

VERAISON GROUP SPA: €32 MILLION TURNOVER IN 2023 AND THREE NEW ACQUISITIONS IN THE FIRST HALF OF 2024

Castiglione delle Stiviere, 17 June 2024. **Veraison Group Spa** is a company operating in the field of investment and business development within the wine industry. It was established at the end of 2022 by **Edoardo Freddi** through his holding company, FreedL Group, which is the majority shareholder of Veraison Group. Today, Edoardo Freddi, CEO of Veraison Group, presented the **group's 2023 results** and its achievements in the first half of 2024.

In 2023, the company – which is the holding company of Progetti Agricoli, Salvaterra, and 4RU – recorded an **aggregated turnover of €32 million**, marking a significant **11% increase** compared to the previous year. This growth confirms the success of its investment and business management strategies, as well as its ongoing commitment to excellence. Veraison Group Spa's strategy focuses on expansion both in Italy and abroad through organic growth combined with acquisitions. The company aims to achieve a turnover of €45 million in 2024, with plans to finalize two additional acquisitions by the end of the year.

Throughout 2023 and the first half of 2024, Veraison Group Spa made significant strides to consolidate its leadership position. These included the establishment of two start-ups – Atelier del Vino USA and Atelier del Vino China – which operate as subsidiaries with local teams, and the signing of an agreement to **acquire a majority stake** in Cinque Segni. Atelier del Vino USA is expected to generate a turnover of **€4 million** by the end of the year, while ADV China aims for **€1.5 million**.

Edoardo Freddi, CEO of Veraison Group Spa, commented: *“We are thrilled to announce not only our 2023 turnover results but also the first strategic acquisitions of 2024. These new collaborations are a testament to our commitment to innovation, diversification, and creating sustainable value for our investors.”*

Atelier del Vino USA is a commercial entity specializing in the import of Italian wines and craft spirits across the United States. Headquartered in San Francisco, the company works directly with carefully selected Italian producers, representing them throughout the US. Its mission is to establish strong and lasting collaborations between Italy and the United States, particularly for Veraison Group companies, with a focus on the off-trade channel.

Cinque Segni is an exclusive art winery founded in 2008 with the aim of blending two pillars of Italian excellence: wine and art. Its innovative packaging, featuring an ultra-thin ceramic label patented in major markets worldwide, is inspired by the ancient Mediterranean ceramic tradition, combining artisanal craftsmanship with innovative design and winemaking. Cinque Segni is the only winery globally to offer wines with this exclusive packaging. This acquisition strengthens Veraison Group Spa's position in the artisanal winemaking and Made in Italy sectors. Alessandro Marciano, one of Cinque Segni's co-founders, remarked: *“We are delighted to join a young and dynamic yet well-established group like Veraison and to contribute to its global development with our uniquely designed and innovative products.”*



Atelier del Vino China is a commercial enterprise based in Shanghai, comprising Italian and Chinese managers. It focuses on promoting and selling Italian wines in the Chinese market. ADV represents some of the most prominent Italian wineries, with a primary focus on Veraison Group companies, and collaborates with them to develop tailored projects for various market segments. With ADV China, Veraison Group aims to become a leader in this key market, where a direct presence is increasingly essential to identify and capitalise on every opportunity.

With a solid foundation and a growingly diversified portfolio, Veraison Group Spa looks to the future with confidence, preparing for further acquisitions in its sector.