

**CAMPARI
GROUP**

Compliance Cloud:

Navigate within changing Global Regulations

September 2023

TOASTING LIFE TOGETHER

Agenda

- Campari Group – Who we are
- Compliance Cloud – Key Features
- Expanding Alcohol Beverage Regulation Database
- Questions



Who we are

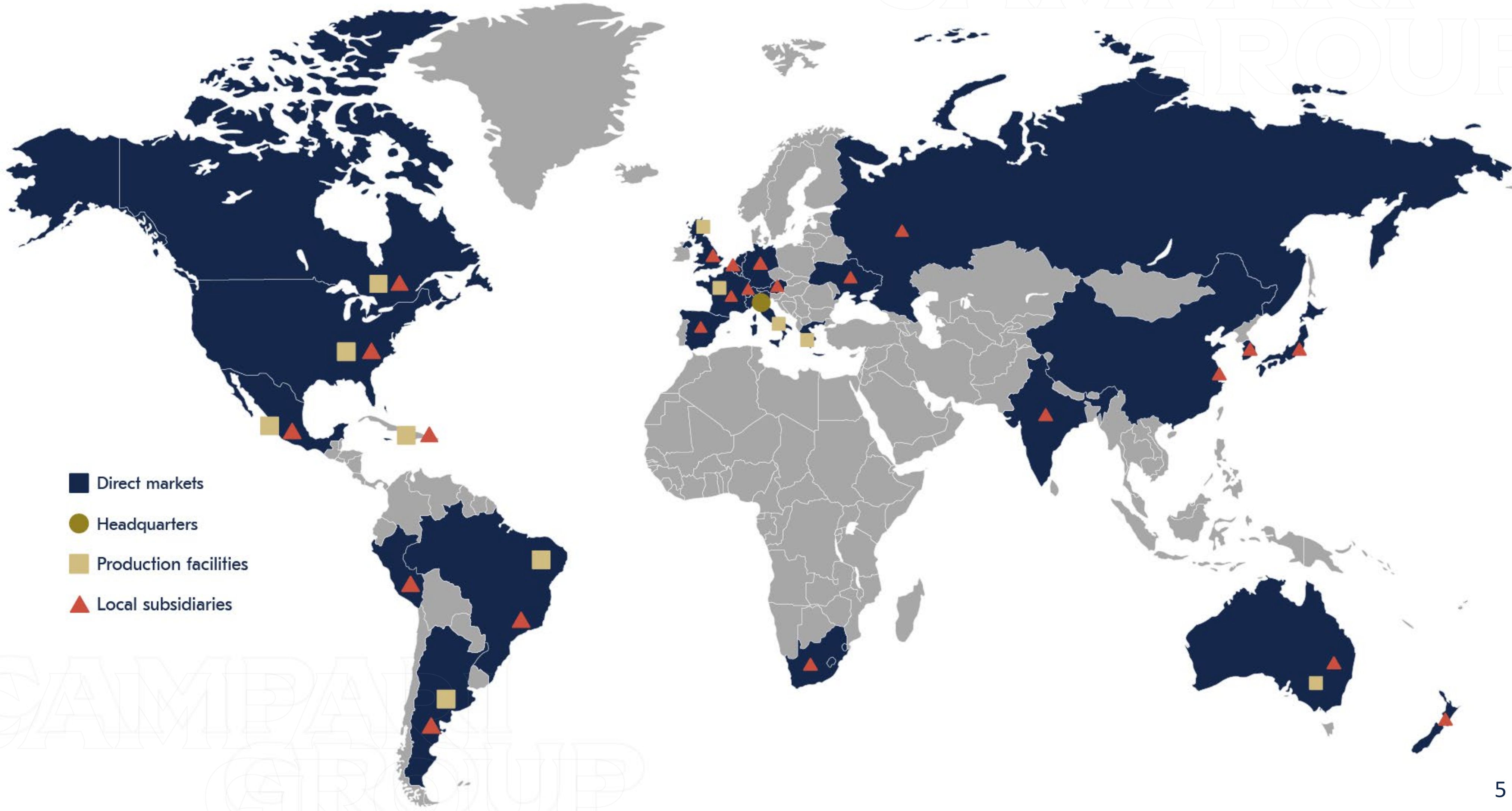
CAMPARI GROUP'S HISTORY

Campari was founded in 1860 - the year Gaspare Campari invented the bright red bittersweet aperitif in downtown Milan.

