



Purcari announces COO departure

Bucharest, February 14th, 2019

Purcari Wineries Plc (“Purcari”, “Group”), the CEE’s leading wine producer, announced today that John Maxemchuk, Chief Operating Officer, will be departing from the Group per April 30, 2019, with the transition process starting immediately. Mr. Maxemchuk will continue serving on the Group’s Board until the next regular Annual General Meeting on April 25, 2019. Until a new COO is appointed, Mr. Maxemchuk’s functions shall be transitioned to Mr. Victor Bostan, CEO, for the Marketing, Sales and HR blocks, while Mr. Victor Arapan, CFO, will oversee Investor Relations, Legal and IT.

Mr. Vasile Tofan, Chairman of the Board, commented “On behalf of the entire team, we would like to extend our gratitude to John and wish him and his family the very best. John’s focus on developing teams and efforts to implement stronger processes and systems at Purcari, leave behind an important legacy for the Group, on which we will continue to build.” Mr. Victor Bostan, CEO added, “We are grateful to John for his service and leadership and wish him well in his future endeavours, looking forward to keep him as a close friend of Purcari. We will continue focusing on delighting our customers, creating a motivating environment for our employees and meeting the high return expectations of our shareholders.”

“It has been a pleasure being part of the Purcari story, a truly iconic brand. I am proud to have worked with some remarkable colleagues who are so committed to deliver on the company’s vision. I will remain a fan of Purcari wines and wish the company all the best in delivering on the ambitious plans it has set for itself”, commented Mr. John Maxemchuk, departing COO.

As a reminder, the Group is scheduled to publish the preliminary, un-audited financial results for 2018 on Friday, February 15, 2019 with a subsequent conference call planned for February 18, at 14:30 CET, at which operational updates will be discussed, including time reserved for Q&A.

About Purcari Wineries

Purcari Wineries Plc (Purcari, Crama Ceptura, Bostavan and Bardar brands) is one of the largest wine and brandy groups in the CEE region. The Group manages around 1,000 hectares of vineyards and operates four production platforms in Romania and Moldova. Purcari is the leader in the premium wine segment in Romania, with a 30% segment share, and the largest wine exporter from Moldova, delivering to over 30 countries. Founded in 1827, Purcari is the most awarded winery in CEE at Decanter London

2015-2018 and among the best ranked on Vivino, with an average score of 4.0 out of 5.0, based on over 23,000 reviews. Starting February 2018, the Group is listed on the Bucharest Stock Exchange, under the ticker WINE. Purcari is led by Victor Bostan, a 30+ years wine business veteran and backed by top institutional investors, including Horizon Capital, Franklin Templeton, SEB, Fiera Capital and IFC.

Enquiries

Diana Durnescu

Investor Relations Manager

Investor.relations@purcari.wine

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