GRUPPO CAMPARI AND CORPORATE SOCIAL RESPONSIBILITY



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OUR WAY OF DOING BUSINESS

Right from its beginning, Gruppo Campari has been known for its passion, enabling it to create brands that represent a positive lifestyle and a benchmark for consumers all over the world. The same passion also inspires the Group internally and is expressed through a constant focus on its resources.

Gruppo Campari's distinctive operating structure has been evolved over the years, inspired by a number of founding values that form the basis of the entire Company's operations.

Integrity, passion, pragmatism and a performance-oriented approach are the principles that have always formed the basis of the Group's informed and reasoned decisions. These identifying values are correlated with, and enhanced by, general principles such as correctness, impartiality, confidentiality, transparency and completeness of information.

The framework of values that stems from these principles forms the basis of a modus operandi that inspires conduct respecting the people who work in the Group and the communities in which the Group operates. Gruppo Campari's **reputation** since 1860 stems from its responsible way of doing business and constitutes one of the essential foundations for current and future growth.

The **Code of Ethics** and **Business Conduct Guidelines** are further proof of this way of doing business. These two documents contain the Group's founding values and provide guidelines on acting responsibly in

"Gruppo Campari
aims to remain a highly
profitable and sustainable
top player in the global spirits
industry by combining its
passion for brand building
with entrepreneurial drive and
functional excellence"



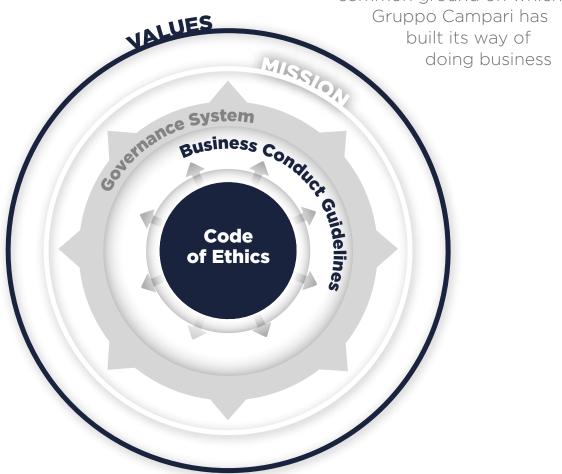
the principles that have always formed the basis of the Group's informed and reasoned decisions



an increasingly competitive environment. The **Code of Ethics**, approved by the Board of Directors, comprises 16 articles that attempt to cover the issues faced by the Group in its operations; the **Business** Conduct Guidelines, on the other hand, provide guidelines for creating an internal environment marked by the utmost integrity on a daily basis. In conjunction with the Mission, Values and Governance System, the Code of Ethics and Business Conduct Guidelines represent the common ground on which Gruppo Campari has built its way of doing business, defining the principles and rules that every manager, employee and business partner of the Group is asked to follow.

In 2013, with a view to strengthening the effectiveness of these two documents, the Group launched preliminary studies on issues such as **Whistle-blowing** and **Fraud Risk Assessment**, while regular updates regarding industry-related risks have been performed. Both studies will be completed in 2014.

Mission, Values,
Governance System,
Code of Ethics
and Business Conduct
Guidelines represent the
common ground on which