From 1888 onwards, his successor and son, **Davide Campari**, developed and implemented an extensive campaign to grow the brand globally, featuring a winning marketing strategy; the creation of the first single-serve aperitif, Campari Soda, in 1932; and a patronage of the arts to enhance product promotion.

In the 1960s, Campari Group's distribution power already reached over 80 countries. In the **second half of the 1990s**, the beverage industry was characterized by a strong **M&A** trend which led to the creation of corporations with global dimensions and remarkable portfolios appealing to a broad consumer dynamic.

Therefore, Campari chose to expand not only via organic growth but also via external growth, turning from a single-brand company as late as 1995 to a multinational company with a solid and expansive portfolio with international appeal today.



- Direct markets
- Headquarters
- Production facilities
- ▲ Local subsidiaries



GROWTH STRATEGY

Campari Group's growth strategy aims to combine **organic growth** through strong brand building **with** shareholder value enhancing **acquisitions**.

50%
ORGANIC
GROWTH



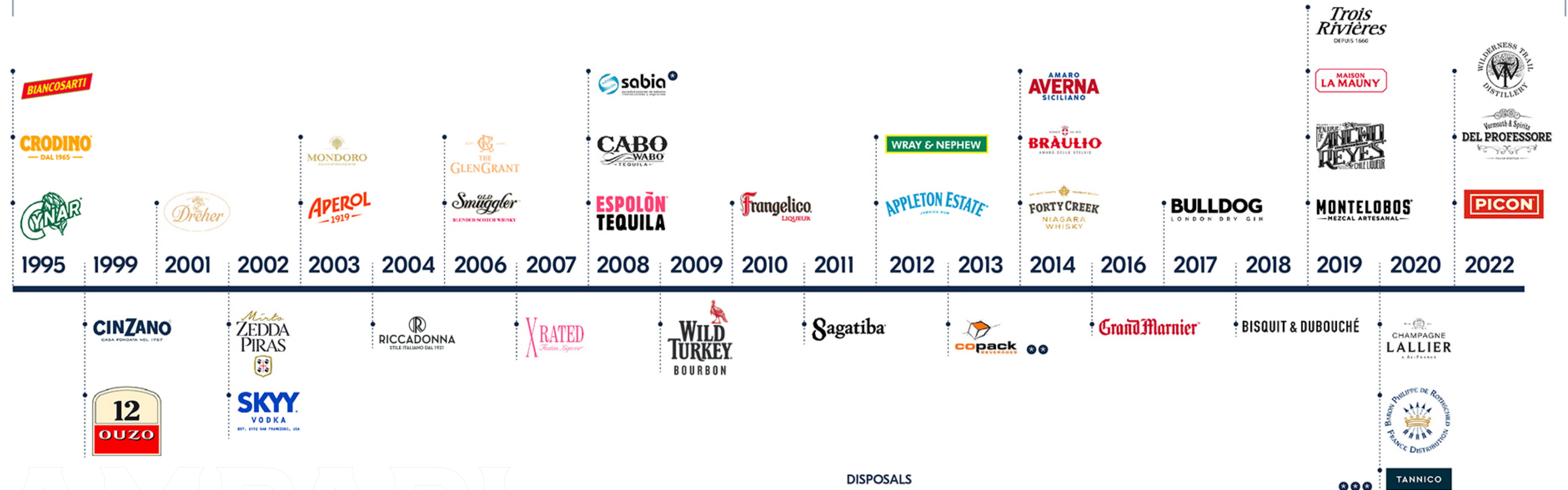
50%
EXTERNAL
GROWTH



A HISTORY OF SUCCESSFUL ACQUISITIONS

Campari Group focuses its external growth efforts on **spirits** and the strategic thinking is driven by the desire to **reach or enhance critical mass in key geographic markets**.

