

Press release - Paris, 29 June 2016

Centre Pompidou –Pernod Ricard Annual Party “Beat Generation”

Pernod Ricard reveals the name of the artist behind its new artistic campaign: Omar Victor Diop

At its annual soirée at the Centre Georges Pompidou held last night in Paris, Pernod Ricard announced the name of the artist behind the Group’s 41st artistic campaign: Senegalese photographer Omar Victor Diop. Guests were also given a preview of three shots from the upcoming campaign, which will be displayed in full at the Paris Photo Fair on 10-13 November 2016, at which the Group is an exhibitor.

Staying true to its commitment to invest in promoting contemporary art, Pernod Ricard has been giving a “carte blanche” to an international artist to illustrate its annual report for more than 40 years. In 2009, the Group opted for contemporary photography by adding a permanent feature to this artistic approach – using the Group’s employees as models.

For his carte blanche, Omar Victor Diop decided to take portraits of employees from Pernod Ricard’s African subsidiaries and to embody the relationship between them and their colleagues from the rest of the world. He incorporated them in outfits specially created by the Senegalese designer Selly Raby Kane in the format of medallion portraits often seen in African stylistic compositions.

Alexandre Ricard, Chairman and CEO of Pernod Ricard, used the event to express his enthusiasm for this new campaign: *“Seeing the annual campaign for the first time and the enjoyment of the employees taking part in it is always a high point. Our employees have always been at the heart of our business model, and we are proud to show it to the world! Being ‘créateurs de convivialité’ also means giving them experiences like these”.*

Omar Victor Diop, present at the Pompidou Centre to unveil his first pieces, added: *“I am delighted to have been given this ‘carte blanche’ by Pernod Ricard and to have been able to immerse myself in the corporate culture of a Group that I didn’t know. Their employees have such pride and such dignity! How bold of a CAC40 company to be so fully committed to Africa! All that was left to do was supporting this ambition and carrying it out with strength and joy.”*

About Pernod Ricard

Pernod Ricard is the world’s No 2 in wines and spirits with consolidated sales of €8,558 million in 2014/15. 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, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes,



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as well Jacob's Creek, Brancott Estate, Campo Viejo, Graffigna and Kenwood wines. Pernod Ricard employs a workforce of approximately 18,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 85 "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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