SUSTAINABLE

CORPORATE SOCIAL RESPONSIBILITY



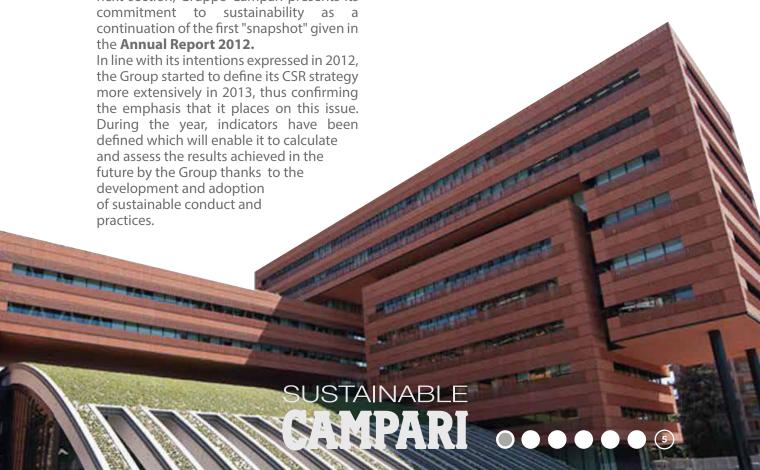
By putting the values that set it apart into practice, Gruppo Campari has always acted according to criteria inspired by responsibility and sustainability.

Thanks to its willingness to listen and the feedback it has received from an external environment that is becoming increasingly aware of these issues, the Group has responded to the need to inform stakeholders of its initiatives in the area of **Corporate Social Responsibility** (CSR).

Consumers' growing interest in ethical practices and the financial world's focus on sustainability constitute two important drivers for the Group to disclose, in a more structured way, its efforts in this area. In the next section, Gruppo Campari presents its commitment to sustainability as a continuation of the first "snapshot" given in the **Annual Report 2012.**

Another of the project's objectives has been to harmonise the numerous initiatives implemented locally by the various subsidiaries and place them in a common framework.

In recent years, CSR initiatives have mainly focused on five areas of interest relating to the Group's key business functions: Our People; Responsible Practices and Marketing; Our Suppliers; Quality, Food Safety, Health and Safety, Environment-QHSE; Commitment to the communities where the Group operates. Group data relate to 2013 and do not include, within their scope, the figures from the Jamaican subsidiary; these will be included from 2014.





OUR PEOPLE



Over the years,

Gruppo Campari has become increasingly aware that its human capital constitute one of the most valuable resources for developing the company's business.

For this reason, also during 2013, a number of actions were undertaken in order to appraise the company's employees ('Camparistas'). Camparistas are the truest ambassadors of Gruppo Campari around the world, and with their proactive attitude, help the company to embrace the challenges and opportunities presented by the market.

This approach is of strategic importance within the changing environment that has affected the Group in the last years: Gruppo Campari has become increasingly global as a result of the growth strategies and the numerous acquisitions it has made, bringing a cultural diversity that enriches the Group's day-to-day operations.

Against this backdrop, Gruppo Campari is committed to disseminating its key principles, while at the same time valuing and respecting diversity amongst its human resources.

It condemns all forms of discrimination.

respecting diversity

In 2014, Gruppo Campari will assess the integration and well-being of its employees

by means of a questionnaire. As in 2008, 2010 and 2012, this tool will enable the Group to measure certain key aspects of the working environment, culture and corporate climate.

In previous years, feedback from Camparistas was extremely positive. For the next survey, the Group has set itself the objective of achieving a participation rate of 85% of all employees, in line with previous years. One key area that will be addressed by the questionnaire is the extent to which employees play an active role in Group life.

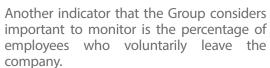
The desired outcome is to achieve an average score of 5 on a scale of 1 to 7 for both this aspect and adherence to the key values.

These indicators have been identified taking into account the changes and the quantitative and qualitative growth that the company has experienced in recent years. It is important to highlight that the acquisition of LdM in 2012 almost doubled the number of employees and made the nature of Gruppo Campari even more diversified.

Given the efforts made by Campari in recent years to disseminate sustainable conduct and attitudes, from 2014 the questionnaire will be expanded to include a number of indicators to assess the knowledge and interest of Camparistas in Corporate Social Responsibility topics.







For 2013, Gruppo Campari has set itself the ambitious target of **average turnover** of no more than **8%**, reaching **6.8%**.

Gruppo Campari believes that cultivating talent allows its people to aspire to real professional growth, which in turn will ensure continuity within the organisation. For this reason, the company set itself a target that **65%** of vacant senior management positions would be filled through the promotion of internal staff. It fully achieved this target.