NEARLY **40** ACQUISITION SINCE 1995 | OVER **€4.0 BILLION** OF TOTAL VALUE



* Distribution Company
 ** Contract beverage Packer
 *** Tannico's ownership equally split between Campari and Moët Hennessy through a JV

DISPOSALS

OVER **10** FOR APPROXIMATELY **€500 MILLION**

A UNIQUE BLEND OF GLOBAL, REGIONAL AND LOCAL SPECIALITY BRANDS



W H I S K Y



R U M



A P E R I T I F



T E Q U I L A & M E Z C A L



V O D K A



S P A R K L I N G W I N E



C H A M P A G N E



L I Q U E U R & O T H E R



C O G N A C



G I N



Compliance Cloud

Key Features

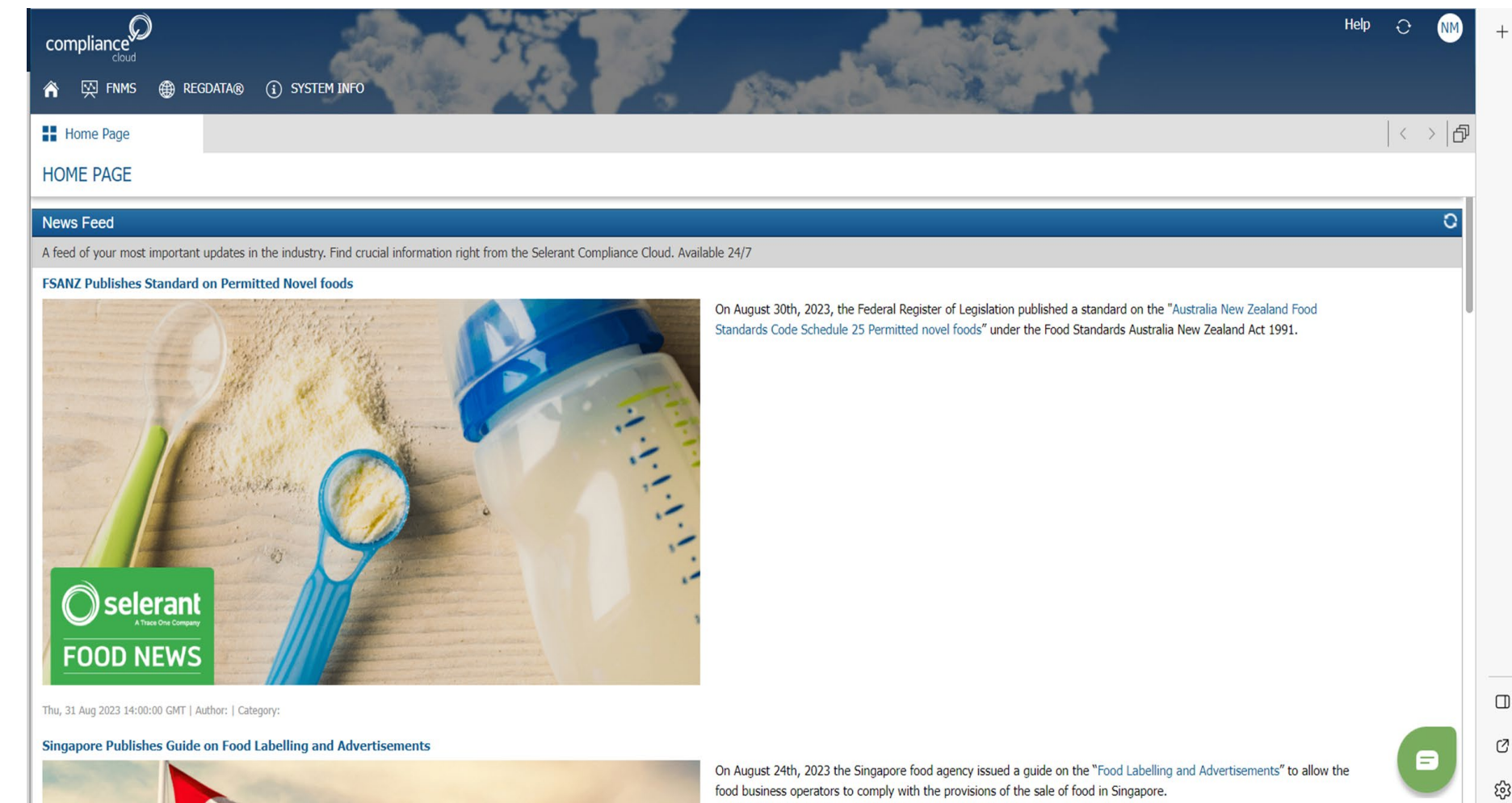
Compliance Cloud

- Compliance Cloud

- As we have grown our global footprint and product portfolio, the need for a Global Regulatory Tool was increasingly important.
- Campari Group adopted the Compliance Cloud tool in 2020.

