



PRESS RELEASE

**LANSON-BCC SHAREHOLDERS APPROVE ALL SUBMITTED RESOLUTIONS DURING THE SPECIAL MEETING AND THE COMBINED SHAREHOLDERS' MEETING OF APRIL 29, 2021**

**Reims, Thursday April 29, 2021 – 5:45pm**

LANSON-BCC's Special Meeting of holders of shares with double voting rights and Combined Shareholders' Meeting took place behind closed doors today.

**All the resolutions were adopted.** The General meeting notably approved the corporate and consolidated financial statements for the year ended December 31, 2020 and set the **dividend** for 2020 at €0.20 per share. It will be **paid out on May 4, 2021**.

The Meetings also approved the **elimination of double voting rights** from the company's articles, thus ensuring to all shareholders the implementation of the "one share-one vote" principle.

The quorum conditions and detailed voting results will be available soon on the company's website.

|  |  |
|--|--|
| <p><b>LANSON-BCC is a group built around eight Maisons producing Champagne wines, created and led by Champagne families.</b> It unites together outstanding Maisons, renowned for their unique wines and benefiting from the effective fit between their customer segments. The combination of ancestral know-how and modern technical capabilities, creative independence and rational synergies enables each one of its Maisons to develop its performances, ensuring the LANSON-BCC Group's sustainability.</p> <ul style="list-style-type: none"> <li>• <b>Champagne Lanson</b>, prestigious Maison founded 1760, Reims, holder of a Royal Warrant since the time of Queen Victoria, 80% of Champagne sold on international markets.</li> <li>• <b>Champagne Chanoine Frères</b>, Maison founded 1730, Reims, Champagne sold primarily for the European mass retail market, reputed above all for its attractive <b>Tsarine</b> cuvee.</li> <li>• <b>Champagne Boizel</b>, Maison founded 1834, Epernay, Champagne distributed through mail order in France (BtoC) and in traditional sectors for international markets.</li> <li>• <b>Champagne De Venoge</b>, Maison founded 1837, Epernay, Champagne sold on selective retail markets, notably with its <b>Cordon Bleu</b> and <b>Princes</b> ranges and its <b>Louis XV</b> grande cuvee.</li> <li>• <b>Champagne Besserat de Bellefon</b>, Maison founded 1843, Epernay, Champagne distributed through traditional networks (restaurants, wine stores).</li> <li>• <b>Champagne Philipponnat</b>, Maison founded 1910, Mareuil sur Aÿ, owner of <b>Clos des Goisses</b>, Champagne sold on selective retail markets and in the world's leading restaurants.</li> <li>• <b>Maison Burtin</b>, Maison founded 1930, Epernay, private-label supplier for the European mass retail market and also producer of Champagne Alfred Rothschild.</li> <li>• <b>Champagne Alexandre Bonnet</b>, Maison founded 1970, Les Riceys, owner of a vast vineyard, with wine sold in traditional sectors, also producer of <b>Rosé des Riceys</b>.</li> </ul> <p><a href="http://www.lanson-bcc.com">www.lanson-bcc.com</a></p> | <p>Euronext Growth<br/>         ISIN: FR0004027068<br/>         Ticker: ALLAN<br/>         Reuters: ALLAN.PA<br/>         Bloomberg: ALLAN:FP<br/>         Indices: EN Growth Allshare,<br/>         EnterNext PEA-PME 150</p>   |
|  | <p>Eligible for SME share-based savings schemes (implementing order of March 5, 2014)</p>  |
|  | <p><b>LANSON-BCC</b><br/>         Nicolas Roulleaux Dugage<br/>         Tel: +33 (0)3 26 78 50 00<br/> <a href="mailto:investisseurs@lansonbcc.com">investisseurs@lansonbcc.com</a><br/> <a href="mailto:actionnaires@lansonbcc.com">actionnaires@lansonbcc.com</a></p> <p><b>CALYPTUS</b><br/>         Cyril Combe<br/>         Tel: +33 (0)1 53 65 68 68<br/> <a href="mailto:cyril.combe@calyptus.net">cyril.combe@calyptus.net</a></p> |