupon of 5.375% issued in 2009, expiring in 2016, and € 400 million unrated seven-year Eurobond paying a fixed annual coupon of 4.5% issued in 2012, expiring in 2019.

**Bob Kunze-Concewitz, Chief Executive Officer: 'In a highly volatile debt capital market, the transaction has been very successful. Once again, the bond issue was very well received by both Italian and international high quality investors, reflecting Gruppo Campari's excellent business and financial profile as well as strong reputation in the capital markets. With this transaction, Gruppo Campari successfully returns to the unrated Eurobond market, at more favourable conditions after its debut issue completed in 2009 and the subsequent issue of 2012.'**

As a result of the strong interest from investors, the **initial offer of € 500 million was increased to € 600 million.**

With regards to distribution, Gruppo Campari's transaction attracted a geographically **well diversified base of European high quality investors**. The bonds were allocated to investors mostly based in the **United Kingdom, Italy, France, Switzerland and Germany**.

The **proceeds of the issue** of the notes will be used by the Issuer **for general corporate purposes and in line with the Group's strategy, including but not limited to the refinancing of existing indebtedness of the Group.**

**BNP Paribas, BofA Merrill Lynch, Deutsche Bank, Société Générale and Unicredit Bank** are acting as Joint Lead Managers and bookrunners for the offer of the notes.

**Allen & Overy** acted as legal advisors to Campari and **Clifford Chance Studio Legale Associato** acted as legal advisors to the Joint Lead Managers on this transaction.

The notes will only be offered and sold outside the United States to institutional investors that are non-U.S. persons under Regulation S and have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the Securities Act), or any other securities laws. The notes may not be offered or sold in the United States, or to, or for the account or benefit of, US persons absent registration or an applicable exemption from registration requirements. This press release shall not constitute an offer to sell the notes or an offer of financial products, nor shall there be any sale of these notes in any state or jurisdiction in which such an offer or sale would be unlawful. No action has been or will be taken to permit a public offering of the notes in any jurisdiction.

This press release is not an offer of securities for sale or an offer of financial products in the United States or any other jurisdiction. The securities of the Issuer may not be offered or sold in the United States or to or for the account or benefit of U.S. persons (as such term is defined in Regulation S under the Securities Act) unless registered under the Securities Act or pursuant to an exemption from such registration. Any offer of securities will be made by means of a prospectus that will contain detailed information about, inter alia, the Issuer and its management.

The offering of the notes has not been cleared by the Commissione Nazionale per le Società e la Borsa (CONSOB), pursuant to Italian securities legislation. Accordingly, the notes have not been and will not be offered, sold or delivered in Italy in a public offering ("offerta al pubblico") except in circumstances which are exempted from the rules on public offerings pursuant to Italian applicable laws and regulations, and the notes may only be offered, sold or delivered in Italy in compliance with all Italian applicable laws and regulations.

This press release is directed only (i) at persons who are outside the United Kingdom, (ii) to investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended or (ii) at persons falling within Article 49(2) (a) to (d) ('high net worth companies, unincorporated associations, etc.') of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (all such persons together being referred to as 'relevant persons'). This press release must not be acted on or relied on by persons who are not relevant persons. Any investment activity to which this press release relates is reserved for relevant persons only and may only be engaged in by relevant persons.

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### **Not for distribution in the United States**

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#### **ABOUT GRUPPO CAMPARI**

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in **over 190 nations** around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is **the sixth-largest player worldwide in the premium spirits industry**. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include **Aperol, Appleton Estate, Campari, SKYY and Wild Turkey**. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 2 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com>

Please enjoy our brands responsibly

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