



Bacardi Acquires BANKS® Rum

Hamilton, Bermuda, July 7, 2015 — Family-owned Bacardi, the largest privately-held spirits company in the world, has expanded its portfolio of super-premium rums with the acquisition of BANKS® rum.

The award-winning BANKS portfolio includes BANKS® 5-Island Rum, BANKS® 7 Golden Age Blend and various limited editions. Banks rum is currently available in some of the most influential on-premise establishments in the United States, Germany, United Kingdom, France, Japan, Portugal, Russia, Switzerland, Denmark and Singapore.

Created by Founder and Master Blender Arnaud de Trabuc, and inspired by the travels and discoveries of legendary 18th-century British explorer and botanist Sir Joseph Banks, BANKS is blended according to a secret formula developed by blending rums from up to seven different origins including Trinidad, Jamaica, Guyana, Barbados, Panama, Guatemala and Java. The final blends are aged in previously used bourbon barrels.

Learn more about the BANKS story, the craft behind its blends and cocktail recipes at www.banksrum.com.

Terms of the transaction were not disclosed.

About BANKS Rum

Master Blender Arnaud de Trabuc, whose experience as CEO of Angostura Group, and president of cognac producer Thomas Hine & Company, as well as former managing director of the Caribbean region for Premier Wines & Spirits, gave him the unique ability to source rums from otherwise competing islands. Founded in 2008, BANKS is based in Port Louis, Mauritius. BANKS is bottled at 43% alc/vol and sells 6,000 cases annually, starting at a suggested retail price of US\$29.99. www.banksrum.com

About Bacardi Limited

Bacardi Limited, the largest privately-held spirits company in the world, produces and markets internationally recognized spirits and wines. The Bacardi brand portfolio contains more than 200 brands and labels. Founded 153 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi manufactures its brands at 29 facilities and sells in more than 160 countries. Bacardi Limited, headquartered in Hamilton, Bermuda, refers to the Bacardi group of companies, including Bacardi International Limited. www.BacardiLimited.com

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