

Press Release - Paris, 19 February 2016

Havana Club: Trademark Renewal in the USA

Pernod Ricard S.A. is pleased to confirm that the U.S. Patent and Trademark Office has renewed the HAVANA CLUB trademark registration in the United States through January 27, 2026.

The renewal of the U.S. trademark registration means that the dispute over ownership of the Havana Club brand in the United States can be returned to the U.S. courts, where it can be decided on its merits. *“We are confident that Cubaexport, the Cuban entity that owns the U.S. trademark registration for Havana Club rum, will prevail in defending its registration in the pending litigation,”* said Ian FitzSimons, General Counsel of Pernod Ricard.

Havana Club rum is the only 100% authentic and genuine Cuban rum distributed in more than 120 markets throughout the world, in which our joint-venture Havana Club Holdings owns the rights to the Havana Club trademark. Pernod Ricard hopes that, in the future, it will be able to distribute Havana Club rum in the United States.

About Pernod Ricard

Pernod Ricard is the world's n°2 in wines and spirits with consolidated Sales of € 8,558 million in 2014/15. 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 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 Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index.

Pernod Ricard Contacts

Julia Massies / VP, Financial Communication & Investor Relations	+33 (0)1 41 00 41 07
Sylvie Machenaud / Director External Communications	+33 (0)1 41 00 42 74
Alison Donohoe / Investor Relations	+33 (0)1 41 00 42 14
Apolline Celeyron / Press Relations Officer	+33 (0)1 41 00 40 97