

**VERAISON GROUP CLOSES 2025 WITH GROWTH (+7%)  
AND ANNOUNCES THREE NEW ADD-ONS**

**With the 2025-2027 development plan, the Group consolidates its national presence and focuses on exports, sustainability and territorial valorization**

**Veraison Group** continues its growth, recording a 7% **increase**, and closes 2025 with **three strategic add-ons**: the acquisition of a stake in **Cantine Alcesti** (Sicily), the completion of the joint venture with **Vallebelbo** (Piedmont), and the management of the **Conti Sertoli Salis** brand, a historic reference in Valtellina (Lombardy). These initiatives represent a decisive step in the **2025-2027 growth plan**, aimed at building highly distinctive regional platforms capable of competing on global markets while maintaining authenticity and value. Veraison Group is a holding company for wineries and distribution companies under its own brand, majority-controlled by FreedL Group, **Edoardo Freddi's** personal financial group.

The acquisition of Cantine Alcesti, formalized on November 28, 2025, allows the Group to **participate** in the capital and develop a **structured partnership** aimed at transforming Marsala into a strategic hub for the export of Sicilian wine. Located in the western part of the region, it boasts 50 hectares of vineyards between Marsala, Mazara, and Salemi, positioned between 100 and 280 meters above sea level and planted with native grape varieties such as Grillo, Zibibbo, Nero d'Avola, and Syrah. With a modern 8,000 m<sup>2</sup> facility, a 10,000-hl processing capacity, and a 3,000 bottle/hour bottling plant, Cantine Alcesti provides a solid foundation for growth in volumes and international positioning.

At the same time, Veraison Group completed its **joint venture** with Vallebelbo, confirming its commitment to promoting local identities: the Piedmontese cooperative maintains its own governance and the central role of its winegrower members, continuing to produce and promote Moscato d'Asti DOCG and the main Piedmontese appellations such as Barbera, Nebbiolo, and Dolcetto. The industrial and commercial integration allows the holding company, led by Edoardo Freddi, to support Vallebelbo with **strategic, distribution, and positioning expertise**, with the aim of strengthening its competitiveness in foreign markets.

The collaboration brings over 300 hectares of vineyards, approximately 100 winemakers, an annual production of 4 million bottles, and an industrial capacity with high export potential to the group. The future goal is to double wine sales to 7-8 million bottles, thanks in part to the introduction of new formats and products.

The development process is completed by the management of the **Conti Sertoli Salis brand**, with which Veraison Group, through **Heroica Srl**, aims to relaunch an **iconic brand** on higher-value international markets that expresses an extreme terroir and a unique wine production, characterized by terraces, manual labor, and a strong identity.

"These transactions represent more than an investment: they are an act of faith in the regions, the people, and their stories. We believe that the future of Italian wine lies in intelligent aggregation: bringing together capital, vision, and local identity allows us to build something that no one could create alone," comments **Edoardo Freddi**, CEO of Veraison Group. "Sicily, Langhe, and Valtellina are three extraordinary worlds, different yet complementary, that today speak with a new voice: that of courage, excellence, and international ambition."

The three initiatives are part of Veraison Group's industrial **development strategy**, which aims to build a **national platform** dedicated to internationalization and brand development, create **specialized production hubs**, develop **distinctive brands** with strong international positioning, and increase **distribution capacity in over 70 markets**, with a focus on the USA, Canada, the United Kingdom, Germany, South Korea, China, Vietnam, and Australia. The expected benefits also include strengthening the supply chain through **investments in technology, sustainability, and human resources**, building a business model that leverages local expertise, identities, and regional histories, transforming them into long-lasting and competitive strategic projects.

Veraison Group's development path **continues in 2026** with further strategic transactions, which will be formalized in the coming months: two in the first quarter and one—of major importance—in the second.