

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 by cheque or bank transfer two business days after the selling date on Euronext Paris for payments to accounts opened in France.
- _ 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 2018*

Special Days	Date
New Year's Day	Monday 1 January 2018
Good Friday	Friday 30 March 2018
Easter Monday	Monday 2 April 2018
Labour Day	Tuesday 1 May 2018
Christmas Day	Tuesday 25 December 2018
Boxing Day	Wednesday 26 December 2018

Markets will close at 14:05 CET on Monday 24 December and on Monday 31 December.

**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
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