



International appointments at Pernod Ricard

Press release - Paris, April 7th, 2009

PERNOD RICARD announces five new appointments, effective from 1st of July 2009:

- ◆ **Philippe Dréano**, currently Chairman & Chief Executive Officer of Pernod Ricard Asia is appointed **Chairman & Chief Executive Officer of Pernod Ricard Americas**.

In this position Philippe will cover all the Americas. Philippe will report to Michel Bord, Pernod Ricard Deputy Managing Director, Distribution Network, and will be based in New York.

- ◆ **Pierre Coppéré**, currently Chairman & Chief Executive Officer of Pernod, is appointed as **Chairman & Chief Executive Officer of Pernod Ricard Asia**, replacing Philippe Dréano. Pierre Coppéré will cover all the Pernod Ricard Asian affiliates.

Pierre Coppéré will report to Michel Bord, Pernod Ricard Deputy Managing Director, Distribution Network, and will be based in Hong Kong.

- ◆ **César Giron**, currently Chairman & Chief Executive Officer of Wyborowa, will replace Pierre Coppéré as **Chairman & Chief Executive Officer of Pernod**.

César Giron will report to Michel Bord, Pernod Ricard Deputy Managing Director, Distribution Network.

César Giron's replacement will be announced at a later date.

- ◆ **Philippe Guettat**, currently Managing Director of Pernod Ricard China is appointed **Chairman & Chief Executive Officer of The Absolut Company**.

Philippe Guettat will be a member of the Pernod Ricard Executive Committee and will report to Thierry Billot, Pernod Ricard Deputy Managing Director in charge of Brands. He will be based in Stockholm.

- ◆ **Con Constandis**, currently Chairman & Chief Executive Officer of Corby Distilleries (Canada), is appointed as **Managing Director of Pernod Ricard China**, replacing Philippe Guettat.

Con Constandis will be a member of the Pernod Ricard Asia Management Team and will report to Pierre Coppéré, Chairman & Ceo of Pernod Ricard Asia.

Con Constandis' replacement will be announced at a later date.



Philippe Dréano, 51, is a graduate from ESSEC Business School in France. After starting his career at Unilever Group in Sales and Marketing for six years, he joined Pernod Ricard Group in May 1989 at SEGM (today Pernod Ricard Europe) as Marketing Manager. In 1991, he was appointed Area Export Director at Pernod International before becoming at the beginning of 1994 Managing Director of Perithai (today Pernod Ricard Thailand). In 1996, he moved to Japan as Chairman & CEO of Pernod Ricard Japan and in March 2000 was appointed Chairman & Chief Executive Officer of Pernod Ricard Asia, position he is currently holding.



Pierre Coppéré, 55, is a graduate from ESCP Business School in France. He joined the Group in 1979 at SEGM as Area Export Manager. He then became Sales Director in Germany before coming back to SEGM as Marketing Manager. In 1991, he was appointed Commercial Director at Renault Bisquit company and in 1996 took up the position of Managing Director of Pernod Ricard South East Asia and of Perithai. In 1997, he moved back to Europe as Managing Director of Pernod Ricard Austria and PRECO (South Central Europe). He then became in 1998, Managing Director of Pernod Ricard Netherlands. Since 2002, he is Chairman & Chief Executive Officer of Pernod.



César Giron, 47, is a graduate from EM Lyon Business School in France. He joined the Group in 1987 at Pernod, as Sales Representative before coming to SEGM in the Plan Budget team. In 1991, he is appointed Managing Director of Galibert & Varon (affiliate of Pernod Ricard in the rum business) and in 1993, becomes Commercial Director of PRACSA, (the Group Spanish affiliate) before moving to Singapore as Managing Director of Perising. In 1995, he comes back to Europe at Renault Bisquit as Commercial Director Bisquit and, in 1999, becomes Managing Director of Perisem (today Pernod Ricard Swiss). Since 2003, he is Chairman & Chief Executive Officer of Wyborowa.



Philippe Guettat, 45, is a graduate from HEC Business School in France. After starting his career in Steelcase Strafor, Italy, in Marketing he moved to Sodima International in Paris (Yoplait), for 3 years and then joined the Pernod Ricard Group in September 1991 at Renault Bisquit as Export Sales Manager. In October 1992, he was appointed Marketing Manager at Prasia Distribution, Singapore (now Pernod Ricard Singapore). He was then promoted to Regional Marketing Director of Pernod Ricard Far East in January 1994. In November, he was appointed Sales & Marketing Director of Casella Far East Ltd. Hong Kong (now Pernod Ricard Hong Kong) before being promoted to the position of Managing Director in March 1997. In April 1999, Philippe became Marketing & International Director of Pernod SA in France and in September 2002, he was appointed to his current position as Managing Director of Pernod Ricard China



Con Constandis, 51, is a Bachelor of Commerce from Concordia University (Montreal) and holds a Diploma in Public Accountancy from McGill University (Montreal). He joined The Seagram Spirits & Wine Group in 1983 where he held various Finance and Marketing analyst positions and management positions in North America. He was appointed Chief Financial Officer of Chivas Brothers Limited UK in 1998 and in 1999 Chief Financial Officer of Seagram Europe & Africa. He then worked for Allied Domecq Spirits North America successively as Senior Vice President Finance & Operations, Senior Vice President Finance & Commercial Director in 2004 and Chief Operating Officer in 2005. On 1st February 2007, Con joined Pernod Ricard, being appointed President and Chief Executive Officer of Corby Distilleries Limited (Canada) by the Board of Directors, position he is currently holding.



About Pernod Ricard

Created by the merger of Pernod and Ricard (1975), the Group has undergone sustained development, based on both organic growth and acquisitions. The purchase of part of Seagram (2001), the acquisitions of Allied Domecq (2005) and recently of Vin & Sprit (2008) have made Pernod Ricard the world's co-leader in wines and spirits with sales of € 6,589 million in 2007/08.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector: ABSOLUT Premium Vodka, Ricard pastis, Ballantine's, Chivas Regal and The Glenlivet Scotch whiskies, Jameson Irish Whiskey, Martell cognac, Havana Club rum, Beefeater gin, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek and Montana wines.

The Group favours a decentralised organisation, with 7 Brand Owners and 70 Distribution Companies established in each key market, and employs a workforce of more than 19,300 people.

Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption.

Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.

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