



## Financial press release

**Turnover of the Vranken-Pommery Monopole Group  
for the first quarter of 2013:  
€ 43.6 million**

### **Current business: slight increase in Champagne and branded rosé Wines**

Reims, April 24, 2013

The first quarter was marked by a very good performance in terms of Champagne business, which increased (+0.3%) despite of a strained market, as well as by remarkable progress in branded Wines (+2.1%).

The turnover was affected by two exceptional elements: the alteration in the perimeter of the Champagne business with the acquisition of Bissinger and an unfavourable base effect on Wines' activity.

<i>In millions of euros</i>	Q1 (1 January / 31 March)			
	2013	2012	Variation	Variation in %
Champagne (*)	<b>30.0</b>	<b>29.9</b>	<b>+ 0.1</b>	<b>+ 0.3%</b>
Inter-profession and others	3.3	11.1	+ 7.8	NS
Sable de Camargue / Côtes de Provence				
Branded Wines	<b>9.8</b>	<b>9.6</b>	<b>+ 0.2</b>	<b>+ 2.1%</b>
Generic wines	0.5	2.1	- 1.6	NS
<b>Total turnover Q1</b>	<b>43.6</b>	<b>52.7</b>	<b>- 9.1</b>	<b>- 17.3%</b>

(\*) 2012 turnover reprocessed to present data with an equivalent perimeter

Business in the Camargue and Provence rosé Wines sector returned to a normal level of activity in the first quarter of 2013. Indeed, the first quarter of 2012 had benefited from early orders from a major European client. In 2013, the agreements signed are expected lead to increased activity, but according to a schedule that is more in line with the seasonal nature of the business. This variation should therefore be resorbed over the coming months.

It should be noted that the activity in the first quarter is traditionally weak, given the cyclical nature of the Group's business. However, all the negotiations held during this quarter reinforce the group's belief that it will achieve its targets.

### **Outlook**

In an economic context that is still disturbed, but backed up by the successful completion of commercial negotiations and the mobilisation of its teams, the Group is maintaining its targets for 2013 as regards business activity in both rosé Wines and Champagne.

Moreover, the three-year strategic plan presented at the 2012 release of results has entered into its application phase.

## **Forthcoming statement**

2012 Reference document placed on line: 25 April 2013

## **About Vranken-Pommery Monopole**

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

Vranken-Pommery Monopole owns the largest vineyard in Europe, spread among Champagne, Provence, the Camargue and Portugal.

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

### Contacts

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#### **Vranken-Pommery Monopole :**

Patrice Proth, Secrétaire Général  
+ 33 3 26 61 62 34, [comfi@vrankenpommery.fr](mailto:comfi@vrankenpommery.fr)

#### **Presse**

Claire Doligez, +33 1 53 70 74 25, [cdoligez@image7.fr](mailto:cdoligez@image7.fr)  
Caroline Simon, +33 1 53 70 74 65, [caroline.simon@image7.fr](mailto:caroline.simon@image7.fr)



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