

## Appointments at Pernod Ricard

### Press Release - Paris, 28 February 2013

Pernod Ricard is pleased to announce the following move, effective as from 1<sup>st</sup> July 2013:

**Laurent Lacassagne**, currently Chairman & Chief Executive Officer of Pernod Ricard Europe, is appointed Chairman & Chief Executive Officer of Chivas Brothers Ltd.

Laurent will report to Thierry Billot, Managing Director – Brands, and will be based in London.

**Christian Porta**, currently Chairman & Chief Executive Officer of Chivas Brothers Ltd is appointed Chairman & Chief Executive Officer of Pernod Ricard Europe.

Christian will report to Alexandre Ricard, Deputy Chief Executive Officer & Group Chief Operating Officer, and will be based in Paris.

### Biographies

**Laurent Lacassagne**, 51, is a graduate from HEC Business School (Paris). He joined the Group in 1988 as Internal Auditor at Pernod Ricard before being appointed Finance and Administration Director of Besserat de Bellefon, Cusenier, then SEGM (former name for Pernod Ricard Europe). In January 1997, he was appointed Group Finance Director, before moving to Australia in November 2003 as Chairman & CEO of Orlando Wyndham. In February 2006 he was appointed Chairman & CEO of Pernod Ricard Pacific and since July 2008 he has held the position of Chairman and CEO of Pernod Ricard Europe.



**Christian Porta**, 50, is a graduate from ESCP Business School (Paris). After starting his career at Arthur Andersen in Audit Services for four years, he joined Pernod Ricard in 1988 as an Internal Auditor following which he became Head of Financial Services at the Holding. In 1994 he was appointed Finance and Administration Director at Pernod, before moving to London in 1998 as Managing Director of Campbell Distillers. In 1999 he was appointed Chairman and CEO of Orlando Wyndham, based in Australia, before moving back to London at the beginning of 2004 as Chairman and CEO of Chivas Brothers Ltd.



### **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 & Spirit (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 18,800 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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