



Marchesi Antinori and VitiBot for a virtuous viticulture



Reims, May 13, 2024 – VitiBot, a leader in the field of vineyard robotics, part of **SDF Group**, one of the leaders in the production of tractors and specialized machinery for viticulture, is delighted to announce the arrival of a renowned new shareholder: **Marchesi Antinori**, one of the oldest Italian family-owned fine wine producers. This strategic collaboration marks a significant milestone in the company's evolution and underscores its commitment to ever more sustainable and

innovative viticulture.

The arrival of Marchesi Antinori as a shareholder of VitiBot symbolizes the convergence of common values, demonstrating the confidence in the company's potential and its ambitious vision for the future of increasingly virtuous viticulture. Antinori will share its centuries old know-how with VitiBot for the development and optimization of this project, leading the way in vineyard management in Italy. Antinori has already started to use these electric robots for the soil management in the vineyard inter-rows.

"We are honored to welcome Marchesi Antinori as a shareholder of VitiBot," says Cédric Bache, CEO and founder of VitiBot. "Their prestigious reputation, six centuries of heritage spanning over 26 generations, and spirit of innovation are perfectly aligned with our values, our mission to innovate constantly, and to push the boundaries of winemaking practices. This collaboration strengthens our position as a leader in the sector and opens up exciting new prospects immediately."

"Ancient family roots play an important part in our philosophy but they have never hindered our innovative spirit" said Piero Antinori, Honorary President of Marchesi Antinori. «We are glad to be part of this new challenge together with VitiBot. We believe that man must always play a fundamental role in the viticulture and in the wine business, but we also think that technology could assist us to improve the quality of our wines and our environment. This innovative approach will also contribute to the creation of highly skilled professional figures for the management of these robots.»

Thanks to this partnership, VitiBot strengthens its position as a pioneer in vineyard robotics and reaffirms its commitment to innovation and quality. VitiBot, Marchesi Antinori, and all the shareholders of the company are determined to shape the future of the wine industry by combining tradition with cutting-edge technology.

Thus, Marchesi Antinori joins SDF Group, the majority shareholder of VitiBot, Cédric Bache founder and CEO, and the historical investors such as the Champagne Houses Roederer, Martell Mumm Perrier-Jouët, Laurent-Perrier, Piper-Heidsieck, and Charles Heidsieck, who continue their commitment as shareholders and members of the Strategic Committee.



VitiBot: Technology Serving Ever More Sustainable Viticulture and Agriculture.

Press Contact:

SAS VitiBot – Michael FONTANIN

Directeur Marketing et Communication

michael.fontanin@vitibot.fr - Tel. (+33) 3.26.48.69.62 -

www.vitibot.com

Ressource Presse : cloud.vitibot.fr

ABOUT VITIBOT:

Founded in 2016 by Cédric Bache, VitiBot quickly became a reference as a manufacturer of electric and autonomous vineyard straddlers.

With 80 employees and 170 Bakus robots in operation in France and internationally in 2024, VitiBot is part of **SDF Group** and has established itself as a key player in vineyard robotics.

Press Contact:

Marchesi Antinori - Duccio LEONI

Communications Manager

Marchesi Antinori

comunicazione@antinori.it – Tel. (+39) 334 307 1002

(Mobile)

www.antinori.it

ABOUT MARCHESI ANTINORI:

The Antinori Family has been making wine for over 635 years. Throughout its long history, spanning 26 generations, the family has always personally managed the business making innovative, sometimes courageous choices, always with unwavering respect for tradition and the land.

Today, Albiera Antinori is the president of Marchesi Antinori with the continuous close support of her two sisters, Allegra and Alessia, all actively involved in first person in the business. Their father, Marchese Piero Antinori, is the current Honorary President of the company.

Marchesi Antinori is the combination of different estates, mainly in Tuscany and Umbria, located in wine-growing areas that are particularly suited to the production of high-quality wines in a perfect balance between tradition and innovation.

For more information visit www.antinori.it