



Press release - Paris, 13 July 2012

Pernod Ricard sells certain aquavit and bitter brands and assets for € 103 million

Pernod Ricard announces today the signing of an agreement with Arcus-Gruppen for the sale of the Danish aquavit brands Aalborg and Brøndums, the German brand Malteserkreuz Aquavit and the Danish bitter brand Gammel Dansk.

The transaction also includes the sale of the Aalborg production plant in Denmark.

The disposal is in line with the Group's strategy to focus on its priority brands.

The closing of the transaction is subject to approval by the relevant competition authorities and is expected to be completed by the third quarter of the financial year 2012/13.

Pernod Ricard was advised in this transaction by BNP Paribas, Horten and Gide Loyrette Nouel.

About Arcus-Gruppen

Arcus-Gruppen AS is a leading player in the production, sale and distribution of wine and spirits in the Nordic region. The company is present in all Nordic countries. The principal owner is the Swedish investment company Ratos AB. Arcus-Gruppen AS conducts operations in three business areas: Spirits, Wine and Distribution. Over and above the parent company – Arcus-Gruppen AS – the main companies in Arcus-Gruppen are the subsidiaries Arcus AS, Arcus Wine Brands AS, Symposium Wines AS, Excellars AS, Vinordia AS, Vectura AS and Vingruppen i Norden AB. The Arcus-Gruppen headquarters are located in Gjelleråsen, Norway, where the company has new offices and production facilities. Arcus-Gruppen employs 470 people and generates an annual turnover of approximately NOK 2 billion.

About Pernod Ricard

Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 7,643 million in 2010/11. 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 (formerly Montana), 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 "Market 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: entrepreneurial 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.

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