

Press Release- Paris, March 31st 2016
Completion of Monkey 47's acquisition

COMPLETION OF THE ACQUISITION OF A MAJORITY SHARE OF THE DRY-GIN BRAND MONKEY 47

Following satisfaction of regulatory closing conditions and in line with the previous press release of 29 January 2016, Pernod Ricard announces the completion of acquisition of a majority share of the dry-gin brand Monkey 47.

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.

About Monkey 47

Just another Gin? Certainly not! Bollenhut, turban and bowler hat – a batch distilled and handcrafted gin that fuses British traditions, the exoticism of India, and the purity and originality of the Black Forest with masterly craftsmanship. A genuine Black Forest dry gin. Indeed, a good third of the ingredients for this special gin originate from the Black Forest, such as the spruce tips, lingonberries, elderflower, sloes and blackberry leaves, to name but a few. In total, 47 handpicked plant ingredients prepared in extremely soft spring water from the Black Forest lend Monkey 47 unrivaled complexity and quality. The pièce de résistance is a real Black Forest "secret weapon," fresh lingonberries. Through masterly distillation and maturing in traditional earthenware containers, the goodness of all these ingredients is brought fully to bear. From the tranquil Black Forest valley, Monkey 47 has now embarked on its round-the-world trip and is currently available in over 50 countries on four continents. Aficionados, bartenders and connoisseurs the world over have come to appreciate the incredible complexity and harmony of a gin that has been invented as long as 60 years ago – mainly out of nothing more than a nostalgic yearning for England.

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