

ARGEA

Milan,
September 29, 2022

ARGEA

The Italian wine center was created in order to face the dimensional challenge of the global market and bring *made in Italy* to the world in compliance with the highest standards of quality and sustainability.

Six production sites in 4 regions, consolidated revenues of approximately 420 million euros in 2021, and an investment plan for approximately 50 million euros, exports to 85 countries for 95% of its turnover: these are some figures of the Group born from Botter and Mondodelvino under the direction of the Clessidra Fund.

A new reality in the wine sector was presented to the press today: Argea.

“AR” as in art and “GEA” as in land are the basic elements of the Group which is one of the big players on the market not only regarding size but also for prestige, culture, ability and vision.

Conceived of by the Clessidra Fund and shared by two great, historic Italian wine brands such as Botter and Mondodelvino Group, Argea faces the dimensional challenge to compete on international markets and to bring the quality of Italian wine to the world. The history and entrepreneurial vision of the Botter and Martini families, via the direction of the Clessidra Fund, have therefore conferred upon it an important heritage, constituting a solid basis for the creation of an innovative and future-oriented Group.

The shareholding structure of the Group has a holding, to a great extent owned by the Clessidra fund, with an important share of the Botter family and a presence of the Martini family and of the management

Argea, therefore, was created large, and above all, it was born to grow even more - both organically and via takeovers - in the creation of value and in the pursuit of sustainability.

The Figures

With consolidated revenues of approximately 420 million euros in 2021, achieved with 95% abroad, and growing by more than 18% compared to the previous year's result obtained by Botter and Mondodelvino separately, Argea is now the most important private player in the national wine sector, with about 500 employees.

The ambitious growth objectives have laid the foundations for an investment plan by 2025 of approximately 50 million euros with expected positive effects also on the local communities in which the company operates.

Argea is an ambassador of Italian wine in the world, it exports to 85 countries, with a commercial network distributed both on the markets where Italian wine has long been appreciated – the USA, the UK, Germany, and the Scandinavian countries - and in areas of the world with more recent winemaking traditions: from China, to South Korea, to Canada and many others.

Argea has six production sites distributed from Romagna to Piedmont to Veneto and numerous supply chains involved in the project also from Friuli-Venezia Giulia, Abruzzo, Puglia, and Sicily. A Group that has an impact on the territories where it is present in terms of ever-increasing protection of the quality and value chain of the wines produced, but also of environmental and social sustainability.

Argea thus represents a unicum in Italy also at the production level by offering, with its portfolio of brands and wineries, a rich and diverse variety of Italian wines known throughout the world for their typical characteristics from Barbera, Nebbiolo, and Moscato for Piedmont, Sangiovese and Trebbiano for Romagna, Prosecco and Pinot Grigio for Veneto, Primitivo for Puglia, Montepulciano d'Abruzzo, Nero d'Avola for Sicily.

Sustainability

Evidence of Argea's concrete commitment regarding ESG (European Sustainable Equity) are the numerous product and process certifications, and a concrete roadmap for the coming years aimed at bringing the Group to the highest levels of sustainability and social responsibility consistent with the European Union's goals of sustainable development (SDGs) by 2030.

The lines of Argea's development in terms of sustainability are in fact well defined and concern the promotion of ESG culture within all the companies in the Group, through continuous monitoring of activities. The Group's commitment is collected in an annual sustainability report, set down in clear objectives regarding all the main sensitive indicators: responsible use of resources, procurement, CO2 emissions, certifications, corporate welfare, employee well-being, respect for the territories in which the company operates.

By combining two excellences of the Italian wine scene such as Botter and Mondodelvino, Argea has managed to integrate different realities into a common project of quality, development and sustainability, while at the same time enhancing the identity of the wineries and estates that are an expression of the best Italian quality: from Barone Montalto, to Cuvage, from Ricossa to Poderi Dal Nespole, Botter, Masseria Doppio Passo, and finally to the Mondodelvino brand.

The Industrial Plan

The guidelines that are at the basis of the creation of value are focused on the most promising markets and channels and are aimed at balancing the presence and the offer of the Group in the world.

From its consolidation in the reference markets: in particular the USA, Germany, Northern Europe and the Far East, where the Group - thanks to its customer-centric DNA - aims to strongly develop multi-channels, with dedicated teams and products for on, off-trade and also e-commerce. All the way up to the M&A operations which, aimed at better monitoring strategic markets or enriching the offer of denominations, will constitute an important accelerator of the growth that is expected for the next few years.

"With this project, combining resources among the best in the sector, Argea intends to represent a great opportunity for Italian wine and for the entire wine sector on worldwide markets. Through our Business Plan, we are striving for ethical and sustainable development that involves our collaborators, communities and the environment in which we operate. This is an ambitious path, characterized by huge investments that will make it possible for Argea to broaden its horizons more and more, achieving significant growth both abroad and in Italy" declared **Massimo Romani, Chief Executive Officer of Argea**

"Just over a year ago Clessidra launched the "Vino Italiano nel Mondo" project (Italian Wine in the World). Today it is no longer just a project but the largest exporter of Italian wine. The new name Argea is used to bring together all our products in a single company. Argea is professionalism, the pursuit of quality and innovation" said **Andrea Ottaviano, Chief Executive Officer of Clessidra**.

"Beginning right with its name, the union between "art" and "land", Argea was born to share the Italian wine-making art with the whole world, always in full respect of nature, from the earth to the glass. Starting from the logo, passing through the font, to the new brand architecture, everything has been designed to reflect the strength, the stability, the prestige but also the Mediterranean culture and history of the Group. These are all values that will be fully expressed and conveyed, not only by those same products that we bring to our consumers, but also via huge marketing investments, already foreseen in the Industrial Plan" commented **Enrico Gobino, Marketing and Communication Manager of Argea**

"Corporate" Press Office

Barabino & Partners S.p.A.
Società Benefit

Ilaria Schelotto
Email: i.schelotto@barabino.it
Cell.: +39 335.69.81.186
Marco Trevisan
Email: m.trevisan@barabino.it
Cell: +39 347.47.29.634

"Portfolio Marchi" Press Office

smstudio | pr & communication
Milan – Belluno Dolomites
press@smstudiopr.it
www.smstudiopr.it

Stefania Mafalda
Cell: +39 345 58 10 157
Martina Tramontin
Cell: +39 327 79 94 409



