



Pernod Ricard sells selected local Nordic brands for € 82 million

Press release – Paris, February 15, 2010

Pernod Ricard announces that it has signed an agreement to sell a number of Swedish and Danish assets to Altia for a cash consideration of SEK 835 million, or € 82 million at current exchange rate.

The transaction includes:

- A number of local wine and spirits brands including in particular Explorer vodka, Lord Calvert whisky, 1 Enkelt bitter, Blossa glögg and Chill Out wines,
- A bottling facility located in Svendborg, Denmark.
- Two logistic centres located in Odense, Denmark and Årsta, Sweden.

Related long-term production, bottling and logistic services agreements between Pernod Ricard Sweden, Pernod Ricard Denmark and Altia have also been concluded.

The transaction is subject to customary regulatory approvals, including that of the Swedish competition authorities.

This transaction brings Pernod Ricard closer to the achievement of its € 1 billion disposal plan (approximately € 0.8 billion achieved to date).

Pernod Ricard was advised in this transaction by SEB-Enskilda and Gernandt & Danielsson .

About Altia

Altia is a wine and spirit service company producing, distributing, marketing and selling own and supplier brands. It distills barley spirit for beverages, and has strong local products and few international brands such as Koskenkorva, Maximus and Grönstedts, and it represents international quality brands from all over the world.

Altia is owned by the State of Finland. In 2009, net sales of Altia amounted to 407.3 million euros and the number of personnel is almost 950. The company operates in Finland, Sweden, Norway, Denmark, Estonia and Latvia. Altia has a distillery in Koskenkorva (Finland) and a beverage plant in Rajamäki (Finland) with traditions reaching back to 1888. The Tabasalu alcoholic beverage plant in Estonia is a producer of smaller lots. Altia is the market leader in Finland and grows to a leading player in Sweden.

About Pernod Ricard

Created by the merger of Pernod and Ricard (1975), the Group has undergone sustained development, based on both organic growth and acquisitions. The acquisitions of Seagram (2001), Allied Domecq (2005) and recently of Vin&Sprit (2008) have made the Group the world's co-leader in Wines and Spirits with consolidated sales of € 7,203 million in 2008/09. Pernod Ricard holds one of the most prestigious brand portfolios in the sector: ABSOLUT Premium Vodka, Ricard pastis, Ballantine's, Chivas Regal and The Glenlivet Scotch whiskies, Jameson's Irish Whiskey, Martell cognac, Havana Club rum, Beefeater gin, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek and Montana wines. The Group favours a decentralised organisation, with 6 Brand Owners and 70 Distribution Companies established in each key market, and employs a workforce of close to 19,000 people. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption of its products.

Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.

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