

Press Release - Paris, 19 December 2014

PERNOD RICARD SELLS THE MEXICAN READY-TO-DRINK CARIBE COOLER TO MEXICAN CONGLOMERATE BEPENSA

Pernod Ricard announces today the signing of an agreement with Grupo Bepensa for the sale of Caribe Cooler, a major brand in the Mexican ready-to-drink market.

The transaction also includes the bottling line related to the production of Caribe Cooler together and the relevant inventories.

This disposal is in line with the Group's strategy to focus on its priority spirits and wines brands.

Philippe Dréano, Chairman & Chief Executive Officer of Pernod Ricard Americas, stated: *"The sale of Caribe Cooler highlights both the strong positioning achieved by the brand on the Mexican market and the continuous efforts by Pernod Ricard to focus on its international spirits and wines brands in Mexico, led by Absolut Vodka, Chivas Regal and Ballantine's Scotch whiskies and Martell cognac."*

Jose Maria Casares, CEO of Grupo Bepensa, added: *"We are delighted to welcome Caribe Cooler as a new business unit in our portfolio. It will complement existing business and geographical footprint adding a new highly profitable growth space".*

The closing of the transaction is subject to customary conditions, including its clearance by the Mexican Anti-Trust authorities, and is expected to take place before the end of the fiscal year 2014/2015.

Pernod Ricard was advised in this transaction by BBVA and Curtis, Mallet-Prevost. Grupo Bepensa was advised by J.P. Morgan Securities LLC and Ritch, Mueller, Heather y Nicolau, S.C.

About Grupo Bepensa

Grupo Bepensa, headquartered in Merida Yucatan, is the largest Conglomerate in Southeast México. This Privately held group has over 60 years of experience managing and distributing leading international brands in beverages and automotive industries, in addition to Industrial and Financial businesses across Mexico.

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.



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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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Contacts Pernod Ricard

Julia MASSIES / Financial Communication – Investor Relations VP

+33 (0)1 41 00 41 71

Sylvie MACHENAUD / Director External Communications

+33 (0)1 41 00 42 74

Carina ALFONSO MARTIN / Press Relations Manager

+33 (0)1 41 00 43 42