



PRESS RELEASE

2012 FIRST-HALF REVENUES: 93 MILLION EUROS

Reims, Thursday August 30th, 2012 - 5:45 pm

The LANSON-BCC Group recorded **93 million euros** in consolidated revenues for the first half of 2012, compared with 109 million euros at June 30th, 2011 (-14.7%). It is important to recall that the first half of 2011 was particularly dynamic.

Excluding the brokerage subsidiary CGV, whose activity is traditionally subject to fluctuations, the Group's consolidated revenues came to **90.9 million euros**, compared with 99.3 million euros (-8.5%). The second quarter's good level of sales made up for part of the delay recorded during the first quarter.

Revenues in million euros (excl. CGV)	2011	2012	Change (%)
Q1	51.9	41.4	-20.2
Q2	47.4	49.5	+4.4
H1	99.3	90.9	-8.5

Positive half-year earnings

In a global Champagne wine market (source: CIVC) that saw volumes contract by 6.6% during the first half of 2012, LANSON-BCC recorded an 11.3% drop in its volume sold, but primarily on the lower value segments.

Development has continued to move forward while focusing on strengthening the positionings of the various Houses, in line with the value strategy applied for several years, resulting in a positive price mix effect (+4.6%). This progress has made it possible to limit the negative volume effect and achieve a clearly positive figure for consolidated net income at June 30th, 2012.

Nevertheless, like each year, it is important to note that LANSON-BCC records around one third of sales over the first six months of the year, but half of fixed costs, and profitability at June 30th cannot be representative of the level for the whole year.

The audited and definitive results for the first half of 2012 will be released on Wednesday September 12th (after close of trading).

<p>LANSON-BCC fully owns seven Champagne Houses</p> <ul style="list-style-type: none"> - Champagne Lanson (Reims), the prestigious international brand. - Champagne Chanoine Frères (Reims), wines intended primarily for the European mass retail market (Chanoine 	<p>Euronext Compartment B ISIN: FR0004027068 Ticker: LAN Reuters: LAN.PA Bloomberg: LAN:FP www.lanson-bcc.com</p>
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brand), notably with the **Tsarine** Cuvée range.

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

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