

PRESS RELEASE

**MADE IN ITALY FUND INVESTS IN XTRAWINE, THE ONLINE WINE STORE
TAKING ITALIAN WINES TO THE WORLD**

An e-commerce investment for the Quadrivio & Pambianco fund that supports Italian excellence: a deal with the digital company specialized in online wine sales and distribution has been signed.

Milan, July 1st

Made in Italy Fund now holds the majority stake in XtraWine, joining the wine e-commerce market by doing so. The private equity fund supported and managed by Quadrivio & Pambianco has acquired this Italian digital company specialized in online sales and distribution of wines.

Founded in Forlì in 2009 through the initiative of four enterprisers – Alessandro Pazienza, Stefano Pezzi, Francesco Rattin and Massimo Pompinetti – who share a keenness for new technologies and an awareness of the great potential connected with developing digital channels, **today XtraWine, with its repertoire of over 8000 labels, is an indisputable beacon in online purchases and distribution of wines, and has an international presence.**

Xtrawine stands as the tenth investment by Made in Italy Fund, which invests in Made in Italy excellences and currently has a portfolio counting 120% Lino, Rosantica, GCDS, Dondup, Autry and Ghoud in the fashion sector, Mohd in the design segment, Rougj in beauty, and Prosit in food & wine.

Xtrawine rounded off the 2020 financial year on a turnover of €10.8 million and an EBITDA of €500,000, showing growth 100% up on the previous year.

Underpinned by the company's excellent competitive positioning and international slant, **this investment is structured to create an interesting player worldwide. Xtrawine currently caters mainly to the B2C market and generates over half of its turnover outside of Italy**, particularly involving Hong Kong, the United Kingdom, Germany and France.

This acquisition by Made in Italy Fund aims to promote and strengthen the firm's positioning, supporting development of its international business. New sales outlets in Switzerland and the United Kingdom are also planned as part of this expansion.

One of the springboards for this development is the desire to continue investing in technology, to further

strengthen the high-performance and flexible web platform that offers a product-rating system and price comparison, besides a series of customer services and topic-specific contents.

The current management will remain in the company, ensuring continuity, and will be supported by the fund through new specialist roles, which will be integrated within the team.

Walter Ricciotti, Managing Partner at Made in Italy Fund, commented on the transaction:

“Investing in a digital enterprise specialized in online wine sales brings dual satisfaction to us at Made in Italy Fund. For some time now we have believed in and been investing in the wine sector, convinced of its huge potential. We likewise believe that it’s vital for our companies to invest in digitalization and new technologies. This investment will enable us to combine the two spheres and create a leading player in online sales of the best labels not only from Italy but all over the world.”

“This comes as a happy and unexpected union. Right from the outset we could sense we shared an understanding and strategies with the fund, which has made the entire capital injection process a smooth one. We’ve worked hard over these last 11 years, we’ve dealt with many difficulties and beaten the challenge of obstacles that seemed formidable. We have strong ambitions and we need a strong partner; we’re certain we’ve found this in Quadrivio & Pambianco. We both have a global vision of business and we’ll pool all our know-how from the very start so as to get an international expansion plan underway to take the Xtrawine brand ever further in Europe and Asia. Last but not least, we’re confident we’ve found the right partner to achieve our greatest dream: opening premises in the USA. I give special thanks to Walter Ricciotti and David Pambianco for their readiness and professionalism, but my warmest thanks go to my business associates who have shared the journey with me so far: Stefano Pezzi, Francesco Rattin and Massimo Pompinetti,” **Alessandro Paziienza, CEO of Xtrawine**, added.

Quadrivio & Pambianco was assisted in legal and financial aspects by Legance (Mr Gian Paolo Tagariello and Ms Claudia Gregori).

The accounting due diligence and business due diligence were carried out by PWC (Mr Federico Mussi).

Transaction advisor for the selling party was Mr Stefano Babini.

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MADE IN ITALY FUND | Quadrivio & Pambianco

Quadrivio & Pambianco is a company combining 20 years’ experience in the private equity world with the best competences in consulting. The private equity-based Made in Italy Fund is supported and managed by Quadrivio & Pambianco, and focuses on investments in the fields of fashion, design, beauty and food & wine. The fund’s management team is made up of Alessandro Binello, Walter Ricciotti, David Pambianco, Alessio Candi and Mauro Grange. Made in Italy Fund has invested in iconic Made in Italy sectors, so far acquiring a majority stake in 120% Lino (120percento.com), Mohd (mohd.it), Prosit (prositgroup.com), Rouji (rouji.com), Rosantica (rosantica.com), GCDS (gcds.it), Dondup (dondup.com), Autry (autry-usa.com) and Ghoud (ghoud.com).

Info: madeinitalyfund.com | quadriviogroup.com

XTRAWINE

Xtrawine is a digital company specialized in online wine sales. It started out in business in 2009 thanks to the enthusiasm and partnership between four enterprisers with complementary skills, all sharing a passion for fine wines and firmly believing in the potential of the internet market. Today the company is a point of reference in wine distribution and online purchases. In 2019 it was selected as Best Italian E-commerce Website by Aicel, the Italian association for online trade; it has topped the prominent La Repubblica Affari & Finanza awards in the wine category, and in 2021 received the prestigious ‘three-corkscrew’ recognition from Gambero Rosso as one of Italy’s best wine stores.

Info: xtrawine.com