



Family Governance
From one generation to the next, the taste of success

CFA Society Switzerland
Zurich, Dolder Grand - September the 7th , 2021



FRESCOBALDI

Frescobaldi for Florence



1252 Frescobaldi built the Santa Trinita bridge, next to Ponte Vecchio.



1400 Frescobaldi gave the land for the construction , by Brunelleschi, of the Santo Spirito church

Florence today





FRESCOBALDI

Centuries of relationships



1300 Dino Frescobaldi, a close friend of Dante, saved the first part of Inferno for the exiled poet, allowing him to complete the Opera.

1500 the Frescobaldis financially supported one of the campaigns of Emperor Maximilian I Augsburg



1500 The Frescobaldis had important relationships with King Henry the VIII

Today the relationship with the Royal Family is still strong.



FRESCOBALDI

700 years of wine experience



Vittorio, Ferdinando and Leonardo Frescobaldi, the founders of the 29th generation.



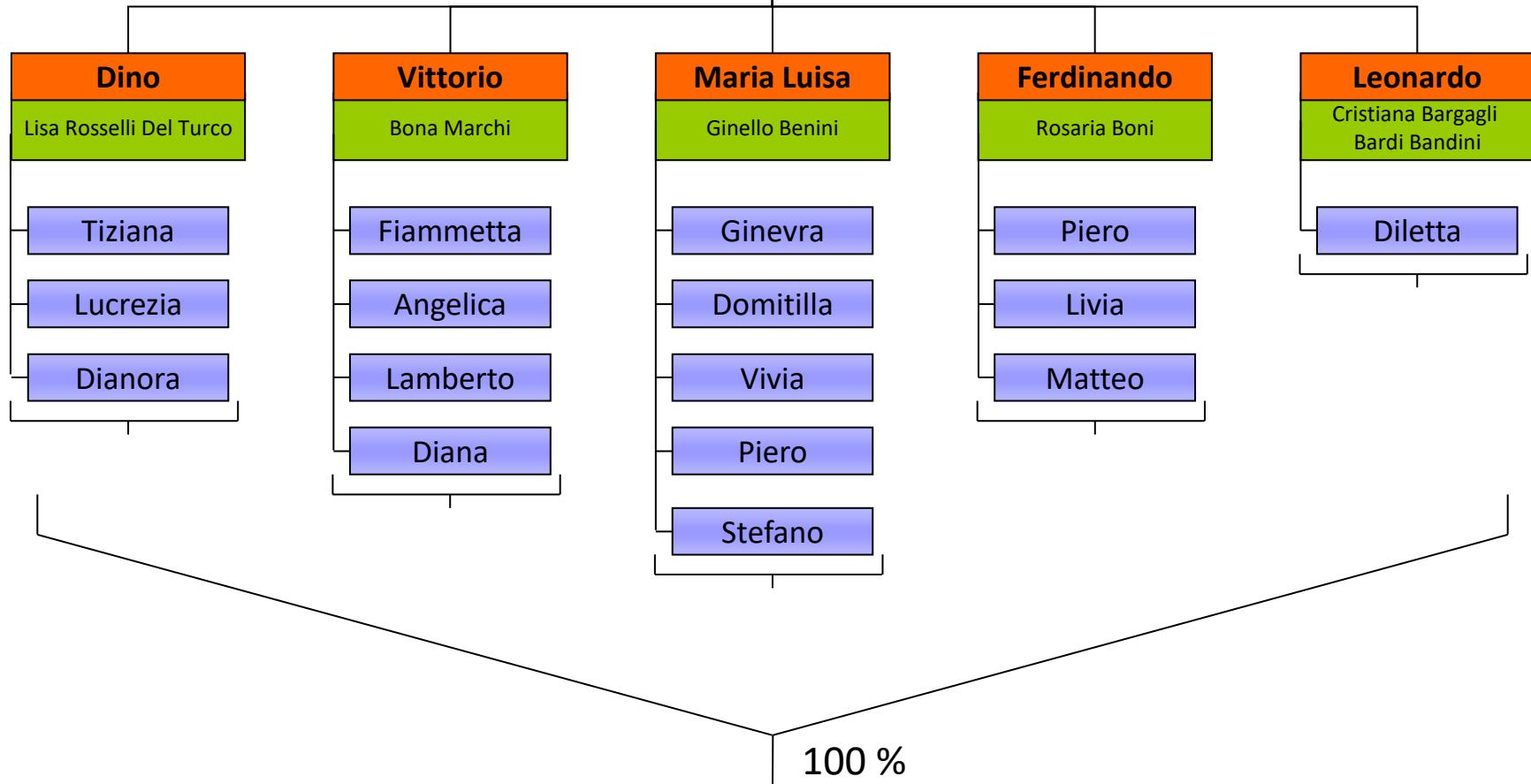
**The 29°, 30th and 31° generations
Florence, Frescobaldi Palace**



