

POLICY AND PROCEDURES FOR BUYING AND SELLING PURE REGISTERED SHARES IN PERNOD RICARD

I. BUYING

1) THE ORDERING CUSTOMER IS NOT A SHAREHOLDER

a) Receiving buying instructions

- _ PERNOD RICARD provides potential shareholders with the following number: + 33 (0)2 51 85 67 89. Calls made to these numbers are recorded.
- _ Once a call is made, the potential shareholder is sent the following by mail:
 - the Pure Registered Trading Account Agreement, which is mandatory for a new shareholder
 - the printed buy order
- _ After filling out, dating, and signing them, the potential investor returns the documents to SOCIETE GENERALE, along with a cash transfer or a cheque made out in euros for 50% of the order amount.
- _ Instructions will be sent to the market as soon as the information is verified and funds received.

b) Paying for transactions

- _ Once the order is completed, a registered account transaction notice is sent to the shareholder, stating the amount still payable.
- _ The shareholder must then pay the balance due as soon as he receives the stock exchange transaction notice.

2) THE ORDERING CUSTOMER IS ALREADY A SHAREHOLDER

a) Receiving buying instructions

- _ By fax: + 33 (0)2 51 85 53 42
- _ Or phone: + 33 (0)2 51 85 67 89, or on line at:
www.sharinbox.societegenerale.com (Secure access with personal access code and password)*
- _ Shareholders must have a provision of pure registered shares worth 50% of the order's value.

b) Paying for transactions

- _ Once the order is completed, a registered account transaction notice is sent to the shareholder, stating the amount still payable.
- _ The shareholder must then pay for the purchase (inclusive of tax) once he has received the transaction notice.

**Orders placed by phone or online are only authorised once the order placement contract has been received by phone or on line, duly signed and accepted by the bearer*

II. SELLING

a) Receiving selling instructions

- _ By fax: + 33 (0)2 51 85 53 42
- _ Or phone: + 33 (0)2 51 85 67 89, or Internet at: www.sharinbox.societegenerale.com (Secure access with personal access code and password)*
- _ These instructions will be sent to the market provided the shareholder has sufficient provisions in his pure registered account.

b) Paying for transactions

- _ Payment is made bank transfer the day after the selling date on Euronext Paris.
- _ Societe Generale sends the shareholder a registered account transaction notice and a payment notice.

**Orders placed by phone or online are only authorised once the order placement contract has been received by phone or on line, duly signed and accepted by the bearer.*

III. TABLE OF NYSE EURONEXT CLOSING DATES FOR 2024*

Special Days	Date
Good Friday	Friday 29 March 2024
Easter Monday	Monday 1er April 2024
Workers days	Wednesday 1er May 2024
Christmas	Wednesday 25 December 2024
Day after Christmas	Thursday 26 December 2024

**According to Euronext Calendar*

IV. STOCK EXCHANGE FEES

Stock exchange fees paid to Societe Generale, to complete buy or sell orders, are as follows:

- _ 0.60% of the total amount for orders of less than EUR 75,000, with a EUR 14 minimum
- _ 0.50% of the total amount for orders between EUR 75,000 and EUR 150,000
- _ 0.40% for orders of EUR 150,000 or more

V. INFORMATION

For more information on this procedure, shareholders may contact:

SOCIETE GENERALE
SGSS/SBO/CSS/BOC
32 rue du Champ de Tir
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44 308 NANTES CEDEX 3

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