



Press Release – 19 July 2019



Completion of the acquisition of super-premium Bourbon Rabbit Hole

Following the press release of 14 June 2019, Pernod Ricard, through Pernod Ricard USA's New Brand Ventures division, announces the completion of the acquisition of a majority stake in super-premium Bourbon brand Rabbit Hole.

About Pernod Ricard

Pernod Ricard is the No.2 worldwide producer of wines and spirits with consolidated sales of €8,987 million in FY18. Created in 1975 by the merger of Ricard and Pernod, the Group has developed through organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard, which owns 16 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive brand portfolios in the industry, including: 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, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo, and Kenwood wines. Pernod Ricard's brands are distributed via six Brand Companies through 87 direct affiliates across five continents. The Group's decentralised organisation empowers its 19,000 employees to be true on-the-ground ambassadors of its vision of "Créateurs de Convivialité." As reaffirmed by the Group's three-year strategic plan, "Transform and Accelerate," deployed in 2018, Pernod Ricard's strategy focuses on investing in long-term, profitable growth for all stakeholders. The Group remains true to its three founding values: entrepreneurial spirit, mutual trust, and a strong sense of ethics. As illustrated by the 2030 roadmap supporting the United Nations Sustainable Development Goals (SDGs), "We bring good times from a good place." In recognition of Pernod Ricard's strong commitment to sustainable development and responsible consumption, it has received a Gold rating from Ecovadis and is ranked No. 1 in the beverage sector in Vigeo Eiris. Pernod Ricard is also a United Nation's Global Compact LEAD company. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 index.

About Rabbit Hole

Diversifying the spirits landscape with a modern approach to whiskey is Kentucky-based [Rabbit Hole](#). Established in 2012 by Founder and Whiskey Maker Kaveh Zamanian, Rabbit Hole unifies heritage techniques with innovative mash bills to create unique expressions of super premium American whiskey. Through its signature bottlings - Kentucky Straight Bourbon Whiskey, Kentucky Straight Rye Whiskey, Straight Bourbon Whiskey Finished in PX Sherry Casks and London Dry Gin Kentucky Rye Barrel Finish, Rabbit Hole turns the whiskey world on its tail, inviting imbibers to take a sip and dive down the rabbit hole, where "there's no going back™." The brand's iconic, awe-inspiring distillery opened May 2018. It produces 1.2 million proof gallons annually and showcases the entire process of crafting Bourbon from grain to bottle, unlike any other distillery in the country. Rabbit Hole is the newest member of the Kentucky Bourbon Trail, having been inducted in February 2019. Follow Rabbit Hole on [Instagram](#) @Rabbit Hole and [Facebook](#) @ Rabbit Hole Distillery.

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