



PRESS RELEASE

MASSIMO ZANETTI BEVERAGE GROUP: INITIAL PUBLIC OFFERING (“IPO”) SUCCESSFULLY COMPLETED

Treviso (Italy), 29 May 2015 – Massimo Zanetti Beverage Group S.p.A. (“MZBG”) announces the final results of the Global Offering and listing of its ordinary shares on the “STAR segment” of the Italian Mercato Telematico Azionario (“MTA”), organized and managed by Borsa Italiana S.p.A..

The Global Offering was successfully completed on 28th May 2015, with subscriptions received for a total of 18,796,731 Shares by 4,984 subscribers and an over-subscription rate of almost 1.7 times.

Key numbers:

- A total of 18,796,731 Shares were applied for in the Global Offering;
- A total of 12,200,000 Shares were allotted to 4,983 subscribers. No. 6,300,000 of such Shares result from the Capital Increase of the Company, No. 4,700,000 of such Shares are offered by the Selling Shareholder, whereas No. 1,200,000 Shares, equal to approximately 11% of the Global Offer, result from the exercise of the Over-allotment Option granted by the Selling Shareholder for the purposes of an over-allotment within the Institutional Offering

The allocation of the Shares among the Institutional Offering and the Italian Public Offering has been determined also by making use of the claw-back option from the Institutional Offering contemplated in the Italian Prospectus. Therefore, No. 9,361,000 Shares have been allocated to institutional investors and No. 2,838,400 Shares have been allocated to the general public.

With regard to the Public Offering in Italy:

(i) 3,897,200 Shares were applied for by 4,900 retail investors, as follows:

- 2,653,200 Shares applied for by 4,656 retail investors in the Minimum Subscription Lot;
- 1,244,000 Shares applied for by 244 retail investors in the Increased Minimum Subscription Lot;

(ii) 2,838,400 Shares were allotted to 4,900 retail investors, in the following proportions:

- 1,862,400 Shares allotted to 4,656 retail investors in the Minimum Subscription Lot;
- 976,000 Shares allotted to 244 retail investors in the Increased Minimum Subscription Lot.

With regard to the Institutional Placement:

(i) 14,899,531 Shares were applied for by 84 investors, as follows:

- 2,938,251 Shares were applied for by 18 Qualified Investors in Italy;
- 11,961,280 Shares were applied for by 66 Institutional Investors outside of Italy;

(ii) 9,361,600 Shares were allotted to 83 investors, in the following proportions:

- 1,738,603 Shares allotted to 18 Qualified Investors in Italy;
- 7,622,997 Shares allotted to 65 Institutional Investors outside of Italy.

Following completion of the IPO, 100% of the offered shares were successfully placed with investors.

Based on the IPO Offering Price of Euro 11.60 per share, the Company’s initial market capitalization amounts approximately to Euro 398 million.

MASSIMO ZANETTI BEVERAGE GROUP S.p.A.
a socio unico



Massimo Zanetti Beverage Group is the holding company of the group bearing the same name and 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.

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