FRESCOBALDI

Lamberto Frescobaldi

Anna Negrone



Compagnia de' Frescobaldi SpA



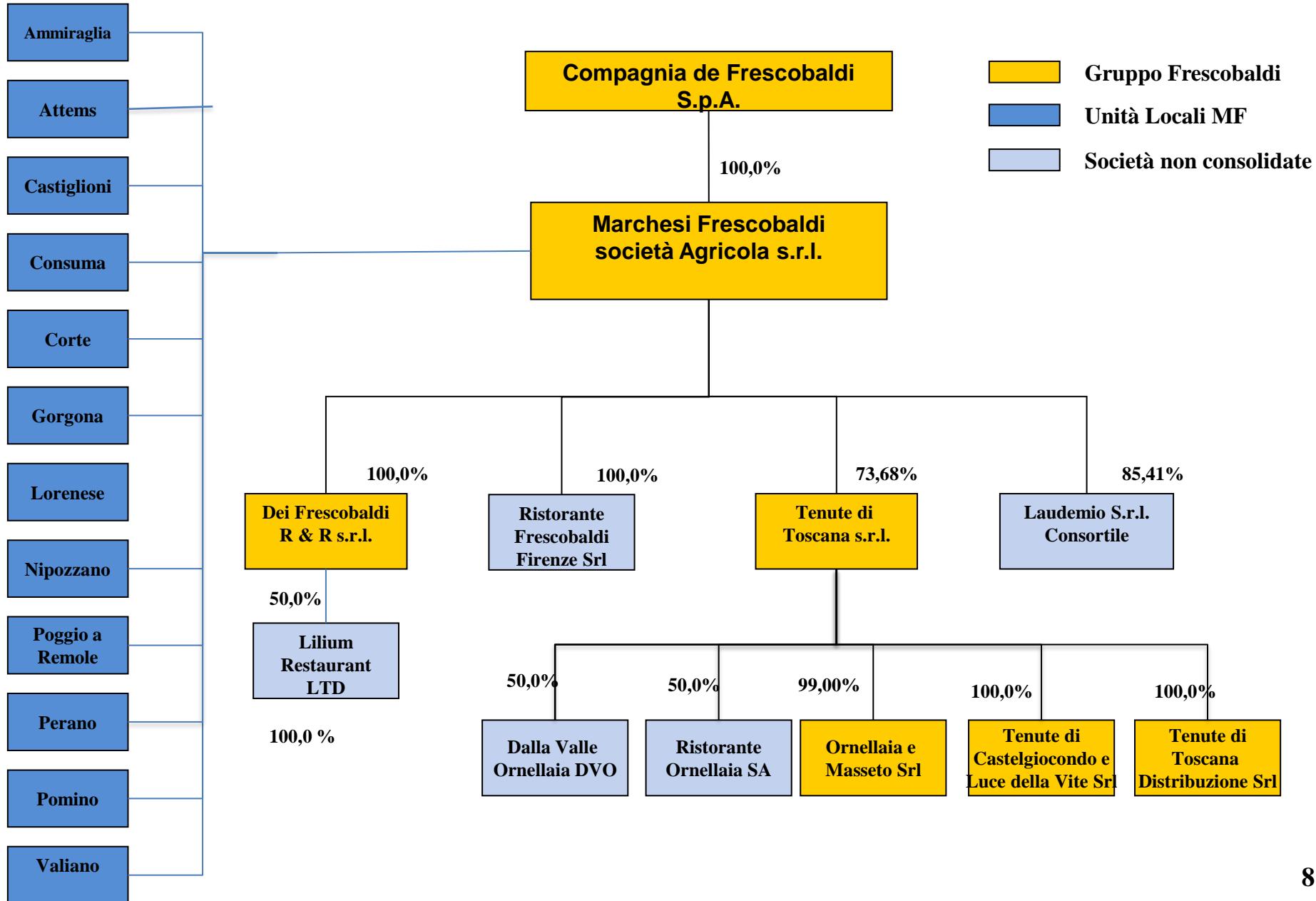
FRESCOBALDI

Compagnia de' Frescobaldi S.p.a.