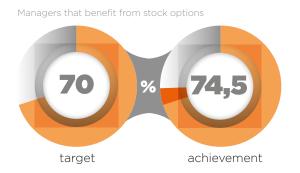
The Group also aimed to strengthen the link that employees have with the company: stock options are, for example, a useful tool for incentivising employees to remain loyal to Campari for the medium to long term and thereby encouraging sustainable results over time.

For 2013, the Group has set itself a target that at least **70%** of managers benefit from this financial tool. Currently, **74.5%** of managers benefit from it.





An important role in disseminating the value and importance of solidarity is played by the **Fondazione Campari**, which was created in 1957 as an organisation to support Camparistas and their families in Italy.

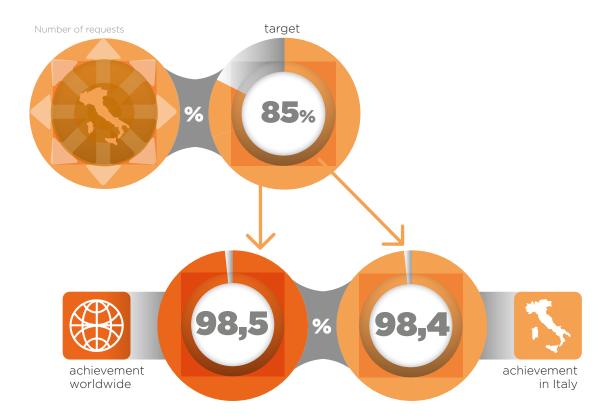


Fondazione Campari was created in 1957 to support Camparistas and their families



As a reflection of the Group's international growth, in 2013, Fondazione Campari expanded its scope of activity to include employees outside Italy. It set itself the **objective of successfully meeting 85% of requests** for help from all over the world. In 2013, Fondazione Campari **met 98.5% of requests from both Italy** and the other countries in which the Group operates.

need, subsidise a portion of the costs of crèche facilities for the children of some Camparistas and, lastly, provide concrete assistance to less well-off employees in purchasing their own home. In the rest of the world, the Fondazione Campari focused on financially supporting particularly urgent cases, agreeing to 100% of eligible requests received.



With specific reference to Italy, where it has been active for many years, the Organisation provided approximately € 170,000 for financing various activities, successfully meeting 98.4% of eligible requests received. This amount was used to finance scholarships, support people in

This commitment has also been confirmed for 2014, and it will focus particularly on the emerging countries in which the Group is present. Moreover, additional resources will come from Davide Campari-Milano S.p.A. ('DCM').





The Group is committed to implementing training programmes, such as **Campari way of people management** and **Passion for Learning**, and integration programmes, as previously described in the Annual Report 2012.

In this regard, further meetings between Camparistas and CEO Bob Kunze-Concewitz were arranged at the Sesto San Giovanni Headquarters. 'Lunch with Bob' have now become a regular fixture and gives each department the opportunity to engage in a dialogue with the CEO.

This also constitutes a laboratory of ideas to improve the Group from within. Lastly, the

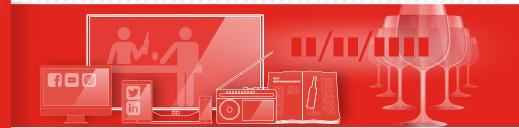
Camparista Experience, an online internal communication platform, was updated in 2013.

This important tool is available to all Camparistas to express their emotions and state of mind, as well as an important means of disseminating the Group's founding values.





OUR APPROACH TO RESPONSIBLE DRINKING



Gruppo Campari promotes a culture of responsible drinking

As part of its commitment to Corporate Social Responsibility, Gruppo Campari promotes, on a wide scale, a culture of responsible drinking, which associates its products with pleasurable moments, celebrations and sociable occasions. Gruppo Campari is therefore opposed to the excessive, inappropriate or illegal consumption of alcohol.

