

To mark the 4<sup>th</sup> Responsib'All Day

## Launch of 'Wise Drinking', the first global digital application promoting responsible drinking

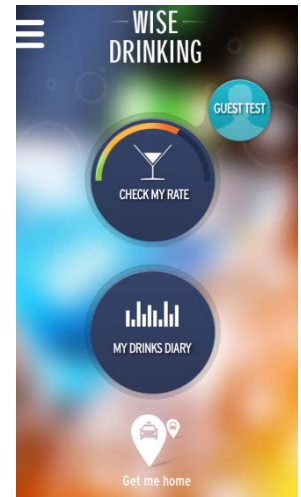
Press release - Paris, 22 May 2014

Pernod Ricard has today launched a free mobile application to educate consumers about responsible drinking. This launch coincides with the fourth annual Responsib'All Day, a day of action involving the Group's 19,000 employees, geared to the implementation of practical measures in 80 countries around the world to combat inappropriate or harmful drinking.

Thanks to this new application, which is available in 37 languages on iPhone and Android, users are able to calculate the number of units of alcohol they consume in real time. The application takes into account the type of drinks consumed (wine, spirits or other), their volume, as well as the user's gender and weight. This breakdown enables users to track their consumption over a given period of up to four weeks. With a geo-localisation system, the application adapts itself to applicable local law and then informs the consumer of the nearest suitable means of transport.

This application has been developed by the agency Novedia.

To access the application, go to <http://wise-drinking.com/>



Pernod Ricard has made education about responsible drinking the core of its CSR approach. The Group believes that it is through raising awareness of the risks and through active education that responsible long-term consumer behaviour can be achieved.

Responsib'All Day is the culmination of the Group's actions to promote responsible drinking. This event is based on an original idea: to make Pernod Ricard's 19,000 employees in 80 subsidiaries around the world the leading ambassadors of the Group's commitments. During this day when the Group's activity stops all around the world, a multitude of local initiatives and events allow employees to talk directly with customers, distributors and consumers about the 5 commitments made by the 13 companies in the wine, spirits, and beer sector since October 2012 during the ICAP\* International Conference on Global Actions.

These commitments are:

1. To reduce underage drinking
2. To reduce drinking and driving
3. To strengthen and expand marketing codes of practice
4. To provide consumer information and develop responsible product innovations
5. To enlist the support of retailers to reduce harmful drinking



Pernod Ricard

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As Pierre Pringuet, Vice Chairman of the Board of Directors and Chief Executive Officer of the Group, said, *“Responsible drinking has always been at the heart of our policy of Social Responsibility and we remain highly committed, as shown once again by the mobilisation of our 19,000 employees throughout the world on the occasion of this fourth Responsib’All Day. It is by directly engaging with every consumer and every distributor that we have the chance to change behaviour in the long-term. It is a lengthy process that all those involved in the industry must pursue tirelessly.”*

Alexandre Ricard, Deputy Chief Executive Officer, added, *“Pernod Ricard has been at the forefront of digital development for its brands. The Group is now using all its expertise in the field of collaborative and social communication to launch ‘Wise Drinking’, the first application to raise everyone’s awareness on responsible drinking”.*

Here are five examples of local activities which offer a snapshot of initiatives led by our 80 affiliates.

Auckland: Pernod Ricard Winemakers, New Zealand asked students to think about a hard-hitting advertising campaign aimed at promoting responsible drinking amongst young people. The winning project is presented on 22 May.

Tokyo and Osaka: On 22 May in Tokyo, Pernod Ricard Japan staff is attending a seminar on how to enhance their understanding of the risk of underage drinking led by Dr. Maesato of the Kurihama Medical Center (the only medical centre recognised by the WHO for its studies on alcohol) and the following day in Osaka, by Dr. Kinoshita of Mukogawa Women’s University. Starting August 2014, Pernod Ricard Japan will support a series of seminars on the same topic, organized by the authorities and addressed to school teachers.

Paris: A plenary session on the topic “Alcohol and my Health” brings together all the employees from the Holding company, Pernod Ricard Europe and Middle East Africa, Pernod Ricard’s Research Centre and Havana Club International to discuss the Group’s latest initiatives in this regard, and debates the resources to be implemented for a local policy of effective prevention in Pernod Ricard’s 5 areas of commitment. Employees are also going out and meeting barmen and consumers of the capital in order to promote the ‘Wise Drinking’ digital application.

Cape Town: Pernod Ricard South Africa’s Responsib’All Day takes place in collaboration with Massmart/Walmart on the theme of promoting responsible drinking. It includes a training day with drink-driving simulators for employees of Pernod Ricard South Africa, Massmart/Walmart and participants as well as a consumer education on the dangers of drinking and driving in major branches of Massmart/Walmart. This collaboration by Pernod Ricard South Africa is also further extended with a social media campaign with Massmart/Walmart.

New York: Pernod Ricard USA teamed with Southern Wine & Spirits of America to promote retailer engagement with the Foundation for Advancing Alcohol Responsibility (FAAR), a distiller-funded, national not-for-profit aimed at reducing underage drinking and drunk driving. Pernod Ricard USA’s entire salesforce and more than 1,000 Southern salespeople are expected to visit roughly 15,000 retail stores, distributing information that can be shared with consumers about key FAAR programs, including B4Udrink.org, which offers tips on how such factors as body type and food consumption can affect Blood Alcohol content (BAC) after alcohol consumption.

*\*ICAP: International Center for Alcohol Policies*



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### **About Pernod Ricard**

*Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 8,575 million in 2012/13. 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 a workforce of nearly 19,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 80 "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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