



Appointments

Press release - Paris, July 7th, 2011

In line with its policy of internal promotion and international mobility, Pernod Ricard announces the following appointments, taking effect on September 1st, 2011 :

Alexandre RICARD, currently Chairman & CEO of Irish Distillers, will be joining the Group General Management team under the responsibility of Pierre Pringuet, as **Managing Director, Distribution Network**. In this role, he will be in charge of the management of the distribution networks of the Group. The following affiliates will report to Alexandre Ricard: Pernod Ricard Americas, Pernod Ricard Asia, Pernod Ricard Europe, Ricard and Pernod and the Pernod Ricard Commercial Development Department. Alexandre Ricard will be a member of the Pernod Ricard Executive Board, based in Paris.

Anna MALMHAKE, currently Marketing Director of The ABSOLUT Company (TAC) will succeed him as **Chairman & CEO of Irish Distillers**. She will report to Thierry Billot, Managing Director, Brands. Anna Malmhake will be a member of the Pernod Ricard Executive Board.

Noël ADRIAN, previously Managing Director of Pernod Ricard Italia, has been appointed **Deputy Managing Director, Pernod Ricard Europe (*)**. He reports to Laurent Lacassagne, Chairman & CEO of Pernod Ricard Europe.

Michel MAURAN, currently Managing Director of Pernod Ricard Nordic, is appointed as **Managing Director of Pernod Ricard Italia**. He will be replaced (**) by **Fabrice AUDAN**, currently Managing Director of Pernod Ricard Japan.

Christophe LEMARIE, currently Managing Director of Pernod Ricard Travel Retail Americas, is appointed **Managing Director of Pernod Ricard Hellas**. His previous role will be filled by **Franck LAPEYRE**, currently Managing Director of Pernod Ricard Korea.

Jean-Manuel SPRIET, currently Managing Director of Pernod Ricard UK, is appointed **Managing Director of Pernod Ricard Korea**. He will be replaced by **David de MARDT**, currently Managing Director of Pernod Ricard South Africa. **Conor Mc QU Aid**, currently International Commercial Director of Irish Distillers, is appointed **Managing Director of Pernod Ricard South Africa (***)**.

Laurent PILLET, currently Managing Director of Pernod Ricard Andes, is appointed **Managing Director of Pernod Ricard Sub-Saharan Africa**. He will be replaced by **Benjamin HALB**, currently Finance Director of Pernod Ricard Hellas and of the Greece-Turkey cluster.

In addition, the Group announces the creation of the position of Managing Director of the Business Innovation Group (BIG). This role will be filled by **Alain DUFOSSE**, currently Managing Director of Pernod Ricard Deutschland and the Germany-Austria cluster. He will be replaced by **David HAWORTH**, currently Managing Director of Pernod Ricard Hellas and of the Greece-Turkey cluster.

(*) with effect of July 1st 2011 / (**) with effect of October 1st 2011 / (***) with effect of August 1st 2011



Biographies



Alexandre Ricard, 39, graduated from the ESCP Business School and the Wharton University of Pennsylvania (MA in International Studies and MBA in Finance Entrepreneurship). He joined the Group in 2003 as Audit & Business Development Manager of Pernod Ricard Holding Finance Direction and was appointed Finance and Administration Director of Irish Distillers, at the end of 2004. Between September 2006 and July 2008 he held the position of Managing Director - Pernod Ricard Asia Duty Free before being appointed to the position of Chairman & CEO of Irish Distillers Pernod Ricard, his current position.



Anna Malmhake is Bachelor in Social Science Business and Law from the University of Stockholm. She started her career in 1991 at Procter & Gamble in Sweden and then joined The Coca Cola Company in Stockholm at the end of 1996 where she held various Marketing positions, before working as from 2001 for Motorola successively in Sweden, in London and in Chicago. Back to Sweden at the end of 2003, she became Managing Director of Temo AB, consulting firm, and then took up the position of Marketing Director of the Coca Cola Swedish Bottler before joining TAC. She joined the Absolut Company in 2007, as Global Brand Director Absolut and, since September 2009, she is Marketing Director of the Absolut Company.



Noël Adrian, 52, holds an economic sciences degree and a master from the Centre d'Etudes du Commerce Extérieur (EUROMED). He joined Pernod Ricard in 1989 as Export Director of Cusenier then Cusenier & Crus et Domaines de France. He became Managing Director of Havana Club International in 1994 at the creation of the joint venture, based in Cuba. He then moved to Greece in 2001 as Managing Director of Pernod Ricard Hellas. In 2005, he was appointed Managing Director of Pernod Ricard Italia. Since 2009 he has been Managing Director of the cluster Pernod Ricard Italy-Switzerland.



Michel Mauran, 49, graduated from the Institut d'Etudes Politiques in Lyon and holds a MBA from ISG Paris. In 1995, he joined Pernod Ricard as Managing Director of the Taiwanese subsidiary and then Pernod Ricard's joint venture in China. In 2005, he became Chief Executive Officer of the Nordic markets and Pernod Ricard Denmark. Since the V&S acquisition in 2008, Michel has been Managing Director of the new perimeter of Pernod Ricard Nordic.



