

Press Release - Paris, 1st April 2015

## COMPLETION OF THE DISPOSAL OF THE MEXICAN READY-TO-DRINK CARIBE COOLER TO MEXICAN CONGLOMERATE GRUPO BEPENSA

Following satisfaction of regulatory closing conditions and in line with the previous press release of 19 December 2014, Pernod Ricard announces the completion of the sale of the Mexican ready-to-drink brand Caribe Cooler to Grupo Bepensa.

### **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, Graffigna and Kenwood wines. Pernod Ricard employs a workforce of approximately 18,000 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 Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index.*

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