

Press release - Paris, 11 December 2018

**Pernod Ricard introduces the first global messenger chatbot
dedicated to the responsible consumption of alcohol**
***The World's 2nd Wines & Spirits Group also updated its Wise Drinking app
for the festive season***

In 2015, Pernod Ricard launched the very first app developed to measure alcohol consumption: Wise Drinking. Since then the app has been downloaded 120 000 times with regular added new features, and Pernod Ricard is now happy to announce a new innovative tool : the Wise Drinking messenger chatbot.

Directly integrated with Facebook Messenger for easy access, the new chatbot is the perfect companion for consumers to communicate with and ask questions while out on the town. The Wise Drinking chatbot works as a real conversation tool that exchanges with users by asking them questions, providing them advice and/or answering their queries.

Easy to use:

- The consumer can access the Wise Drinking chatbot either through the Facebook page from where they can start a conversation or directly on Facebook Messenger.
- To measure the consumer's alcohol level, the chatbot asks questions such as *What did you have to drink tonight? Did you eat?*
- If the consumer has any questions, the chatbot will answer them in real time and share tips on the impact of alcohol depending on one's gender and morphology.
- The tool will then instantaneously analyse the elements in the conversation and advise on the means of transportation the consumer can use to get home – for example, whether or not they can drive.

The chatbot will help the consumer learn from their consumption and adopt good habits.

Pernod Ricard encourages a moderate and safe alcohol consumption during the festive season.

Wise Drinking App



In addition to the chatbot, the Group updated its Wise Drinking app to better inform consumers about responsible drinking. Among its new features, the Wise Drinking app now has an integrated "Tips & Facts" section, which informs consumers on alcohol, helping them to consume more responsibly. Among the many tips available, there is information on the benefits of alternating alcohol with food and non-alcoholic drinks such as water, along with information on the

effects of alcohol on body temperature. A dashboard will help consumers track and learn from their alcohol consumption over a 4-week period, including the number of calories in each drink consumed.

The Wise Drinking app is free and available in 34 languages on iPhone and Android; it is the first and most popular app to allow consumers to monitor their alcohol level by calculating the number of units consumed relative to their weight.

Pernod Ricard, A Group Committed To Responsible Drinking

Although Wise Drinking has a global reach, it is one of the many initiatives undertaken around the world by Pernod Ricard and its local affiliates to promote responsible drinking. Since 2012, alongside [IARD](#) (International Alliance for Responsible Drinking) – a non-profit organisation dedicated to reducing harmful drinking and promoting understanding of responsible drinking – Pernod Ricard helped develop and implement the 5 commitments of the Beer, Wine and Spirits industry aimed at combatting alcohol misuse. These commitments include reducing underage drinking, strengthening marketing codes of practice, providing information to consumers and developing responsible product innovations, reducing drink-driving and enlisting retailers' support to reduce alcohol abuse.

Pernod Ricard also created Responsible Party, a programme in partnership with the Erasmus Student Network (ESN) to raise the awareness of issues related to responsible drinking for Erasmus students in 32 European countries. In 9 years, more than 400 000 students have been reached and informed during these events.

To download Wise Drinking:

<https://www.wise-drinking.com/app.html>

To discover the Wise Drinking Chatbot: <https://www.facebook.com/messages/t/wisedrinking>

<https://www.messenger.com/t/wisedrinking>

About Pernod Ricard

Pernod Ricard is the world's n°2 in wines and spirits with consolidated Sales of €8,987 million in FY18. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the sector: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo and Kenwood wines. Pernod Ricard employs a workforce of approximately 18,900 people and operates through a decentralised organisation, with 6 "Brand Companies" and 86 "Market Companies" established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics.

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

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