# 9 months' sales 2008/09
# Confirmed guidance of double digit growth[(1)] in Group share of net profit from recurring operations, which should exceed € 1 billion for the first time in 2008/09 fiscal year
# Launch of the € 1 billion capital increase by way of a rights issue

- **9 months' sales 2008/09 : € 5,557 million (+9%)**
- **Confirmed guidance of double digit growth[(1)] in Group share of net profit from recurring operations**
- **€ 1 billion rights issue terms set by the Group Board of Directors**

**Press release - Paris, 15 April 2009**
The Pernod Ricard Group Board of Directors' meeting of 14 April 2009, chaired by Patrick Ricard, has reviewed and set:

- ✓ The activity of the Group over the first nine months 2008/09 fiscal year
- ✓ The objectives for the 2008/09 fiscal year
- ✓ The terms of the € 1bn rights issue initially announced on April 8th

Pernod Ricard **consolidated net sales** (excluding tax and duties) for the first **nine months** of 2008/09 fiscal year (1 July 2008 to 31 March 2009) **increased by +9% to** € **5,557 million.**

**Organic net sales growth was +0.3%** in a more challenging environment driven downwards principally by, on the one hand, a slowdown in Eastern Europe, in Duty Free markets and in the on-trade in most mature markets and, on the other hand, a significant de-stocking from wholesalers and distributors. The change in Group structure (+12%) is related to the integration of Vin & Sprit which started 23 July 2008. The negative foreign exchange impact (-3%) is mainly due to the depreciation of the pound sterling, Korean won, Australian dollar and Indian rupee against the euro, and is partially compensated by the appreciation of the American dollar and the Chinese yuan.

Spirits and Wines activities achieved organic growth of +0.7% and -1.3% respectively.

The **top 14 strategic brands** (excluding Absolut) grew organically by **+0.4% in value** and **-4% in volume** due to a favourable mix/price effect. The best performing brands in value[(2)] were: Martell (+13%), Jameson (+11%), The Glenlivet (+7%), Havana Club (+6%) and Mumm (+4%).

Absolut made strong progress on each key market outside the United States with the following trends measured by latest Nielsen panels covering the period from the beginning of our fiscal year to date : Spain +6%, UK Off-trade +20%, Australia +8%, Brazil +16%, France +10%, Germany +41%, Italy +6%, Mexico +15%… In the US, the brand declined by -4%, according to Nielsen panels, though on a high comparison basis.

In the **3rd quarter 2008/09**, consolidated net sales were slightly down 2% to € 1,345 million, with -12% organic growth, negative foreign exchange impact of -0.7% and group structure effect of +10%. Organic growth for the quarter was adversely impacted by our clients' willingness to decrease their inventories due to credit tightening but also by Pernod Ricard's greater focus on receivable risk management.

The relative weight of each region, **Asia/RoW, Americas, Europe and France** is similar to that reported twelve months ago apart from a slight increase of the Americas which benefited from a positive change in Group structure given the integration of Vin & Sprit's portfolio in the US as well as the appreciation of the American dollar against euro over the first nine months of the 2008/09 fiscal year.

## Conclusion and outlook

For fiscal year 2008/09, **Pernod Ricard now aims for organic growth[(3)] in profit from recurring operations of between +3% and +5%** (versus between +5% and +8% previously announced), thus reflecting a higher than initially anticipated level of de-stocking. The Group confirms its target of an average cost of borrowing below 5%.

The confirmation of a significant organic growth in profit from recurring operations, the low cost of debt and the successful integration of Vin & Sprit with accelerated implementation of synergies allow the Group to confirm its **guidance of double-digit growth in Group share of net profit from recurring operations, which for the first time should exceed € 1 billion over the full 2008/09 fiscal year[(1)].**

The Group's target to achieve free cash flow form recurring operations of close to € 1 billion over the full 2008/09 fiscal year is also reiterated.

Commenting these figures, Pierre Pringuet, Chief Executive Officer, declared: **"***In this difficult environment* ***we aim for a record Group share of net profit from recurring operations for the fiscal year 2008/09,*** *which illustrates the Group's strength and its resilient business model"*

## € 1 billion rights issue

Yesterday, the Group Board of Directors of Pernod Ricard set the terms for the € 1 billion rights issue, which the Group announced on April 8th.

Terms and timetable are as follows:

- ✓ Gross proceeds: approximately € 1.04 billion
- ✓ Subscription ratio: 3 new shares for 17 existing shares ⇨ will create 38.8 million new shares
- ✓ Subscription price: € 26.70
- ✓ New shares entitled to the 2008/09 dividend
- ✓ Subscription period: April 16 – April 29 ⇨ shares to trade ex-right as of April 16
- ✓ Settlement / listing of the new shares: May 14

**Pierre Pringuet, Chief Executive Officer, and Emmanuel Babeau, Deputy Managing Director in charge of Finance, will answer your questions on a conference call today between 09:00 and 10:30 am**

**Dial-in: + 33 (0)1 72 00 09 86**
**Following the conference in the UK: + 44 (0)203 147 47 44**
**Following the conference in the US: + 1 866 907 59 28**

(1) *At foreign exchange and interest rates of 30 March 2009*
(2) *Organic growth*
(3) *On Pernod Ricard's original Group structure*

***About Pernod Ricard***
*Created by the merger of Pernod and Ricard in 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 of Vin & Sprit (2008) have made the Group 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. Pernod Ricard 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. The Group is strongly committed to a sustainable development policy and encourages responsible consumption of its products. Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.*

This press release contains forward-looking statements and do not necessarily reflect future performance of Pernod Ricard, which may materially differ. These statements are by their nature subject to risks and uncertainties.

