



NOTICE CONVENING THE SHAREHOLDERS' MEETING

This is to convene the Shareholders' Ordinary Meeting of Italian Wine Brands S.p.A. that will be held in Milan at the law firm Gatti Pavesi Bianchi Studio Legale Associato, Piazza Borromeo 8, on 12 April 2018 at 08:00pm in first call and, should it be necessary, on 13 April 2018 at 10:00am in second call, same place, to discuss and resolve on the following:

AGENDA

1. *Financial statements of Italian Wine Brands S.p.A. as at 31 December 2017; reports of the Auditing Firm and of the Board of Statutory Auditors; proposed allocation of the profits; presentation of the consolidated financial statements of the IWB Group as at 31 December 2017; related and consequent resolutions.*
2. *Appointment of the Board of Directors, after determining the number of directors and the duration of office; determination of considerations. Related and consequent resolutions.*
3. *Proposal to authorise the purchase and dispose of Company's common shares pursuant to articles 2357 and 2357-ter of the Italian Civil Code. Related and consequent resolutions.*

PARTICIPATING TO THE MEETING. Each share entitles to one vote in the Company Meetings; in the Company's website (www.italianwinebrands.it, Section *Investors – Share Capital and Shareholders*), you will find detailed information on the amount and composition of the company capital.

Pursuant to the law and to article 14 of the By-laws, the legal capacity to attend the Meeting and exercise voting rights has to be confirmed in written to the Company by the intermediary authorised to book-keeping, based on his/her accounting records at the end of the seventh trading day before the date set for the Meeting in first call, i.e. **Tuesday 3 April 2018** (record date). Credit and debit entries recorded after that term shall not be relevant to the capacity of validly attending the Meeting and voting therein.

In compliance with that provided for in article 2372 Italian Civil Code, each subject with the legal capacity to attend the Meeting can have himself/herself represented by means of a written proxy, with the option of signing the proxy form available in our website www.italianwinebrands.it, Section *Investors – Shareholders' Meetings*. The proxy form can be sent to the Company via registered letter at our registered office (Via Brera 16, Milano) or submitted electronically at our certified e-mail address iwb@legalmail.it.

No procedures are provided for voting by mail or electronically.

DOCUMENTATION. As provided for by law, the documentation for the Meeting will be available to the public at our registered office (Via Brera 16, Milano) or can be consulted in our website www.italianwinebrands.it, Section *Investors – Shareholders' Meetings*. The Shareholders can obtain a copy of it. This notice of call is published in the newspaper "il Sole 24 Ore" of 28 March 2018 and in the Company's website.

NOTICE TO THE HOLDERS OF WARRANTS

This is to inform the holders of warrants "Warrant Italian Wine Brands S.p.A." that, as a consequence of the Shareholders' Meeting called to approve the IWB S.p.A. financial statements as at 31 December 2017 and in compliance with that provided for in article 3 (6) of the "Warrant Italian Wine Brands S.p.A." Regulation, exercise of warrants "Warrant Italian Wine Brands S.p.A." will be discontinued from 29 March 2018 to the day (included) when the meeting is held and, in any case, to the ex-dividend day (not included), should any dividends be resolved by the meeting.

Milan, 28 March 2018

For the Board of Directors
The Chairman Alessandro Mutinelli

ITALIAN WINE BRANDS

Sede legale via Brera 16, 20121 Milano
t +39 02 7214231 f +39 02 72142328 www.italianwinebrands.it

Società per Azioni con c.s. di Euro 713.491,20
Registro Imprese di Milano e P.IVA 08851780968