

Press Release - Paris, 4 December 2014

**EXHIBITION OF “TRANSMISSION”
VEE SPEERS’ NEW PHOTO CAMPAIGN FOR PERNOD RICARD
JANUARY 17TH – 25TH AT THE SCHOOL GALLERY**



Pernod Ricard entrusted 18 of its employees to Australian photographer Vee Speers to design its 2013/2014 Annual Report's photo campaign.

Starting January 17th, the School Gallery in Paris will exhibit Pernod Ricard's new photo campaign, “Transmission”, signed by Vee Speers.

For the last 40 years, Pernod Ricard has asked artists to illustrate its annual report. By doing so, the Group has teamed up with international photographers giving them only one constraint: to use the Group's employees as models no matter where they're from, their position, their experience, their age, their gender, etc. Each work features employees from all over the world just like previous campaigns by Denis Rouvre, Olaf Breuning, or Eugenio Recuenco.

This year, Pernod Ricard gave *carte blanche* to Australian photographer Vee Speers. The artist has been living in Paris since the 1990's after taking her first steps in Sydney. Her series “Birthday Party”, “Immortal”, and “Bullet Proof” have earned her worldwide recognition.

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For this edition of the annual report, Vee Speers chose to focus on the theme of Transmission. This relates to the special year that's ahead for Pernod Ricard: celebrating its 40th anniversary, changing management, changing its organization. Vee Speers chose to present 9 diptychs to embody it. For each duo, she reinterpreted their stories with 9 poetic scenes, each underlining what unites them (a shared expertise, a transfer of know-how, a similar profession) in spite of all the cultural, geographical or generational differences that might keep them apart. They all share a common feature: being one of Pernod Ricard's 18 000 "créateurs de convivialité".

« 18 employees came from all over the world to take part in this project. Each and every one of them played along with enthusiasm and pride. Seeing these people change with the costumes, listening to their stories and finding a setting that would translate their stories perfectly, what a powerful thing! » explained Vee Speers.

As ambassadors of Pernod Ricard's commitment to contemporary art, they reflect a historical approach inherited from founder Paul Ricard.

Come and discover the *Transmission* series by Vee Speers at The School Gallery, 322 rue Saint Martin, Paris (3rd district) and throughout the pages of Pernod Ricard's 2013/2014 annual report.

[Watch the campaign's making of](#)

About Pernod Ricard

Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 7,945 million in 2013/14. 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 18,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 85 "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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