



International appointments at Pernod Ricard

Press release – Paris, June 29, 2009

Pernod Ricard announces seven new appointments, effective from 1st of July 2009 :

- Further to the nomination of Gilles Bogaert as Managing Director Finance of Pernod Ricard, **Bryan Fry**, currently Marketing Vice President of Pernod Ricard Asia, will succeed him in the position of **Managing Director of Pernod Ricard Brasil** and will report to Philippe Dréano, Chairman and Chief Executive Officer of Pernod Ricard Americas.
- Following the appointment of César Giron as Chairman and Chief Executive Officer of Pernod, **Victor Jerez**, currently Chief Operating Officer of Pernod Ricard Brasil, is appointed as **Managing Director of Wyborowa** and will report to Laurent Lacassagne, Chairman and Chief Executive Officer of Pernod Ricard Europe.
- **Sergio Marly**, currently Commercial Director of Pernod Ricard España, is appointed to the position of **Managing Director of Pernod Ricard Argentina** and will report to Eduardo Otero, in charge of the Pernod Ricard Southern Cone and Andes Cluster.
- **Jean-Marc Bryskère**, currently Managing Director of Pernod Ricard Nederland, is appointed to the position of **Managing Director of the Pernod Ricard Benelux Cluster**.
- **Béatrice Morane**, currently Marketing & Business Development Director of Pernod Ricard Europe, is appointed **Managing Director of Pernod Ricard Belgium**. Her successor will be announced later on. She will report to Jean-Marc Bryskère.
- **Erik Zaal**, currently Sales Director of Pernod Ricard Nederland, is appointed **Managing Director of Pernod Ricard Nederland**. He will report to Jean-Marc Bryskère.
- **Christian Barré**, currently Managing Director of Pernod Ricard Swiss, is appointed Managing Director of Domecq Bodegas, Spanish affiliate of quality wines. Christian will report to Laurent Lacassagne, Domecq Bodegas becoming a direct affiliate of Pernod Ricard Europe. His replacement will be communicated at a later stage.

Bryan FRY, 37, holds a Bachelor of Applied Science from University of Adelaide and Graduate Diploma in Economics from University of New England. He joined Orlando Wyndham Group in February 1995 and has undertaken the positions of National Agribusiness Manager in 1998 and Regional Manager Asia/Pacific for Orlando Wyndham in 2000. Bryan was appointed Marketing Manager, Wyndham Estate in May 2004. Since February 2006 he is Vice President Marketing Pernod Ricard Asia.





Victor JEREZ, 44, graduated from Columbia University and Harvard University (USA). He joined the Group after 9 years within Mars&Co, 4 of these working on specific projects for Pernod Ricard in North and South America. Since August 2007, Victor was Chief Operating Officer of Pernod Ricard Brasil.



Sergio MARLY, 44, Spanish nationality, holds an Economics Degree and an MBA from ESADE in Barcelona. He joined Pernod Ricard in 1992 at PRACSA (today PR España) as Product Manager, then Group Product Manager. In 1996 he moved to Campbell Distillers as Marketing Director, before being appointed Marketing Director of Larios Pernod Ricard in January 1999. Since February 2004, Sergio is Commercial Director of Pernod Ricard España.



Jean-Marc BRYSKERE, 43, Belgian nationality, is graduated from the Ecole de Commerce de l'Université Libre de Bruxelles. He joined the Group in April 1996 as Product Manager at Pernod Ricard Belux. He successively held the positions of Spirits Marketing Manager in 1998 then National Marketing Director of Pernod Ricard Nederland. In March 2003, he joined Pernod Ricard Europe as the Marketing & Business Development Director. Since July 2005, Jean-Marc is Chief Executive Officer of Pernod Ricard Nederland.



Béatrice MORANE, 43, French nationality, is graduated from Institut d'Etudes Politiques of Paris (Sciences Po). After twelve years within Danone Group where she held Marketing Group Brand Manager positions in Paris and New York, successively in Biscuit and Dairy Products departments, Béatrice Morane joined the Group in 2001 as Category Director within the Marketing Department of Pernod Ricard. Since October 2005, she is Marketing & Business Development Director of Pernod Ricard Europe.



Erik ZAAL, 43, Dutch nationality, has a master degree in business. Before joining Pernod Ricard he worked in several Sales positions at the Swedish Company SCA. Erik joined the Group in June 1999 as National Sales Manager Off-trade of Pernod Ricard Nederland. Since April 2004, he is Sales Director of Pernod Ricard Nederland.



Christian Barré, 46, a graduate from EPSCI (Ecole des Praticiens du Commerce International, ESSEC Group) holds a Master's degree in International Business (CECE-Marseille). Christian started with SEGM (today Pernod Ricard Europe) in November 1986 as Area Manager successively for Benelux, Africa, Northern Europe and Canada, while taking the responsibility of International Marketing for Ricard and Dubonnet brands. In 1991 Christian is appointed Director of Pernod Ricard Canada (previously Austin Nichols Canada) before becoming Managing Director of Pernod Ricard Mexico in 1996. Since 2003, he is Managing Director Pernod Ricard Swiss





Pernod Ricard

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 purchase of part of Seagram (2001), the acquisitions of Allied Domecq (2005) and recently of Vin & Spirit (2008) have made Pernod Ricard the world's co-leader in wines and spirits with sales of € 6,589 million in 2007/08.

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 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 more than 19,300 people.

Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption.

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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