- Key Features

- Food News and Food Law+ Libraries
- My News and My Queries
- REGDATA®



Food News

- Comprehensive list of news across the globe related to food legislation, food safety, recalls, potential legislative changes, etc.
- Articles are typically available for free from legislative, business, periodical, scientific, and many other official sources.
- Refine search based on key words, countries, dates, etc.

The screenshot displays the 'compliance cloud' interface for 'Food News+'. The top navigation bar includes 'Home Page' and 'Food News+'. A 'Filter & Refine' sidebar on the left lists categories like Query, Custom Search, Countries, Industries, Types & Categories, Keywords, Date, Tags, Notes, Source, and Relation Types. The main content area shows a list of news items with pagination (1-5) and a total record count of 114131. The first item is titled '"Delivery Hero Stores Limited (Panda Mart)" led by Mr. Ishrat Siddika, Learned Executive Magistrate of Bangladesh Food Safety Authority conducted mobile court at Gulshan Avenue, Dhaka on Tuesday, 05/09/2023.' Other items include notices of meetings from the Bangladesh Food Safety Authority.

Food Law Library+

- A more specific list of:
 - Official regulations in force or will be in force
 - Draft legislations for review
 - Guidance documents
 - Regulatory amendments
 - Archives of old regulations
 - Etc.
- Articles are mainly from official legislative sources.
- Refine search based on key words, countries, dates, etc.

The screenshot displays the 'Food Law Library+' interface within a 'compliance cloud' environment. The top navigation bar includes 'Home Page' and 'Food Law Library+'. A 'Filter & Refine' sidebar on the left lists various search criteria: Query, Custom Search, Countries, Industries, Types & Categories, Keywords, Date, Tags, Notes, Source, and Relation Types. The main content area shows a list of records with the following details:

- Country: Korea (the Republic of) | Validity: Not available | Id 360494
- Title: Guide To Submitting Food Safety Management System Certificates By Country For Overseas Manufacturers
- Type: FOOD LAW LIBRARY+ | Site: Imported Food Information Maru-Korea | Publishing Date: 8. Sep 2023
- Metadata: Categories - 4 | Industries - 24 | Keywords - 6

Additional records in the list include draft amendments to the Enforcement Rule of Food Sanitation Act (No. 2023-444) and the Enforcement Decree of Food Sanitation Act (No. 2023-443), both published on 8. Sep 2023. The interface also features a pagination control (showing 10, 25, 50 records per page) and a 'Total records: 60309' indicator.

My News / My Queries

- Automatically curated list.
- Fusion from both Food News and Food Law+ Libraries.
- Based on specific criteria.

The screenshot displays the 'compliance cloud' 'My News' interface. The top navigation bar includes 'Home Page' and 'My News'. A 'Filter & Refine' sidebar on the left shows active filters: 'Query', 'Custom Search', 'Countries (12)', 'Industries (6)', and 'Types & Categories'. The main content area shows a list of regulatory notices, each with a checkbox, country, validity date, title, type, site, and publishing date. The first three items are:

- Country: **United States of America (USA)** Validity: from 2. Apr 2023
Agency Response Letter GRAS Notice No. GRN 1042 - Menaquinone-7 derived from a specific strain of *Bacillus subtilis natto*
Type: FOOD LAW LIBRARY+ Site: U.S. Food and Drug Administration Publishing Date: 3. Apr 2023
- Country: **United States of America (USA)** Validity: from 15. Dec 2022
Agency Response Letter GRAS Notice No. GRN 1007 - *Bacillus subtilis* strain R0179
Type: FOOD LAW LIBRARY+ Site: U.S. Food and Drug Administration Publishing Date: 16. Dec 2022
- Country: **United States of America (USA)** Validity: from 22. Aug 2022
Agency Response Letter GRAS Notice No. GRN 1017 - Lacto-N-tetraose
Type: FOOD LAW LIBRARY+ Site: U.S. Food and Drug Administration Publishing Date: 23. Aug 2022

The interface also features a 'Filter & Refine' sidebar, a 'Filter & Refine' button, an 'Apply' button, and a 'Total records: 44864' indicator. The list is sorted by 'Id - Descending' and shows 10 records per page.

