

Purcari Wineries Public Company Limited

Str. Lampousas nr. 1, 1095, Nicosia, Cyprus

Tel: +373 22 856 035, Fax: +373 22 856 022

HE201949

Share capital: EUR 401,175

www.purcari.wine



To: Bucharest Stock Exchange (BVB)

cc: Cyprus Securities & Exchange Commission (CySEC), Romanian Financial Supervisory Authority (FSA)

Announcement & Current Report

Report Date: **04 September 2023**

Company Name: **Purcari Wineries Public Company Limited**

Headquarters: **Str. Lampousas nr. 1, 1095, Nicosia, Cyprus**

Phone/fax no.: **+373 22 856 035/ +373 22 856 022**

Cyprus Trade Register Registration Number: **HE201949**

Subscribed and paid in share capital: **EUR 401,175**

Regulated market where the issued securities are traded: **Bucharest Stock Exchange, International shares category**

Symbol: **WINE**

Purcari appoints Alex Filip as Deputy CEO

Purcari Wineries Plc (“Purcari”, “Group”), the CEE’s leading wine producer, announced today the appointment of Mr. Alex Filip as Deputy CEO, effective as of January 1, 2024.

Enclosed is a press release announcing the appointment.

A handwritten signature in blue ink, appearing to read 'Victor Bostan', is written over a horizontal line.

Victor Bostan
CEO



Purcari appoints Alex Filip as Deputy CEO

Bucharest, September 4, 2023

Purcari Wineries Plc (“Purcari”, “Group”), the CEE’s leading wine producer, announced today the appointment of Mr. Alex Filip as Deputy CEO, effective as of January 1, 2024. Alex will attend the Romania and Frontier Investor Days in Bucharest, September 7-8, to introduce himself to the investors’ community. As Deputy CEO, Mr. Filip will report to the CEO, Mr. Victor Bostan, and will oversee directly the Administrative, ESG, Finance, HR, Investor Relations, IT, Legal, Marketing and Sales areas. Subject to meeting performance targets and Board approval, Alex will succeed Mr. Bostan as Purcari CEO starting January 1, 2025, as part of Company’s succession planning.

A native of Romania, Alex is currently serving as the Managing Partner of McKinsey’s Bucharest office and is the leader of the firm’s digital and analytics growth platform in Central Europe. After finishing his university studies in Spain and the UK, he returned to Romania and has since focused on helping companies in Romania and the wider Central European region develop and create value through business-driven, digitally enabled transformations. Prior to joining McKinsey, Alex worked as Project Manager for Roland Berger and as an Associate with Raiffeisen’s investment banking arm.

“We are thrilled to welcome Alex to Purcari and look forward to his leadership and expertise, as we seek to take Purcari to the next level. Alex’s CEE-wide expertise in business strategy and digital transformations will be crucial for us, as we focus on making our operations more efficient, but also capitalize on the huge growth opportunity in the marketplace via novel go-to-market approaches in an industry that is undergoing a massive change in the way consumers buy and engage with wine brands”, said Vasile Tofan, Chairman of Purcari Wineries.

Victor Bostan added: “Alex’s bold vision and strategic clarity, but also his mature, down-to-earth approach to business, won all of us over, in what was a very robust search process for this role. We see a tremendous opportunity to accelerate the growth of our business, by upgrading our operations in what has always been a very low-tech and traditional industry. The potential ahead of us, is truly immense, so I look forward to Alex rolling up his sleeves and helping us seize it”.

“Purcari is a true regional champion, and it offers an extraordinary platform for accelerated growth in a very traditional and fragmented industry, that is nevertheless a core part of our region’s cultural heritage and identity. I have tremendous respect for what the incredible team at Purcari have achieved to date and feel privileged and very excited to join the company at this key juncture. I very much look forward to the journey ahead and to helping Purcari leverage its enormous potential”, commented Alex Filip.

About Purcari Wineries

Purcari Wineries Public Company Limited (Purcari, Crama Ceptura, Bostavan, Bardar, Domeniile Cuza and Angel’s Estate brand families) is one of the largest wine and brandy groups in the Central and Eastern European (CEE) Region. The Group manages circa 1,450 hectares of vineyards and operates seven production platforms

in Romania, Moldova and Bulgaria. Purcari Wineries is the leader in the Premium wine segment in Romania with a circa 25% segment share and the largest wine exporter from Moldova, delivering to over 40 countries. Founded in 1827, Chateau Purcari is the most awarded winery in the CEE Region at Decanter London 2015-2022, as well as among the best ranked wineries on Vivino, with an average score of 4.1 out of 5.0, based on over 87,000 reviews. Since February 2018, the Group is listed on the Bucharest Stock Exchange under the ticker WINE. Purcari Wineries is led by Victor Bostan, a veteran with more than 30 years of experience in the wine business and is endorsed by top institutional investors such as: Horizon Capital, Fiera Capital, Conseq, Firebird, East Capital and Norges Bank.

Enquiries

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