



Bacardi Appoints Adam Zhu as Non-Executive Chairman of Greater China
Veteran Asia Pacific strategist holds top spot in China for family-owned Bacardi

Hamilton, Bermuda, September 18, 2015 — Bacardi Limited, the world's largest privately held spirits company, today announces the creation of a new dual role and immediate appointment of Mr. Adam Zhu, 50, as Non-Executive Chairman of Greater China for Bacardi and Special Advisor to Bacardi Limited Chief Executive Officer Michael Dolan.

In these roles, Mr. Zhu will utilize his considerable expertise to help guide and develop strategic growth plans for the region. He will report to Mr. Dolan as Special Advisor to the CEO, and will work with Bacardi Asia Pacific Regional President Jon Grey in his role as Non-Executive Chairman of Greater China. Mr. Zhu is based in Beijing.

Mr. Zhu most recently served as Chairman and CEO of IMG Greater China and Vice Chairman of IMG Asia Pacific (2011-2015). In this capacity, he led IMG joint venture activities with China Central Television, the national television network in China, as well as managed IMG's businesses in the country. IMG signed a landmark 10-year strategic partnership deal with the Chinese Football Association Super League in 2012; and built some of the most prominent and valuable tournaments and events in China, including the BMW Masters, WTA Shenzhen Open, Shenzhen International, Reignwood LPGA Classic, China Touring Car Championship, and Shenzhen Fashion Week.

“Now more than ever, we have an opportunity to capture greater market share and drive our premium and super-premium brand growth in this emerging region,” said Mr. Dolan. “With his longstanding relationships with leading global and Chinese corporations, institutions and governments, Adam will provide greater focus on our biggest market of opportunity: China.”

“China is an amazing country to do business in. The spirits industry and specifically the growing cocktail culture provides an untapped opportunity for Bacardi and its iconic brand portfolio,” said Mr. Zhu, who has worked in China for more than 25 years.

Prior to IMG, Mr. Zhu served as Managing Director of China Investment Banking at Bank of America Merrill Lynch and as Chief Representative of Merrill Lynch's Beijing Representative Office (2007-2011). His investment banking experience also includes leadership roles at Citigroup and The Geneva Companies, a mergers and acquisitions firm later acquired by Citigroup.

Mr. Zhu obtained a BA in English Literature from Xiangtan University; an MA in Applied Linguistics from Harbin Institute of Technology in China; and an MBA in Finance from Temple University in Philadelphia. He currently serves as Executive Board Member of China Football Association Professional League Council. He is also the Executive Producer of “Closer to China,” a prominent weekly primetime show on CCTV News.

NOTE: A headshot of Mr. Zhu is available via www.BacardiLimited.com and BusinessWire.

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, including BACARDÍ® rum, the world's best-selling and most-awarded rum; GREY GOOSE® vodka, the world's leading super-premium vodka; DEWAR'S® Blended Scotch whisky, the world's most-awarded blended Scotch; BOMBAY SAPPHIRE® gin, the top-valued and fastest-growing premium gin in the world; MARTINI® vermouth and sparkling wines, the world's leading vermouth and the world's favorite Italian sparkling wines; CAZADORES® 100% blue agave tequila, one of the most popular premium tequilas in Mexico and the U.S.; and other leading and emerging brands including WILLIAM LAWSON'S®, the fastest-growing global Scotch whisky brand; ERISTOFF® vodka, one of the fastest-growing vodka brands in the world; and ST-GERMAIN®, a super-premium elderflower liqueur.

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. Headquartered in Hamilton, Bermuda, Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

www.BacardiLimited.com

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