My News / My Queries

The screenshot shows the Compliance Cloud web application interface. The browser address bar displays the URL: `compliancecloud.selerant.com/a10100_devex_regdata/WebMvcModules/Host#tab/WebMvcModules/General/ExternalPageContainer?key=SCCFNMSMyN...`. The application header includes the logo, navigation icons for FNMS, REGDATA®, and SYSTEM INFO, and user information (MG). The main content area features a search bar for "Selected Query (0)" and a list of "Available Query (6)". The "My Queries" section is highlighted with a red box and contains the following items:

- Americas Alcoholic Beverages
- APAC Alcoholic Beverages
- EMEA Alcoholic Beverages
- Packaging recycling

The "Company Queries" section is also visible but empty. Below the search bar, there is a "Select Industry" dropdown and a "Match all selected crit..." checkbox. The main content area displays a news item titled "Public Consultation No. 1,196, of August 22, 2023 D.O.U of 08/23/2023 The Collegiate Board Resolution - RDC No. 778, of March 1, 2023, which provides for the general principles, technological functions and conditions of use of food additives and food technology adjuvants". The news item includes metadata: "Type: FOOD LAW LIBRARY+ Site: ANVISA - Brazil Publishing Date: 23. Aug 2023".

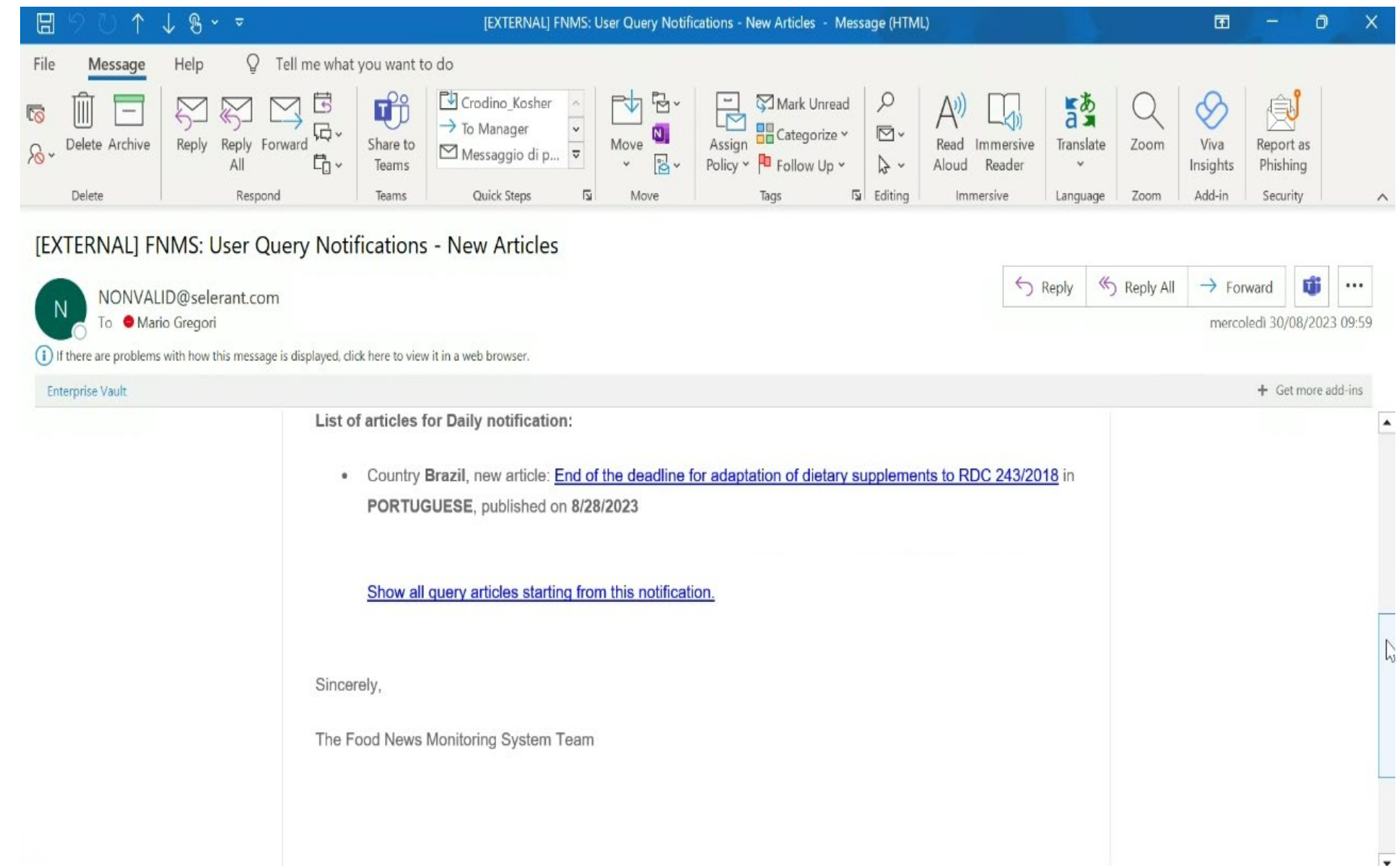
We have saved different Queries based on specific criteria relevant for our markets and products.

