

PRESS RELEASE

Massimo Zanetti Beverage Group: Giorgio Boggero new Managing Director Southern Europe.

Villorba (TV), July 04, 2016. Today, Massimo Zanetti, Chairman and CEO of Massimo Zanetti Beverage Group S.p.A. ("MZBG" or "Company") announced the **Managing Director Southern Europe, Giorgio Boggero**, to complete its new organizational structure and senior leadership team. Giorgio, as well as all the new organizational is **reporting directly to the Chief Executive Officer**. In his role Boggero will have responsibility of all operations in the cluster of 7 countries in the region.

"With Giorgio, the Senior Leadership team is now completed. I am very proud of the new team with a strong profile as well as a competitive international background, and I am confident as we begin this next chapter of our story together", says Massimo Zanetti, President and CEO of Massimo Zanetti Beverage Group S.p.A.

Curriculum Vitae.

Giorgio Boggero - Giorgio began his career as Junior Broker on the financial markets in Paris and London. In 1994 he started his twenty years of professional experience in the Consumer Goods industry, gained both in Italy and abroad. He held positions of increasing responsibility in marketing and sales in Kimberly Clark, where he was Marketing Manager for tissue and then National Key Account in charge of key customers for Italy. In 1999 he joined L'Oréal Group initially as Garnier Director of Sales, then as Marketing Manager and finally as Sales Director of L'Oréal Paris. In 2007 he joined Bialetti on the occasion of its listing, to take care of the company's expansion in international markets and in single-brand stores. In 2009 he joined Cloetta Group and in 2010 he was appointed President South of Cloetta Group, of which he managed the whole export as well as Chief Executive Officer of Cloetta Italy (better known for the Sperlari, Galatine, Saila, Dietorelle and Dietor brands) and member of the Executive Committee of Cloetta Group. Giorgio is currently a member of Carioca S.p.A. Board of Directors where he has served since 2014. Giorgio earned a Degree in Economics from the University of Turin.

Disclaimer

This press release contains forward-looking statements related to: investment plans, future management performance, growth objectives in terms of revenues and results, both at global level and by business area, net financial position and other aspects of the Group's business. Forward-looking statements involve risks and uncertainties inasmuch as they depend on the occurrence of future events and circumstances. Actual results may therefore differ materially from those announced herein due to several factors.

Massimo Zanetti Beverage Group is a world leader in the production, processing and marketing of roasted coffee and other selected categories of colonial products, distributed in about 110 countries. The Group manages the different activities, from procurement to consumption, operating 18 facilities across Europe, Asia and the Americas, and through a global network of about 400 coffee shops in 50 countries. Moreover, MZBG completes the range of its products through the sale of coffee makers and complementary products, such as tea, cocoa, chocolate and top quality spices.

Media Relations:

Barabino & Partners
Federico Vercellino
f.vercellino@barabino.it
mob: +39 331.57.45.171

Investor Relations:

Massimo Zanetti Beverage Group
Letizia Chiarucci
investors@mzb-group.com
+39 0422 312611