



BACARDI LIMITED

BACARDI LIMITED NAMES CONSTANTINO SPAS AS MANAGING DIRECTOR – LATIN AMERICA & CARIBBEAN

Hamilton, Bermuda, February 12, 2015 — Bacardi Limited, the largest privately held spirits company in the world, today announces the internal appointment of Constantino Spas, 44, as Managing Director - Latin America & Caribbean (LAC). Effective immediately, Mr. Spas is responsible for leading commercial operations in the region for the Company's portfolio of premium spirits. He succeeds Paolo Perego who was recently named as the head of family-owned Bacardi for Europe. In his new role, Mr. Spas will report directly into Bacardi Limited CEO Mike Dolan.

A 20-year veteran of the fast moving consumer goods industry, Mr. Spas most recently served as the Northern LAC Hub Leader for Bacardi driving commercial activities across nearly 40 countries and territories including Mexico, Dominican Republic, Venezuela, the islands in the Caribbean, among others. He first joined Bacardi in 2011 as Vice President – Sales & Marketing for Latin America responsible for building strong commercial and marketing capabilities across the region. In 2013, he was promoted to Managing Director – Mexico, the largest market of the LAC region, where he returned Mexico to solid growth, increased market share, created new distribution partnerships including in the fast-growing category of mezcal, while driving a new focus on digital media.

"Constantino brings a powerful combination of strong regional business experience and proven results," says Bacardi Limited CEO Mike Dolan. "This internal promotion is yet another example of the exceptional talent within the Bacardi ranks."

"The Latin America and Caribbean region continues to offer great potential in our business. I look forward to further developing our portfolio of premium brands, including BACARDÍ® rum, BOMBAY SAPPHIRE® gin and WILLIAM LAWSON'S® Blended Scotch whisky, and further accelerating our market share," says Mr. Spas.

Prior to joining Bacardi, Mr. Spas served held various sales and marketing senior leadership roles at SAB Miller, Cerveceria Polar and Kraft Foods. Throughout his career, he has lived in seven countries in the LAC region.

NOTE: A headshot of Mr. Spas is available via BusinessWire and www.BacardiLimited.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 comprises more than 200 brands and labels, including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR'S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and sparkling wines, CAZADORES® 100% blue agave tequila, and other leading and emerging brands.

Founded 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

Media Contacts

Jim Gallagher / Amy Federman, +1.441.294.1110, jgallagher@bacardi.com and afederman@bacardi.com

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