



BACARDI LIMITED

BACARDI LIMITED ANNOUNCES EUROPE REGIONAL PRESIDENT CHANGE

Internal industry veteran Paolo Perego appointed; Stefan Bomhard to leave Bacardi

Hamilton, Bermuda, January 30, 2015 — Family-owned Bacardi Limited, the largest privately held spirits company in the world, today announces the internal appointment of a new regional president for Europe. Paolo Perego, 51, assumes immediate responsibility for leading all commercial operations in the region for the Company's portfolio of premium spirits.

Mr. Perego succeeds Stefan Bomhard who has decided to leave Bacardi to accept the role of chief executive officer of Inchcape PLC, a leading global premium automotive group. Mr. Bomhard will stay with Bacardi through the end of March to assist in the leadership transition.

A 25-year veteran of the spirits industry, Mr. Perego most recently served as the Bacardi Regional President for Latin America and Caribbean (LAC) since joining the Company in 2012. During his time leading the region, Bacardi experienced strong growth in LAC. Some of the activities that bolstered this growth were the expansion of the Bacardi portfolio in key countries; building a stronger, more strategic partnership in Argentina; and developing distribution partnerships with brands that complement the premium portfolio.

"Paolo has a passionate leadership style that is driven by putting the consumers first in all that we do," says Bacardi Limited CEO Mike Dolan. "His knowledge of Bacardi, coupled with his extensive background in strategy and commercial operations while overseeing rapid growth in markets including those in South America, Europe, the Caribbean, Central America and the Middle East will have an immediate impact on our business."

"With Europe being such a diverse region of established and emerging markets, we have a tremendous opportunity to further grow and strengthen our business and consumer base there," says Mr. Perego. "I welcome the chance to lead the Company, its dynamic employees and iconic brands in this critical region."

Prior to joining Bacardi, Mr. Perego served for more than 20 years in a variety of marketing, commercial and executive management positions within Gruppo Campari including Chief Operating Officer for Campari North America.

In his new role, Mr. Perego remains a member of the Bacardi Global Leadership Team reporting into Bacardi Limited CEO Mike Dolan.

"Under Stefan's leadership in the past five years, Bacardi doubled the size of its premium business in Europe and delivered year-on-year profit improvements despite the challenging European economic environment," adds Mr. Dolan. "We thank him for his service to Bacardi and wish him all the best in his next endeavor."

NOTE: A headshot of Mr. Perego 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 comprises more than 200 brands and labels, including BACARDÍ® rum, the world's best-selling and most-awarded rum, as well as the world's most-awarded spirit; 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 United States; 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 nearly 153 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi employs nearly 6,000 people, manufactures its brands at 29 facilities and sells in more than 160 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. www.BacardiLimited.com

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