✓ Tiziana Frescobaldi	President
✓ Vittorio Frescobaldi Franceschi Marini	Honorary President
✓ Fiammetta Frescobaldi	Member of the Board
✓ Vivia Benini	Member of the Board
✓ Guido Maria Corbetta	Member of the Board
✓ Ferdinando Frescobaldi	Member of the Board
✓ Diletta Frescobaldi	Member of the Board
✓ Denis Pantini	Member of the Board



FRESCOBALDI





FRESCOBALDI

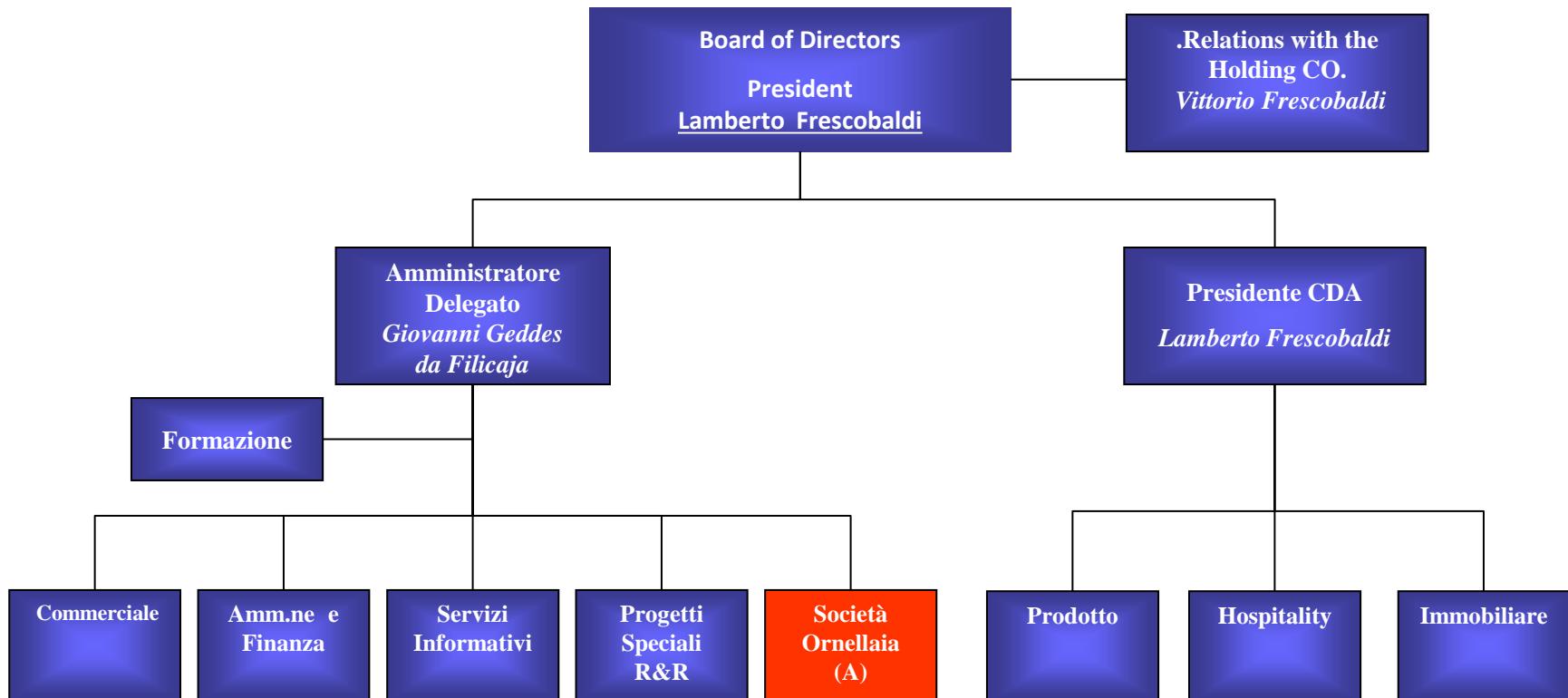
Marchesi Frescobaldi Soc. agricola S.r.l