Criteria can be:

- Countries
- Industries
- Types and Categories
- Keywords
- And other parameters.

My News / My Queries

- Automatic email notifications of any new articles meeting the criteria.



- Tool used to determine if a specific molecule or group of molecules is compliant vs. a specific legislation (i.e. additives, contaminants, flavors, pesticides, etc.)
- Existing product for potential new markets.
- New product for potential markets.

The screenshot shows the 'Search Tools' interface of the REGDATA platform. The browser address bar shows 'Home Page' and 'Regdata'. The page has a blue header with 'Search Tools' and a link for 'Show saved searches'. The main content area is divided into three numbered sections:

- 1 Select Legislation and Country Food Category**
 - Legislation ***: A dropdown menu with the placeholder text 'Please select Legislation'.
 - Country ***: A dropdown menu with the placeholder text 'Please select Country'.
 - Country Food Category ***: A dropdown menu with the placeholder text 'Please select Country Food Category'. An 'Action' button is located to its right.
 - Do you want to compare multiple countries?**: A section with a green '+ Add country to compare' link and a grey tooltip that reads: 'If you would like to compare substances across multiple countries, you should fill in the substance field in section 2 to run your search.'
- 2 Select Substance and Function**
 - Substance**: A dropdown menu with the placeholder text 'Please select the substances'.
 - Additive Function**: A dropdown menu with the placeholder text 'Please select functions'.
- 3 Choose additional parameters**

At the bottom left, there is a partially visible label 'Validity date'. A green chat icon is visible in the bottom right corner of the interface.

Home Page | Regdata

1 Select Legislation and Country Food Category

Legislation * **Food Additive, Contaminant, and Flavor Guidelines**

Country * MEXICO **Ability to compare multiple countries**

Country Food Category * **Ability to select one or more food categories** Liquors

Do you want to compare multiple countries?
[+ Add country to compare](#)

If you would like to compare substances across multiple countries, you should fill in the substance field in section 2 to run your search.

2 Select Substance and Function

Substance **Specific substance name or synonyms (i.e. E numbers, CAS Number, etc)** x Tartrazine

Additive Function Please select functions

✓ Check all ✗ Uncheck all ✗ Clear field

Please enter 3 or more characters

08/10/2023

Below mentioned results are matches from our legislation database with your search criteria listed above :

MEXICO - 1 Limit

Mexico Food Additives: Positive list - 1



In order to check the limits or a particular dosage of a component in the chosen food category according to the guidelines you can run the Compliance Assessment search

Run Compliance Assessment

Substance Limits - Search Results

EXPORT

Food Additive Guidelines

Substance	Substance identification			
Tartrazine and its Aluminum and Calcium Lake Group (selected group components: Tartrazine)				
Category Details	Function	Limit(s)	Notes	Legislative Reference
Liquors	Colour	Max 200 mg/l		Agreement amending DOF 16-07-2012 Agreement to determine the additives and processing aids in food, drinks and food supplements, use and health requirements - 16 May 2016

Show 10 per page << 1 >> Total rows: 1



Project

**Expanding the Alcoholic
Beverage Regulation Database
within Compliance Cloud**

Project Overview

- Alcoholic Beverage Legislations across the Globe:
 - Vertical legislations with links to different horizontal legislations (i.e. additives, flavors, contaminants).
 - Changing especially in countries with historically vague or overly specific legislation.
 - Heavily restricted in some countries.
- Project Objective
 - To build up the Alcohol Beverage Regulations database within Compliance Cloud for the most relevant markets.
- Project Team
 - Collaboration with Selerant, Distilled Spirits Council of the US, Campari Group, and another Spirits company.



