



PRESS RELEASE

RECLASSIFICATION OF A BLOCK OF SHARES

Reims, Monday July 4, 2022 - 5:45pm (CET) – LANSON-BCC and the Group's founder shareholders carried out a buyback operation on July 4, 2022 to acquire Crédit Mutuel Equity's entire interest in LANSON-BCC, covering 335,500 shares at a unit price of €33.05, representing 4.72% of the company's capital.

This buyback operation follows the exercising of the Repurchase Commitment from July 18, 2013, extended with the amendment dated May 15, 2019.

It is based on the following breakdown:

- 302,571 shares were acquired by LANSON-BCC at a unit price of €33.05, representing a total of €10m. This buyback was carried out under the program authorized by the ninth resolution approved at the general shareholders' meeting on April 29, 2022, covering 10% of the capital. These shares are intended to be canceled within a maximum period of 24 months, in accordance with the tenth resolution from the general meeting on April 29, 2022.
- 32,929 shares were acquired by the PAILLARD, BOIZEL and BAIJOT family groups at a unit price of €33.05 for a total of €1.1m.

These transactions will be reported to the French Financial Markets Authority (AMF).

LANSON-BCC would like to sincerely thank Crédit Mutuel Equity for its commitment and support over the last nine years, and continues to enjoy a strong relationship with CIC, which will remain on board as a long-term partner for the Group's Maisons as they move forward with their development.

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**.

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 4, 2014)

LANSON-BCC

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