



PRESS RELEASE

## REVENUES FOR THE FIRST NINE MONTHS OF 2009

**Reims, Monday October 26<sup>th</sup>, 2009 – 5:45 pm** – *With a third quarter that was better than the second, the BCC Group recorded 144.61 million euros in consolidated revenues over the nine months to September 30<sup>th</sup>, 2009, compared with 164.12 million euros at September 30<sup>th</sup>, 2008, down 11.9%.*

Excluding the brokerage subsidiary CGV, whose activity is traditionally subject to fluctuations, the Group's consolidated revenues came to 142.38 million euros, compared with 154.78 million euros at September 30<sup>th</sup>, 2008, down 8%.

At constant exchange rates, this figure, excluding CGV, would have come out at 143.97 million euros, down 7%.

Export sales represented 34.5% at September 30<sup>th</sup>, 2009, versus 45.2% at September 30<sup>th</sup>, 2008, representing a drop in volume of 26.9% (-35.4% for Champagne Houses alone, 8 months 2009, latest CIVC figures published).

Despite an unfavorable economic environment, the BCC Group has achieved a 3.3 % increase in its volumes of Champagne wine sales (with +22.3% on the French market), while the global Champagne wine market contracted by 19% over the first eight months of the year (with -22.6% for the Champagne Houses alone, CIVC figures).

It is important to remember that the fourth quarter accounts for 45 to 50% of Champagne wine consumption.

### OUTLOOK

A pure Champagne player, the BCC Group is forging ahead with its policy for an active presence on all market niches. However, the resulting volumes will not, as BCC has already announced, make it possible to offset the impact of the deterioration in the price mix on operational performance over 2009.

### BCC fully owns seven Champagne Houses

- **Champagne Lanson** (Reims), the prestigious international brand.
- **Champagne Boizel** (Epernay), French mail-order market leader, with wines distributed in the traditional sector for international markets.
- **Champagne Chanoine Frères** (Reims), wines intended primarily for the mass retail market (Chanoine brand), notably with the **Tsarine** grande cuvée range.
- **Champagne Philipponnat** (Mareuil sur Aÿ), which owns the prestigious **Clos des Goisses**, with wines available on selective retail markets.
- **Champagne De Venoge** (Epernay), also sold on selective retail markets, notably with its **Louis XV** grande cuvée.
- **Champagne Alexandre Bonnet** (Les Riceys), owner of a vast vineyard (wine sold in traditional sectors), as well as the **Ferdinand Bonnet** brand.
- **Maison Burtin** (Epernay), a mass retail supplier and owner of the **Besserat de Bellefon** brand, distributed through traditional networks (restaurants, wine stores).

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