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Oggetto : NewPrinces Group signs a binding agreement
for the purchase of Diageo Operations Italy S.p.
A.

Testo del comunicato

Vedi allegato

NewPrinces Group signs a binding agreement for the purchase of Diageo Operations Italy S.p.A.

Reggio Emilia, 24 June 2025 – NewPrinces S.p.A. ("**NewPrinces**" or the "**Company**") announces the signing of a definitive sale and purchase agreement for the acquisition – from an affiliate of Diageo – of 100% of the share capital of Diageo Operations Italy S.p.A. (the "**Target**"), which includes the Santa Vittoria d'Alba (CN) Italian production facility (the "**Transaction**").

The Transaction ensures continuity of employment at the site. In addition, a fixed-term service agreement will be in place post-completion to support a smooth and efficient transition.

This strategic move reflects Diageo's continued focus on optimising its global supply footprint to better serve its markets, while supporting NewPrinces' ambition to expand and diversify its beverage portfolio.

Completion of the Transaction is expected to occur later this year, subject to regulatory approvals.

Strategic Rationale and Synergies

The NewPrinces Group is already a leading player in the soft drinks market in the UK, with revenues of approximately €350 million in this category alone. The acquisition of the Santa Vittoria facility marks a significant step forward in the Group's strategy to expand its presence in the beverage sector beyond traditional soft drinks.

By integrating this high-quality production facility, NewPrinces will unlock substantial industrial and commercial synergies, particularly in the fast-growing categories of spirits, low and no-alcohol beverages, and ready-to-drink (RTD) formats.

The acquisition enhances NewPrinces' operational flexibility and innovation capabilities across multiple beverage formats, enabling the Group to:

- **Accelerate entry into high-margin spirits and RTD products** using existing commercial channels and R&D infrastructure;
- **Leverage its UK soft drinks distribution platform** to cross-sell an expanded product range, including alcoholic and functional beverages;
- **Optimise production costs and logistics** by integrating the Italian site into a broader European network;





NewPrinces S.p.A.

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Share capital: €43,935,050.00 fully paid up • REA of RE no. 277595 • VAT no. and T.C.: 00183410653

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- **Broaden its drinks portfolio** to include both alcoholic and non-alcoholic offerings, increasing appeal across demographics and consumption occasions.

Key Terms of the Transaction

Under the terms of the sale and purchase agreement, an affiliate of Diageo Group will sell the entire 100% of the share capital of the Target, Diageo Operations Italy S.p.A., to NewPrinces.

The Transaction's purchase price remains subject to adjustments and will be disclosed at the time of closing.

In the fiscal year ended June 2024, the Target generated revenues of approximately €229.8 million, with an EBITDA of €20.4 million and net profit of €18.3 million.

NewPrinces was advised by BonelliErede as legal counsel.

Diageo was advised by Cappelli, Riolo, Calderaro, Crisostomo, Del Din & Partners as legal counsel.

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This press release is available on the NewPrinces' website www.newprinces.it and on the authorized storage mechanism eMarket Storage at the following address www.emarketstorage.com.

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FOR MORE INFORMATION:

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The NewPrinces Group

The NewPrinces Group is a leading multinational, multi-brand, multi-product and multi-channel player in the Italian and European food industry, with a portfolio of more than 30 historic and internationally recognised brands. The Group is a leader in several categories, including pasta and bakery products, dairy products, fish and canned food, edible oils, ready meals and specialty products such as infant nutrition and wellness foods.

With an established presence in 4 key markets and exports to more than 60 countries, NewPrinces Group serves more than 30,000 of Europe's leading retailers. In 2024, the Group generated revenues of € 2.8 billion, thanks to a workforce of more than 8,000 employees and 31 plants spread across Italy, the UK, Germany, France, Poland and Mauritius.

NewPrinces, with its strong production and distribution network, is one of the leading players in the European food industry, with a clear focus on innovation and quality.

For more information, please visit: www.newprinces.it and www.princesgroup.com.



