



Purcari appoints Eugen Comendant as COO

Bucharest, May 14th, 2019

Purcari Wineries Plc (“Purcari”, “Group”), the CEE’s leading wine producer, announced today the appointment of Mr. Eugen Comendant as Chief Operating Officer (COO), effective as of June 10, 2019. Mr. Comendant will join the Q1 financial results analysts’ call, scheduled for May 16, 2019, and introduce himself to the investor’s community.

As COO, Mr. Comendant will report to the CEO, Mr. Victor Bostan, and will oversee directly the Sales, Marketing, Finance, HR, Administrative, Investor Relations, Legal and IT blocks.

A native of Moldova, Mr. Comendant brings over 15 years of experience in the telecoms industry, growing to Director Mobile and Triple-Play with ACN, in Amsterdam, responsible for 18 European markets and, most recently, as Sales and Marketing Director of the FRiENDi mobile business in Oman, part of Virgin Mobile Middle East and Africa. He completed his International Business and Management degree at HES Amsterdam University of Applied Sciences, including an exchange program with ESSEC in Paris.

“I have known Eugen for many years and am beyond delighted about him accepting to join Purcari. He has proven he can deliver extraordinary results in a highly competitive, saturated market as telecoms, most recently growing Virgin’s business in Oman to one of the most successful MVNO’s in the world. I hope he’ll deliver many times over that in the highly fragmented, fast growing wine business as COO for Purcari”, commented Vasile Tofan, Chairman of Purcari Wineries.

Victor Bostan added: “Eugen impressed me right away with his contagious energy and fast grip on things. He has stellar references from previous jobs and brings an unique combination of charisma and entrepreneurial drive on one side, and systemic thinking and process meticulousness on the other, which is very rare. I welcome him and his wife Paulina to our family and can only cheer to the symbolism of young, talented people like them returning to their home region, after many years of expat life”.

Eugen Comendant commented: “Purcari is a true legend, an icon, so to say I am privileged and humbled about being entrusted with this job, is an understatement. I found an incredibly talented and driven team at Purcari so I look forward to build on the many things that work very well here and come with additional improvements, to help take the company to yet another level.”

As a reminder, the Group is scheduled to publish the first quarter financial results for 2019 on Wednesday, May 15, 2019 with a subsequent conference call planned for May 16, 2019, 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 over 1,300 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 26,000 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.

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