



COMPAGNIA DEI CARAIBI SIGNS CONTRACT WITH BROWN-FORMAN GROUP FOR EXCLUSIVE DISTRIBUTION OF GIN MARE. RENEWAL FOR THE DISTRIBUTION OF DIPLOMÁTICO RUM AND NEW AGREEMENT FOR THE LAUNCH OF FORDS GIN

The agreement defines the partnership for the exclusive distribution of Gin Mare and the renewal for the distribution of Diplomático Rum, in Italy and the Republic of San Marino. Brown-Forman Group also entrusts Compagnia dei Caraibi with the launch, in the same markets, of Fords Gin, also on an exclusive basis.

Vidracco (TO), 13 April 2023 - **Compagnia dei Caraibi S.p.A. Società Benefit** ("**Compagnia dei Caraibi**" or the "**Company**"), a leading company in the import, development, brand building, and distribution of premium to ultra-premium and prestige spirits, wines, and soft drinks from around the world, as well as Italian craft beers, **announces that today it has signed an agreement with the Brown-Forman Group, a leading American actor in the spirits sector.**

The agreement entrusts Compagnia dei Caraibi, until 31 December 2024, with the exclusive distribution for the Italian and San Marino markets of Gin Mare and Diplomático, thus giving a strong signal of continuity compared to previous years. To these is added Fords Gin, a brand new to the Italian market, for whose launch Brown-Forman chose the Company as a partner.

"The signing of the agreement with Brown-Forman represents for Compagnia dei Caraibi the confirmation of a winning business model." Says Fabio Torretta, General Manager of Compagnia dei Caraibi "We are very pleased to see the consolidation of the path made with Gin Mare and Diplomático Rum on the Italian market in these years of distribution; two brands that have been in our portfolio for a very long time and that over the years have grown together with us. This partnership also represents a further opportunity for growth and development on new fronts: we are honored to have been chosen by Brown-Forman to launch Fords Gin in Italy. It is a great opportunity that strengthens the company's position in the Premium Gin segment and that we intend to tackle with the know-how and expertise that have always characterized us".

Diplomático Rum and Gin Mare are historical brands within the Compagnia dei Caraibi catalog and represent two successful case histories for the company's business. Respectively in the portfolio since 2008 and 2013 and growing in volume over the last 5 years by +7.2% and +33.5%, the two brands are today among the Top Brands in the Rum and Gin premium categories in the Italian market.

"Brown-Forman is excited to partner with Compagnia dei Caraibi and collectively grow our emerging brands - Diplomático, Gin Mare, and Fords Gin." Said Agnieszka Przybylek, General Manager of Brown-Forman Italy "Rum is a top growth category globally and we now have the No. 1 super- and ultra-premium rum along with the world's No. 1 ultra-premium gin in Gin Mare. Complemented by the versatility of Fords Gin, this portfolio is poised for growth in Italy."

To better support the brand-building distribution activities on the three brands, a team was defined within Compagnia dei Caraibi that includes key members from the marketing, communication, and sales teams. In particular, an expansion of the Company's sales team is planned to support the growth of the brands on the domestic market.

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This press release is available at www.compagniadecaraibi.com (Investor Relations/Press releases section) and at www.1info.it

About Compagnia dei Caraibi (ticker: TIME, ISIN: IT0005453235)

Compagnia dei Caraibi is a company founded in Vidracco (To) in 2008, which imports and distributes spirits, wines and soft drinks from all over the world including rum, gin, vodka, whiskey, tequila, sodas, waters, champagne and craft beers. The portfolio consists mainly of 'Premium' and 'Super Premium' products. Today, Compagnia dei Caraibi, whose real roots date back to 1995, is one of the most dynamic players on the market, with a rapid and constant growth and a catalogue numbering over 800 references imported exclusively in Italy, including some of the trendiest brands on the market, such as Rum Diplomático, always present in the Top 5 Trending and Best Selling Brands list, Rum Plantation, also listed among the Top 5 Trending and Best Selling Brands and Gin Mare, one of the most popular premium gins sold in Italy. Compagnia dei Caraibi has also always been committed to the community and working to improve the environment. At the base of Compagnia dei Caraibi's choices is the conviction that loyalty, honesty and sharing of ethical values in the business world create wealth and added value both for the individual and for society.

About Brown-Forman

For more than 150 years, Brown-Forman Corporation has enriched the experience of life by responsibly building fine quality beverage alcohol brands, including Jack Daniel's Tennessee Whiskey, Jack Daniel's Ready-to-Drinks, Jack Daniel's Tennessee Honey, Jack Daniel's Tennessee Fire, Jack Daniel's Tennessee Apple, Gentleman Jack, Jack Daniel's Single Barrel, Woodford Reserve, Old Forester, Coopers' Craft, The GlenDronach, Benriach, Glenglassaugh, Slane, Herradura, el Jimador, New Mix, Korbel, Sonoma-Cutrer, Finlandia, Chambord, Fords Gin, Gin Mare, and Diplomático Rum. Brown-Forman's brands are supported by approximately 5,200 employees globally and sold in more than 170 countries worldwide. For more information about the company, please visit brown-forman.com.

Per ulteriori informazioni

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