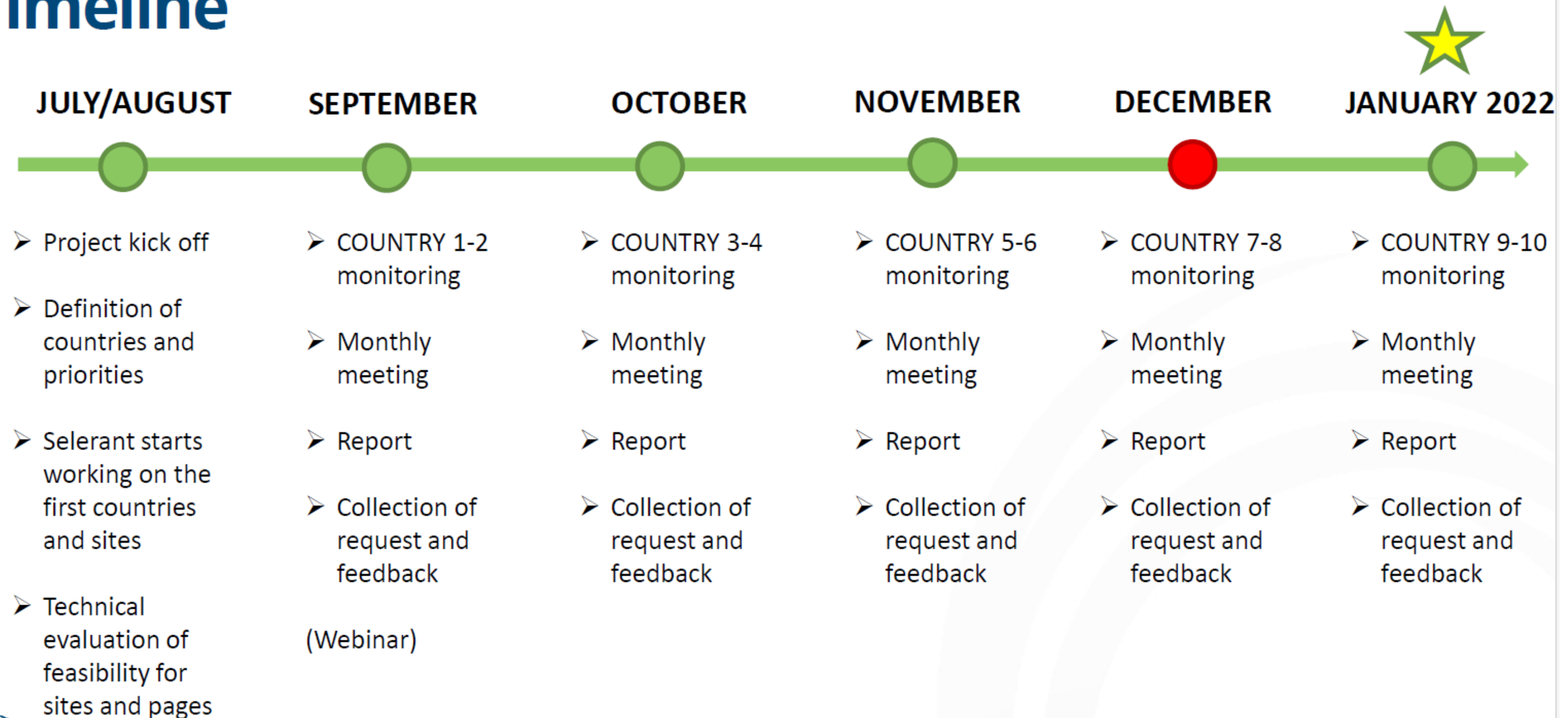
Project Overview

- Project Outline and Timings:
 - Countries were identified and prioritized.
 - Timing to complete each was agreed.
 - Monthly meetings/reviews were done to ensure the project was progressing.
- Team identified the following 10 markets as most important:
 - China
 - Japan
 - MERCOSUR (South American Countries)
 - South Africa
 - India
 - South Korea
 - Eurasian Economic Union (EEU) + Russia
 - East African Community
 - Mexico
 - Indonesia
- For each market, key sites and sources were identified, integrated and validated
- Successful completion within 7 months!



Project Overview

Timeline





Questions

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