

## **Pernod Ricard, Major Sponsor of the Virtual Centre Pompidou**

**Supporting the innovative Virtual Centre Pompidou project is part of  
Pernod Ricard's values of creativity and sharing**

### **Press release - Paris, 4 October 2012**

Subsequent to the announcement on 4 October of the launch of the Virtual Centre Pompidou, Pernod Ricard, major sponsor of the Centre, has reaffirmed its commitment to Contemporary Art. For the last 3 years, the Group has directly financed the digitisation of the Centre Pompidou's entire art collection, archives and documentation. Pernod Ricard was immediately captivated by the innovative approach of the Virtual Centre Pompidou: going beyond a simple digital version of the museum to ultimately offer a real search engine "linking" all of the Museum's assets.

The partnership with the Centre Pompidou dates back to 1997, when Pernod Ricard sponsored the "aquatic" terraces. Since then, the collaboration between the two entities has been uninterrupted. In 2003, thanks to the support of Pernod Ricard, the Centre Pompidou acquired '*La tête en profondeur*' ('Head in depth') by Julio Gonzalez, a work of modern art classified as a "National Treasure." Four years later, Pernod Ricard paid tribute to this Catalan sculptor, donating nearly two hundred of his works to the museum. From then on, every year Pernod Ricard hosts a great reception for the private visit of an exhibition in the unique setting of the Paul Ricard terraces.

Pernod Ricard's cultural patronage is a long-standing commitment. Paul Ricard, co-founder of the Group and a former Fine Arts student, established his first foundation in 1967. First and foremost, the objectives of Pernod Ricard's sponsorship of Contemporary Art are to make art as widely accessible as possible and encourage all forms of creation. The Group has also active partnership with the Saatchi Gallery in London, The Guggenheim Museum in Bilbao and the New Museum in New York. Pernod Ricard holds the firm conviction that giving the greatest number of people access to all forms of creativity feeds the spirit of innovation, one of the Group's strategic areas of development.

According to Alain Seban, President of the Georges Pompidou National Centre for Art and Culture: '*The Virtual Centre Pompidou is a vast platform giving access to all cultural content produced by the Centre: images and records of the works, as well as video interviews, recordings of seminars and conferences, archives, etc. This wide range of content is organised semantically, and is made accessible through the most simple and intuitive interface possible. This could not have been accomplished without the patronage of Pernod Ricard, which offered its financial support in indexing content and releasing rights.*'

Pierre Pringuet, Vice-Chairman and CEO of Pernod Ricard, said: '*Modern and innovative, the Virtual Centre Pompidou is a real digital breakthrough in the world of digitised museums. For Pernod Ricard, supporting avant-garde artists means encouraging the daring and creativity that fosters innovation. Breaking the established rules makes it possible to envision and discover new approaches, both in artistic and industrial creation.*'

**Some key dates in the Group's cultural patronage:**

1975 to 2009: Since its establishment, Pernod Ricard has called on renowned contemporary artists to illustrate its annual report. Since 2009, the Group has given a free hand to portrait photographers to create campaigns featuring some of the Group's employees.

1997: Sponsorship of the flooding of the pools on the Centre Pompidou's terraces, carried out by Renzo Piano.

2002: Partnership with The Guggenheim Museum in Bilbao

2003: Acquisition on behalf of the French State of 'La tête en profondeur' ('Head in depth') by Julio Gonzalez, now part of the Centre Pompidou's permanent collection.

2004: Patronage agreement with Atelier OstinatO, which supports young, talented instrumentalists.

2004: First Great Patron of the Musée du Quai Branly in Paris, and support for the creation of the terrace pools by Jean Nouvel.

2005: Shared patronage of the Daniel Buren exhibition at the Guggenheim Museum in New York.

2010: Patronage of 'The River' installation by the contemporary artist Charles Sandison, shown at the Musée du Quai Branly along the ramp that leads to the collections.

2012: Partnership with the Saatchi Gallery in London and the New Museum in New York.

2012: Major Sponsor of the Virtual Centre Pompidou.

**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 (formerly Montana), Campo Viejo and Graffigna wines.*

*Pernod Ricard employs nearly 18,800 people and operates through a decentralised organisation, with 6 "Brand Companies" and 75 "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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