



Promoting responsible consumption:

Pernod Ricard implements a growing number of projects, alongside ICAP* signatory members

Press release - Paris, 21 July 2014

Earlier this month, ICAP (International Center for Alcohol Policies) released a communication on progress made in 2013 by the world's thirteen largest producers of alcoholic beverages to reduce excessive or inappropriate consumption. Whether these initiatives are introduced individually or as collective programmes, these results show continually growing commitment from the whole industry.

In the same spirit, Pernod Ricard has drawn up a first review of the action plans implemented since the signing of the five commitments made by all industry players in October 2012. This review highlights the progress made based on performance indicators developed by Accenture Sustainability Services and certified by KPMG Sustainability.

Pernod Ricard has always been actively committed to promoting responsible consumption. During the 2012/13 financial year, 91% of affiliates had implemented such an initiative, some of which are detailed below:

1. Reduce underage drinking

Pernod Ricard Nordic and The Absolut Company participate in a prevention and education programme on alcohol at school, which delays the age alcohol is consumed for the first time and prevents binge drinking. More than 5,000 teachers and 250,000 students participated in the "*Prata Om Alkohol*" programme. Given the results achieved, the programme was extended to Denmark, Finland and Estonia.

2. Reduce drinking and driving

In 2012/13, 76% of subsidiaries carried out at least one drink driving awareness programme. For example, Pernod Ricard China is running initiatives in partnership with the Chinese road safety authority, Pernod Ricard India is developing a project in cooperation with the truck drivers trade unions and Pernod Ricard UK created the Accept Responsibility campaign in partnership with the Automobile Association.

3. Strengthen and expand marketing codes of practice

Since 2005, an Internal Approval Panel of 5 individuals, independent of marketing, ensures that the Code for Commercial Communications is properly applied. It reviews and approves all the advertising campaigns of the Group's 18 strategic brands. In 2013, this control was extended to the 18 local brands and to innovations. In 2012/13, 99.6% of the campaigns reviewed complied with the Code.

4. Provide consumer information and develop responsible product innovations

Pernod Ricard is committed to informing women about the risks of drinking alcohol during pregnancy and recommends "zero alcohol". In 2006, the Group proactively displayed the "pregnant woman" prevention symbol, mandatory in France, to bottles distributed in Europe. In 2013, the Group went a step further by affixing this logotype to all bottles sold by the Group worldwide**.



Pernod Ricard

Créateurs de convivialité

5. Enlist the support of retailers to reduce harmful drinking

In Slovakia, in partnership with the PSR Slovakia Forum (association of producers, distributors and importers of alcoholic beverages), Pernod Ricard has developed dedicated tools to help bar staff be more responsible. The objective is to make them genuinely proactive in combatting excessive alcohol consumption among minors and deny them access to bars. The “*Not 18? Not a chance!*” programme trained a total of 2,914 bar staff in 1,094 premises.

Upon the release of this first review, Jean Rodesch, Vice-President, Institutional Affairs and CSR, specified that: “In 2012, *Pierre Pringuet, Pernod Ricard’s CEO, was the industry’s spokesperson to commit the entire sector, namely 13 signatories, to the five most significant areas of prevention, with these 5 commitments requiring implementation within five years. At the end of this first year, we already have good reason to be pleased with the work achieved by each of our subsidiaries and employees. We will continue on the same path. We are committed to carrying out an annual review of Pernod Ricard’s progress to reduce excessive and inappropriate alcohol consumption.*”

* ICAP: International Center for Alcohol Policies

** In accordance with local legislation

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 & 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 as 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.

About ICAP

The International Center for Alcohol Policies (ICAP; www.icap.org) is a non-profit organization supported by major international producers of beverage alcohol. Established in 1995, ICAP’s mission is to promote understanding of the role of alcohol in society and to help reduce harmful drinking worldwide. ICAP’s efforts to foster dialogue and partnerships in the alcohol policy field are shaped by its commitment to pragmatic and feasible solutions to reducing harm that can be tailored to local and cultural considerations and needs. ICAP has been recognized by the United Nations Economic and Social Council (UN ECOSOC) as a non-governmental organization in Special Consultative Status.

Pernod Ricard contacts

Sylvie MACHENAUD / Director External Communications
Carina ALFONSO MARTIN / Press Relations Manager

+33 (0)1 41 00 42 74
+33 (0)1 41 00 43 42