

## Trading Statement

Update on Sales Performance in First Half of Fiscal 2008/09 (ending 31/12/2008)

Since Pernod Ricard will be communicating its First Half Sales at the same time as its Results for the period (February 13<sup>th</sup> this year), from now on a trading statement will be issued in the days following closure of the Half-Year

### Press Release - Paris, January 13<sup>th</sup> 2009

#### A Good First Half 2008/09

Pernod Ricard's overall sales performance for the first half of fiscal 2008/09 has been satisfactory and in line with our expectations (organic\* growth in Net Sales estimated at circa 5%). Christmas/New Year sales went well on the whole. Most emerging markets have continued enjoying strong growth (particularly China, India and Eastern Europe). Other markets delivered contrasting performances with several countries such as France and Germany showing good growth, while others encountered difficulties (Spain, South Korea). In the US, our performance was affected by a reduction in stocks by retailers.

The positive trend in our sales and the significant contribution as a result of the quick and successful integration of Absolut allow us, for the First Half-Year of fiscal 2008/09, to aim at an organic\* growth in Profit from Recurring Operations of around 8% and a double-digit growth of Group Net Profit from Recurring Operations.

Definitive and detailed results for first half 2008/09 will be released Friday, February 13<sup>th</sup> 2009.

\* Stable foreign exchange rates and Group structure

#### **About Pernod Ricard**

*Created by the merger of Pernod and Ricard (1975), the Group has undergone sustained development, based on both organic growth and acquisitions. The purchase of part of Seagram (2001), the acquisitions of Allied Domecq (2005) and recently of Vin & Sprit (2008) have made Pernod Ricard the world's co-leader in wines and spirits with consolidated sales of € 6,589 million in 2007/08.*

*Pernod Ricard holds one of the most prestigious brand portfolios in the sector: ABSOLUT Premium Vodka, Ricard pastis, Ballantine's, Chivas Regal and The Glenlivet Scotch whiskies, Jameson's Irish Whiskey, Martell cognac, Havana Club rum, Beefeater gin, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek and Montana wines.*

*The Group favours a decentralised organisation, with 7 Brand Owners and 70 Distribution Companies established in each key market, and employs a workforce of more than 19,300 people.*

*Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption.*

*Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.*

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