



Communiqué de presse - Paris, 11 February 2013

Signature of the agreement to purchase 100% of the shares in Le Maine au Bois SAS

Pernod Ricard announces that its subsidiary Martell & Co has entered into an agreement with Mr. Lassalle to purchase 100% of the shares in Le Maine au Bois SAS. The company, located in Saint-Eugene, which is in the "Petite Champagne" area within the heart of the AOC Cognac region, is recognised for its activities as a trader-winemaker, distiller and wholesaler.

The company has high-quality eaux-de-vie of all ages and state-of-the-art industrial facilities, notably the distillery Le Maine au Bois.

This acquisition reflects Pernod Ricard's ambitions regarding long term development of its Martell range, world leader of the XO cognac category.

Closing of the acquisition should take place before June 30, 2013.

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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