



PRESS RELEASE

REVENUES FOR THE FIRST NINE MONTHS OF 2012

Reims, Wednesday November 7th, 2012 - 5:45 pm

The LANSON-BCC Group recorded **149.55 million euros** in consolidated revenues for the first nine months of 2012, down -11.7%.

Excluding the brokerage subsidiary CGV, whose activity is traditionally subject to fluctuations, the Group's consolidated revenues dropped -6.6% to **146.80 million euros**.

Revenues in million euros (excl. CGV)	2012	2011	Change (%)
First quarter	41.4	51.9	- 20.2
Second quarter	49.5	47.4	+ 4.4
Third quarter	55.9	57.9	- 3.5
Total for 9 months	146.8	157.2	- 6.6

Over the period, the global champagne wine market contracted by 5% (source: CIVC), compared with 5% growth for the first nine months of 2011. In this environment, LANSON-BCC recorded a 9% reduction in its sales volumes, preferring to continue moving forward with its value strategy and achieving its objectives for improvements in the average sales prices across all its Houses. The volumes lost concern Burtin, a longstanding supplier for the European mass retail sector, which, faced with a suicidal level of competition over the period in the specific retailer brand market, chose to not respond to this.

Its strategy as a global Champagne player, built around the effective fit between its Houses, is enabling it to maintain an active presence across all the market segments, while focusing on adding more value to its wines; an essential condition for its sustainable development within an *Appellation Contrôlée* (AOC) area that is by definition limited.

It is important to remember that the fourth quarter usually accounts for around 45% of Champagne wine consumption, which means that the level of consumption at the end of the year will be decisive. With the global economic situation calling for a cautious approach, the LANSON-BCC Group is able to confirm that it will not be releasing any full-year forecasts for 2012. The Group is continuing to focus on net margin rate improvement.

2012 full-year revenues will be released on Thursday February 7th, 2013 (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 brand), including 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). 	<p>Euronext Compartment B ISIN: FR0004027068 Ticker: LAN Reuters: LAN.PA Bloomberg: LAN:FP www.lanson-bcc.com</p> <hr/> <p>LANSON-BCC Nicolas Roulleaux Dugage Tel: +33 3 26 78 50 00 investisseurs@lanson-bcc.com</p> <hr/> <p>CALYPTUS Cyril Combe Tel: +33 1 53 65 68 68 cyril.combe@calyptus.net</p>
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