As described in the Annual Report 2012, the Group has adopted a **Code of**

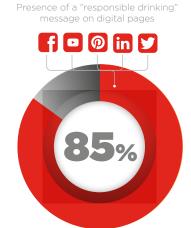
Commercial Communications in the last few years, aimed at clarifying the objectives and targets of its communications and ensuring that they contain messages reminding people of the importance of drinking responsibly. In 2013, two sections of the Code were expanded to include CSR in the review process and some guidelines for managing digital communication.

In 2013, therefore, Corporate Social Responsibility was fully incorporated into the processes of monitoring and checking communication thanks to the inclusion of the CSR contact person on the **Internal Approval Committee** responsible for assessing commercial communications.





Gruppo Campari is also placing increasing importance on the involvement of its stakeholders, also within the digital environment. The online communities that follow the Group through social networks are continually expanding, and hence their sphere of influence. The Group has therefore become active in digital communication channels such as Facebook, Twitter, YouTube, LinkedIn and Pinterest, where the Group and its brands now have a presence. **85% of all digital pages now show a message on responsible drinking**, and the Group aims to extend this to all its accounts in 2014.





Also in 2013, Gruppo Campari set itself the objective that 100% of its marketing and sales forces would have received and assimilated the contents and guidelines included in the Code of Commercial Communications. The actual figures are that 99% of marketing people and 81% of sales forces have read and agreed on the messages in the document.

In 2013, Gruppo Campari also undertook to messages associated responsible alcohol consumption in a more structured way. The Group therefore set a target for 2013 that 100% of above-the-line communications would present a message that reminded potential consumers of the importance of responsible consumption. These messages are designed to be adapted to the particular features of different media and markets. Specifically, a three-second message has been produced for radio and video channels along with a strapline to be added to printed messages and on the internet. To date, Gruppo Campari has achieved 99% of its stated objective.

Use of messages related to responsible drinking









The Group has also made the same formal commitment in regard to **below-the-line** promotional materials, which chiefly include merchandising products. For the latter, the Group set itself a target to add a message reminding people of the importance of responsible consumption to 80% of its communications. It has achieved 97% of the stated target.

Gruppo Campari recognises that a sustainable lifestyle is closely associated with the responsible consumption of alcoholic drinks. For 2014, the Group has set itself the objective of promoting, both internally and externally, messages relating to the responsible consumption of alcohol, via communications at corporate events (conventions, training, inductions) and a link in the Practical Guide for **Camparistas**, signed by all employees when they join the company, directing them to the dedicated section on the website. In line with its general strategy of establishing and strengthening its presence in the key markets where it has reached a considerable critical mass, in 2013, the Group increased to 16 the number of countries in which it has its own distribution network.

The Group has also developed links with the most relevant trade organisations in these markets, with a view to creating synergies that will facilitate harmonious growth in compliance with local regulations.

At global level, Gruppo Campari is today a

member of 22 institutional, trade or not-for-profit organisations, with which it works to promote the responsible consumption of its products and the proper use of methods to promote and sell its brands. Various top managers of the Group hold key positions in many of these associations, including DISCUS, ABRABE, Federvini and BSI.

At global level, Gruppo Campari is today a member of 22 institutional, trade or not-for-profit organisations

Gruppo Campari also believes that the training, preparation and culture of bartenders are very important values in the sector. The Group offers basic and advanced training courses to bartenders, in the various regions in which it is present,





OUR APPROACH TO RESPONSIBLE DRINKING

to ensure that consumers can always enjoy products that best demonstrate their quality and safety. Currently, the Group offers numerous training courses around the world in conjunction with various partners, and has two dedicated structures, the Campari Academy in Sesto San Giovanni (inaugurated in 2012 at the Group's Headquarters) and in Munich.

Training bartenders to 'serve responsibly' is one of the first steps in raising customers' awareness about responsible consumption. For this reason, guidelines were drawn up in 2013 to encourage bartenders to behave responsibly when serving customers.

