

Trading Update

Trading update on the 2008/09 financial year (ended 30 June 2009)

Since Pernod Ricard now reports its annual sales at the same time as its overall results for the period (on 3 September this year), a trading update will from now on be provided in the days following the year-end.

Press Release - Paris, 17 July 2009

The Group's performance over the whole 2008/09 financial year, characterised by a difficult economic environment, proved highly satisfactory.

Annual sales should grow by about 9%, with organic growth close to flat, a negative foreign exchange effect of around 2% and a strong positive Group structure effect due to the integration of Vin & Sprit.

Following a strong increase over the first half-year, Pernod Ricard's sales growth slowed down over the second half: this was due to the overall decline in consumption, as well as to destocking by wholesalers and distributors, which primarily occurred over the third quarter.

The fourth quarter sales trend improved, in line with our expectations, with negative organic growth* of about 3%. The major emerging markets (China, India) continued to grow strongly. The performance of other markets remained contrasting, with countries such as France, Australia, Sweden and Canada reporting growth and others such as Ireland, Italy, South Korea, and Japan continuing to experience difficult situations.

The announced results guidance for the 2008/09 financial year is confirmed:

- ✓ organic growth* in profit from recurring operations at the lower end of our guidance range of 3% to 5%, resulting from steady sales, combined with strictly controlled advertising and promotional expenditure and structure costs,
- ✓ growth in net profit from recurring operations - Group share slightly in excess of 10%, due to the significant contribution of Absolut and to an average cost of debt maintained below 5%.

Final and detailed 2008/09 financial year sales and results on Thursday, 3 September 2009

* on a like-for-like basis



Pernod Ricard

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 consolidated 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's 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.

Contacts Pernod Ricard

Francisco de la VEGA / Communication VP

Florence TARON / Press Relations Manager

Denis FIEVET / Financial Communication - Investor Relations VP

Tel: +33 (0)1 41 00 40 96

Tel: +33 (0)1 41 00 40 88

Tel: +33 (0)1 41 00 41 71