

Appointments

Press release - Paris, 30 August 2012

Meeting on 29 August 2012, the Pernod Ricard Board of Directors first paid tribute to Patrick Ricard, who passed away suddenly on 17 August 2012. Throughout his 34 years as head of Pernod Ricard, this visionary entrepreneur was able to capitalise on the legacy of his father, Paul Ricard, to transform the Group into a world leader. *"You never achieve success on your own, success is always a team effort"*, he was fond of saying.

The following decisions were made unanimously by the Board of Directors:

- Danièle Ricard is appointed Chairman of the Board of Directors;
- Pierre Pringuet is appointed Vice-Chairman of the Board and will continue to act as Chief Executive Officer;
- Alexandre Ricard is appointed Deputy Chief Executive Officer and Chief Operating Officer on Pierre Pringuet's proposal. He was also co-opted as a Director to replace Patrick Ricard.

Paul Ricard SA informed the Board of Directors that its permanent representative is now Paul-Charles Ricard, replacing Alexandre Ricard.

These appointments reflect the Board of Directors' intention to see Alexandre Ricard succeed Danièle Ricard and Pierre Pringuet in their duties as Chairman and Chief Executive Officer at the end of January 2015, at which time Pierre Pringuet will have reached the statutory age limit for a Chief Executive Officer.

On this occasion, Danièle Ricard commented: *"As Chairman of the Board of Directors, I would like to reiterate the Ricard family's commitment to pursue the Group's strategy and development. Pierre Pringuet and his management team have our full support."*

Pierre Pringuet stated: *"I would like to thank Danièle Ricard, her family and the Board of Directors for their confidence. I am delighted to have Alexandre Ricard at my side: we will continue, as we always have, to work in close collaboration."*

Alexandre Ricard added: *"I would like to thank Pierre Pringuet and the Board of Directors. I have worked closely with Pierre Pringuet for many years and we share the same vision for the Group."*

Biographies

Danièle Ricard

Member of the Management team and Director of Ricard SA between 1967 and 1975, Danièle Ricard has held a seat on the Board of Directors of Ricard SA, now Pernod Ricard, since 1969. Danièle Ricard is a member of the Strategic Committee and has supported every transformational acquisition carried out by the Group over the last decade. She was Chairman and Chief Executive Officer of Société Paul Ricard SA until 2004 and became Chairman of the Company's Management Board in 2005.



Alexandre Ricard

Alexandre Ricard, ESCP Business School, Wharton School of Business (MBA majoring in Finance and Entrepreneurship) and University of Pennsylvania (MA in International Studies), joined the Group in 2003 as Audit & Business Development Manager of Pernod Ricard holding Finance Direction and appointed Chief Financial Officer of Irish Distillers at the end of 2004. In 2006, he held the position of Managing Director of Pernod Ricard Asia Duty Free. In 2008, he was appointed Chief Executive Officer of Irish Distillers Group as well as member of Pernod Ricard's Executive Committee. In 2011, he joined the Group General Management as Managing Director in charge of the Distribution network.



Paul-Charles Ricard

Paul-Charles Ricard graduated from Euromed Marseille Business School, with a Masters in Science of Management, and from University Panthéon Assas Paris 2, with a Masters 2 in Communications (Media Law) and a Masters in Business Law. He joined Pernod Ricard Holding in 2008 as an Internal Auditor. In 2010, Paul-Charles was appointed International Brand Manager of Martell Mumm Perrier-Jouët.



About Pernod Ricard

Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 8 215 million in 2011/12. 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 "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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