These guidelines will be shared in 2014, addressing not only bartenders, but also the many connoisseurs who will attend the courses.







OUR SUPPLY CHAIN



Gruppo Campari's responsible approach to business translates into a commitment that goes beyond the Group's direct activities, but also takes into account the impact generated by its numerous suppliers, with the ultimate aim of offering the highest quality to consumers.

To achieve this goal, it is of paramount importance to choose the best partners with which to establish professional relationships, and to base such co-operation on the values of trust and transparency.

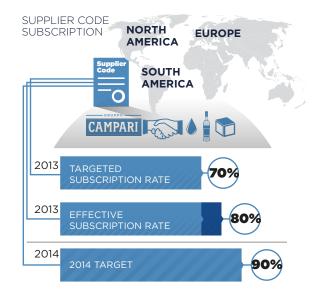
As already explained in the Annual Report 2012, relationships with suppliers are governed by the **Supplier Code**, a document approved in 2012 that brings together the Group's founding values and constitutes a matrix on which to model business relationships in compliance with the rights of the various entities involved. In 2013, this document was updated to include certain key themes, such as respect for human rights and safeguarding the environment.

Tofacilitate the understanding of the **Supplier Code**, this document is sent to suppliers in their local language. Moreover, the Group requires each partner that receives the **Supplier Code** to complete and sign a **Self Assessment Form**: this enables the Group to map each of the partners involved and to periodically check that they meet the high qualitative, technical and financial stability standards. From 2014, this document will be further enriched to assess the suppliers of raw materials and packaging, including their compliance with the CSR parameters defined by Campari.



In 2013, the Group chose to focus primarily on raw materials and packaging suppliers, and undertook to ensure that **70**% of these suppliers signed up to the Supplier Code. It achieved an acceptance rate of over **80**% in the three regions considered (North America, South America and Europe).

The Group's objective for 2014 is to have **90%** of raw materials and packaging suppliers sign this document.







QUALITY, FOOD SAFETY, HEALTH AND SAFETY, ENVIRONMENT-QHSE



Gruppo Campari has a primary role in the modern context that influences and determines outcomes on several stakeholders. The first responsibilities of Gruppo Campari are the ones towards its Consumers and Employees, and the Environment where production, operative and commercial activities take place.

Quality and Food Safety of products, Health and Safety in the workplace and protection of the Environment are the three milestones upon which Gruppo Campari bases its own activities. Safeguarding Food Safety and Health & Safety in the workplace means putting each consumer and worker at the centre and protecting their physical, emotional and mental well-being. Protecting the Environment means respecting what we have received as custodians, to preserve and protect the Planet where we live and where generations of the future will live. Gruppo Campari QHSE Management is centrally managed by a Global Team based in the Headquarters in Sesto San Giovanni.

The team operates through delegated responsibilities in North America, South America, Europe, Asia Pacific and executional responsibilities at regional and site level.

Communicating QHSE within the company does not mean only giving information, but above all it means sharing and creating relationships to build conditions that give rise to culture and virtuous behaviours. Building and promoting a culture on Quality and Food Safety, Health and Safety in the workplace and on Environmental protection is an indispensable step to achieving Sustainability and Corporate Citizenship. Gruppo Campari's responsibility starts with applying high

quality standard in the selection of raw materials, the production of safe products and the delivery of our products to our consumers. Along this value chain our responsibility covers energy efficiency, reduction of greenhouse gases, valorization by-products, reduction of water consumption and discharge, packaging optimization and environmental friendly waste management. Gruppo Campari started a triple certification program to be compliant with ISO 22000, BRC, IFS, FSSC22000 (quality and food safety), OHSAS 18001 (health and safety) and ISO 14001 (environment) standards. At the end of 2013 the percentage of achievement in the certification process expressed in terms of our production volumes was: 74% of finished product bottles were produced in ISO 22000, BRC, IFS, FSSC22000 production sites: 14% of finished product bottles were produced in OHSAS 18001 production sites and 8% finished product bottles were produced in ISO14001 production sites.