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***Next corporate event :*** Review of full fiscal year end 2008/09, Friday 17th July 2009

*Please find the slideshow presentation for the 3rd quarter 2008/09 on www.pernod-ricard.com*


*Contact Pernod Ricard*

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|---|---|
| Francisco de la VEGA / Communication VP | T : +33 (0)1 41 00 40 96 |
| Denis FIEVET / Financial Communication – Investor Relations VP | T : +33 (0)1 41 00 41 71 |
| Florence TARON / Press Relations Manager | T : +33 (0)1 41 00 40 88 |

## 9 MONTH SALES 2008/09: STRATEGIC BRAND GROWTH

| March YTD 2008/09 | Volume growth | Net Sales organic growth |
|---|---|---|
| Chivas Regal | -4% | -1% |
| Ballantine's | -4% | -4% |
| Ricard | -6% | -5% |
| Martell | -9% | 13% |
| Malibu | -9% | -7% |
| Kahlua | -13% | -12% |
| Jameson | 4% | 11% |
| Beefeater | -4% | -1% |
| Havana Club | 7% | 6% |
| The Glenlivet | 3% | 7% |
| Jacob's Creek | -4% | -2% |
| Mumm | -3% | 4% |
| Perrier Jouet | -14% | -11% |
| Montana | -2% | -2% |
| **14 Strategic Brands** | **-4%** | **0%** |

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# 9 MONTH AND Q3 SALES 2008/09 : BREAKDOWN BY REGION

| € million | March YTD 2007/08 | | March YTD 2008/09 | | *Variation* | | Organic Growth | | *Group Structure* | | *Forex impact* | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Wines & Spirits France | 524 | *10%* | 533 | *10%* | 9 | *2%* | 4 | *1%* | 5 | *1%* | (0) | *0%* |
| Wines & Spirits Europe excl. France | 1,695 | *33%* | 1,908 | *34%* | 213 | *13%* | (38) | *-2%* | 319 | *19%* | (68) | *-4%* |
| Wines & Spirits Americas | 1,280 | *25%* | 1,528 | *27%* | 248 | *19%* | 2 | *0%* | 240 | *19%* | 6 | *0%* |
| Wines & Spirits Asia / Rest of the World | 1,593 | *31%* | 1,588 | *29%* | (4) | *0%* | 47 | *3%* | 33 | *2%* | (85) | *-5%* |
| **Wines & Spirits World** | **5,091** | ***100%*** | **5,557** | ***100%*** | **466** | ***9%*** | **15** | ***0%*** | **598** | ***12%*** | **(147)** | ***-3%*** |

| € million | Q3 2007/08 | | Q3 2008/09 | | *Variation* | | Organic Growth | | *Group Structure* | | *Forex impact* | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Wines & Spirits France | 127 | *9%* | 129 | *10%* | 1 | *1%* | (1) | *0%* | 2 | *2%* | (0) | *0%* |
| Wines & Spirits Europe excl. France | 433 | *31%* | 411 | *31%* | (22) | *-5%* | (70) | *-17%* | 77 | *18%* | (30) | *-7%* |
| Wines & Spirits Americas | 310 | *22%* | 347 | *26%* | 37 | *12%* | (34) | *-12%* | 44 | *14%* | 27 | *9%* |
| Wines & Spirits Asia / Rest of the World | 508 | *37%* | 458 | *34%* | (49) | *-10%* | (53) | *-11%* | 11 | *2%* | (7) | *-1%* |
| **Wines & Spirits World** | **1,378** | ***100%*** | **1,345** | ***100%*** | **(33)** | ***-2%*** | **(157)** | ***-12%*** | **134** | ***10%*** | **(10)** | ***-1%*** |

## 9 MONTH SALES 2008/09 : FOREX IMPACT

| | | Forex impact March YTD (€ million) | % of total forex impact |
|---|---|---|---|
| US Dollar | USD | 36.6 | -24.9% |
| British Pound | GBP | (61.7) | 42.0% |
| Korean Won | KRW | (50.1) | 34.1% |
| Indian Roupie | INR | (23.4) | 16.0% |
| Australian Dollar | AUD | (24.1) | 16.4% |
| New Zealand Dollar | NZD | (17.9) | 12.2% |
| Canadian Dollar | CAD | (13.3) | 9.0% |
| Thai Bath | THB | (6.8) | 4.7% |
| South African Rand | ZAR | (8.6) | 5.9% |
| Mexican Peso | MXN | (10.4) | 7.1% |
| Brasilian Real | BRL | (7.9) | 5.4% |
| Russian Rouble | RUB | (11.5) | 7.8% |
| Venezuelian Bolivar | VEB | 5.7 | -3.9% |
| Polish Zloty | PLN | (2.5) | 1.7% |
| Chinese Yuan | CNY | 42.8 | -29.1% |
| Other | | 6.4 | |
| **Total** | | **(146.8)** | **100%** |

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## 9 MONTH SALES 2008/09: CHANGE IN GROUP STRUCTURE

| March YTD 2008/2009 | € million |
|---|---|
| V&S acquisition | 695.8 |
| Other | (97.9) |
| **Total Group Structure** | **597.8** |