



LAURENT-PERRIER

## Financial press release

**Laurent-Perrier Group sales performed better in the third quarter  
compared to the second quarter**  
*Price/mix effect remained high (+ 7.6%) over the first nine months of 2008-2009*

	Sales In millions of euros		Change			
	2008-2009	2007-2008	Sales	of which volume effect	of which price/mix effect	of which currency effect
First quarter (1 April to 30 June)	41.8	53.5	- 21.9%	- 27.9%	+ 9.2%	- 3.3%
Second quarter (1 July to 30 September)	43.4	61.9	- 29.9%	- 35.8%	+ 8.7%	- 2.8%
Third quarter (1 October to 31 December)	69.8	94.4	- 26.1%	- 30.6%	+ 5.9%	- 1.4%
Nine months	155.0	209.8	- 26.2%	- 31.5%	+ 7.6%	- 2.3%

Tours-sur-Marne, 5 February 2009

The Laurent-Perrier Group's consolidated sales for the first nine months of the 2008-2009 financial year (1 April to 31 December 2008) amounted to €155 million, representing a decline of 23.9% at constant exchange rates.

Despite the deterioration in the market during the third quarter, the Group saw a slightly improved sales performance compared to the second quarter, in particular for the Laurent-Perrier brand.

The House refined its commercial strategy in early 2008, establishing a new price positioning for its premium champagnes together with a focus on specialist and selective distributors. As anticipated, this strategy resulted in lower volumes in the short-term. However, the upturn in sales that was expected to follow was negatively affected by the economic climate and the subsequent heightened competition.

During the third quarter, the price effect remained high, at over + 17% for the Laurent-Perrier brand. Nevertheless, the fall in sales of prestige cuvées, in particular in the United States and Japan, had an impact on the contribution of premium champagnes to the brand's sales.

The proportion of exports in the sales of the Laurent-Perrier brand rose once again, by almost two percentage points: exports now account for 74%, thanks mainly to the major export markets (Africa, the Middle East, and Asia), which post the best results.

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LAURENT-PERRIER, S.A. MANAGED THROUGH A BOARD OF DIRECTORS AND A SUPERVISORY BOARD WITH A SHARE CAPITAL OF  
22,594,271.80 EUROS  
R.C.S. REIMS B 335680096 - SIRET 335 680 096 00021 – APE 741J

CHAMPAGNE LAURENT-PERRIER – CHAMPAGNE SALON – CHAMPAGNE DELAMOTTE – CHAMPAGNE DE CASTELLANE



Given the uncertain economic climate, the Group is paying close attention to costs and keeping a keen eye on trade receivables. The Group intends to maintain its sound financial structure and its goal of an operating margin of between 21% and 23%, at constant exchange rates, while still valuing its brand portfolio.

The Group will release its annual sales figures together with its 2008-2009 results on 3 June 2009.

*Laurent-Perrier is one of the few Champagne Houses listed on the French stock exchange, dedicated exclusively to champagne and focused on the premium segment. Laurent-Perrier offers a broad range of products renowned for their quality, and sold under the Laurent-Perrier, Salon, Delamotte and Champagne de Castellane brands.*

ISIN Code: FR 0006864484

Laurent Perrier is listed on Euronext Paris compartment B.

Bloomberg: LAUR FP

It is included in the CAC Mid Small 190, CAC Mid 100, SBF SM and SBF 250 indices.

Reuters: LPER.PA

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