Gruppo Campari collects QHSE data, KPIs and information at global level from 30 different sites (data received at Regional level in North America, South America, Europe, Russia and Asia Pacific excepting some data and indicators not summarized for 2013) with a purpose to cover all the Company in 2015.

Data, indicators' units and formulas are defined following international guidelines on the communication of CSR and the QHSE performance as defined in the **G4 Sustainability Reporting Guidelines** designed by the **Global Reporting Initiative.** The QHSE Global Team issued a Guideline on Data and KPIs defining the perimeter of each indicator and the calculation methodology to obtain comparable, reliable and consistent data. The QHSE Report also details the main QHSE performances, trends and improvements achieved.

Quality and Food Safety are fundamental for raw materials, processes, manufacturing and bottling of Gruppo Campari products.

They are indirectly measured evaluating Market Quality complaints of Gruppo Campari products having had a value of 119 ppm (parts-per-million) calculated on the total production volume produced by Gruppo Campari. This represents a reduction of 61% compared to 2012 performance.



2,16 (number of injuries/ hundred thousand working hours) in reduction of 11% compared to the previous year.

The Company decided to include in the injury rates also events not considered "injuries" by international standards as Injuries without absence of work and car accidents while travelling. Here, the aim is to analyze and define preventive and corrective actions for each event occurred.

In 2013 our Injury Severity Rate is 0,34 (lost days/ thousand working hours), a reduction of 31% compared to 2012 results.

The significant reductions and improvements of injuries rates demonstrate the effectiveness of the implemented HSE activities(training, guidelines, procedures, improvement of work environment).

The injury root cause analysis identified the two first causes as 'not coordinated movement of injured' with 19% of events and 'Falls' with 13% of events. The purpose of Gruppo Campari is to maintain an Injury Frequency Rate less than 3 and an Injury Severity Rate less than 0,50.

The total consumption of energy for 2013 is **683.968 GJ** (Giga Joule), data not comparable with previous year due to inclusion of more sites in the data collection perimeter and improvement in accuracy and completeness of the data collection.

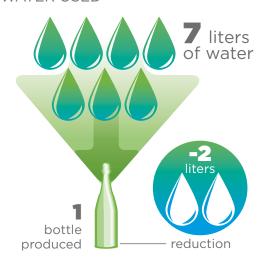
Gruppo Campari production sites started with dedicated energy efficiency analysis and related improvements.

Examples of these deployments include new technologies on bottling lines, equipment substitution, energy saving lights. Water consumption is one of the most relevant environmental aspects of the spirits and wine industry.

Gruppo Campari consumes **7 liters** of fresh water per bottle produced. This result represents a **reduction of 2 liters** of fresh

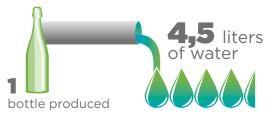
water per bottle produced, when compared to previous years.

WATER USED



This has been achieved by specific projects on the optimization of water consumption such as the use of rainwater as cooling water and optimization of water for cleaning and sanitizing operations. The total water **discharge** is 4,5 liters per bottle produced.

WATER DISCHARGE



Here again we have activities in place to improve yearly the quality of water discharge using new technologies and systematic analytical controls. Waste management is not a major environmental aspect in Gruppo Campari with a total production of 10,196

tons in 2013. However, we have a Company global goal of achieving 100% recovery of all the recoverable waste.

An important achievement of QHSE is training activities having done 39.259 training hours performed. This result over-achieved the global goal of the average QHSE training hours per employee defined for 2013. The target for 2014 is to maintain a minimum average of 4 hours of QHSE training per employee.

