



Press release - Paris, 4 January 2013

Completion of the disposal of certain aquavit and bitter brands and assets for € 103 million

Following satisfaction of regulatory closing conditions and in line with the previous press release of 13 July 2012, Pernod Ricard announces the completion of the sale to Arcus-Gruppen 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.

About Arcus-Gruppen

Arcus-Gruppen AS is a leading player in the sale and marketing of wine and spirits in the Nordic region and selected international markets. The company holds the leading aquavit brand Linie, the international vodka brand Vikingfjord and the Nordic top selling cognac brand Braastad. Arcus-Gruppen is the largest importer of wine to the Swedish market and the Norwegian markets through relationships with some of the world premier producers of wine. The Arcus-Gruppen headquarters are located outside Oslo in Norway, where the company has new offices, distribution centre and production facilities. Arcus-Gruppen employs 470 people and generates an annual turnover of approximately NOK 2 billion. Arcus-Gruppen key values are market focused, goal oriented and united. The principal owner is the listed Swedish private-equity conglomerate Ratos AB.

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 a workforce of 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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