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Purcari Wineries Submits Binding Offer for Acquisition of SERVE Ceptura SRL

Purcari Wineries Public Company Limited (the “Company” or the “Group”) hereby informs investors and the market that the Group has submitted a formal binding offer regarding the potential acquisition of 100% of the shares of SERVE Ceptura SRL (the “Target”).

“This acquisition represents a natural step in strengthening Purcari's presence in the prestigious Dealu Mare wine region. It increases our vineyard base by approximately 60 hectares and adds complementary production capacity. The proximity of SERVE's winery in Ceptura, just 1.5 km from our Crama Ceptura, enables immediate operational synergies, improved efficiency across the value chain, and consolidates Purcari's Dealu Mare platform.

At the same time, this transaction reflects a shared vision rooted in the legacy established by Guy de Poix at SERVE Ceptura: building authentic Romanian wine brands that express terroir and heritage. By uniting two producers deeply committed to authenticity and terroir, while leveraging Purcari's scale and international reach, we aim to further strengthen Romania's presence on global wine markets," said Victor Bostan, founder of Purcari Wineries Group.

About SERVE Ceptura SRL

Founded in 1994 by Count Guy de Poix and Mihaela Tyrel de POIX, SERVE Ceptura SRL is Romania’s first private winery established after 1989 and a well-recognized wine producer located in Comuna Ceptura, DOC Dealu Mare, Romania’s most renowned winemaking region.

SERVE Ceptura manages approximately 60 hectares of vineyards and produces close 0.5 million bottles annually, supported by full-cycle winemaking facilities with approximately 1 million liters of storage capacity.

Over more than three decades of activity, SERVE has earned over 250 international awards and developed a portfolio of established brands, including Vinul Cavalerului, Terra Romana, and premium Cuvée labels (including Charlotte, Amaury). The Target has also developed a meaningful export presence (including Chevalier de Dyonis) in Canada (SAQ).

Important notice

The signing of the binding offer does not constitute a commitment to complete the transaction. Completion remains subject to the negotiation and execution of the definitive transaction documents (including the SPA), the receipt of all required corporate and regulatory approvals, including foreign direct investment (FDI) clearance. Accordingly, there can be no assurance that the transaction will be completed.

The Company will keep the market appropriately informed in accordance with applicable disclosure requirements.

For further information, please contact us at: investor.relations@purcari.wine