

PERNOD RICARD'S SUSTAINABLE DEVELOPMENT CHARTER



“Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs”.

Extract from the 1987 report of the UN World Commission on Environment and Development.

For Pernod Ricard, sustainable development means reconciling economic efficiency with social fairness and the protection of the environment in a process of continuous improvement.

Pernod Ricard has consequently made a number of commitments on the quality of its products, responsible drinking, safeguarding the environment and its relationship with its employees, shareholders and suppliers. Upholding these commitments is key to the long term development of the company and its brands.

For the benefit of its people, Pernod Ricard has drawn up a Charter defining its objectives, principles and the roles and responsibilities of all concerned. In the Charter, the Group expresses its intention to act in accordance with its own values, adhering strictly to the legal and regulatory framework of the countries in which it operates.

On April 2, 2003 Pernod Ricard signed the Global Compact, a United Nations initiative to encourage corporate social responsibility.

Pernod Ricard intends to underline its resolve to be a socially responsible Group.



Pernod Ricard

PERNOD RICARD'S

COMMITMENTS



To offer

products of the highest quality to consumers

To ensure the trust and satisfaction of its consumers and trade customers, Pernod Ricard commits itself to supplying them with products that are consistently of the highest quality and with services that are constantly improving.

The use of quality natural raw materials and ingredients is a fundamental commitment. Special care is taken over the quality of the water used, as this is central to the way most of the Group's spirits are made.

Pernod Ricard applies its own standards of hygiene and health safety to the production of its wines and spirits, going beyond the legal and regulatory requirements in force.

To encourage

ethical marketing and responsible drinking

Pernod Ricard advocates moderation in the consumption of its alcoholic drinks. For that reason the Group keeps a very close eye on the way its brands are advertised and promoted. Pernod Ricard plays a leading role in preventing the risks associated with drinking, and campaigns actively against excessive or inappropriate alcohol consumption and its social consequences. Protecting the health of its people and consumers is an essential commitment of the Group.

As a founding member of the European Forum for Responsible Drinking in 1990, Pernod Ricard has helped draw up an international code of ethics for use across the industry and which seeks to encourage self-regulation within the profession.

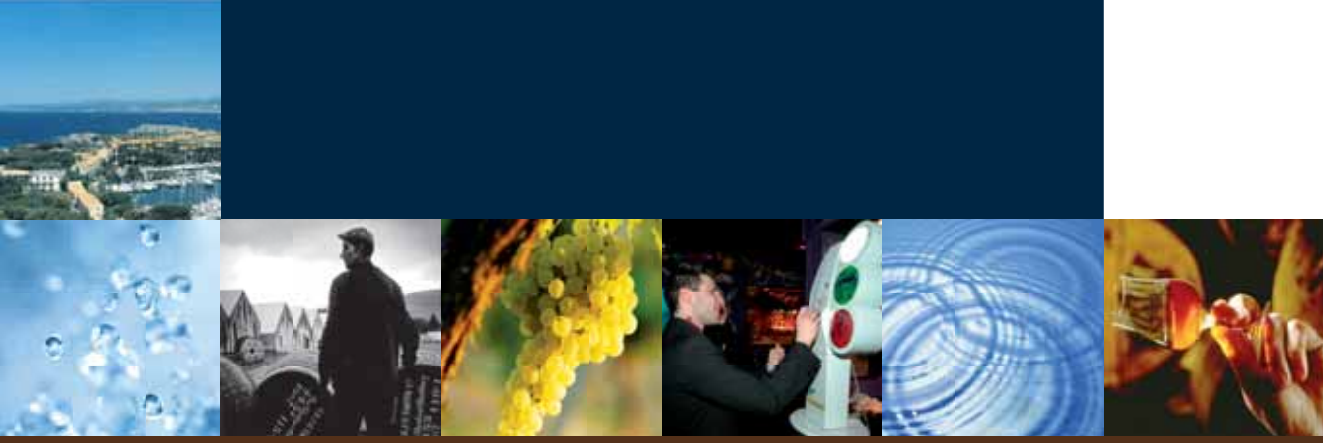
In Europe, China and especially the United States, the Group devises and participates in campaigns against alcohol abuse to raise consumer awareness of the issue and provide them with information. The Group also helped establish the Drinks Research and Study Institute in 1971 which conducts or sponsors alcohol-related research.

To conserve

natural resources and respect the environment

Since it was founded, Pernod Ricard has ranked the conservation of resources and respect for the environment among its primary concerns. The Group favours the use of the most advanced techniques available to improve energy efficiency, advocating recycling, and preventing or limiting as far as possible the production of waste or pollution and their impact on the environment.

The principle of sustainable development guides the design, implementation and development of the Group's industrial activities. They conform to the regulatory and legal requirements of environmental protection. They are intended to ensure



the safety of staff and all others involved. Pernod Ricard commits itself to having its industrial sites certified to internationally recognised standards, especially ISO 9001, 14001 and OHSAS 18001.

In 1966, Paul Ricard, the Chairman and founder of the Ricard company, started the Oceanographic Institute on Les Embiez, an island in the Mediterranean which has become a leading centre for ecology and marine environmental research.

To build a relationship with its people based on loyalty and respect

The Group offers its people appealing career opportunities and attractive salary and benefit packages. It commits itself to avoiding all discrimination both during their recruitment and throughout their careers.

In keeping with the principle of decentralised decision-making that seeks to nurture entrepreneurial spirit, Pernod Ricard intends to accord its subsidiaries as much operational independence within the Group's guidelines and charters.

Pernod Ricard commits itself to ensuring the safety and well-being of its people. It shares the International Labour Organisation's basic values in workforce relations. The Group keeps its people informed regularly and honestly.

To offer shareholders an attractive investment

Pernod Ricard's relationship with its individual and institutional shareholders is based on trust, dialogue and transparency.

With a strategy for long term growth, the Group seeks to offer shareholders an attractive return on their investment by increasing the value of its shares and the distribution of dividends.

It commits itself to keeping shareholders informed of the company's results in a direct and consistent manner.

To share with others its code of ethics and sustainable development values

Pernod Ricard intends to share its sustainable development values with all those involved in its business. The Group commits itself to integrating these values into its strategy and corporate culture, and to ensuring that these principles are clearly understood and also acted upon by its main suppliers and sub-contractors.



Pernod Ricard, sustainable commitment.



Pernod Ricard

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