QHSE Performance improvements are also driven by **Lean Six Sigma** projects that the QHSE department is leading at global level in all the regions with significant pay backs. The project implementation of **Lean Six Sigma** methodology started in Italy in 2011 and in 2013 included the rest of Europe and South America. The goal for 2014 is the implementation of **Lean Six Sigma** methodology in our Jamaican production sites. The Company is also investing in innovation and new technologies having less QHSE impact.

At the end of 2013 we launched our QHSE intranet portal. This is a dedicated QHSE internal communication tool which allows us to deploy the key QHSE Documents, Guidelines and Manuals, Standards, Work Instructions and Reports throughout all of Gruppo Campari employees. With the purpose of stakeholder engagement, the QHSE portal has a dedicated section for asking questions, giving feedbacks and suggesting ideas.

Together with our Group IT department, the QHSE function also develops and implements global IT applications, examples are: **Siemens SIMATIC IT Interspec**, a Product Specification Management System to develop, configure and manage all product specifications (raw materials, intermediates and finished products for all packaging materials and liquids); **Interspec Reporting Documents Maker**, a tool for the generation of official documents for communication to Suppliers,



QUALITY, FOOD SAFETY, HEALTH AND SAFETY, ENVIRONMENT-QHSE

Distributors and Customers regarding Products and their Components; Interspec Reporting Bill of Materials GPSC, which provides useful information about the composition of products for communication to Customers and Consumers; FootPrints Quality Ticketing System, a web-based application to collect and manage complaints regarding Gruppo Campari finished products, distributed products and agency brands which permits the tracking of the full complaint process; SIMATIC IT Unilab, a Laboratory Information Management System in compliance with international quality standards collecting and managing quality data in a central database and configuring workflows and analyses for our laboratories. A target for 2014 is the implementation of a QHSE web based Management and Accounting System in line with international

standards to collect, analyze and report QHSE data with improved consistency. With the aim of improving awareness of sustainability in day to day practices, Gruppo Campari decided to implement the **EcoCampari** initiative in all its subsidiaries.

As presented in the 2012 Annual Report, EcoCampari is a Brazilian project aimed to create awareness with our employees on responsible and ecological behaviour.

During 2013, Gruppo Campari revised the original idea, enriching and adapting it to its markets, in order to apply it on a global scale starting in 2014. Furthermore, EcoCampari will be integrated with a best practice project (Green IT) developed in Campari America in order to increase awareness among employees about how to use technological tools while respecting the environment.





OUR COMMITMENT TO THE COMMUNITY



In the last few years, Gruppo Campari has grown significantly both in terms of geographical expansion and number of people employed. Campari is now directly present in 16 countries having different levels of development and social environments. For this reason, the Group is committed, in the countries in which it is present, to the development of both the local economy and the community. Concrete proof of this intention can be seen, first and foremost, in the **Fondazione Campari**'s decision, as mentioned above, to expand its support to the Group's non-Italian companies. Also in 2013, Campari do Brasil Ltda. implemented EcoCampari and **EducaCampari**, fundamental vehicles for providing incentives to the personal and professional growth of employees and their families.

The **EducaCampari** project takes place twice a year (once in each school semester) and has provided over 120 employees with concrete assistance, in the form of school materials and uniforms, for the education of 150 children.

Through **EcoCampari**, Campari do Brasil Ltda. has continued to raise workers' awareness of daily environmentally sustainable practices. This year, the messages conveyed concerned not only the working environment, but took a 360° approach that also included aspects of daily life such as separated domestic waste collection, sustainability in the kitchen and choosing Christmas decorations with a lower environmental impact.

Still in Brazil, various donations were made to the community during the Christmas period. These included the **Toll Toy** initiative, where workers purchased toys to be donated to a community in Sorocaba, the location of one of the company's factories in the country.

The acquisition of LdM in 2012 further enriched the cultural landscape in which the Group now operates, bringing new challenges. J. Wray&Nephew Ltd. ('JWN'), as LdM is named today, is one of the biggest alcohol producers in Jamaica. It is well integrated in the social fabric in which it operates and has been promoting numerous activities involving the community for some years. Even if data from JWN have been excluded in the perimeter, it is worth reporting the investment on the community carried out by JWN. In the last 20 years, JWN has financed the Appleton Basic School, where around 80 children receive primary education each year.

