



PRESS RELEASE

RECLASSIFICATION OF A 5% BLOCK OF LANSON-BCC SHARES

Reims, March 24, 2023 - 6:00 p.m. – LANSON-BCC and its founder shareholders announce that they have entered into an agreement with the company FIAG Holding for the takeover in two blocks of its entire interest in LANSON-BCC representing 5.03% of the Group's capital.

LANSON-BCC and the Group's founder shareholders carried out a buyback operation on March 22, 2023, to acquire a first block of 171,050 shares at a unit price of €35, as follows:

- 60,000 shares were acquired by LANSON-BCC for a total amount of €2.1 million. This buyback was carried out under the program authorized by the ninth resolution approved at the general shareholders' meeting on April 29, 2022, covering a maximum of 10% of the capital. These shares are intended to be retained and subsequently delivered for exchange or as payment in the context of external growth operations, in accordance with applicable regulations.
- 111,050 shares were acquired by the PAILLARD, BOIZEL and BAIJOT family groups for a total amount of €3.9 million.

At the same time, FIAG Holding has undertaken to sell by November 30, 2023, to LANSON-BCC and its founder shareholders the balance of its interest, i.e. 171,050 shares, at a unit price of €36, after payment of the dividend for fiscal year 2022.

Following the buyback of the first block, the Group's founder shareholders will hold 88.0% of the capital and 89.6% of the voting rights of the Company. Treasury shares will represent 1.8% of the capital.

The founder shareholders would like to sincerely thank FIAG Holding for its support over the past seven years.

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

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 Philipponnat**, Maison founded 1910 with a family tradition dating back to 1522, Mareuil sur Aÿ, owner of **Clos des Goisses**, Champagne sold on selective retail markets and in the world's leading restaurants.
- **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 Boizel**, Maison founded 1834, Epernay, Champagne distributed through mail order in France (BtoC) and in traditional sectors for international markets.
- **Champagne Chanoine Frères**, Maison founded 1730, Reims, Champagne sold primarily on mass retail and export markets, reputed above all for its **Tsarine** cuvee.
- **Maison Burtin**, Maison founded 1930, Epernay, mass retail supplier, producer of "custom" Champagne for key accounts, including the **Alfred Rothschild** range.
- **Domaine Alexandre Bonnet**, Les Riceys, owner of a vast vineyard, with "grower" champagnes sold in traditional sectors, also producer of **Rosé des Riceys**.

www.lanson-bcc.com

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)

LANSON-BCC

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