

Press Release

Pernod Ricard and HEC Paris launch the Leadership Certificate

Jouy-en-Josas, 12 June 2014

As part of the Pernod Ricard Chair, on June 6th HEC Paris launched its “Leadership” Certificate in the presence of Alexandre Ricard, Deputy CEO of Pernod Ricard, Bruno Rain, Managing Director of Human Resources and Social Responsibility of Pernod Ricard, Bernard Ramanantsoa, Dean of HEC Paris and Valérie Gauthier, HEC Paris Professor in charge of the Certificate.

The “Leadership” Certificate, composed of approximately 100 hours of lessons and conferences between April and June, is offered to all HEC Paris students, regardless of their program. The Certificate looks at the relationship between human capital and business performance, as part of a leadership vision which is harmonious with Pernod Ricard’s culture and values.

Students are given tasks to tackle in groups, allowing them to experiment with autonomous and responsible leadership strategies. Different leadership qualities are explored: confidence, resilience, power, decision making and personal development. Under the leadership of Pernod Ricard University, students are also faced with practical business cases involving managers from Pernod Ricard, which put strategic leadership into practice.

Alexandre Ricard, Deputy CEO of Pernod Ricard told an audience of distinguished guests and students, *“Pernod Ricard has worked closely with HEC Paris for many years. This new leadership certificate marks a very important event in our relationship. It allows us to share, what are for us fundamental attitudes and ways of thinking, which we perceive as paramount for the leaders of tomorrow. For Pernod Ricard, a true leader is not necessarily the number 1, it is above all the person who changes the rules of the game: the person who has a constant desire to make progress.”*

Guillaume Poitrinal, President of the HEC Foundation, added, *“We are very proud of this certificate and grateful that Pernod Ricard, one of the HEC Foundation’s most loyal partners, has been able to help us with its creation. Leadership and the ability to come together and concentrate all efforts on a collective action, are invaluable skills to have in a business environment”*.

Bernard Ramanantsoa, Dean of HEC Paris, was also delighted by the creation of this certificate. He explained: *“As long term partners, Pernod Ricard and HEC Paris have confirmed their mutual determination to challenge the teaching of tomorrow, with the creation of this joint Chair. HEC has reinforced its readiness to train responsible and capable leaders, who are able to deal with the great complexities of an ever-changing world. Leadership training is both theoretical and practical, and is a must-have for managers who are anxious to be part of this transformation.”*

About HEC Paris

Specialized in education and research in management, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters Programs, MBA, PhD, Executive MBA, TRIUM Global Executive MBA and Executive Education open-enrolment and custom programs.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC is itself a founding member of ParisTech and Université Paris Saclay. It boasts a permanent faculty of 110 professors, more than 4,000 students and over 8,500 managers and executives in training each year.

HEC Paris was ranked number one business school in Europe by the Financial Times' overall business school ranking in December 2013.

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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