



PRESS RELEASE

## 2021 REVENUES: €271.09M

**Reims, Thursday January 27, 2022 - 5:45 pm**

The LANSON-BCC Group is reporting **€271.09m** of consolidated full-year revenues, up **+21.5%**. Excluding the brokerage subsidiary, whose activity is traditionally subject to fluctuations, the Group's consolidated revenues came to €264.31m, with +20.3% growth.

This increase is lower than for the overall industry: it reflects on the one hand, a higher basis for comparison - the Group's sales contracted by "only" 10.9% in 2020 compared with 2019, in a global market that dropped - 16.7% - and, on the other hand, the new governance structure rolled out in our Maisons since 2019, aimed at creating more value through premiumization rather than through volumes. This policy, which was affected by the pandemic in 2020, received a more positive response from the markets in 2021 and will continue to move forward in 2022 and beyond.

Revenues (€m)	2021	2020	Change (%)
H1	99.11	74.13	+33.7
H2	171.98	148.99	+15.4
<b>Year to December 31</b>	<b>271.09</b>	<b>223.12</b>	<b>+21.5</b>

Following a year that was significantly affected by the pandemic in 2020, the global Champagne wine market saw a +32% increase in volumes in 2021, with 322 million bottles shipped. France (44% of volumes) is up +25%, while exports (56% of volumes) achieved +38% growth (source: CIVC). For the LANSON-BCC Group, France is up by +15% (45% of volumes) and exports are up by 38% (55% of volumes).

On these markets that are picking up, our Maisons have made outstanding progress for exports, particularly for several European destinations and the United Kingdom, where Maison Lanson has historically had strong market shares, as well as in the United States or in Russia.

The growth in business in 2021 is expected to be accompanied by a significant improvement in profitability compared with 2020.

**2021 full-year earnings will be released on Thursday March 17, 2022 (after close of trading).**

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**LANSON-BCC is a group built around eight Maisons producing Champagne wines, created and led by Champagne families.** 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.

- **Champagne Lanson**, prestigious Maison founded 1760, Reims, holder of a Royal Warrant since the time of Queen Victoria, 80% of Champagne sold on international markets.
- **Champagne Chanoine Frères**, Maison founded 1730, Reims, Champagne sold primarily for the European mass retail market, reputed above all for its highly sought-after **Tsarine** cuvee.
- **Champagne Boizel**, Maison founded 1834, Epernay, Champagne distributed through mail order in France (BtoC) and in traditional sectors for international markets.
- **Champagne De Venoge**, Maison founded 1837, Epernay, Champagne sold on selective retail markets, notably with its **Cordon Bleu** and **Princes** ranges and its Louis XV grande cuvee.
- **Champagne Besserat de Bellefon**, Maison founded 1843, Epernay, producer of the **Cuvée des Moines**, Champagne distributed through traditional networks (restaurants, wine stores).
- **Champagne Philipponnat**, Maison founded 1910, Mareuil sur Aÿ, owner of **Clos des Goisses**, Champagne sold on selective retail markets and in the world's leading restaurants.

- **Maison Burtin**, Maison founded 1930, Epernay, private-label supplier for the European mass retail market and also producer of Champagne **Alfred Rothschild**.
- **Domaine Alexandre Bonnet**, Les Riceys, Domaine founded 1970, owner of a vast vineyard, with wine sold in traditional sectors, also producer of **Rosé des Riceys**.

**[www.lanson-bcc.com](http://www.lanson-bcc.com)**

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LANSON-BCC shares are listed on Euronext Growth Paris  
Ticker: ALLAN | ISIN: FR0004027068 | Reuters: ALLAN.PA | Bloomberg: ALLAN:FP  
Indices: EN Growth Allshare, EN Family Business  
LANSON-BCC shares are eligible for SME share-based savings schemes (PEA-PME - implementing order of March 5, 2014)

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**LANSON-BCC**

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