

Press release - Paris, 15 June 2015

5TH EDITION OF RESPONSIB'ALL DAY

18,000 PERNOD RICARD EMPLOYEES IN THE FIELD

TO PROMOTE RESPONSIBLE DRINKING AMONGST THE INDUSTRY AND CONSUMERS

Every year since 2011, Pernod Ricard has organised a major internal event in all of its 85 affiliates to make its 18,000 employees ambassadors of responsible drinking. During this day of action, the Group's employees stop their work. The aim is to go and meet consumers and retailers to raise awareness of respecting the principles of responsible drinking.

Sporting challenges, awareness raising games, quizzes, conferences involving all industry stakeholders and the distribution of prevention brochures are a few examples of the initiatives carried out in the field by the employees of each affiliate. They are all based on the five Industry commitments made in October 2012 during the ICAP, now IARD*, Conference:

1. Combat underage drinking,
2. Combat drink driving
3. Strengthen and expand best marketing practice codes,
4. Provide consumer information and develop responsible product innovations,
5. Enlist retailer support to reduce alcohol abuse

59 countries have for example chosen to organise a 5km walk, the Responsib'All Move, during this day to support the 5 industry commitments. In total, almost 42 136 kilometers have been covered.

Alexandre Ricard, Group Chairman and Chief Executive Officer, said on this occasion, *"I strongly believe in the virtues of education and prevention to radically change behaviors. We, as industry stakeholders and employees, must be the leading ambassadors for responsible drinking. It is time to make it clear that enjoyable drinking must remain responsible drinking"*.

See pictures of the 5th Responsib'all Day by sharing the experience of five employees in five parts of the world at

<http://pernod-ricard.com/13352/press/news-press-releases/headlines/responsib-all-day>

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- **Pernod Ricard Winemakers and Pernod Ricard New Zealand** - For a marketing that respects consumers!
In New Zealand, Pernod Ricard employees focused on ethical marketing and tested their knowledge through a quiz. Not only that, they also took part in a series of challenges based around the other four commitments. In addition, they participated in the Responsib'ALL Move- a 5km walk to symbolize the 5 industry commitments - and raised NZD\$20,000 for charity.
- **Pernod Ricard India** – Involve our retailers!
This year, Responsib'All Day took place in all Pernod Ricard India entities (regional offices and distilleries). Prior to Responsib'All Day, Sales team placed LDA signage at 1,600 On/Off trade outlets in 20 states with the support of retail associations. Promotion of Responsible Drinking was done in on-trade establishments in 12 major cities of India covering 60 on trade outlets for a period of 5 days + 5 Army outlets for 1 day, thus reaching approx. 5,000 consumers. The employees, on the field, promoted the wise drinking app, they invited consumers to watch a video on responsible drinking, followed by a quiz and distributed Coffee Mugs with message of “Be Responsible Be Safe – Don’t Drink & Drive”. In Delhi and Gurgaon, all employees participated in a Responsib'All-A-Thon on 7th June. On Responsib'All Day, all employees of Delhi and Gurgaon participated in Responsib'All Move in a great atmosphere of conviviality at a busy office space, with responsible drinking challenge.
- **Pernod Ricard Serbia** - Inform consumers to promote Smart Drinking
All employees took part in the Responsib'All Move around the well-known Ada Lake and speak with the public to promote smart drinking ; They stop in bars as well to meet consumers and promote the Wise Drinking App. Some great speakers presented then key information to consumers. Erasmus students presented the way to party responsibly thanks to the European Program “Responsible Party” conducted by Pernod Ricard and ESN (Erasmus students network).
- **Pernod Ricard Angola** - Fight against Drink-Driving
All employees have participated in Responsib'All Day. The commitments of all employees were linked to a fundraising. The fundraising was based on a competition, for which all the employees had to run a number of km and Pernod Ricard Angola would give the equivalent of 8 USD per km. We raised 1,016 USD that will be used to pay the cost of production and publication (during 1 month) of a “Don’t Drink & Drive” video on a digital outdoor well located.
- **Pernod Ricard Brasil** –Fight against underage drinking
More than 800 people were invited to the Responsib'All Day. In São Paulo, the day started with the presentation of each department focused on Corporate Social Responsibility. After a picnic in Parque Villa Lobos, where everybody could share the Conviviality concept, all guests could participate in the Na Medida Workshop – the initiative, which is carried out in public school for teenagers is sponsored by Pernod Ricard Brasil since 2011. Employees also distributed informative material to consumers. In Louveira, where the Pernod Ricard Brasil’s Distribution Center is located, 60 truck drivers were invited to participate in a lecture which was focused on “Drink and Drive”. They also had the opportunity to do exams and receive breathalyzers and informative leaflets. In Suape and Resende, cities where Pernod Ricard Brasil has facilities, employees distributed keychains and informative leaflets to consumers in the streets.

* IARD: International Alliance for Responsible Drinking – for further information, please visit www.iard.org and www.responsibledrinking.org

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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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