✓ Lamberto Frescobaldi	President
✓ Leonardo Frescobaldi	Honorary President
✓ Giovanni Geddes da Filicaja	Managing Director
✓ Vittorio Frescobaldi Franceschi Marini	Member of the Board
✓ Giuseppe Morbidelli	Member of the Board
✓ Arturo Semerari	Member of the Board
✓ Andrea Arganini	Member of the Board
✓ Stefano Benini	Member of the Board
✓ Piero Frescobaldi	Member of the Board
✓ Nicolò D’Afflitto	Member of the Board



FRESCOBALDI

Frescobaldi operative structure





FRESCOBALDI



FRESCOBALDI

HOLDING



MASSETTO
Bolgheri
TOSCANA



ORNELLAIA
Bolgheri
TOSCANA



TENUTA LUCE
Montalcino
TOSCANA



FRESCOBALDI
TOSCANA



ATTEMS
Collio
FRIULI



Danzante
ITALIA



GORGONA
Isola di Gorgona
TOSCANA



CASTELGIOCONDO
Montalcino
TOSCANA



TENUTA NIPOZZANO
Nipozzano
TOSCANA



TENUTA PERANO
Gaiole in Chianti
TOSCANA



CASTELLO POMINO
Pomino
TOSCANA



TENUTA CASTIGLIONI
Montespertoli
TOSCANA



TENUTA AMMIRAGLIA
Magliano
TOSCANA



RÈMOLE
TOSCANA

Our mission is to build value on each brand



FRESCOBALDI
TOSCANA



Castello Pomino



Castello Nipozzano





FRESCOBALDI

Tenuta Castiglioni

THE HISTORY

The **first property** of the family since the 11th century, while the wine production started in 1300.

The estate extends along the ancient Via di Castiglioni, **built by the Romans** to unify northern Tuscany and Rome. The area was already famous in those times for the **quality** of its agricultural harvests. For centuries it was at the center of heavy trade traffic and was chosen as the site for luxury Roman villas.

The coat of arms of the Frescobaldi family: with the crown, the shield and three fortresses, represents Castiglioni as well, in remembrance and recognition of the **700 years of wine-making** history which began here at this very estate.



UFFIZI MUSEUM – AFFRESCO XVII CENTURY



HISTORY



CastelGiocondo property is one amongst four that from 1800 started the production of Brunello di Montalcino.



FRESCOBALDI

The Castelgiocondo Cellar





TENUTA
AMMIRAGLIA
Magliano
TOSCANA



FRESCOBALDI

Tenuta Perano

A UNIQUE ESTATE IN THE HEART OF CHIANTI CLASSICO

Natural amphitheater to capture heat light - 250 hectares, of which 52 are planted vines



ARTISTI PER FRESCOBALDI

Since the fourteenth century,
the Frescobaldi family has supported the arts and artists as patrons and as collectors

- To strengthen an age-old connection with art and patronage,
in 2013 Tiziana Frescobaldi created Artists for Frescobaldi,
a prize for new generations of artists who mainly use photography and video installations
as their mediums of expression.
- The curator of the project is Ludovico Pratesi, historian and art critic.
- Tiziana Frescobaldi is the Artistic Director.

Together they select the
3 young contemporary artists each year who will compete for the prize.

