

**Purcari Wineries Public Company Limited**

1 Lampousas Street, 1095, Nicosia, Cyprus

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

HE201949

Share capital: EUR 401,175

[www.purcariwineries.com](http://www.purcariwineries.com)

**PURCARI**  
WINERIES GROUP

**To: Bucharest Stock Exchange (BVB)**  
**cc: Cyprus Securities & Exchange Commission (CySEC), Romanian Financial Supervisory Authority (FSA) – Financial Instruments and Investments Sector**

**Announcement and Current Report**

Report date: **May 17, 2024**

Company name: **Purcari Wineries Public Company Limited**

Headquarters: **1 Lampousas Street, 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 Wineries appoints Bogdan Bayer as Chief Commercial Officer**

Purcari Wineries Public Company Limited (henceforth “Group”, “Purcari”), the CEE’s leading wine producer, announced today the appointment of Mr. Bogdan Bayer as new Chief Commercial Officer (CCO) of Purcari Wineries Group, effective as of May 16, 2024.

Mr. Artur Marin, current Chief Commercial Officer, will be stepping down from his position to pursue new opportunities. Artur is a highly valued professional that brought tremendous value to Purcari’s story for more than thirteen years and we express our sincerest gratitude and appreciation for his contribution to the Group’s success. We wish him continued success and the best of luck in his future endeavors.

“After thirteen remarkable years, we bid farewell to Artur Marin whose dedication and visionary leadership have been integral to our success. He played a pivotal role in shaping our commercial strategies and driving growth, leaving a lasting impact on our organization. We are immensely grateful for his contribution”, commented Victor Bostan, CEO of Purcari Wineries Group.

Mr. Bayer is a Romanian native, that has an extensive commercial experience, having lived, and worked in five countries – Romania, France, the Netherlands, Sierra Leone, and the Democratic Republic of Congo, mostly within two global companies – Heineken and Unilever. Bogdan held local, regional, and global roles in sales, trade marketing and marketing, managing to deliver both

top-line and bottom-line growth. He has a passion for growing teams and reaching the best possible customer service.

“Purcari is a company with a rich history that managed to establish itself as a regional leader. I have tremendous respect for the people that steered it during difficult times and led it to the success it enjoys today. Through the selection process, I recognized myself in the company values and became very confident that Purcari has a very bright future. I’m grateful and proud to join the people that took Purcari to where it is today and excited to contribute to the next stage in the life of the company”, said Bogdan Bayer.

Victor Bostan added: “I’m thrilled to welcome Bogdan as our new Chief Commercial Officer. With his extensive international experience and proven track record in driving growth and innovation, he will be instrumental in steering our commercial strategy to new heights and will boldly do what no other wineries in our region have done before. We look forward to the fresh perspective and leadership he will bring to our team.”

In his role Mr. Bayer will continue to lead the Group’s commercial teams and will be responsible for fostering key relationships and driving strategic and sustainable growth in Purcari Wineries’ existing and new markets.

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**Victor Bostan**  
**CEO**