



Launch of Pernod Ricard's new website

www.pernod-ricard.com

More than an information space, an interactive, innovative and living platform

Press release - Paris, 27 September 2012

The new Pernod Ricard website went live on 26 September, the day the 2011/12 Annual Report was filed on the Pernod Ricard and the AMF (Autorité des Marchés Financiers) websites.

Pernod Ricard presents a more ergonomically intuitive web site featuring a resolutely modern design. Enhanced with videos, interviews and even a "predictive" search engine, it now makes it easier to access all of the Group's developments. You can still find financial and human resources news, as well as the latest achievements in social responsibility, but the new web site also creates multiple links between the various content categories. A "tagging" system also allows for cross-referencing of information. This functionality makes it possible for any user to personalise their internet experience. Developed according to the most recent web standards, the new site allows for a very rapid download speed. A new element in the digital ecosystem of the Group (Twitter, applications, etc.), the web site now offers cross-browser compatibility (computers, tablets and smartphones).

The visual identity was developed by Havas Worldwide France (formerly Euro-RSCG C&O) under the leadership of Christophe Coffre, Creative Director.

Agathe Bousquet, Deputy Managing Director of Havas Worldwide Paris and Pernod Ricard Account Manager at the agency, recalls how the site was conceived: "We were inspired by the creative momentum of the Group and its brands. We wish to make the user feel this creative drive, and I believe that, thanks to the new possibilities offered by digital media, we have succeeded."

According to Olivier Cavil, Communications Vice-President of Pernod Ricard: "The rationale of the new corporate Pernod Ricard website is to offer internet users a new way to experience the Pernod Ricard brand. Both comprehensive and intuitive, the site totally immerses you in the world of the global co-leader in wines and spirits. Decidedly modern and innovative, it echoes the many digital developments launched by the brands in our portfolio."

Fact sheet

Managers for the Advertiser:

- Olivier Cavil: Communications Vice-President
- Stéphanie Schroeder: External Communications Deputy Director
- Logan Rached: Multimedia Project Manager
- Alix Gauthier: Managing Editor
- Louise Sarica: Editorial Project Manager

Managers for the Agency: Havas Worldwide Paris (formerly Euro RSCG C&O)

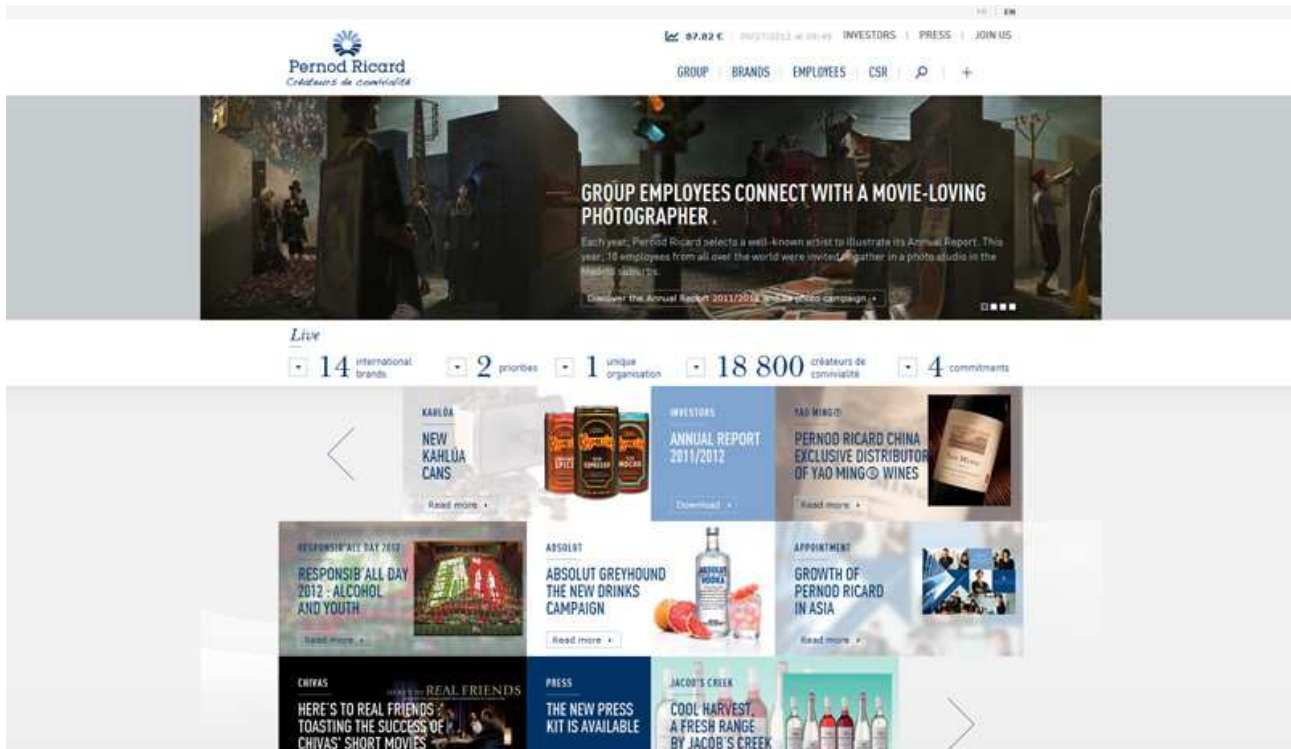
- Agathe Bousquet: Deputy Managing Director
- Aurélie David: Digital Associate Director
- Joséphine Lefranc: Digital Consultant and Account Manager
- Christophe Coffre: Creative Manager
- David Mencarelli: Senior Project Manager
- Baptiste de Prailles: UX Designer



Pernod Ricard

Créateurs de convivialité

Appendix



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 nearly 19,000 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 Paris (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.

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