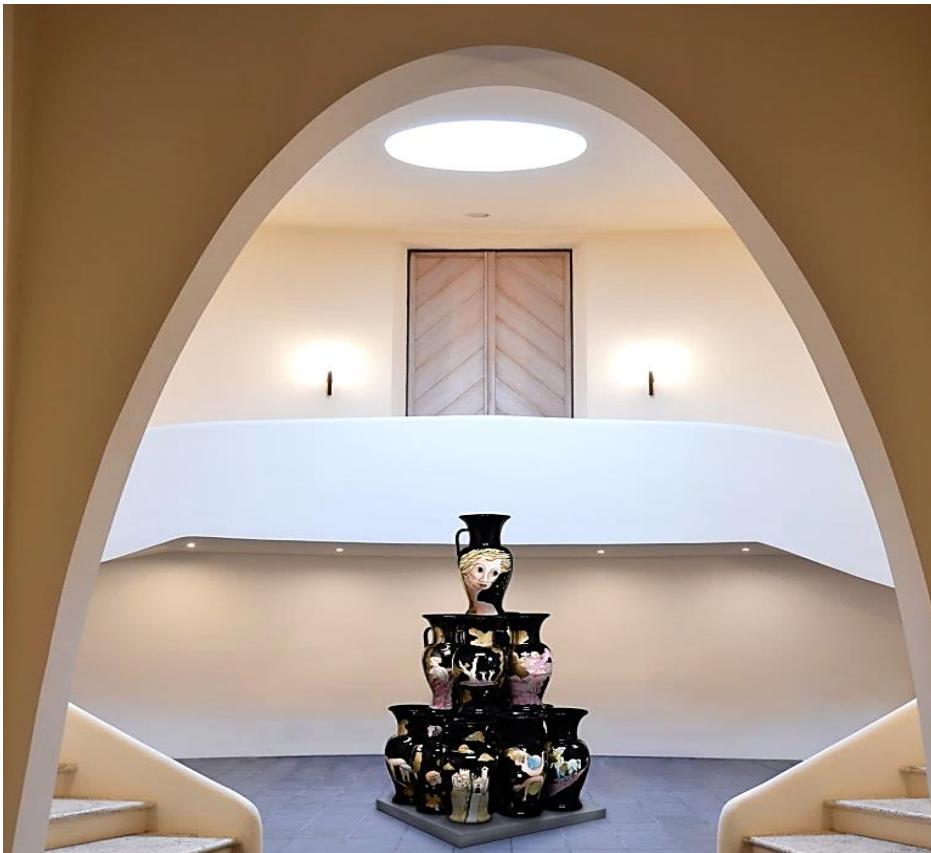


FRESCOBALDI



TENUTA DI
CASTELGIOCONDO

House of Art



Gorgona Project





FRESCOBALDI

Frescobaldi for Gorgona

A Social Project:

- to support and requalify the Gorgona inmates

15 years agreement with the Gorgona jail:

- **Vineyard management with Frescobaldi agronomists**
- **Winemaking with Frescobaldi oenologists**
- **Gorgona 5 acres vineyard**
- **Varietals: Vermentino and Ansonica**





FRESCOBALDI Holding and operative companies

The fundamental innovation decided within the governance rules and adopted at the time of the generational passage was the distinction of two companies with different roles

The object of the **Holding Co.** is to manage the shares of the company and to ensure correct relationships between the shareholders and owners.

Board of Directors is made up of almost all family members appointed with the aim of ensuring a balanced representation of all family branches.

Operative Co. entrusted with management of all Group agricultural, production and commercial activities in order to ensure growth and a profitability of the Group.

Board of Directors is made of family and non family members, chosen according to their competence in management of the Company.



FRESCOBALDI

- *The old generation wishes to transmit certain values to be shared by future generations*

Each new generation

- *transmits to the next one the values and principles which constitute the heritage to be carried on to the subsequent generations*
- *maintains an entrepreneurial attitude , accepting a certain amount of risk*
- *thinks about innovation of both products and process system*
- *extends business to collateral activities*



Rules for family members admission

Rules were set with the goal of:

- Preserving family integrity, to manage the Family and Group complexity while preventing any possible conflicts
- Combining goals of continuity and growth of the Group with the family-business relationships within a large family group, consisting of members of different life experiences and ages.
- Defining rules for family members admission to the Company based on effective needs,
- -----
- **Managerial path** for those who are skilled and qualified to assume operative roles in the company
- **Collaboration path:** for those who wish to cooperate for a defined period with the company
- **Suppliers role**, for those who already have an activity and wish to remain in a supplier activity with the company



FRESCOBALDI

- **Stay Hungry. Stay Foolish - Steve Jobs**
- **Q&A**