



LAURENT-PERRIER

Financial Press Release

Laurent-Perrier posts 7.3% rise in third-quarter 2009-2010 turnover

Tours-sur-Marne, 10 February 2010

Despite the ongoing difficult business environment, the Group returned to growth in the third quarter of the 2009-2010 financial year (1 October to 31 December 2009). Sales totalled 74.8 million euros compared with the year-earlier figure of 69.8 million euros, for an increase of 7.3%. At constant exchange rates, the increase comes out at 7.9%.

Performance of the Laurent-Perrier brand continued to improve: sales were buoyant in France and picked up significantly on export markets. In particular, the business developed positively on the main markets in Europe and notably in Belgium and the United Kingdom. Premium champagnes, including Cuvée Rosé and the prestige cuvée Grand Siècle, saw the fastest growth, accounting for 34% of brand sales, or a gain of almost one percentage point compared with the third quarter of the last financial year.

Over the first nine months of the year, the share of Laurent-Perrier sales to total Group sales remained high at almost 68%, just 1.4 percentage points off, compared with the same period of the last financial year.

Growth in demand for other Group brands as part of year-end commercial activities explains the decline in the price/mix effect during the quarter.

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LAURENT-PERRIER, S.A. A DIRECTOIRE ET CONSEIL DE SURVEILLANCE AU CAPITAL DE 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



Outlook for 2009-2010

The coming quarters will provide improved visibility for assessing whether the rundown of inventories on export markets has ended, and whether there are signs of an upturn in consumption.

For the full year, the Group expects that volume growth will be at least equal to that recorded over the first nine months of the financial year, i.e. approximately +5%, a better performance than that forecast for the market as a whole. The Group continues to concentrate on developing sales of its Laurent-Perrier brand and its premium products, which should improve the price/mix effect.

On the strength of more upbeat sales and the fall in yields recorded during the last harvest, the Group is confident in its ability to start running down its debt level.

	Turnover (€m)		% change			
	2008-2009	2009-2010	Turnover	o/w Volume Effect	o/w Price/Mix	o/w Currency Effect
1 st quarter (1 April to 30 June)	41.8	31.4	- 24.9%	- 15.8%	- 8.0%	- 1.1%
2 nd quarter (1 July to 30 September)	43.4	34.5	- 20.5%	- 12.8%	- 6.8%	- 0.9%
3 rd quarter (1 October to 31 December)	69.8	74.8	+ 7.3%	+ 29.6%	- 21.7%	- 0.6%
Total (1 April to 31 December)	155.0	140.6	- 9.3%	+ 5.4%	- 13.9%	- 0.8%

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 brands Laurent-Perrier, Salon, Delamotte, and Champagne de Castellane.

Financial communication calendar

Annual results 2009-2010

Tuesday 1 June 2010

ISIN: FR 0006864484

Laurent-Perrier belongs to compartment B of Euronext Paris.

Bloomberg: LAUR FP

It is part of the CAC Mid Small 190, CAC Mid 100, SBF SM and SBF 250 indices.

Reuters: LPER.PA

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