

## Financial Press Release

### **Vranken-Pommery Monopole** **Sales Turnover for Q3 2012** **as at 30/09/2012 – 3,6 %**

	Q3 (1st July to 30th September 2012)			
<i>In million euros</i>	2012	2011	Variation	in %
Champagne & Others	45,2	48,3	- 3,1	- 6,4%
Wines Sable de Camargue and Provence	17,3	20,1	- 2,8	- 13,9%
				+7,8%
<b>Turnover Q3</b>	<b>62,5</b>	<b>68,4</b>	<b>- 5,9</b>	<b>- 8,6 %</b>

	Q2 (1st April to 30th June 2012)			
<i>In million euros</i>	2012	2011	Variation	in %
Champagne & Others	54,0	50,4	3,6	7,1%
Wines Sable de Camargue and Provence	18,8	18,6	0,2	1,1%
				+4,3%
<b>Turnover Q2</b>	<b>72,8</b>	<b>69</b>	<b>3,8</b>	<b>5,5%</b>

	Q1 (1st January to 31th March)			
<i>In million euros</i>	2012	2011	Variation	in %
Champagne & Others	41,0	48,5	- 7,5	-15,5%
Wines Sable de Camargue and Provence	11,7	9,2	2,5	27,2%
				-4,8%
<b>Turnover Q1</b>	<b>52,7</b>	<b>57,7</b>	<b>- 5,0</b>	<b>- 8,7%</b>

<b>Accumulated Turnover 01/01/2012 to 30/09/2012</b>	<b>188,0</b>	<b>195,1</b>	<b>- 7,1</b>	<b>- 3,6%</b>
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*\*except inter-profession sales*

#### **Business activity: as at 30/09/2012, turnover down 3.6 %**

As at 30 September 2012, the Group's turnover stood at € 188 million, compared with € 195.1 million as at 30 September 2011.

This can be explained by a market context in Europe that remains erratic, but to which the Group has now adjusted. The Group's turnover for 2012 was down slightly by 3.6 % at the end of September. At the same time, promising markets in Asia and America are still being steadily won over.

## In Champagne

- The task of refocusing activity on the Premium Brands of Vranken-Pommery, Heidsieck&Co Monopole and Charles Lafitte has continued and, as scheduled, will be finalised in 2013.
- Meanwhile, the industrial restructuring is underway in line with the schedule that had been announced and will begin to bear fruit from 2013.
- Finally, the financial commitments linked to the 2012 grape harvest, which has been superb in terms of quality but very poor in terms of volume, will be substantially reduced.

## In Provence and Camargue

- Despite the unfavourable weather for consumption in Europe in spring and summer, the Group's Rosé and Gris wines recorded significant progress (+ 5 %).
- The steady rise in sales of Château La Gordonne in Provence and Domaine de Jarras in Camargue illustrates their ability to attract top-of-the-range customers.
- Finally, the negotiations on the transfer of non-strategic assets are continuing.

## Outlook

The growth of the turnover for the Vins de Provence and Sable de Camargue business is expected to continue until the end of 2012. In addition, the restructuring measures started in 2011 should bear their first fruits for the 2012 financial year. This restructuring will continue in 2014.

For Champagne, the Group believes it can achieve sales volumes largely comparable to those recorded last year. Meanwhile the level of operating profitability will, of course, depend on the mix of sales recorded in the last quarter of the year, which traditionally constitutes the peak of activity in this sector.

## Forthcoming Statements

Turnover Q4 : 24<sup>th</sup> January 2013

## About Vranken-Pommery Monopole

Vranken-Pommery Monopole is the second largest champagne group. Its portfolio of leading champagne brands comprises VRANKEN, with its Diamant and Demoiselle vintages, POMMERY with its Louise and POP vintages, CHARLES LAFITTE and HEIDSIECK & CO MONOPOLE. The company owns the premium ROZES and TERRAS DO GRIFO port wine brands. Finally, the group is the leading distributor of rosé wines with Sable de Camargue - Gris de Gris wines – from DOMAINES LISTEL and Côtes de Provence – Rosé wines – from the CHATEAU LA GORDONNE.

The Vranken-Pommery Monopole Group, Europe's leading Wine Grower, directly cultivates more than 2,500 hectares of vineyard.

Vranken-Pommery Monopole is listed on the NYSE Euronext Paris and Brussels.  
(Code "VRAP" (Paris), code "VRAB" (Brussels); ISIN code: FR0000062796).

## Contacts

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