Fabrice Audan, 49, holds a Master in Management and in Corporate Finance of Dauphine University (Paris) and INSEAD (AMP). He joined Pernod Ricard Holding in 1990 as Internal Auditor after 3 years at Arthur Andersen. He held successively the positions of Deputy Finance Director of Pernod from 1993 to 1994, Finance & Administration Director of Pernod Ricard Far East from 1994 to 1996, of Orlando Wyndham from 1996 to 2000, and of Pernod Ricard Europe from 2000 to 2003. Since January 2003, Fabrice is Managing Director of Pernod Ricard Japan.



Christophe Lemarié, 45, ESCP Business School, joined Pernod Ricard in November 1989 as Finance Controller at Orangina International. He then worked in Japan for five years as Finance Director. In 2000, he was appointed Development Director for Pernod Ricard Americas, and in February 2002, VP Ready To Drink, for Pernod Ricard USA. In 2004, he is appointed VP Export & Travel Retail for Pernod Ricard USA and since 2005 take the responsibility of the Duty Free all across the Region, successively as Managing Director of Pernod Ricard North America Travel Retail, then Managing Director of Pernod Ricard Travel Retail Americas, his current position.



Franck Lapeyre, 43, ESCP Business School, joined the Group in April 1991. After having held various positions in Marketing and Export in Cusenier and in Pernod, he was appointed Marketing Director of Pernod Ricard Korea Distribution in February 1997. He became Development Director of Pernod Ricard Asia in March 2000 and then Commercial Director of Pernod Ricard Indo-Philippines in July 2002. He was appointed Managing Director of Pernod Ricard Singapore in February 2004, before he moved to Korea in July 2008 to assume the position of Managing Director of Jinro Ballantines, nowadays Pernod Ricard Korea.



Jean-Manuel Spriet, 49, HEC business School, has started working with the Group in September 1990 as an Internal Auditor. He then joined Orlando Wyndham in July 1993 as Finance Director. In September 1996, he was appointed Finance Director of Orangina before coming back to Pernod Ricard Holding in July 1998 as Deputy Finance Director in charge of Planning/Budgeting and IT. In January 2003 he is appointed Managing Director of Jan Becher. Since July 2005, Jean-Manuel has been Managing Director of Pernod Ricard UK.



David de Mardt, 48, holds a diploma in marketing from IMM Graduate School of Marketing (IMM GSM). He started his career with Young and Rubicam Advertising Agency as an Account Executive. In 1987 he was appointed Group Marketing Manager at SFW before he founded Whiskeys of the World in March 1992 which imported and distributed Group brands in South Africa. He established Pernod Ricard South Africa in September 1994 and has been holding the position of Managing Director since then.



Conor Mc Quaid, 41, holds a degree in International Marketing & Languages from Dublin City University and Universidad De Sevilla in Spain. He began his career with Golden Vale Group plc before joining Irish Distillers Ltd in 1998 as a Regional Manager for Southern Europe. He subsequently became Regional Director for Europe in 2000 before joining the IDL Executive Committee as International Commercial Director in July 2005.



Laurent Pillet, 46, graduated from French Business School ESC Bretagne, started his career in the Group in 1991 as a Product Manager at Cusenier before joining Pernod in 1993 to the position of Brand Manager Whiskies and White Spirits. In 1996 he joined Havana Club International in Cuba as a Marketing Director before moving to Pernod Ricard Americas in 1999 as a Regional Development Manager based in Mexico. Since 2002 Laurent successfully created and developed Pernod Ricard Andes as a Managing Director covering Chile, Peru, Bolivia and Ecuador.



Benjamin Halb, 36, HEC, is graduated from the French business school HEC. He started his career in 1998 as an Auditor at Arthur Andersen, before joining the Group in September 2002 as Audit and Business Development Manager. In February 2006, he is appointed Administrative and Finance Director of Pernod Ricard South Africa. Since November 2008, he has been Finance Director of Pernod Ricard Hellas and of the Greece-Turkey cluster.



Alain Dufossé, 51, has a diploma from the Edhec Business School. He enters the Group in 1989 as a Marketing Manager at Cusenier company and becomes its Marketing Director in January 1991. He is then appointed Regional VHD Director at Pernod in 1994 before taking up the position of Managing Director of Galibert & Varon in 1996. In 1999, he goes in Asia to become CEO of Perising, today Pernod Ricard Singapore, before being appointed Managing Director of Pernod Ricard Asia Duty Free in 2002. Since September 2006, Alain has been Managing Director of Pernod Ricard Deutschland, then of Pernod Ricard Deutschland and the Germany-Austria cluster.



Pernod Ricard

Créateurs de convivialité



David Haworth, 49, graduated from University College Dublin with a Bachelor of Agricultural Science in 1986. He joined the Group and Irish Distillers in 1989 as International Area Sales Manager. He was appointed Commercial Manager for continental Europe in 1993, Regional Sales Director in 1997 and Commercial Director for Europe in 1998. In 1999 he was promoted to Managing Director of Dillon Bass Ltd, before rejoining Irish Distillers in 2002 as Commercial Director Ireland. In July 2005 he is appointed Managing Director of Jan Becher in the Czech Republic and Slovakia. Since October 2008 David has been Managing Director of Pernod Ricard Hellas and of the Greece-Turkey cluster.

About Pernod Ricard

Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 7,081 million in 2009/10. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin & Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the sector: ABSOLUT Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute 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, Brancott Estate, Campo Viejo and Graffigna wines. Pernod Ricard employs a workforce of nearly 18,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 70 "Distribution Companies" established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurship spirit, mutual trust and a strong sense of ethics. Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index. For further information, please visit our website: www.pernod-ricard.com

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