

Press Release – Purcari Wineries

18 March 2026

SERVE Winery joins the Purcari Wineries Group

Purcari Wineries announces the signing of the contractual documentation for the acquisition of SERVE Ceptura SRL. The transaction will be completed after obtaining all required corporate and regulatory approvals, including clearance from the Commission for the Examination of Foreign Direct Investments (CEISD) in Romania.

SERVE Ceptura is a well-recognized producer on the national market, with an annual production output of approximately 0.5 million bottles, a portfolio of established brands distinguished by a unique standard of style, quality, elegance and authenticity (Vinul Cavalerului, Terra Romana, Cuvée), and a relevant presence on the international wine market.

Through the acquisition of SERVE Ceptura, the Purcari Wineries Group will increase its vineyard area by approximately 60 hectares and add complementary production capacity. The location of the SERVE winery is in close proximity to Crama Ceptura, only 1.5 km away, which further strengthens Purcari's platform in the Dealu Mare wine region, leveraging the operational and strategic synergies identified between the two companies.

Victor Bostan, Founder and CEO Purcari Wineries

We are at the beginning of a new chapter in which we aim to carry forward the tradition and strong roots of the prestigious Dealu Mare wine region and further strengthen Purcari's presence in this area.

We respect the legacy built by Guy de POIX at SERVE Ceptura and appreciate how it has been continued by his family, preserving the uniqueness of authentic Romanian wine brands that express terroir and heritage. As we are equally committed to authenticity and terroir, we aim to integrate, support, and further develop the SERVE brands, which tell a genuine story – about origins, passions for authenticity, and excellence.

At the same time, building on the international reach of the Purcari Wineries Group, we aim to further strengthen Romania's presence on global wine markets.

Mihaela de POIX, Co-founder of SERVE Ceptura

The decision to take this step was not an easy one. It is an important step – one that comes with emotion, nostalgia, but also with great responsibility. We made this decision because we are convinced that our brands and the legacy we carry will have an even stronger future within a group with international presence, resources, opportunities and a global vision.

I believe that true continuity means knowing when to allow a dream to grow beyond yourself, so for us this decision represents a statement of trust.

SERVE is more than a business – it is part of our family identity, our history, and the dream that began in 1993 together with Guy (Count Guy TYREL de POIX). Driven by passion for

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people and wine, we built a company that promoted and strengthened confidence in Romania's extraordinary viticultural potential.

I remain deeply grateful to our team, our partners, the local community, and all those who love SERVE wines.

About SERVE Ceptura SRL

Founded in 1994 by Count Guy TYREL de POIX and Mihaela TYREL de POIX, SERVE Ceptura SRL is the first private winery established in Romania after 1989 and a well-recognized wine producer. The winery is located in the commune of Ceptura, in the Dealu Mare region, Romania's most renowned wine-growing area.

SERVE Ceptura manages approximately 60 hectares of vineyards and produces around 0.5 million bottles annually, supported by fully integrated winemaking facilities with a storage capacity of approximately 1 million liters.

Over more than three decades of activity, SERVE has received numerous international recognitions. In the last 10 years alone, SERVE wines have been awarded over 250 international prizes. SERVE has developed a portfolio of well-established brands, including Vinul Cavalerului and Terra Romana, as well as super-premium labels such as the "Cuvée" range (Charlotte, Amaury, Guy). SERVE has also developed a relevant export presence through the Chevalier de Dyonis brand in Canada (SAQ).

About Purcari Wineries

Purcari Wineries Public Company Limited (with brands: Purcari, Crama Ceptura, Bostavan, Bardar, Domeniile Cuza and Angel's Estate) is one of the largest wine and brandy groups in Central and Eastern Europe. The Group manages approximately 2,000 hectares of vineyards and operates seven production platforms in Romania, Moldova and Bulgaria. Purcari Wineries is the leader of the premium wine segment in Romania and the largest wine exporter from the Republic of Moldova, delivering wines to over 40 countries. Founded in 1827, Chateau Purcari has been the most awarded winery in the CEE region at Decanter London between 2015 and 2024 and is among the highest-rated wineries on Vivino, with an average rating of 4.1 out of 5 based on more than 113,000 reviews. Since February 2018, the Group has been listed on the Bucharest Stock Exchange under the ticker WINE. Purcari Wineries was founded by Victor Bostan, a professional with over 30 years of experience in the wine industry, and is currently majority-owned by Maspex Romania S.R.L., part of the Maspex Group, one of the 100 largest companies in Central and Eastern Europe and the leader of the beverage industry in Poland, with over 35 years of history, more than 70 brands, operations in over 80 countries and more than 10,000 employees.

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