

## **Pernod Ricard Strengthens Investment in Indonesia Through the Issuance of License for Business Operations Distribution**

**Jakarta, 26 June 2019** – Pernod Ricard, a global company that was established in 1975 and engaged in the wine and spirits industry, strengthened its presence in Indonesia through the issuance of licenses for business operations distribution for PT Pernod Ricard Indonesia which was conducted on September 17, 2018. This business movement also signifies the 87<sup>th</sup> affiliate of Pernod Ricard in the world.

The presence of PT Pernod Ricard Indonesia officially proved the contribution and investment commitment of Pernod Ricard. Along with the issuance of licenses for distribution business operations, it will certainly open up new employment opportunities in Indonesia, in the hope of growing the workforce and contributing to the Indonesian economy. PT Pernod Ricard in Indonesia will serve a local market that focuses on producing the two latest variants of Seagram's, namely ***"Imperial Black Whisky"*** and ***"Seagram's Extra Smooth Vodka"***.

**Chairman & CEO of Pernod Ricard Asia, Philippe Guettat** and **Managing Director of PT Pernod Ricard Indonesia, Edhi Sumadi** attended the "Official Launch of PT Pernod Ricard Indonesia" to inaugurate the opening of the distribution office of PT Pernod Ricard in Indonesia.

**Philippe Guettat, Chairman & CEO of Pernod Ricard Asia** commented, *"We are delighted to embark on this new and exciting journey in Indonesia and to be part of the Indonesian economy as a local player. Consumers in Indonesia are increasingly showing their enthusiasm for a new way of life as they experience the dynamic economic growth, and that includes, for those who choose to drink, enjoying quality wine and spirits brands. We are committed to respond to their needs by leveraging Pernod Ricard global capabilities and expertise to bring high quality products and amazing brand experiences to them."*

**Edhi Sumadi, Managing Director of PT Pernod Ricard Indonesia** said, *"Indonesia's growing economy strengthens by an average of 5% each year for the past many years. Overall, we see this condition as a great opportunity to strengthen our presence in Indonesia. Our products will be distributed to more than 300 key outlets in Jakarta, West Java, North Sumatra, Central Java, Yogyakarta and many other regions."*

*"The presence of our local products through our local producer partner will help accelerate our contribution for national revenues, one of which is through taxes and excise,"* **Edhi** added.

Not only a wine and spirits player, PT Pernod Ricard Indonesia have a dedication to inspiring its customers by presenting products that can create a moment of togetherness where consumers can feel and share the essence of every new experience that happened in their lives. Pernod Ricard also has a strong experience in building corporate social responsibility programs which support the local communities and help address the issue of abuse of alcohol.

*"The moment of togetherness is a value believed by Pernod Ricard globally which is meant to create convivial experience where the spirit is centered on the simplicity, originality, direct experience and authentic of how this togetherness moment will always bring happiness and strong bonding to all our consumers,"* said **Edhi Sumadi**.

Pernod Ricard's global size and capabilities will be brought to the local level to help improving the skills of the local workforce, and also realize responsible consumption moments and other impressive

experiences for consumers. Through the opening of a distribution office in Indonesia, PT Pernod Ricard shows its existence in providing new colors for alcoholic beverages lovers to enjoy life to the fullest.

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#### **About Pernod Ricard**

Pernod Ricard is the world's n°2 in wines and spirits with consolidated Sales of €8,987m 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 19,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 87 "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.

#### **Media Contact:**

Sondang P. Butar Butar  
Senior Account Manager, GOLIN  
[sbutarbutar@golin.com](mailto:sbutarbutar@golin.com)  
+628129405209