Of these, 35% are children of JWN workers.

JWN's commitment to the education of young Jamaicans is also reflected in the intentions of two different funds, which bestow numerous scholarships to students of different ages during the year. In 2013, the J. Wray&Nephew Scholarship Fund offered grants for study and books to over 130 children of JWN workers.

The **Community Outreach Fund**, on the other hand, has supported the education of local children in the community in which JWN operates. Gruppo Campari has also been active for many years in Italy, its country of origin. **Galleria Campari** and the **Campari Academy** have both enriched the social and cultural fabric of the region in which the Headquarters is located.

Galleria Campari is an exhibition space housing part of the Group's artistic and

OUR COMMITMENT TO THE COMMUNITY

cultural heritage. Entry is free and open to all. Many artists have collaborated with Gruppo Campari over the years: Fortunato Depero, Bruno Munari and Leonetto Cappiello are just some of the people who have become involved with the Group and whose works are displayed in the Gallery.

The works of these artists are part of the tradition and magic that still surround the Campari brand today. In 2013, it attracted around 8,000 visitors thanks to the numerous activities organised and the events sponsored by the Galleria such as the FAI (Italian Environmental Fund, or Fondo Ambientale Italiano) Spring Days, the European Heritage Days and the Business Culture Week. Galleria Campari also promoted a number of special events during the year, such as: the series of meetings "Dialoghi con..." (Conversations with...), theatre evenings (Serata Futurista

in guanti di Daino – Futuristic Evening Performance in Buckskin Gloves) and exhibitions on a theme (Il Rosso in bianco e nero – Red in black and white by freelance photographer Uliano Lucas).

Galleria Campari is part of the **Museimpresa circuit**, the Italian association of business museums and archives, promoted by **Assolombarda** and **Confindustria** for the conservation and appreciation of Italy's industrial heritage. Thanks to a partnership with prestigious art galleries, 2013 saw the inauguration of the **Campari Wall**, a new exhibition space in the Group's Headquarters at Sesto San Giovanni, devoted to the temporary display of works by leading contemporary artists.

In August 2013, the first **Galleria Campari On Tour** was organised. This initiative brought an exhibition of some of the most important works displayed in the **Galleria Campari** to Vienna, Austria, for a week. Over this time, around 4,500 visitors attended the exhibition, which was met with great interest in the country.

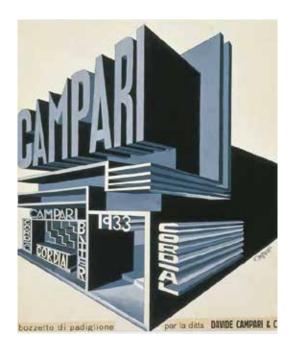
In 2013, Galleria Campari also loaned works of art by Futurist artist Fortunato Depero from its historic archive to two art exhibitions: **DEPERO y la reconstrucción futurista del universo** (La Pedrera Fundació Catalunya Caixa, Barcellona) and **UNIVERSO DEPERO** (Museo Archeologico Regionale, Aosta).

As mentioned above, the **Campari Academy** at the Group's Headquarters in Sesto San Giovanni is another permanent element of dialogue between the Group and the local community. The creation of the **Campari Academy** has been of vital importance in building on the tradition of the Group's brands, and constitutes an important resource for conveying the passion and expertise acquired over time by industry professionals. In 2013, Gruppo Campari provided training for 995 people during 90 training days.



OUR COMMITMENT TO THE COMMUNITY

In 2013, through its **Passion Works** project, the **Campari Academy** enabled several young unemployed residents of Sesto San Giovanni to attend, free of charge, training courses offered by the **Academy** to become professional bartenders, providing them with valuable experience for entering the professional world.







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